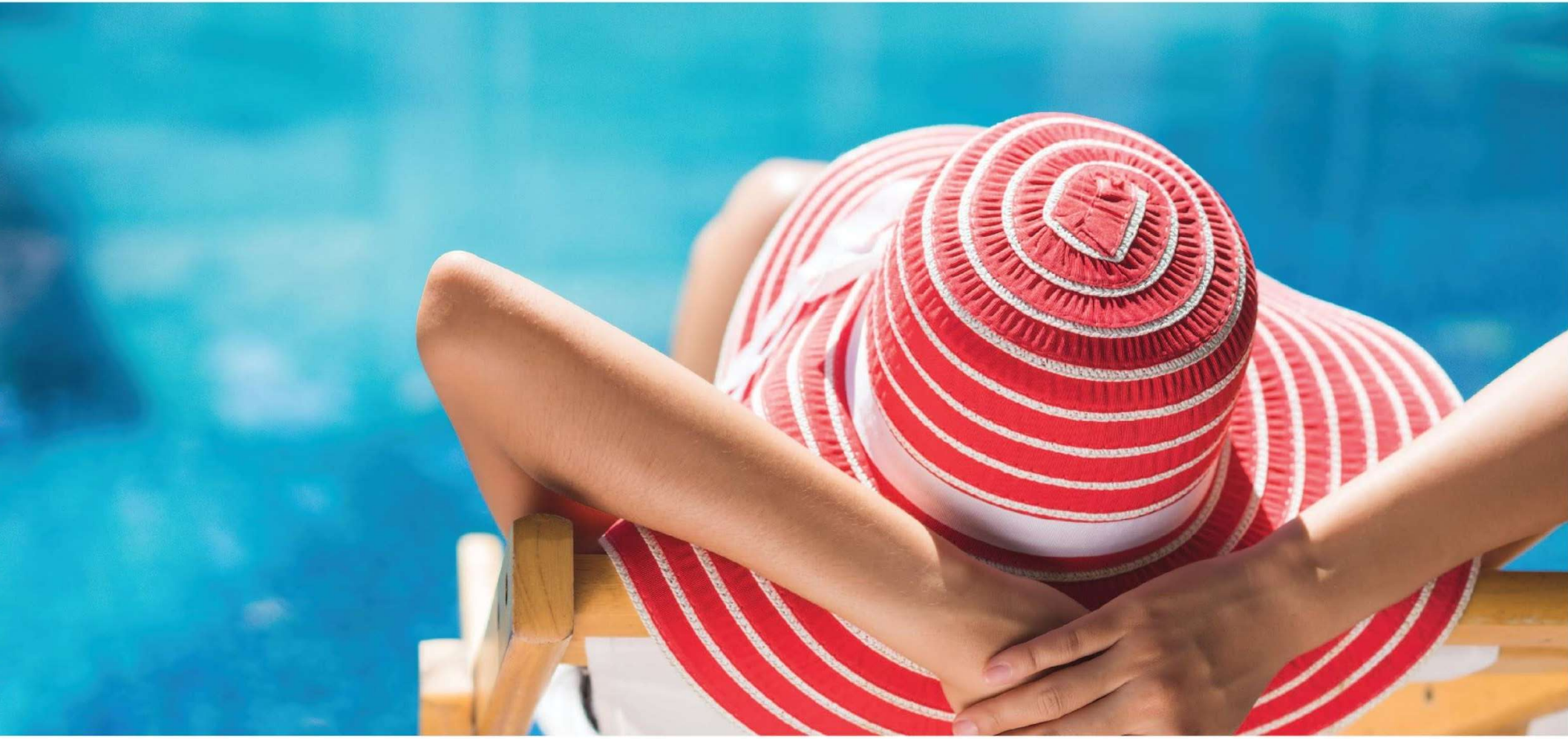
iTrip vacations
ALABAMA BEACHES

Proforma prepared for Melissa White

CELEBRATING 15 YEARS
BUILDING TRUST. CREATING MEMORIES.



1705 West Beach Blvd 4 Bedroom 3 Bathroom
$101,873 - $119,431 in Estimated Annual Gross Rent*

*Projected income is based on 2025 data of actual income produced in 18 comparably sized homes in close proximity of Calloway Pass.

Kathy Harr
251-974-1404
AlabamaBeaches@itrip.net

iTrip® vacations
ALABAMA BEACHES

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National Brand

iTrip Vacations is a nationally recognized brand with a network of more 120 franchised locations across the US and Canada. As a national company with more buying power, **iTrip** Vacations spends more than $1 million annually on marketing. We have direct relationships with the largest online travel agencies and third party marketing sites, which gives us better access to tools and strategies to earn more for your property.

