

# MANAGEMENT SERVICES **WELCOME PACKET**

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**Welcome to the Anchor Team!**

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# WHO ARE WE?

Anchor Realty Group, a family-owned and operated business, has been serving Norfolk, Hampton, Newport News, Virginia Beach and the surrounding area since 1957. Specializing in sales, vacation rentals, property management, HOA Management & more, we strive to be a one-stop shop in real estate in our community.





# SERVICES OFFERED

We are very excited to get to help you max out your profits on this beautiful home and space you created for others to enjoy. We're here to help find those wonderful guests so that you can deliver on the promised amazing experience through your hosting.

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01

## **Safety Inspection and Management Setup**

We will first and foremost make sure the property is setup to be safe, comfortable, and management ready to ensure you have a fantastic experience hosting while your guests fall in love living in your space.

02

## **Marketing, Listing, and Guest Management**

Once we are live on the listing website, we will respond to all guest inquiries, questions, and initiate reservations with all interested parties. We handle dynamic pricing, listing updates, and modifications, and get the best qualified guests in your home.

03

## **Home Experts and Turn Over Management**

From maintenance to between-stay inspections, we prioritize a 5 star quality home, stay, and guest. Our in-house team is responsive 24/7 for emergencies and preventative maintenance to keep your home in the best condition possible.





# ONBOARDING TIMELINE

01

## Contract Signing

We will agree on the terms, services, inspections, and expectations at the contract review. Once signed lets move onto step two!

02

## Safety Inspection

No matter what, the team at Anchor will do a walk through of your property to make sure it is up to standards for guests to move into., from a safety and management standpoint.

03

## Other services hired

Any other pre-listing services hired for will be accomplished at this time. Most likely we will get another cleaning to make sure the property is in tip top shape for your guests! Professional photos will make your property stand out as well.

04

## Listing Creation

After the property walkthrough, the Anchor team will list the property on multiple sites, depending on what the goal of the property is. We'll reach out for any questions we have for you!

05

## Systems Intro

We'll onboard you to our property management system so that we can all manage the same guest, and you can see what your property is producing at a glance.

06

## Get booked!

Once our marketing is live on all our channels, we will be working around the clock to get your home booked! Agreements, deposits, background checks are all a part of this process.





# WHY PEOPLE WORK WITH US

89

Properties  
managed

3k+

Stays  
hosted

65

Years  
hosted

3

Cities we  
manage in

75%

High  
occupancy



Personal  
touch

## What services we provide:

- Vacation Rental Management
- Mid Term Rental Management
- Long Term Rental Management
- HOA Management
- Realty Sales
- Hospitality Services
- Equipment Rentals
- Vacation Rental Marketing

See what we are up to:



Serving the Community is our true passion!



# Anchor Short Term (>30 Day) Rentals Management

Services		16%	18%	25%
Listing Creation and Management		Premium	Gold	Silver
Premium Anchor standard accommodation requirements and services		✓	✓	✓
Offer keyless entry for one stop guest check-in		✓	✓	✓
Short Term Rental Property Requirements covered and service in house		✓	✓	✓
In house service plan including Anchor cleaning, linens, toiletries & bi-annual deep cleans		Exclusive	Limited	Limited
Full coverage management, communication, guest & property care plan and lead negotiations		✓	✓	✓
Maximize and streamline rental business potential with a yearly management renewal and property audit		✓	✓	✓
Owner Stays Authorized		×	Up to 3 weeks / year	Winter Use
Owner approval needed on individual basis for guest and property care		×	×	✓



# Anchor Mid Term (30+ Days) Rentals Management

## Services

15%

### Listing Creation and Management

Premium Anchor standard accommodation requirements and services

Offer keyless entry for one stop guest check-in

Short Term Rental Property Requirements covered and service in house

In house service plan including Anchor cleaning, linens, toiletries & bi-annual deep cleans

Full coverage management, communication, guest & property care plan and lead negotiations  
Maximize and streamline rental business potential with a yearly management renewal and property audit

### Owner Stays Authorized

Owner approval needed on individual basis for guest and property care

Premium

✓

✓

✓

✓

Exclusive

✓

✓

Up to 3 weeks / year

✓

# Anchor Long Term Rentals Management

**We keep it simple!**

12% monthly commission

\$500 Onboarding Fee

\$1,000 Escrow Deposit

(Refundable)

NO leasing fees!

NO hidden fees!

NO placement fees!



# Fees & Services

Service Item	Cost	Notes
Maintenance & Labor (Including Emergency)	\$75 / hour	
Management Renewal	\$175	Annual fee, for all management packages
Dormancy Fee	\$125 / month off season, \$150 / week summer	All management packages
Guest Welcome Package	Large Properties: \$30-75 Small Properties: \$30	Per Reservation; Includes handwritten note, snack and coffee or alcohol for guest
Yearly Kitchen and Home Inventory Report	\$100	Required Annually
Vacation Rental Seasonal Wrap-Up Reports	\$100	Required Annually
Cleaning Supply Refresh	Usually \$100	Required unless owner communicates completion within 60 days of summer season
Monthly Filter Swap	\$18	Per filter, per trip



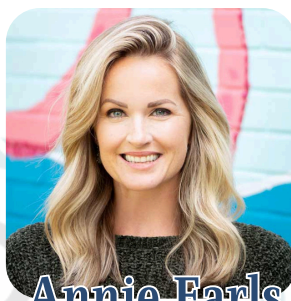
## LOOKING TO BUY, SELL, OR INVEST?

If you are moving in or saying farewell to Hampton Roads, or even looking for your next investment, our team of agents is committed to helping you find the right home to fit your needs or sell your home to the right buyer. Give one of our agents a call today to get started!

See our agents full bios on our website!  
[www.anchorvirginia.com/services/sales](http://www.anchorvirginia.com/services/sales)



**Katey Toller**



**Annie Earls**



**Brad Benson**



**Ann Matteson**



**Kaitlyn Oakes**