



*The Foremost Name In Grand Strand Vacation Properties*



300 17th Avenue South • North Myrtle Beach, SC 29582

Rentals: 843-272-7011 • Fax 843-272-8200 • [www.Condo-World.com](http://www.Condo-World.com)  
Golf: 843-272-7011 • Fax 843-361-8992 • [www.PlayMyrtleBeach.com](http://www.PlayMyrtleBeach.com)  
Sales: 843-361-1492 • Fax 843-361-2768 • [www.CondoWorldSales.com](http://www.CondoWorldSales.com)

Vacation Rentals: 1-800-753-4537 • Golf Package Rentals: 1-800-422-1587 • Real Estate Sales: 1-800-434-7080



**Welcome to the Condo-World Rental Program.**

Welcome to the Condo-World Rental Program. In this package we will introduce you to Condo-World and hopefully, will answer any questions that you may have regarding the rental and management of your unit.

Our business is the management of your property. The rentals and care of your property produce a special relationship between Condo-World, as rental manager, and you, as the owner of a very desirable property. It is the mission of this company to profitably and ethically provide high quality professional real estate services to our homeowners and rental clients.

We look forward to working with you!

<b>Contact Information:</b>	
Condo-World toll-free number	1-800-753-4537
Condo-World fax number	1-843-272-8200
Website address	www.condo-world.com
Property Manager	Angie Hinson ahinson@condo-world.com
Office Manager	Judy Baker Judy@condo-world.com
Golf Director	Jean Lomax Jean@playmyrtlebeach.com
Sales Director	Lynn J. Clyburn Lynn@condoworldsales.com

**Requirements for Start-up:**

1. A key to the unit so that we may have duplicates made for guest and service vendors. An initial cost will be charged to your account and will vary depending on the cost of the keys and the number needed. Also, at least one key will need to be provided for any areas with locked doors that may contain hot water heaters or personal owners items. These keys will be kept in your owners file and only used in case of an emergencies.
2. Unit description sheet with pertinent information completed. This information will provide vital information that may be special to your unit. We use this information to make a personalize binder to be place in your unit with special instructions for the guest. The cost of this binder is a one time charge of \$10.00 and will be charges to your statement.
3. A phone system that enables the renter to use their telephone calling card.
4. A list of all appliances makes, models and serial numbers and any service agreements that you might have.
5. A business license from the City of North Myrtle Beach. Please contact the city for more information, (843-280-5585)

**Advertising**

Condo-World's 2010 marketing plan is an integrated mix of online, print social media, and public relations based advertising.

**Interactive**

The majority of our ad spend dollars are now being focused to a variety of on-line media sources, such as sponsored advertising on Google, Yahoo, Trip Advisor, USA Today, MyrtleBeach.com, DiscoverMyrtleBeach, and a variety of online newspaper sites in North & South Carolina

In addition to online sponsored advertising, our website Condo-World.com ranks incredibly well in all major search engines. A snapshot of three of our most competitive rankings for the top three search engines are as follows:

Keyword	Google	Yahoo	MSN/Bing
Myrtle Beach condo rentals	#2	#1	#3
Condo rentals Myrtle Beach	#1	#1	#2
Myrtle Beach condos	#4	#4	#4

**Print**

Each year, our 32+ page full color 8½ x 11 rental brochure is sent out to 250k+ recipients, including our own guest history as well as inquires from our local Chamber and other associations. Other print mediums include a 2 full page ads each year in the North Myrtle Beach Chamber of Commerce Visitor's Guide, various direct mail pieces, and advertising in over 30 additional family vacation and golf magazines/brochures.

Our marketing strategy is led by an in-house Marketing Director, who coordinates all efforts between a variety of graphic designers, search engine optimization firms, and media reps.

## Frequently Asked Questions...

### About our Condo-World Rental program

(Continued)

**QUESTION:** Will the condominium pay for itself through the rents it will produce?

**ANSWER:** Chances are that it will not; however, this depends on the purchase price, the amount of mortgage and the interest rate. Of course, the larger the down payment... the better your opportunity for a positive cash flow from the rents.