Local Management

Owned and operated by Kristy Doggett and Lynn Humphries, **iTrip** Vacations Alabama Beaches is a professional, full-service property management program, with a fully staffed office located in Orange Beach. Our local team has a unique knowledge and understanding of this market, and they are available 24/7, managing the entire process.

World Class Service

We are committed to providing boutique-level service for our owners and our guests. It's simple: referrals and repeat business are dependent on providing a great experience.

Kristy & Lynn: The Award-Winning Duo



In 1996, Kristy Doggett and Lynn Humphries forged a friendship that eventually led them to create an unbeatable team in hospitality management. Both are natives to the area with a background in real estate and hospitality. Since they shared similar visions with respect to personal integrity and work ethic, in 2010 they joined forces to form their own enterprise. An **iTrip** Vacations franchise provided the perfect venue for their aspirations and shared philosophies. The rest is history. They consistently win accolades for their superior achievements in property management, but even more gratifying is the ever increasing host of friends who continue to place their trust in these two exceptional industry professionals.



Kathy Harr

Kathy has spent the last 20 years in vacation property rental management in various roles with both large and small companies. She manages the Owner Services Department for **iTrip** Vacations, where her goal is to make the ownership process as enjoyable as possible.

Our Guests Say:

"Fantastic trip! I will use **iTrip** from now on to book my vacations. Everyone I spoke to was very helpful and even called to make sure everything was as expected at check-in." **Teresa, IN**

"We had a great time. Unit was clean and so nice. Everyone was very helpful. The extra activities i.e. golf, etc. were a great bonus. We will definitely book with you again." **Tiffany, AL**

Our Owners Say:

"When we bought a condo in Gulf Shores our agent suggested **iTrip** to manage it. What a great recommendation! Kristy and Lynn and the whole office have been there for everything we needed. From helping us redecorate to reminding me what the entry code was at 10 pm when I had forgotten it. When we sold that condo and bought another there was no question as to who would handle it. We turned it over to them immediately. We feel so comfortable; they are like family. Their suggestions and market knowledge are spot on. Commissions are fair and they keep it rented. Can't ask for more than that!"

Evelyn & Stephen, Gardendale, AL

Proudly Awarded

- Highest Revenue Producer
- Executive Milestone Club
- 2023, 2024 Most Referrals from Realtors



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FAQs

How much is it going to cost?
We do our best to keep costs to a minimum. Your expenses include the 15% management fee, (only 7.5% if you refer the guest), credit card fees of 2.5% of the total charged to the guest, an annual marketing fee, and maintenance costs associated with maintaining your property and guests.

How much money will I make?
On the first we have provided an estimate of what we realistically think your property can generate in rental revenue in normal market conditions. The information is based on the performance of comparable units currently or previously on a rental program. The total gross income reflects units which minimize owner time during prime rental season. Variables which could affect rental income include but are not limited to: decor & condition, severe or unusual weather patterns, and holiday schedules.

How is my property marketed?
We have a well-developed and comprehensive, marketing strategy. Each property has its own customized website on iTrip.net and all the leading third party marketing sites such as Vrbo and Airbnb. We use proven tools such as social media and email campaigns to reach potential and repeat guests.

DYNAMIC PRICING

Our advanced rate management software allows us to charge the best rate for your property based on supply and demand in the market. This allows us to get better rates in peak periods and higher occupancy in the off-season. Unlike old school property managers, we don't set one seasonal rate and forget about it. We actively and constantly respond to the changing conditions and use hotel-style daily rate pricing to maximize your gross rental revenues.

HOUSEKEEPING & LINENS

We partner with exceptional cleaning services that have proven they can meet our expectations. The cleaning teams inspect each property as they clean, and we employ additional staff full-time to inspect the entire unit after cleaning. The rental guest is billed for cleaning services. We furnish linens and towels, and there is a one-time linen fee at the initial set up.

PLAY LIKE A GUEST

At any time that you come to stay at your property you may take advantage of our Xplorie program. The program is designed to give **iTrip** Vacations' guests an extra special vacation experience, and our owners also have access to the free activities through the Owner VIP Program. Availability varies throughout the year, but FREE activities include golf, the zoo, parasailing, dolphin cruise, and deep-sea fishing.

MAINTENANCE

At no extra cost, we provide light maintenance for your property, including replacing standard light bulbs, remote control batteries, smoke detector batteries, and HVAC filters. We manage all other typical repairs. For added peace of mind, our business owner, maintenance coordinator, and maintenance professional are all certified STRSI professionals {Short Term Rental Safety Inspector}.

Vrbo airbnb home to go_ iTrip® Booking.com ALABAMA'S BEACHES hopper whimstay VACAYMYWAY

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