

MURCIA GOLF OWNERS

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Property Rental Guide

'HERE TO MAXIMISE YOUR RENTAL POTENTIAL'



Advertising



Basic Marketing Package



Management & Marketing Package



Costs



■■■ Advertising

Own a property on a golf resort in Murcia?
Wish to increase your rental income?

Advertise your Property on Murcia Golf Owners
£75 per annum

Murcia Golf Owners is a family business, created to offer a friendly effective advertising site for owners of golf properties in the Murcia area. We have twenty years experience of renting holiday villas abroad and can offer practical advice as to how you can enhance your chances of renting your property.

Many holiday websites advertise properties all over the world, while Murcia Golf Owners concentrates on properties on golfing resorts in the Murcia area. Murcia is becoming the new 'Golfing Paradise' in Spain and Murcia Golf Owners aims to target this area of the holiday market. Unlike other sites, Murcia Golf Owners markets the resorts and the local area - you only have to market your own property.



OPTION A - Basic Marketing Package- £75 per annum
OPTION B - Management and Marketing Package

	A	B
Advert - an attractive full page advert of your property.	✓	✓
Photo Gallery - up to 12 photographs of your property	✓	✓
Link - free link to your own website	✓	✓
Availability calendar - easy to use and update on line via your logon account.	✓	✓
On-line - aim for your property to be online within 24 hrs of receiving information and photos.	✓	✓
Rotation - properties will be rotated in order on a click basis	✓	✓
Customer Support - on-line support to help you.	✓	✓
Bookings - online form for clients to complete which will be e-mailed to you or they may contact you by phone	✓	n/a
Marketing - direct marketing of golfing holidays in Murcia through national papers, golf magazines and golf clubs in UK . Regular advertising also appear on other websites including 'Google', Polaris World Forum, Club Murcia etc....	✓	✓
Search Engines - constantly updating and maximising search engine potential	✓	✓
Owners Club - member of our Owners Club	✓	✓
Advanced Search Facility - clients to search for dates etc.	✓	✓
Guide to the Area - COMING SOON		✓

Owners Club

By registering with Murcia Golf Owners you will become a member of Our Owners Club which we hope you will make use of and contribute to its expansion.

Why not join our forum?

We would welcome your contribution to improving the site, which will also give additional value to the holiday makers and increase the rental potential of your property.

Your contribution may include:

- * additional photos of the resort or area
- * more information of the resort or area
- * useful links

Email - ownersclub@murciagolfowners.co.uk

■■■ OPTION A STANDARD MARKETING PACKAGE - £75 per annum – additional properties £45 per annum.

■■■ Advert for your property

We provide all advertisers with a full page web advert with up to 12 photos, a detailed description of the property, facilities inside and outside the property, tariff information, any special conditions, guest book comments, contact details and an email enquiry form. All properties are then listed in our search and resort pages. Once you have registered you will need to log on using your username and password to complete the online property details form which is the main part of your advertising page. The opening description is your opportunity to sell your property to prospective clients. The rest of the form mainly consists of tick boxes but there are sections where you may add further information. You can update your advertisement whenever you choose by logging on to Owners Club and completing the 'update details'. Full online support is provided.

■■■ Pricing Information

To complete the pricing table you type in the dates in the first column and price per week in the second column. An example is given which you may copy. At the bottom of the price table is space for you to input any special offers you may wish to add to attract potential bookings. We do provide a section on 'Pricing' in our 'Guide to Letting'.

■■■ Brief Description

When holidaymakers select a particular resort a 'brief description' including an image of each property is shown. Each property is rotated on a click basis to the top of the 'brief description' page.

■■■ Availability Calendar

All advertisers are able to benefit from our easy to use availability calendar that is edited from the Owners Club. It is a great way to manage your booked and available dates, visible to all and can be edited at any time by you through your logon account. Holidaymakers also use this to help them search for properties that are available for specific dates from our Advanced Search facility. We recommend that you make full use of the calendar and keep it up to date as this can assist holidaymakers in booking their holiday. In our experience clients often choose not to make contact with an owner who does not update their calendar as it may be a waste of time and would prefer to make contact with a property that is showing it is available for the particular dates required.

■■■ Photo Gallery

Good quality photographs can make a huge difference to the number of bookings you receive. If possible, use a digital camera to take the photos which may be uploaded on the photo form. We allow up to 12 photos, which is sufficient to show your property to its best potential. Clients do appreciate seeing a photo of each room. Please try and take photographs as sharp and bright as possible and try to take outside images when the sun is shining! Our advice is not to take photos of people in internal shots.

