

## Short-Term and Mid-Term Rental Marketing Agreement

This Agreement is made this date \_\_\_\_\_ between \_\_\_\_\_ jointly and severally, (hereinafter “Owner,”) and **Anchor Realty of Virginia, Inc.** doing business as Anchor Realty Group (hereinafter referred to as “Broker”) (Owner and Broker collectively referred to hereinafter as the “Parties”).

- 1. TERM:** Owner hereby employs Broker as Owner’s exclusive agent to market Property located at \_\_\_\_\_ (hereinafter “Property”), under the terms and conditions hereinafter set forth for an initial period of one (1) year and 6 months beginning on the commencement date of \_\_\_\_\_, with the termination date set for \_\_\_\_\_. The term shall automatically renew for annual periods each August, unless on or before sixty (60) days prior to the expiration of any period, either party shall notify the other in writing of its intention to terminate this Agreement, in which case, this Agreement shall be terminated at the end of its then-current term.
- 2. VRLTA AND LEGAL COMPLIANCE:** Owner agrees to act in accordance with the Virginia Residential Landlord and Tenant Act (hereinafter “VRLTA”) and all applicable federal, Commonwealth of Virginia, and local laws.
- 3. SCOPE OF SERVICES:** The Broker accepts the employment and agrees to: Conduct all business with diligence, furnishing the services of its organization for the leasing, operating, and management of the Property. Broker shall and is hereby authorized by the Owner to act as Owner’s agent to provide the following services and those services which reasonably result or are necessary to carry out the following:
  - a. Create a premise listing on the Anchor Realty Group platforms. These platforms include, but are not limited to, the MLS, social media advertisement, Anchor Realty Group’s website, third-party marketing websites such as Furnished Finder, direct marketing to booking agencies, OTA’s (Online Travel Agencies) such as Airbnb, VRBO, and Booking.com, and referral programs.
  - b. Manage all aspects of the Premises listing, including updating the listing content itself, the listing calendar, fees, discounts, photographs, and other details.
  - d. Manage the calendar and adjust Tenant STR dates.
  - e. Creating additional listings on different digital platforms relevant to marketing goals and industry standards. f. Interacting with the various digital platforms on behalf of the Owner, including handling Tenant requests, messages, comments, inquiries, complaints, etc.
  - g. Resolving disputes and interacting with digital platform customer support and dispute resolution aspects.
  - h. Respond to STR Tenant emergencies, lockouts, maintenance, supply needs, etc.
  - i. Execute and manage STR Tenant reviews and responses.
  - j. Coordinating with digital platform turnover staff, cleaning crews, and other service providers at the Premises, as needed.
  - k. Listing and price optimization according to market-driven data.
  - l. Use marketing footage such as videos, photographs, and other digital marketing content for the use of Anchor Realty Group’s business marketing
  - m. Use of stay for promotional and marketing purposes, to be coordinated in advance, based on property availability.
  - n. Premise setup including marketing, safety, and management features required before guest occupancy. This may incur additional charges.
- 4. OWNER’S DUTIES:**
  - a. Uphold all duties in the management agreement signed.
  - b. Allow Anchor Realty Group exclusive marketing rights, and not to modify anything according to the marketing plans they are implementing. This includes, but is not limited to, modifying a listing, price adjustment, offer discounts, or creating reservations other than Owner Stays, without Anchor’s express and written permission and acknowledgement.
  - c. Prohibited from marketing the property outside of Anchor Realty Group’s channels without express written knowledge and permission from Anchor Realty Group.
  - d. Responsible for any agent fees incurred while marketing this property, according to state, local, and brokerage policy.

**5. AGREEMENT.** This marketing agreement forms an integral part of the Anchor realty Group management agreement. Both agreements must be signed. The terms of this agreement are subject to change as the industry standard changes, including channel fees. Both parties agree that the listing ownership resides with Anchor Realty Group during the duration of this agreement.

**6. OTHER ITEMS OF MUTUAL AGREEMENT:**

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**7. WITNESS the following signatures:**

*By signing this Agreement via Electronic Signature, I agree that my electronic signature is the legally binding equivalent to my handwritten signature. Whenever I execute an electronic signature, it has the same validity and meaning as my handwritten signature. I will not, at any time in the future, repudiate the meaning of my electronic signature or claim that my electronic signature is not legally binding.*

**OWNER<sup>1</sup> SIGNATURE:**

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**Owner Name Date**

**OWNER<sup>2</sup> SIGNATURE:**

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**Owner Name Date**

**AGENT ON BEHALF of BROKER:**

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**Agent Name Date**