**QUESTION:** Do I get a 1099 at the end of the year?

**ANSWER:** Yes, The Condo-World accounting department generates a 1099 and mails it to you no later than January 31st each year.

**QUESTION:** Do you hold a security deposit from your guest?

**ANSWER:** Yes, in most cases a valid credit card is recorded at check in. For guests that do not use credit cards, a cash security deposit is requested.

**QUESTION:** Do I get a discount if I have someone interested in renting my unit?

**ANSWER:** Yes, for owner referrals we reduce your commission rate to 15%. All that is necessary is that you call our office and give the guest information and we will take care of them like a company generated reservation.

Again, thank you for allowing Condo-World to present our rental program to you. We hope that you will make us a partner with your "beach venture". We look forward to serving you. Let us make your good investment....better!

## Very Important Selling/Buying Condo Information

When you purchase a unit that is currently on a rental program you are, by South Carolina Real Estate Law, required to honor all reservations (that can not be moved) for ninety days. Also, you need to have your rental contract in our office prior to closing. If we do not have a contract, then the unit will be in limbo and no future reservations can be taken and no money for present reservations dispersed.

Arrangements for the turn over of phone and power services also need to be addressed before closing to ensure a smooth transfer so a guest is not left without power or phone service.

### Instructions for Transferring Power and Phone to Your Unit:

The power company is Santee Cooper and their phone number is (843) 249-3505. They will require either a \$ 100 deposit or a letter of reference from your power company. Santee Cooper will fax you a form to fill out.

The phone company is Verizon and their phone number is 800-483-4000. In order to have them transfer the phone to you they will need the existing phone number and sellers name. When you call for service make sure that they understand that you are in NORTH Myrtle Beach, but that you also want access to the Myrtle Beach exchanges in case someone hooks up a computer. You will also want to block all long distance calls, but you have to be able to make 800 calls. Please notify Condo-World of your unit's new phone number.

### Turnover day

During the summer, all reservations are on a weekly basis and turnover is on Saturday. From September through May, turnover day may vary.

### Owner Reservations

Anytime that you reserve your unit for yourself, you will receive a confirmation from us. If you have an e-mail address your confirmation will be sent by e-mail. If you do not receive one or if it is incorrect, please notify us immediately. Please try to have your reservations made early, but if you cannot, please understand that you may have a confirmed reservation for that time and moving it may not be possible. Check-in time is after 3:00 PM. When you check-in, your unit will be set up with linens. If you would like for us to clean on your departure, there will be a charge of half of the regular maid service charge. If you wish to clean the unit yourself, including the linens and replenishing supplies, the unit will need to be left as you found it for your next guest checking in. Be aware that if you choose to clean yourself and we receive a complaint, our maids will be sent to clean the unit; therefore the maid service fee will be the normal charge. If you reserve the unit for anyone other than yourself at no charge to them, the maid service fee will be the regular rate.



### Owner's Internet Page

To check your reservations on-line, go to [www.condo-world.com](http://www.condo-world.com), click on "owner's closet", and enter your username and password. At this point you will be able to check on scheduled reservations and their status. The high lighted areas in green are confirmed reservations, red means unconfirmed, orange means owner reservation and grey means maintenance.

### Guest Comment Books

Some homeowners like to read what their guests have to say about their unit and vacation. This sometimes can have a negative effect on the next guest if the previous guest had some sort of problem. But the choice is yours.

### Care of Your Rental Property

Your unit is a part of a vacation rental program. It will be rented at the fullest capacity possible during the year. Things that last 20 years at home do not last nearly that long in a rental unit. Just remember you will have guests that are vacationing and trying to have a whole year's worth of fun in one week and at times there will be some accidents. We do get a credit card on most of our guests and try to collect on obvious renter abuse. If we can not, generally Condo-World will absorb the cost.

