



## **CASTAWAYS ROCKY POINT**

### **VACATION RENTALS AND PROPERTY MANAGEMENT**

## **New Owner Orientation Guide**

Welcome aboard to what we hope will be a great experience for you. Customer service is the cornerstone of our business so if there is ever anything we can do better please let us know. We appreciate all criticism as a way to improve our services to you.

We spent many months developing our business plan before we opened our doors to insure we would be capable of providing you the service you expect and deserve.

After speaking with many homeowners, we found that most people miss the friendly, family service that once existed in Rocky Point. Sometimes companies grow so big they lose sight of those that helped in their success. Our promise is to never lose sight of this or our customers' needs. We are determined to make your investment successful.

Finally, your guests, our clients are of the utmost importance to everyone's final success. We will always provide them the highest quality of service at the most reasonable price.

Grow with us and become part of our family. Our doors will always be open to you and your suggestions.

Thank you for your consideration.

**Sincerely,**

**Kurt Geisler – Managing Partner**



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## **Services**

We provide all of the services you may already be used to including; Housekeeping, Maintenance and Rental Customers. When we take on any new condo we do an assessment as to its rent-ability. If it does not to meet the requirements of our rental program we will inform you and help you to correct deficiencies. We require our owners to provide the first set of towels and linens for their property. After this we provide replacements as needed when damaged, lost or worn out. We provide quality photos of your condo that are put into a portfolio that can be viewed by Renters on the internet.

## **Location**

Castaways Main office is located in the Plaza Las Glorias shopping center across the street from the Pinacate Condos and Penasco Del Sol Hotel (formerly Plaza Las Glorias) at the end of Calle 13.

## **Phone Directory**

US Office Phone number - (602)445-6222

MX Office Phone Number - (638)388-0099 (from the US dial 011-52 first)

US Fax number (602)386-2576

Toll Free (877) Sun4Fun

After Hours Emergency please call numbers in this order.

On-Call number – (in MX) 044-638-384-5855

Yusbi Burgos – Administrator (from US) 011521 (638) 112-7625

Todd Lyons – Partner in Mexico (from US) 011521 (638) 107-9907

Kurt Geisler Managing Partner in the US (602)380-7203

If someone does not answer the On Call number at anytime please make a note and inform me.

Kurt Geisler



**GO GREEN** – it is a policy of Castaways to replace incandescent bulbs with fluorescent bulbs where possible. The fluorescent bulbs hold up better to the many power spikes that occur in Rocky Point and they provide a savings of 67% over the conventional bulbs. We charge our cost on these bulbs and there is no installation charge! We are also looking at automatic Air Conditioning shut offs for when a renter leaves the doors or windows open and the A/C on. We are also looking at thermostats with temperature limitations. A temperature range of 74-78 should provide a comfort range for all.

**Electronic lock system** – we have an electronic lock system that is not required but is recommended. The lock costs \$200 installed and should you ever leave our program we will refund \$150 as long as the lock is still functional. These electronic locks allow us to better monitor who is coming and going from your condo. We can provide you a review of the last 10,000 times your condo has been accessed. Lost keys are easily programmed out of the system and can no longer be used to gain access. We have had very few issues with this system and has proved itself very reliable.

**Rental Pool Requirements** – we have basic standards that need to be met before your property can become active in our system. We provide you these requirements at the time of signing with us. We encourage owners to update and provide additional items beyond what are required to increase the enjoyment of your guest and the likelihood of a return to you property. We are 100% compliant with all taxing authorities. This is a risk that neither you nor us should take. Our rules and regulations are meant to protect your investments and enhance the stay of our owners and guests.



## **Vendors**

### **Property Insurance**

It is a requirement of our rental pool clients to have standard property insurance for your condo. The cost is only around \$100 a year but gives you and us the liability protection we need plus gives you additional protection against loss due to accidents. We highly recommend Rosie Glover to use as a good source for this protection.

