

GR8 ESTATES @ afusion Real Estate Services

Purpose:

Provide exclusive marketing and bookings for weekly, monthly, and seasonal vacation rentals , retreats, and events at 8 luxury estate properties, (2 Andreas Hills estates in South Palm Springs; 1 Racquet Club Estates in N.Palm Springs; 2 Mission Hills estates in Rancho Mirage; 2 El Paseo area estates in South Palm Desert) and a cabin in Idyllwild. Because property management is handled by the owners, all **GR8 ESTATES** services are offered at far less \$ rates \$ than Vacation property rental companies , therefore creating a win/win, professional relationship. All related services, are contracted directly, such as maintenance; maids and cleaning services; landscaping cleanup; plumbing, electrical, and general contractors ; pool service; transportation, concierge etc. However, **GR8 ESTATES** management will coordinate, schedule, and facilitate any and all services requested, at no cost (See fee schedule)

GR8 ESTATES Services:

Marketing:

- www.VRBO.com Each property will be displayed with 10 pictures, availability calendar, mapping, features and benefits.
- www.desertareams.com , www.realtor.com Each property listed on the multiple listing service, with virtual tours. www.craigslist.com ; www.GR8EST8Sps.com ; www.palmspringsusa.com ;
- Business cards displayed and distributed on www.community-expo.com rack cards , flyers , brochures, and dvds for each /all properties
- Networking, promotions, and public relations
- Full page ad (8 properties) in Travel Host , Homes and Land, magazines
- Spheres of influence in major resort markets: New York, Wash.D.C., Miami, Chicago, Dallas, Aspen, Vancouver , Portland, L.A. San Diego, et.al.

Rentals and booking provisions:

- Rental agreements
- Screening, qualifying, negotiating with potential clients
- Communicate, verify, and approve all potential bookings with owner(s)
- All monies (including deposits) direct to owners
- Weekly calendars, schedules, notifications, and time/money saving tips
- Concierge , transportation, shopping, deliveries , reservations, and requests

Fees and costs:

- CDAR Lease listing agreement (one year) @ 15% commission. Posting on www.desertareams.com and www.realtor.com
- Posting on www.vrbo.com with 10 pictures (each property) \$368
- Virtual tour 10 dvds, and electronic brochures \$188
- Estate Properties publication (ie. Desert Homes) 1/8 of cost of ad
- All contracted services separate; GR8 Est8s will facilitate @ no extra cost
- Promotions , Public Relations, tv, media , will be considered and utilized

References

- Robert Hughes; Hughes Properties, Palm Springs, Ca. (760) 323-8311
- Arnold Galvin; Professional, Vac prop OwnerPalm Springs (760) 272-6914
- Fred Lewis Broker Realty Executives, Desert Cities (760) 409-3457
- Nick Maston; Broker/Owner California Properties (760) 422-1050

GP Gerber, REALTOR

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(760) 409-2200

www.gerber4re.com

(760) 899-4300