### Upgrades To Your Unit

A rental property needs constant attention to keep it in excellent condition. With the increase in building on the Grand Strand and demand of the guests for quality accommodations, it is vital that you keep your unit in good condition to ensure that you will have repeat rentals each year. We suggest that you set aside a certain percentage of your rental income to accomplish the necessary repairs and upgrades each year. If you do a little each year, you will not have a major expense at one time. Once a year a member of our staff goes to your unit and evaluates it, and you will be notified of any suggestions we have to upgrade your unit.



### Communication

We are here to serve you and wish to make our relationship the best ever. If you have an issue with any of our procedures or practices, please discuss it with us. We are not always able to change our policy or procedure, but we will if it is feasible. Also, if you check-in to your unit and find problems, please contact Condo-World as soon as possible before any repairs are completed.

### Sales Department

We feel our Condo-World Sales Department is simply the best on the Grand Strand. They work hand in hand with the rental department to complete a full service Real Estate Company. Under the supervision of Lynn J. Clyburn, the Condo-World Sales Department offers owners wanting to sell their unit the very best exposure to potential buyers. Our extensive advertising program, in addition to our experienced staff, make our Sales Division leaders in Real Estate for our area. Should you be thinking of selling your condo, please contact Lynn at 1-800-434-7080 or write to: [Lynn@condo-worldsales.com](mailto:Lynn@condo-worldsales.com) for more information.

## Frequently Asked Questions...

### About our Condo-World Rental program

**QUESTION:** How can the Condo-World rental program enable me to receive maximum income?

**ANSWER:** Condo-World has the most fair and equitable program offered by any company on the Grand Strand. The basic concept is very simple... yet effective. The nicer the unit is maintained by the owner... The greater the rental income! Equipping your unit with updated Televisions, DVD's, CD stereos and wireless Internet access will help rent the property and assist in generating repeat business.

**QUESTION:** Approximately how much rental income will I receive for my condo... How is it determined and when is it paid to me?

**ANSWER:** The proceeds are disbursed by the end of the month following the rental. The total amount of the potential rental income is determined by the location of the condo, size and appearance, amenities of the building, and personal use.

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### Locked Owner Closets

If you have an owner's closet, please do not store these items:

1. Perishable
2. Any type of flammable material
3. Any non-replaceable items
4. A weapon of any kind
5. Any cleaning products that may emanate odors

It is advisable that you leave a key with Condo-World, just in case we need to get into the closet.

### Hurricanes

In the event that we have the threat of a hurricane, our procedure is to notify the guest in your unit when an evacuation is required. At that time, we ask them to bring in any outdoor furniture, remove all food and secure the unit when they leave. If your unit is not occupied, one of our staff will do this for you. After the storm has subsided, we will check each one of our units for damage. If you have any damages that cannot be handled by our staff, we will give you a call for instructions. If we can handle the problems, we probably will not call you, as we are doing our best to get back on-line as quickly as possible. You are welcome to call at anytime to check on your unit.

### Trip Insurance

Trip Insurance is offered and recommended to all guest. This will protect the guest from losing money from approved personal emergencies, mandatory evacuations, etc.

Therefore, in the event of a hurricane, neither you nor Condo-World will lose the rent for that time period.

### Owner's Statements

Owners will receive a rental statement and check each month for all rents collected for the previous month. Any owner that receives a statement with a negative balance will be expected to submit payment before the next month's statement is processed. We also have direct deposit available for your monthly rental income and we can e-mail your statement to you.

### Direct Deposit

We are now offering direct deposit for our homeowners as well as e-mailing your statements. If you wish to participate in this program, simply fill out our direct deposit form and make sure your e-mail address is current with us.

### Housekeeping

We have several different maid service companies that are contracted to clean our condominium units. Throughout the industry, all check-out cleans are considered surface cleans. We do not have the time or the manpower to "spring clean" your unit after each check-out. Our departure cleaning includes:

1. Kitchen: clean stove, oven, counter tops, refrigerator and small appliances. The guests are responsible for washing and putting up the dishes and taking out the trash.
2. Bathroom: clean and disinfect toilets, sinks, bathtub/showers, and all exposed surfaces, clean mirrors and check shower liners
3. Glass surfaces: all patio and sliding doors; glass coffee table, end table, bedside table tops and all mirrors
4. Floor: sweep, mop and vacuum all floors
5. Furniture: dust all exposed surfaces
6. Linens: make up all beds and place towels in bathrooms

### Deep Cleaning

We require a deep cleaning at least once a year. This is important for the health and comfort of your guests as well as proper maintenance of your property. We, at that time, replace all pillows, clean or replace mattress pads and clean spreads. These items may have to be replaced more often than once a year, but that is our minimum.

