



Let us put your home
to work for you!

LakesRegionRentals.com

We remain a locally owned & operated firm dedicated *exclusively*
to vacation home rentals in NH's Lakes Region!



60 Whittier Highway, #6
Harbor Square
Moultonborough, NH 03254

p: **603-253-9871**
e: **Experts@LakesRegionRentals.com**

If your home is listed with a broker,
this is not meant as a solicitation

Life is better At The Lake!



Local Ownership | Unmatched Knowledge & Experience | Personal Service | Tailored Marketing

We are a **locally owned and operated full-service firm** focusing *exclusively* on vacation rentals in New Hampshire's Lakes Region. We're proud to utilize the latest technologies to help our client's maximize their income potential, but it's our experienced and professional team of licensed vacation rental experts that differentiate us in our market.

When you list your home with "At The Lake", our team will meet with you to establish competitive rates for your home and advise on decisions that will help you **maximize both occupancy and rental revenue**. You'll benefit from our comprehensive marketing programs designed to help our Lakes Region home owners achieve the highest possible return on their investments. But perhaps most importantly, **we handle all the details**. Every aspect of the vacation rental process is handled for you: guest inquiries and lease compliance, pre and post stay communications, payment processing and management, professional housekeeping and quality control inspections, accidental damage protection¹, accounting services, year end 1099 tax statements, and more.

As some vacation rental companies change ownership and business models, we want you to know that inquiries from our clients or their guests are **never** handled by a call center or remote staff. All inquiries are serviced locally by our team of dedicated vacation rental specialists who live and work in the Lakes Region ensuring that your property is always represented by a professional with local knowledge of the area and your property.

We pride ourselves on our long-term approach to client relationships and shared goals. Our full-service offerings are structured as a pay-per-performance arrangement ensuring that our success is dependent on your success.

We invite you to learn more about our full-service program in the pages that follow. We welcome the opportunity to learn about your goals and help you put your Lakes Region vacation home to *work* for you!

Sincerely,

Ann & Jim Mardis

Owner/Operators, At The Lake Vacation Rentals, LLC

Our program offers a simple full-service solution to generate income from your vacation home



Visit us online at:
LakesRegionRentals.com

¹At The Lake Vacation Rentals, LLC secures Accidental Rental Damage Protection (RDP) which covers up to \$3,000 in accidental damages during a guests stay. Additional coverage is available.



Optimize Your Home's Income Potential

Our full-time, licensed experts are year-round residents of the Lakes Region and have **unparalleled local market knowledge**

We'll meet with you to provide you with an **analysis of your home's income potential** in today's vacation rental market

We'll help you **establish competitive rates**, assist with special promotions, yield management, and other decisions that **maximize both occupancy and rental revenue**

We can provide you with valuable **advice** on ways to help increase your home's appeal and maximize your income potential



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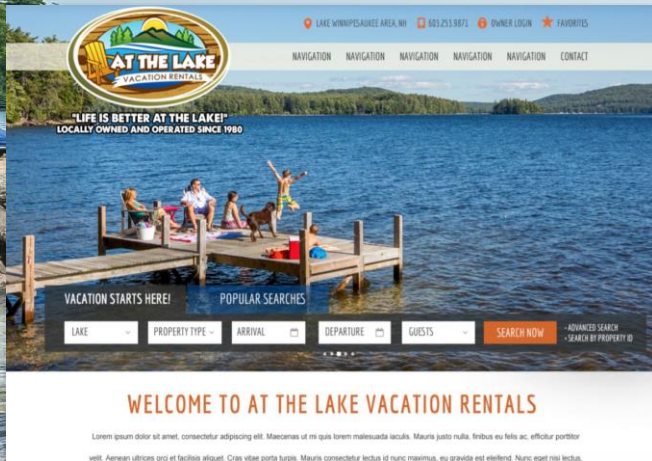
Showcase Your Home

DID YOU
Know?