Rosie Glover - U.S. (602) 773-1031, Mx. (638) 388-6624, Cel. (638) 112-0134  
[rosie@proalliance.com.mx](mailto:rosie@proalliance.com.mx) [www.proalliance.com.mx](http://www.proalliance.com.mx)

### **Interior Decorating and Design**

Anne Saillant with Design Interiors is our company main supplier for Linen and Towels. We also highly recommend her for design services and she has already done many interiors designs for Las Palomas, Bella Sirena and others.

**Anne Saillant** – (602)481-3605, [annesailant@cox.net](mailto:annesailant@cox.net)

### **Sun Valley Immigration and Accounting Services**

We have been using Bianey Negro's services since we started and have found her to be very reliable and trustworthy. Her company provides all of our Visa services and pays all of our owner taxes. She will let us know when a client is legal and in compliance with Sonoran and Mexico immigration laws before we can start renting their condo.

Bianey Montenegro  
Sun Valley Business and Immigration Service  
Plaza del Sol, Suite #8, Blvd. Fremont  
Col. Benito Juarez  
Puerto Peñasco, Son.  
CP 83550  
Phone 011-52-638-383-8891  
Fax 011-52-638-383-8896  
USA (in Mexico) 1-520-829-4340  
Email: [bianeysvisa@aol.com](mailto:bianeysvisa@aol.com)



## Resort Pro© Property Management Software

Through our sophisticated software system we are able to provide you with access to your property online. With-in the owner's access area you are able to: Check Statements, Make bookings (Booking types below), make owner requests for services, provide client relations with your comments, upload additional photos, manage your property inventory, check the status of your property and create reports for your needs.

Logging into system – you will be provided your own user ID and Password. Your User ID default is your email address. To login just go to the Home page of our Website and look for the [OWNER LOGIN](#) tab on the left side. We are updating this page to include some links to some instructional videos for our property management software system.

**Room Selection** – we have an algorithm based queuing system. This system takes the least occupied condo and moves it to the top on all property queries. This takes into account all days the unit is blocked in a year. This prevents some owners from using their condos on all of the Holiday or best rentals days and then moving ahead of those clients that have provided the maximum time available for us to rent their property. It is not meant to be punitive but this has been assessed as the fairest way to handle reservations.

**Statements** – This is an element in our system. We pay our owners at the end of the following month so our statements do not carry forward a balance. Balances are only carried if there is insufficient income to cover the expense of your property. Payments go out to owners generally the day after statements are provided. Checks are sent directly from our bank and will come to you in the mail. Balances should be paid to:

**Castaways Rocky Point**  
**610 E. Bell Rd. #420**  
**Phoenix, AZ 85022**

### **OWLS (Owners Web Landing Site)**

Castaways provides a **FREE** Owners Web Landing Site (OWLS) so you have the ability to self promote your property. We have heard that others charge \$150 or more for this service. Here is a link to an example of one of those sites –

<https://www.castawaysrockypoint.com/10224/index.html>

**How to use OWLS** - Place the Web Address on your email or any ads you may place. Make business cards and flyers with your OWLS address on it and get the discount each time they book online through your OWLS Owner page. Build your own property website and place a BOOK NOW button on it that goes directly to your property. We can also provide you with buttons like the ones below that you can use. Check these out as they are already linked to a property.





## Owner/ Guest Policies

It is important that we have good contact information for all your guests paying or non-paying in case of emergencies. It is also a requirement that all guests of owners paying or non-paying go through our check-in system. We need to make sure first, that they have arrived safely and that they have arrived at all for housekeeping. We also want to make our concierge services available to them along with providing them with the HOA rules and Regulations.

**Owner Block** – this is for Owners Only when they stay in their property.

**Owner Paying Guests** – These are guests that have paid to stay in your condo. Remember you only pay a 20% commission when you provide the booking but get all of the same quality services. You must include their email and a confirmed contact phone number.

