



Reef Properties

ALABAMA GULF COAST'S PREMIER PROPERTY MANAGEMENT COMPANY

Providing full-service property management for your real estate investment portfolio.



Top Range
\$50,390

Mid Range
\$46,580

Low Range
\$41,100

GET IN TOUCH

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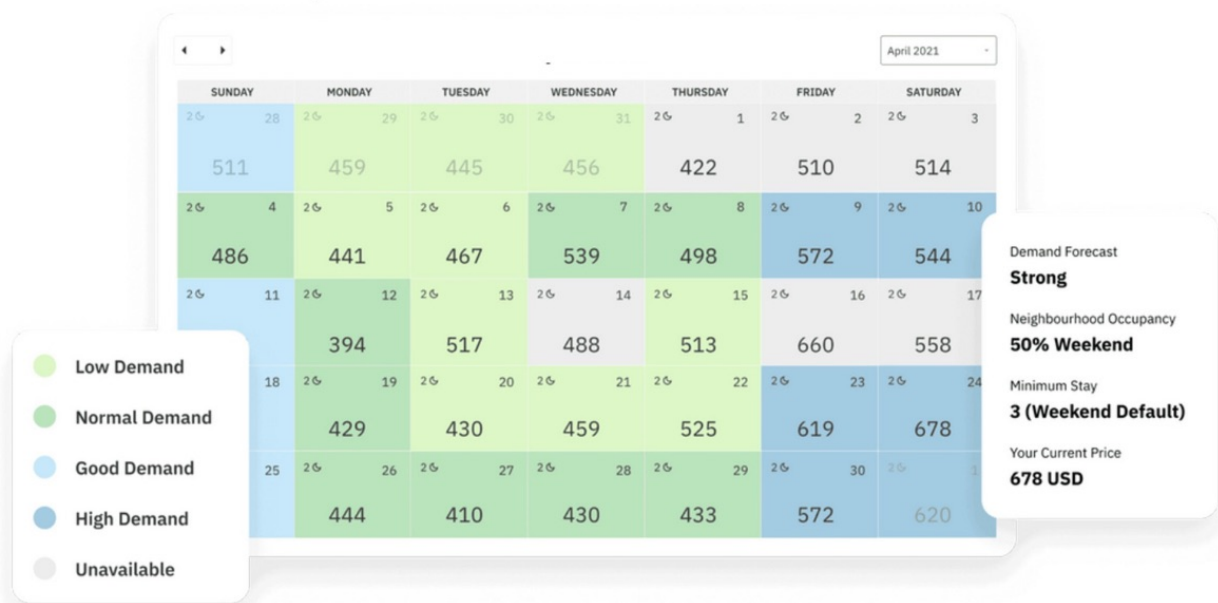
MAXIMIZING YOUR INVESTMENT

We utilize a multi-channel listing strategy that gets your property in front of renters no matter what site they use to book. Our partner sites include VRBO, Airbnb, Google Vacations and Booking.com. We leverage software tools to manage each site and maintain a central calendar to ensure double bookings are never an issue. Potential guests can also book your property directly through our site at myreefproperties.com

As an added feature, our software uses dynamic pricing as a means to get you top dollar for each stay! Dynamic pricing uses real-time data to determine current demand, scarcity (number of open rentals), and market rates to determine the best price to list your property on any given date. It then updates each channel partner with the most profitable pricing strategy based on real-time data analysis.

Show me the Money

- **Multi-channel listings**
- **VRBO, Airbnb, Google Vacations, Booking.com**
- **Direct booking through myreefproperties.com**
- **Centralized calendar and scheduling**
- **Dynamic pricing = more profit**



OUR OWNERS ARE OUR #1 PRIORITY

Keeping your property in excellent, rentable condition is the keystone to rental success. When guests come in, they want a clean, functional and peaceful environment for their vacation. This requires a management company that is hands on and attentive, especially during the busy season.

We personally visit our owners' properties weekly to do a walk-through and address any needed repairs or touch ups. Staying on top of small repairs and providing preventative maintenance makes for a better renter experience, and saves our owners larger repair bills that stem from allowing small issues to go unaddressed and become large problems.

Aside from addressing typical wear and tear, it is important to make sure guests are following your rules and taking care of your investment. As your property manager, we make staying on top of this our priority. Weekly pop ins and mid-rental visits (as needed) are performed to help make sure your property is taken care of and not abused.

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COMMUNICATION IS KEY

Staying on top of your investments has never been easier, because we keep you and guests informed every step of the way.

As an owner, you'll receive detailed reports monthly, seasonally and annually that keep you in the know about all your property's details.

You'll also get periodic notices about the rental market in general, property health (eg: HVAC works, but is starting to show signs of wear), and other important information pertinent to your investment. Keeping you informed helps eliminate the nasty surprises that can happen in short-term rental.

Driving repeat business is one of the most important things we can do as a property manager. This is achieved by creating a five-star guest experience - including excellent communication. We keep in touch with guests before, during and after their stay. We send monthly emails highlighting our beaches, festivals, and events. Additionally, we send more targeted, personal letters and emails specific to your property and guests' past and future stays. Our goal is to build a lasting relationship with each guest that has them coming back year after year.

Keeping Everyone Informed

- Detailed periodic reports
- Detailed property health reports
- Automated guest communication
- Personalized guest communication