We also have a deep carpet cleaning done after the deep clean. At times during the year, you may also expect to see your traffic ways cleaned. The color of your carpet may dictate cleaning more often. You will be contacted by our office before we do the deep cleans with the price and also, you will be given the opportunity to do the work yourself. If you do choose to do it yourself, it will be inspected by an employee of Condo-World, just as we do with our maid services.

### Furnishing Your Unit

When you furnish or upgrade your unit, it is very important that you use good quality and durable furnishings. We suggest that you do not leave anything expensive or very important to you in your condo. Occasionally your bedspreads will need to be cleaned, so we suggest that they are machine washable and marked with building and unit number with permanent marker. We also suggest that you do not have numerous knickknacks in your condo, they may break and make it difficult for the maid service to clean in a timely manner. Bathroom rugs can become unsanitary after time and candles can be a fire hazard, so we recommend that you omit these items from your decor. If you change anything in your unit that would be a complication for your guests, such as the size of beds, please notify us immediately. We keep a supply of pots, pans, can openers, coffee pots, etc. At our office at all times. These items will be replaced as needed.

### Maintenance and Repair

Maintenance is essential to the care of your unit and the satisfaction of your guest.

### Minor Repairs

When minor repairs and/or maintenance is required, the work will be performed by our service technicians. Preventative maintenance will also be performed by Condo-World, such as: changing air-conditioner filters. We change those once a month, except in the summer and it is done approximately every three weeks at that time.

This is essential to the performance of your air-conditioner. If you have an air-conditioner that does not have a replaceable filter, it will still require that our technician go in the unit, remove them, wash them and put them back. Also, the city of Myrtle Beach requires that all smoke detector batteries be changed twice a year. Unless notified otherwise by you, this will be done by our office.

### Major Repairs

For larger jobs, we have reputable vendors that are available for any work that our maintenance staff cannot perform.

### BASIC REQUIREMENTS FOR RENTAL UNITS

#### KITCHEN

**1.5 Times Maximum Occupancy:** Flatware, Dishes (Dinner Plates, Salad/ Side Plates, Cereal Bowls), Tall and Juice Glasses, Coffee Cups

**1 Times Maximum Occupancy:** Wine Glasses, Steak Knives

Turner / Spatula (2)  
 Slotted Spoon  
 Basting Spoon  
 Ladle  
 Cooking Fork  
 Vegetable Peeler  
 Wooden Spoon Set  
 Rubber Spatula (2)  
 Wisk  
 Tongs  
 8 pc Knife Set  
 Cork Screw  
 Manual Can Opener  
 Measuring Spoons  
 Measuring Cups  
 Grater  
 Cutting Board  
 Serving Bowls (2)  
 Serving Platter  
 Pitcher

Mixing Bowls (3)  
 Colander  
 Food Storage Set  
 Baking Dishes w/ Lids  
 Cookie Sheets (2)  
 Oblong Glass Baking Dish  
 Large & small Skillet  
 (we do not recommend Teflon)  
 Broiler Pan  
 Large & Small Pots w/ Lids  
 Dutch Oven w/ Lid  
 Toaster  
 Blender  
 Electric Can Opener  
 Tea Pot  
 Coffee Maker  
 Electric Mixer

#### OTHER NEEDS

Iron & Ironing Board  
 Vacuum Cleaner  
 Waste Baskets for Kitchen and Baths  
 Broom  
 Mop  
 Dust Pan  
 Clothes Hangers

Telephones  
 Clocks and Alarm Clocks  
 Plungers  
 Mattress Pads  
 Blankets  
 Pillows  
 Fire Extinguisher  
 Toilet Brushes