



LOFTYGROUP
HOSPITALITY ◦ MANAGEMENT ◦ REAL ESTATE

Rental Management Quote

Overview - What we do

Marketing

Organisation and creation of marketing materials such as professional photos, videos, and a website specifically for The Property.

In addition, listings will be created with multiple agents - online & offline, local & international. On-line Travel Agents (OTA's) Lofty works with include: **HomeAway, Flipkey, Holiday Lettings, Airbnb, Booking.com, Agoda, LivePhuket, Phuket.net, Asia Villas, Luxury Retreats, Rent by Owner, Lofty Villas, Ministry of Villas, Tujia, Ctrip and more...**

This will ensure the most exposure possible for the apartment, which is essential for maximising occupancy & room rates.

Reservations & Calendar Management

Lofty's reservation team will keep an up-to-date calendar with prices for customers and agents to view and access. Questions and inquires will be answered promptly to ensure a booking is never missed.

Owners have their own access to see the calendar with information regarding reservations (prices, sources, length of stay, customer demographics, etc...). Owner will also be able to make their own reservations and view the amounts the amount of money in reserve with Lofty.

Revenue Management

Lofty will analyse market prices & occupancy to ensure the property is priced to achieve maximum revenue. This includes pricing strategies such as increasing rates for holidays, weekends, discounts for longer stays, etc...

Cleaning & Welcome Basket

When customers arrive to the property they receive a 'Lofty Welcome Basket' This ensures they feel welcomed and do not need to immediately go out and buy something.

Lofty does 2 types of cleaning: **basic & full**. Similar to how hotels clean rooms depending on whether there is a customer in house or after check out.

Cleaning Fees

For a **basic clean** the charge is **400 baht/room per clean**

For a **full clean** the charge is **600 baht/room per clean**

The Lofty Welcome Basket is **300 baht for a one bedroom unit, plus an extra 100 baht per bedroom**. Cleanings are paid either by tenant or owner. The welcome basket is paid for by the owner.

Welcome Basket	Basic Clean	Full Clean (in addition to basic clean)
Island map & villa guide	Sweep the floors	Mop the floors
Pen & notepad	Tidy of the property	Vacuum carpets and other areas
Coffee pods (or fresh grounds)	Wipe the counters	Wash and scrub counters and sinks
Fresh Milk	Make the beds	Replace all linens
Tea & sugar, salt & pepper	Refill &/or replace toiletries	Wash windows
Fresh fruit	Replace towels and bathmats	Dust lights, artwork, etc
Cold beers	Remove all garbage and replace bin lining	Replace kitchen sponges and refill all purpose cleaner
Bottled drinking water	Replace bottled drinking water	Refill facial tissue

Micro Welcome Basket

The Micro Welcome Basket is for studio's and small one bedroom apartments with primarily short stays. It has the following items: **2 coffee pods, 1 small milk bottle, 2 sugar packs, 2 tea bags, 2 instant noodles, 1 box of biscuits.**

The cost to owners is 180 baht per basket

Home Style Amenities

Our goal at Lofty is to make customers feel at home. When you are at home you feel at ease because you trust the people around you and have everything you need. So we ask Lofty owners to go above what is typically expected in a vacation rental property.

This leads to a higher customer satisfaction score for your property and for Lofty. The benefits of this are twofold:

1. Increased revenue via increased villa rate and occupancy percentage
2. A decrease in property damage caused because of a higher quality of customer

Minimum Amenities

Per Double Bed	Per Bathroom	Kitchen (suitable for max occupancy)	Essentials & Accessories
4 pillows	1 hairdryer	Piccolo Nescafe Coffee Machine (more info below)	USB charging ports
1 duvet (King: 100x90, Single: 70x90)	1 soap dispenser	Pots & pans, cups & mugs	Nearby restaurant menu with delivery

2 mattress protector	1 shower shampoo & conditioner dispenser	Cutlery set (including knife set)	
4 pillow protectors		Blender	mini fire hydrant
		Cutting board, tupperware, tongs, mixing bowls, salad bowls, serving tray, & water jugs	Ironing board
		Toaster	Oven gloves & oven trays
		Microwave or oven, oven gloves & oven trays	Standing fan(s)
		Rice cooker	Deck of cards (or other board games)
		Large and small plates, bowls. Serving plates	Power adapters, & extension cord
		Miscellaneous (bottle opener, cheese grater, spatulas, strainer, cooking spoons, can opener, scissors, peeler)	First aid kit (bandaids, flashlight, alcohol, gauze, small scissors, tape)
		Kettle	bluetooth speakers (if nothing else)
		Soap dispenser, draining tray	Garbage cans (min 1 per room)
		Salt & pepper containers	Safe
		Purified Water Dispenser (built in or external)	Baby crib & highchair (not mandatory)

Replenishable Items

These items are non reusable but that Lofty will replenish in the villa over time and the items will be charged to owner at cost.