90%
OF USERS DON'T GO PAST
THE FIRST PAGE OF
ONLINE SEARCH RESULTS

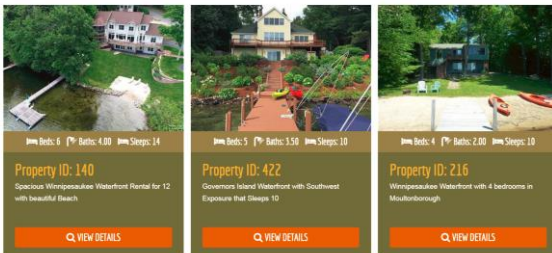
We make substantial investments in our own website, **LakesRegionRentals.com** in order to *target* potential guests for your home. Our site has a strong presence, appearing organically on the **first page** of the most popular web searches for Lakes Region and Lake Winnepesaukee Vacation Rentals

Google YAHOO!
bing



WELCOME TO AT THE LAKE VACATION RENTALS

AT THE LAKE FEATURED PROPERTIES



- We've contracted with a leading *nationally recognized* web development company whose focus is the vacation rental industry to help us deliver a **"best-in-class"** user experience across platforms from tablets and mobile devices to desktop



- Our custom built website is designed to maximize "click-through" rates, **yielding more inquiries and more bookings** for our property owners!



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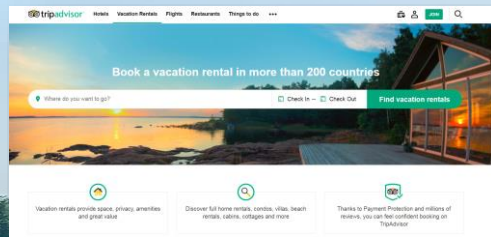
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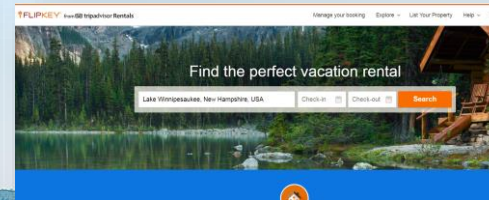
Showcase Your Home

We utilize the *very best* vacation home rental web portals in promoting our client's homes¹

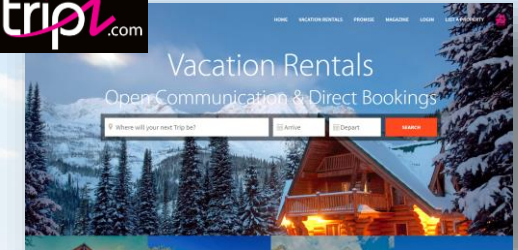
VacationHomeRentals.com
by @tripadvisor



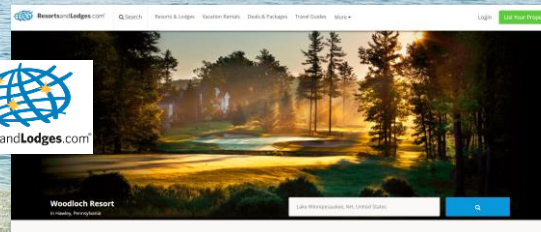
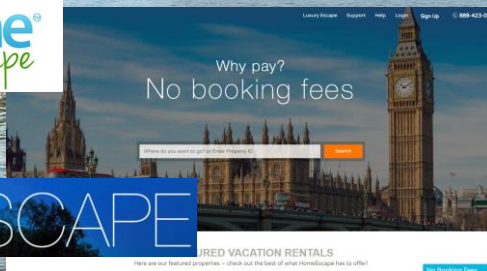
FLIPKEY®
by @tripadvisor



trip.com



Home
escape



hometogo

The World's Largest Vacation Rental Search Engine.

11,465,164 properties from over 250 vacation rental providers



Our experience over time has allowed us to continuously monitor and refine our marketing programs, expanding our commitments for those venues which have proven to provide **results** for our homeowners.



We aim to utilize venues that will drive the **highest-quality** leads for your vacation home. Some portals, such as HomeAway, are now *restricting* our ability to communicate with, and *pre-screen*, potential guests for your home **before** we actually book them into your property. As a result, we're reallocating marketing dollars towards venues that will allow us to continue to provide the *full-service* to our property owners that they've come to expect from us.



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¹Marketing plans and venues vary. Minimum availability and/or weekly rates may apply.



Showcase Your Home

NEW - Expanded Marketing Partnerships!