**Owner Non-paying guests** (honor system) – This is for your family and friends you have charged no money to stay in your condo. You will be billed separately by us for the cleaning fee. You must include their email and a confirmed contact phone number or we cannot grant them access to your property. Owners found using this for paying guests will be terminated from the system and all monies owed will be forfeited.

\*Owners who consistently book non-paying guests and themselves so that we are not able to make bookings will be asked to pay a monthly maintenance fee of \$200. We must do this as we cannot provide the same services to these clients as the ones that allow us to generate revenue from the rental of their property. This is not meant to be punitive but just an acknowledgement that if you are not renting your property you do not need the services of a rental company. We will however provide you management services at this low flat rate.



## Making Reservations

### Owner Block

- STEP 1 Login to your Owner Account
- STEP 2 Select "Make Reservation" from the top tool bar
- STEP 2 Select "Owner Block" from the top tool bar
- STEP 4 Select Check-in and Check-out dates
- STEP 5 Select the amount of Adults and Children
- STEP 6 Enter additional emails for guests accompanying you.
- STEP 7 In the "Reservation Comments" area enter your ETA so we can be alerted if an emergency occurs. Enter any other requests.
- \* STEP 8 Click on "Make a Reservation" at the bottom.

### Non-Paying Guest

\*Only to be used for family and Guest not paying. If it is found that you have used this for a paying guest all your privileges will be revoked immediately and all monies owed to you are forfeited.

- STEP 1 Login to your Owner Account
- STEP 2 Select "Make Reservation" from the top tool bar
- STEP 3 Select "Non-Paying Guest Of Owner" from the drop down under Reservation Type.
- STEP 4 Select Check-in and Check-out dates
- STEP 5 Select the amount of Adults and Children
- STEP 6 Enter all the Clients Information and please check spelling. We must have a good phone number and Email to process. HINT: If you have booked them before you can use the "Existing Client Lookup" and if found it will populate all the other fields automatically.
- STEP 7 DO NOT enter anything into the "Fill Credit Card info" area.
- STEP 8 In the "Reservation Comments" area enter who will pay the cleaning fee. We will either charge you at check-out or collect from your guest at check-in whichever you tell us. If nothing is told to us we will charge to your account. Enter your guests ETA. Enter any other comments.
- \* STEP 9 Click on "Make a Reservation" at the bottom.

\*NOTE The client will get a confirmation of the booking at the full price. We will adjust the price and send to the client a revised confirmation.

### Paying Guest

- STEP 1 Login to your Owner Account
- STEP 2 Select "Make Reservation" from the top tool bar • STEP 3 Select "Paying Guest Of Owner" from the drop down under Reservation Type. The system will provide the additional 10% discount off our fees to you automatically.
- STEP 4 Select Check-in and Check-out dates • STEP 5 Select the amount of Adults and Children • STEP 6 Enter all the Clients Information and please check spelling. We must have a good phone number and Email to process. HINT: If you have booked them before you can use the "Existing Client Lookup" and if found it will populate all the other fields automatically.
- STEP 7 DO NOT enter anything into the "Fill Credit Card info" area.
- STEP 8 In the "Reservation Comments" area enter the charge amount to the client either a flat amount and we will back out the room rate or a per night rate that we will add the additional taxes and fees to. We will than make the modifications and call the client to confirm and collect payment.
- \* STEP 9 Click on "Make a Reservation" at the bottom.

\*NOTE The client will get a confirmation of the booking at the full price. We will adjust the price and send to the client a revised confirmation.





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## Special Rental Offers

At Castaways we try to build a relationship with our renters to keep them coming back. With occupancies at some of the lowest levels in Rocky Point for many years we need to provide a more competitive offer to gain the upper hand on the competition. One of those ways is by offering special deals when times are slow and occupancy levels are down. Here are the current offers.

**Last Minute Discounts** – We provide a 10% discount if the arrival is within 10 days of the current date. We provide a 15% discount if the arrival is within 7 days of the current date.