All digital photos will be enhanced by Murcia Golf Owners. Originals will be kept. Arrangements can be made for digital photos to be taken of your property by Murcia Golf Owners, which will be shown to you for approval, prior to uploading to the website. There is an additional cost of £40 for this service. Email- photos@murciagolfowners.co.uk
Images should be a minimum width of 340 pixels (landscape) and may be sent to us either by:

>uploading digital images from your computer on the form provided (our preferred option) This is done in the same way as >attaching photos to an e-mail.

>e-mail - as a .jpg attachment

>sending original photographs by post for scanning (although the quality isn't as good and there will be an extra charge of £20 as this does take longer)

>downloading photos from your own website or via another company's website with the web master's permission.

■■■ Payment

Payment can be made either online through WorldPay using a secure server in sterling or we can accept a sterling cheque in the post. We can also accept bank transfers, please contact us for further information. A receipt will be sent shortly after payment has been confirmed.

Payment may be made in sterling by cheque or the following credit and debit cards.

■■■ Contact

Clients make contact with you either by the online email form or directly by phone. It is the owner's responsibility to liaise with their clients via email form or phone and to arrange their own bookings, payment, property management, meet and greet, cleaning, laundry etc...

■■■ OPTION B – Management & Marketing Package

If you own a property but do not have the time or inclination to organise your own property management, deal with enquiries, take bookings and payment, organise cleaning, laundry and 'meet and greet' then you may wish to consider our Management Marketing Package.

We take great pride in our friendly, reliable professional service and will work with yourselves, the clients and Villa-Care to ensure we not only market your property effectively but provide a superior service to both the client and yourself.

Our aim is to maximise your rental potential and ensure the clients receive a relaxing carefree holiday at your property. We will make regular contact with yourself and be there to answer any queries you may have.

■■■ Costs

No Annual Charge. A 10% commission is charged for each confirmed booking administered by Murcia Golf Owners which includes a FREE 'Meet and Greet' for bookings of a week and over. Bookings of less than a week will be charged £20 extra to cover the cost of the 'Meet and Greet'. Owners will be invoiced on a monthly basis for the 10% commission on confirmed bookings.

■■■ Management Contract

To offer this full marketing package, the owner of the property must sign up with Villa-Care Management Contract. This is to ensure your property is professionally managed by a company we can trust and rely upon to provide an excellent service for both owner and client.

■■■ Meet and Greet - FREE

Murcia Golf Owners will provide clear detailed directions to your property plus arrival information, including contact names and numbers of the Villa-Care representative who will either meet them at the property or at the resort entrance. On arrival, the keys will be handed over and guests will be shown around the property and how to use the facilities available. Murcia Golf Owners will send your guests the necessary directions of how to get to the property from either Murcia or Alicante Airports or arrange your guests to be picked up at an additional cost.

■■■ Enquiries and Bookings

Rental enquiries from prospective clients will be made via Murcia Golf Owners, who will answer any relevant questions. To ensure we are able to answer questions a visit to the property will be made by a representative from Murcia Golf Owners. When clients request a booking, we will contact you to confirm that dates are available. As soon as availability is clarified, the client will be asked to complete an online booking form which will form a contract between them and the owner. The client will also be issued with a copy of the rental 'Terms and Conditions'.

■■■ Co-ordinate Bookings

Once you have registered and advertised your property with Murcia Golf Owners we can also extend this service to advertise your property on other rental websites at a cost of £25 plus the cost of the advert. Murcia Golf Owners also offer to co-ordinate all your bookings for you from other websites. This will include updating availability calendars, dealing with enquiries and bookings, liaising with Villa-Care and organising payment. There will be a commission charge of 10% per confirmed booking for this service but this will include a 'Meet and Greet' for FREE!

■■■ Liaise with Villa-Care

Murcia Golf Owners will provide clear detailed directions to your property and arrival information including contact names and numbers of the Villa-Care representative who will either meet them at the property or at the resort entrance. Murcia Golf Owners will liaise closely with Villa-Care to ensure your property is cleaned prior to rental and that the appropriate laundry is fresh and clean for the Clients' arrival. On departure of the guests, the property will be inspected by a Villa-Care representative for any loss of items or damage incurred. The security deposit will be retained in the event of any damage being caused.