We are proud to announce our new marketing partnership with **HomeEscape.com**, the fastest growing vacation rental web portal!



Our listings will also be syndicated on **HomeToGo**, a popular listing aggregator site that compares deals from multiple vacation platforms like HomeAway, VRBO, and Booking.com.



Luxury listings may qualify to participate in HomeEscape's luxury marketing program "**LuxuryEscape**"

Time tested strategies to generate demand

- We run targeted direct mail and strategic print advertising campaigns to **generate demand** for your home
- Our "rack card" is distributed to hundreds of **high traffic locations** throughout New England including restaurants, grocery stores, retail centers, chambers of commerce and the welcome centers off of Interstate 93.
- We have a long list of **qualified, repeat guests** who use *At The Lake Vacation Rentals* for their vacations year after year!



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Personalized Service & Trusted Referral Network



Our **client centric service** is the key to the success of our relationships. You'll be impressed with the level of communication and service you'll receive from our dedicated staff.

Full-Service Made Easy – We will:

- **Manage guest check-ins, check-outs** and provide **guest relations** services
 - Arrange for **inspection** and **professional cleaning** of your home after each guest
 - Manage payments from deposit to final payment
 - Provide Accounting Services, year-end **1099 tax statements**, and the ability to manage everything through our online owner portal 24/7
 - Provide **Accidental Rental Damage Protection** for your home which covers up to \$3,000 in accidental damages during a guests stay. Additional coverage is available up to \$10,000.
 - Provide trusted referrals for professional property care, maintenance and repairs
 - Offer fresh linens, towels and bed making services to your guests
 - Provide your home access to our secure online reservation system that allows potential guests to request to book your home 24/7 through LakesRegionRentals.com or any of our global partner sites.
- All online booking requests are subject to review and approval.**



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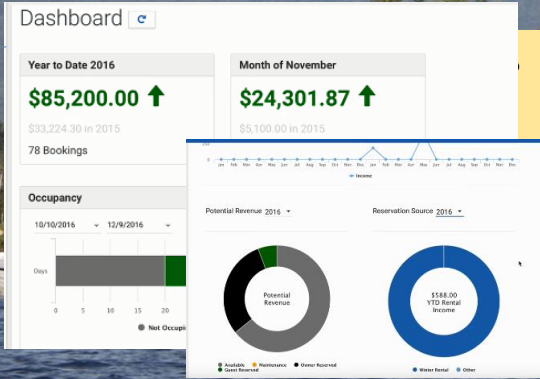


 **Personalized Service & Trusted Referral Network**


 You'll benefit from our technology...



We utilize the most advanced management systems in the vacation rental industry



Our online **Owner Portal** gives our owners 24/7 access to their calendars, documents, income statements, tax forms, dynamic reports and more

 **Coming Soon:** Our e-signature technology will make reviewing and signing leases and other documents a breeze



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Monitor Our Success

- We **monitor demand** for our vacation rental homes closely and we'll monitor the occupancy rates for your home to **assess our pricing and marketing strategies** to help you maximize your income potential
- We'll **keep you informed** and communicate guest feedback in a timely, accurate and considerate manner.



Photo Courtesy of NH Department of Travel and Tourism



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We represent a diverse portfolio of over 100 privately owned vacation properties including luxury waterfront homes, rustic cottages, beach-access homes, condos and island properties



\$13,500 / week



\$8,750 / week



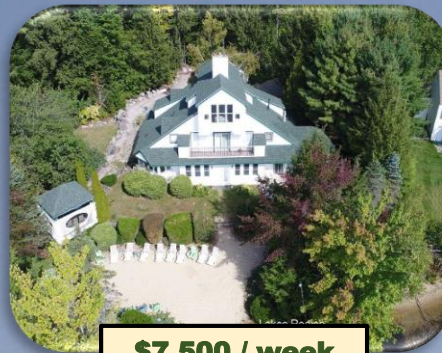
\$12,500 / week



\$6,800 / week



\$6,200 / week



\$7,500 / week



\$6,690 / week



\$1,525 / week

DID YOU
Know?

Fall is an increasingly popular time to vacation in the Lakes Region. Many of our owners increase their earning potential by extending their season into September and October. You may even be able to rent your home during peak winter holiday / vacation times.



