

Our Services

About Us & Sales



KEY WEST VACATION
**PROPERTIES
& REALTY**

01



We are a family owned and operated company

- Jaime Caballero is the Real Estate Broker/Property Manager and in property management since 1989. Past President of Key West Association of Realtors, Florida Realtor District 4 Vice President, and Past Florida President of National Association of Residential Property Managers
- Arnold Caballero is the Project Manager and Arnold is a retired Key West firefighter.
- Alexandria Caballero is a Real Estate Agent/Property Manager and has been in property management since 2007.
- Jaime & Alexandria will be happy to help you list your home or buy a new one. For selling your property, we offer commission discounts.

Onboarding

02



- We pay for professional pictures. The return time is normally 3-4 days once we receive the pictures, we can get your property advertised on VRBO & Airbnb.
- You will be sent a link to your owner portal. There you will find your availability calendar. We highly suggest you block off any dates that you will be using your property.
- If you don't have a city or county license, we will apply for the licenses for you
- If you don't have a State of Florida Hotel/motel license we can cover you under ours for \$40 per property. The normal cost is ~\$200.
- We submit the county and state taxes through our blanket license
- We provide point central locks that is integrated into our software
- For \$75 per thermostat, we can install a point central thermostat that is integrated into our software. Highly recommend it won't let the guest go below 70 degrees. When the guest checks out the thermostat will set at 75 degrees. Helps trouble shoot if the guest says the AC isn't working. We can tell by the humidity in the room if they are opening and closing door too much. This saves an AC service call ~\$175 per call.

Marketing

03



- You will be charged \$599 per year per property for VRBO listing that is monitored through our software
- We will list your property in Airbnb for pay per lead fee that is monitored through our software
- We have a user-friendly website that includes a grid which allows a guest to see your availability in case a day earlier or later will work.
- We have a pricing tool that prices your property based on any events going on or holidays. This tool also prices based on supply and demand for like properties. This prevents from us leaving any money on the table.

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Our Services

Maintenance & Housekeeping

04



- We check the property before each booking and at checkout no charge
- Our maintenance team will troubleshoot issue prior to calling a vendor.
- Our maintenance staff for repairs is \$35-\$45 per hour if it is an issue that we can fix.
- If we need to call one of our vendors, they come quickly and don't price gouge. We do not add any money to the top of any vendor invoices
- We use Hana's amazing cleaning to clean our properties in case you don't have a housekeeping staff.
- The guest pays the housekeeping fee.
- We charge \$300 per year linen fee.
- We can suggest companies for pool and landscaping services.
- Through our digital guestbook, we communicate with our guest in case they have any questions or maintenance issues
- We need to know if you have any special request or quirks with the property the guest or maintenance needs to know.

Booking

05



- We charge 20% commission per booking
- If the guest uses a credit card the owner is charged a credit card fee. This fee is kept low since we don't do a lot of refunds. We do not collect a security deposit to avoid constant refunding.
- We offer a damage waiver which covers the guest up to \$1500 in damage. Accidents happen, we don't want to jeopardize losing our repeat guest over an accident. If we find something broken, we file a claim and you get a refund from the damage waiver provider. This avoids uncomfortable conversation with a guest.
- We offer travel insurance to our guest.
- We do not rent to anyone under 25 years old or student groups.
- We collect 50% upfront and 50% 60 days prior to arrival date. This coincides with our travel insurance guidelines.
- For every booking the guest is sent a contract for transparency. The guest has a 6-day window to return their executed contract.

Accounting

06



- We give our owners an option to pay their utility bills for the property. This will give you a year end summary for your accountant with all income and expenses. This helps if you have monthly bookings. We have a \$300 cap on utilities.
- We keep a \$200 target in your account in case we incur any expenses after you have been paid.
- We pay our owners by direct deposit.
- Once you receive a statement by email that indicates I have submitted your direct deposit.
- We pay owners for the booking on the 1st of the month after the check in date. Example for a booking with July 20th arrival, the owner gets paid August 1st.
- You can view current and prior month statement via your owner portal.

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