Items
Aluminium foil
Paper towels
Laundry & dishwashing soap
Purified water jugs (if needed)

Band-aids
Garbage bags
Dish towels & dish cloths
Ziplock bags

Piccolo Nescafe Coffee Machine

The Piccolo Nescafe Coffee Machine is the standard coffee machine that we require all owners use in their properties. If purchased through Lofty, we'll cover the cost of replacement or repairs so long as you stay a Lofty owner. The cost is 2,400 baht + 600 baht for a coffee pod holder.

Check ins & 24/7 Concierge

Customers will be checked into the property in a professional manner, given a property tour and an explanation of the building and property rules. Customers will also have Lofty's concierge service just one call away.

Rental Linens

Lofty has partnered with Concept laundry in Kathu to provide Lofty owners an opportunity to join their linen rental program which is normally reserved for 5 star hotels with a minimum of 200 rooms.

Owners do not need to buy or replace their own linens. Concept Laundry provides them, all the owners have to do is pay Lofty when the linens are cleaned. If they are damaged, go missing, or simply have come of age then they are replaced in the rental pool at no additional cost to the owners.

Lofty does not use the owners' linens, they should be stored away, locked and kept for owners' use only. The linen rental program is mandatory for Lofty owners and is a crucial part of providing a high customer satisfaction.

The cost of the linens is included in Lofty cleaning charges.

Copy of Keys

Lofty needs a minimum of 3 sets of keys (1 for the customer, 1 for Lofty, & 1 backup). For non-essential keys (bedroom, bathroom, storage, back-door, etc) Lofty only needs 1 set. The owner can provide just 1 set of each to Lofty and copies will be made by Lofty.

Copy of Monthly Bills

Lofty needs 1 copy of each of the following bills - Electric, Water, Wi-Fi, Cable. If there are any other bills (pest control, pool, garden) a copy of these would also be helpful. Lofty needs these bills regardless of who is responsible for paying the bills.

It's necessary because Lofty may need to contact the responsible company if there is a disruption of service.

Inventory

Lofty, or the owner, will create a full inventory list for items (supported by photos) in the property before rentals begin. The inventory list will be agreed upon by both the owner and Lofty.

Light Maintenance

Lofty has maintenance capabilities and will use them when needed. Labour is included in Lofty's Management Fee, however, supplies are passed on to the owner at cost. For any other work other than very light maintenance (light bulbs, pressure washing, small repairs) we use a preferred contractor specialized for the task at hand.

This also includes cleaning of specialty items such as curtains and couches. However, Lofty advises making a removable and washable cover for all fabric furniture.

Air Conditioner Maintenance

Air Conditioner filters should be should be cleaned at least once quarterly. The air conditioner grills need cleaning once per year. During cleaning, the AC's will also be re-gassed.

As a minimum, the charge for this is **1000 baht/quarter (every 3-6 months) per Air Conditioner.**

At times, air conditioner units, motors, fans, and/or compressors need to be replaced. Lofty uses a trusted outside AC specialized company to advise us. Lofty will test all AC units during cleaning so these decisions are not made in haste after customers arrive. These charges will be passed onto the owner at cost.

Pool and Garden Service

Lofty uses a trusted garden and pool service company. We pass their charges onto owners directly with no markup. Lofty will oversee the quality of their work and co-ordinate cleaning times with customers. They also act as an extra set of eyes on the property and let us know if something is amiss.

Check Outs & Property Inspection

Upon and after check-outs, the property will always be fully inspected for damage and missing items. Damage deposits will be held until 48hrs after the guests have checked-out. Guests will be held responsible for damage only if Lofty finds the property or its belongs has been misused.

However, Lofty retains the right to wave damages caused by the customer so long as this expense does not exceed 1% of the specific customer booking.

Paying Bills

At the request of the owner, all or some of the bills can be organized and paid by Lofty on behalf of the owner. Bills such as utilities, internet, cable, etc...

Monthly Reports & Deposits

Lofty will deposit all income minus expenses to the Owner's bank account no later than the 15th of the following month. A summary report outlining income & expenses can be accessed in detail by the owner at anytime by logging into our online system.

Owners Reserve

Lofty will control an positive owners reserve account from date of management agreement. This will be used for cleanings, small maintenance issues or payment of bills (utilities, cable & wifi).

Starting owners reserve = 5,000 baht/room

Management Fee

30% of gross income - this includes other agent commissions (Airbnb, [booking.com](https://www.booking.com), etc... 5-15%).