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Our clients love working with us, but don't just take our word for it...

“We've been using At The Lake Vacation Rentals since 1995. We wouldn't use anyone else. Any problems, any situation, is handled with courtesy and respect not only to our rental guests but to us as the property owners as well. You won't find a better vacation rental company than At The Lake Vacation Rentals”

Jeff S, Boca Raton, FL

“We have rented our vacation home with At The Lake Vacation Rentals for the last three summer seasons. Everyone we have interacted with has been professional and considerate of both us as owners as well as our guests renting. Their insights and suggestions have always been helpful, showing their extensive experience and good sense! They call us with any concerns, and have a reliable and responsive team ready to remedy anything that unexpectedly surfaces. As we continue to rent, we will have At The Lake Vacation Rentals list our home!”

Nancy P, Winchester, MA

“At The Lake Vacation Rentals has been the agent for our property for eight years. All of their people are a joy to work with! They have many duties, but some are arranging cleaning, responding to tenant questions, communication between tenants and owners, leasing etc. At The Lake is organized, prompt (cleaning is superb) and quick to respond to any detail which requires attention. As an owner, I value all that At The Lake does on our behalf and indeed, I have several summer renters who are repeat renters - likely due to the warm welcome extended by At The Lake.”

Marjorie R, Rochester, MN

“If you want the best agency in the Lakes Region of New Hampshire for vacation rentals, At The Lake Vacation Rentals is it. The service is outstanding. The team is attentive to any and every detail. Don't waste time looking elsewhere.”

David D, New York, NY




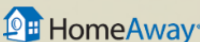


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Let us put *your* home to work for you in our full-service program!



<u>Full-Service</u> 	Vs.	<u>"Going It Alone"</u>  HomeAway  airbnb  VRBO
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Web Portal Marketing <ul style="list-style-type: none"> Utilize vacation home rental web portals to market your home to potential guests 		
Comprehensive Marketing <ul style="list-style-type: none"> Our own website, LakesRegionRentals.com, has a strong presence appearing on the first page of the <u>most popular</u> web searches for Lake Winnepesaukee and Lakes Region Vacation Rentals - and booking direct saves your guest's up to 15% in third-party fees charged by HomeAway and others Local and regional print and direct mail advertising to generate demand for your home 		
Local Market Expertise from a <u>Locally Owned and Operated Firm</u> <ul style="list-style-type: none"> Help you establish competitive rates, assist with special promotions, yield management, and advise on decisions that maximize both occupancy and rental revenue to help you achieve the highest possible return on your investment 		
Guest Relations Services <ul style="list-style-type: none"> Manage reservations, guest check-ins, check-outs and provide guest relations services through out your guests stay 		
Home Inspections and Professional Cleaning <ul style="list-style-type: none"> Arrange for inspection and professional cleaning of your home after <u>each</u> guest 		
Accounting Services and 1099 Tax Statements <ul style="list-style-type: none"> Manage payments, provide Accounting Services and provide year-end 1099 tax statements 		
Accidental Damage Protection¹ <ul style="list-style-type: none"> At The Lake Vacation Rentals, LLC secures Accidental Rental Damage Protection (RDP) which covers up to \$3,000 in accidental damages during a guests stay. Additional coverage available up to \$10,000. 		
Trusted Local Referral Network <ul style="list-style-type: none"> Provide trusted referrals for professional property care, maintenance and repairs 		



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¹Many on-line travel sites do not require vacation rental guests to purchase Accidental Damage Protection.



Life is better *At The Lake!*

We're experts in our field, focusing exclusively on vacation rentals in New Hampshire's Lakes Region. We've been serving homeowners and their guests since 1980 and we *remain locally owned and operated.*

Our program offers a simple full-service solution to generate income from your vacation home. Call us today for a no-obligation market analysis of your home.

We pride ourselves on our long-term approach to client relationships and shared goals. Our offerings are structured as a pay-per-performance arrangement ensuring that our success is dependent on *your success.*

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Photo Courtesy of NH
Department of Travel and Tourism



Facebook.com/LakeWinnepesaukeeRentals



@AtTheLakeNH



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