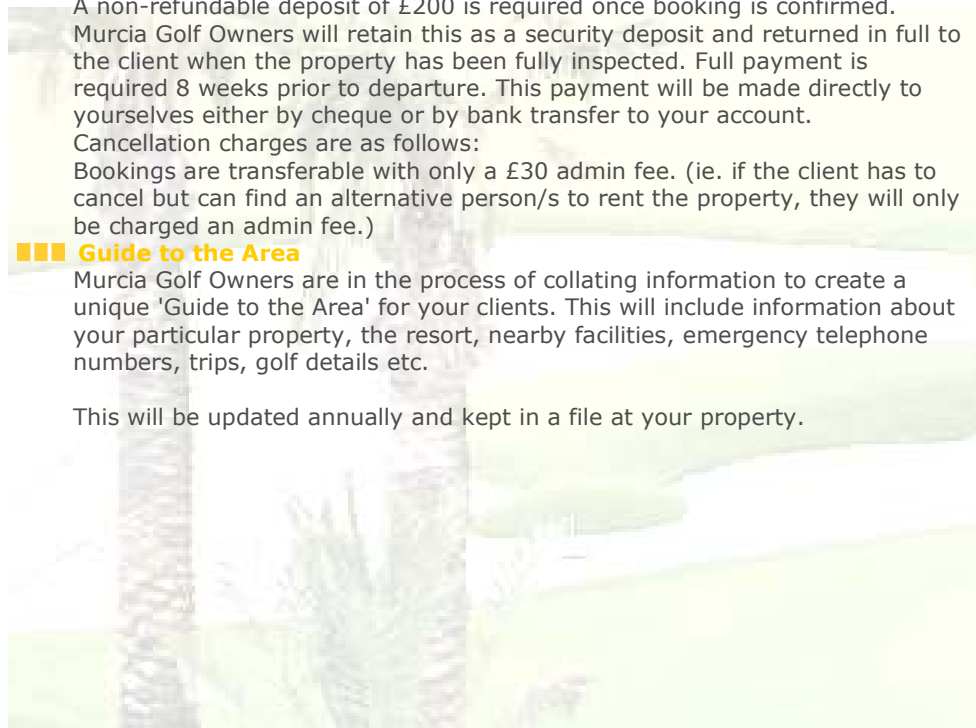
■■■ Payment

A non-refundable deposit of £200 is required once booking is confirmed. Murcia Golf Owners will retain this as a security deposit and returned in full to the client when the property has been fully inspected. Full payment is required 8 weeks prior to departure. This payment will be made directly to yourselves either by cheque or by bank transfer to your account. Cancellation charges are as follows:
Bookings are transferable with only a £30 admin fee. (ie. if the client has to cancel but can find an alternative person/s to rent the property, they will only be charged an admin fee.)

■■■ Guide to the Area

Murcia Golf Owners are in the process of collating information to create a unique 'Guide to the Area' for your clients. This will include information about your particular property, the resort, nearby facilities, emergency telephone numbers, trips, golf details etc.

This will be updated annually and kept in a file at your property.



■■■ Costs for Advertising your Property

■■■ Advertising - Basic Marketing Package A	Annual Costs	Quarterly Costs
Full page advert (12 photos) - www.murciagolfowners.co.uk	£75	£25
Full page advert (12 photos) - www.holiday-rentals-polarisworld.co.uk	£75	£25
Full page advert on both websites.	£99	£30
Additional Properties	£45	£15
Link to own website	FREE	FREE

■■■ Options	COSTS
Hot Spot Adverts - (1 month)	£20
Hot Spot Advert - (1 month) index page	£30
Special Offer - (2 weeks) - both websites.	£10

■■■ Additional Services	COSTS
Scanning Photographs	£25
Co-ordinate availability calendars on all websites including other companies.	£25 per annum
Personal Property Guide to the Area - AVAILABLE SOON	£25 approx.

To advertise your property on our website, you must first register using our online form which includes your name, address, telephone number and e-mail address. You must also choose a username and password for access to the Owners Club and to update your advertisement and availability calendar. Your username and password will be confirmed to you by e-mail. Your page is normally online within 24 hrs of receiving details and photos of your property.

■■■ Managing and Marketing Package B	COSTS
Full page advert (12 photos) - www.murciagolfowners.co.uk	FREE
Full page advert (12 photos) - www.holiday-rentals-polarisworld.co.uk	FREE
Full page advert on both websites.	FREE
Additional Properties	FREE
Link to own website	FREE
Personal Property Guide to the Area	FREE
Booking through both websites.	10% commission Includes FREE 'Meet & Greet'
Management with Villa-Care	€400
Housekeeping / Extra Services	As required

■■■ Additional Services	COSTS
Housekeeping / Extra Services with Villa-Care	As Required
Co-ordinating Bookings on other websites.	£25 per website & cost of advert 10% commission include FREE 'Meet and Greet'

To sign up for the Full Management Package you must first register using our online form which includes your name, address, telephone number and e-mail address. You must also choose a username and password for access to the Owners Club. Your username and password will be confirmed to you by e-mail. Murcia Golf Owners will then contact you to discuss advertising, rental agreement and arrange a meeting with Villa-Care.

Many thanks for reading our eRental Brochure!
We hope to hear from you soon.
Murcia Golf Owners