**Free Days** – We provide in the off season a free extra day on any 2 day rental. The free day must be the least expensive day of the stay. We also offer 2 free days on any 7 day rental again off-season only. We offer 1 free day with a 7 day rental in season. Again the free days must be the least expensive days of the booking

**Travel Agent Enhancement program** – to encourage that travel agents book your rooms first we offer them a 5% enhancement to their normal commission. We pay the standard 10% and the owner pays the additional 5%.

**Price Matching** – we will match any published or verified competitor's price on a reservation.

\*We will always try to notify you of any new offers as they arise but reserve the right to make changes with market conditions.



## Legal Status

***Castaways conforms to all the laws in The State of Sonora in Mexico and the city or Puerto Penasco.***

**FM3** – this is a VISA that allows you to earn money on rentals of your property. Every owner must have one of these. We are able to begin renting your property as long as you can prove to us you are in the process of getting legalized. You can get your FM3 at any US consulate or we have a company that provides Immigration documents. Just let us know if you would like their information. DO NOT let your FM3 expire. It is very costly with fines ranging over \$200 per month.

**RFC #** - this is like a Social Security number in the US. You get this after your FM3 is complete and it is used to pay your taxes.

**Accounting and Bookkeeping.** Every rental owner must have a company that provides accounting services. This company will do your bookkeeping, accounting and pay your taxes in your benefit. The company we use charges \$20 per month for this service. We will be happy to provide you with their contact information and even help you setup your account with them.



## **Additional Services**

**Bill Pay Services** – we offer free bill pay services to our clients but there is a deposit required and that is noted on the Bill Pay Agreement. We pay only those bills for you that cannot be paid in the USA. Examples are power bills, Telephone, Property Taxes and Revenue Taxes. We do not pay HOA dues as this would make our deposit requirements too high and are able to be paid in the US.

**Free Concierge Services** – we assist our owners and renters in finding a good restaurant, ATV rentals, Boat trips or anything else that will enhance the experience while in Rocky Point

**Free DVD's, Books and Board Games** - We have growing library available to owners and renters.



## **Housekeeping**

We will clean the unit when you leave. It is important that we do this each time to ensure a consistency in how the condo is prepared for the next guest. Inside each property we place a tip envelope for our cleaners. If ever your feel you got quality cleaning services feel free to let them know. If not please contact Yusbi in Renter Relations and she will take steps to ensure any issues are corrected.

## **Maintenance Services**

We provide full maintenance services. We will only make repairs necessary to ensure a hassle free stay for our clients and your guests. For any item over \$200 we will make every attempt to contact you and your emergency contact before making the repair. Some maintenance is provided by outside vendors and they may require a prepayment.

We have a vendor list available to share with you are welcome to make repairs on your own.



## Communications

**Owner Relations** – Kurt Geisler – Managing Partner. Handles all owner relations issues but if you cannot reach please contact the onsite office manager Yusbi Burgos who will help you the best she can. Should there be an emergency in Rocky Point please contact the office first and then the ON CALL emergency number if after hours.

**Renter Relations** – Yusbi Burgos

[Yusbi@castawaysrockypoint.com](mailto:Yusbi@castawaysrockypoint.com)

US (602)445-6222

MX (638)388-0099

Yusbi will make sure our clients and your guests have the best possible vacation possible. She is committed as all of us at castaways are to provide the best service possible.

We at Castaways are here to make your property management as hassle free as possible. In every business there are challenges that defy our ability to plan. For these we ask just a little patience and we will find a solution and resolve your issue as quickly as possible. If you ever have a question please feel free to contact me on my Cell number below. We will always work in your best interest.

Sincerely,

***Kurt Geisler***  
***Managing Partner***



***Property Management & Rentals.***

*"Where service is our business"*

*US Line (602)445-6222*

*US Cell (602)380-7203*

*MX Line (638)388-0099*

*US Fax (602) 621-4174*

*[Info@CastawaysRockyPoint.com](mailto:Info@CastawaysRockyPoint.com)*

*[www.CastawaysRockyPoint.com](http://www.CastawaysRockyPoint.com)*