
stress-free

PROPERTY MANAGEMENT

you can rely on



With over 40 years of experience in rental management, we are well known for the quality of properties we represent & our pairing of exceptional customer service with a dedication to strong professional ethics & integrity.

Let us provide you with the "hands down" best property management experience of your life while maximizing the rental income of your investment.



Dear Property Owner:

As a Southport-Oak Island homeowner, you own a piece of paradise that holds considerable value. We know it can be a difficult decision to rent your second home - and, for that, we would like to extend our appreciation for considering Margaret Rudd & Associates, Inc., REALTORS as your property management experts.

We offer custom, cost-effective service for our homeowners that includes the overarching benefits of:



Local & Industry-Wide Knowledge



Client-Focused Management



A Devoted Team of Professionals




Custom, Effective Programs

As a family-owned & -operated business that has actively served the Southport and Oak Island communities for over 40 years, we know the value of unparalleled service and standards of performance. When we combine our pairing of exceptional customer service and dedication to strong professional ethics and integrity with tailored programs, data-driven marketing efforts and our 40+ years of solid, reliable experience, we know we can maximize your return on investment.

Our team is truly excited about the opportunity to serve you in your real estate and property management needs.

We realize that some items may require additional clarification and/or that you may have questions as you make your way through this information packet. Our Oak Island office is open Monday through Saturday between the hours of 8:30am and 5:00pm, and on Sundays from 9:00am to 5:00pm. We invite you to contact us using the information below, and we look forward to the possibility of speaking with you further regarding this opportunity.

Sincerely,



Karen Brake, GRI, VRMP

President, Margaret Rudd & Associates, Inc., REALTORS

Director of Property Management

Oak Island

Sales & Property Management
210 Country Club Drive
Oak Island, NC 28465
(800) 486-5441

Property Management: www.Rudd.com

Southport

Real Estate Sales
1023 N. Howe Street
Southport, NC 28461
(800) 733-5258

Real Estate Sales: www.MargaretRudd.com



ABOUT US

A long-standing business with a big reputation

Margaret Rudd & Associates, Inc., REALTORS ("MRA") is a 2nd generation, family owned and operated business, and the premier real estate brokerage and property management firm in Brunswick County, North Carolina. Our story is one of local knowledge, personalized service and the highest of ethical standards. We have served generations of families for over 40 years, building a company one referral at a time.

“

Our clients expect results and expertise. We deliver both in all aspects of the business...

Margaret Rudd Bishop
Founder & President Emeritus

”

In addition to the many accolades received by the sales arm of the business, the property management team was honored for the 5th year in a row to receive the Maggie Award for Best Rental Agency from Southport Magazine and its readers! But, the recognition doesn't end there! Along with blazing a few trails, the agency has seen many notable recognitions highlighting its unparalleled service and standards of performance.

Among its leadership and staff, you'll find past and current presidents, directors, committee members and board members of the Brunswick County Association of REALTORS, the North Carolina Association of REALTORS, the Brunswick County Tourism Development Authority, the Vacation Rental Management Association, the NC Vacation Rental Managers Association and the Southport-Oak Island Area Chamber of Commerce.

From collecting toys for Toys for Tots in the winter to supporting area farmers and fishers through our popular Vacation Vittles program, from supporting area businesses with community partnerships to raising funds for hurricane victims in other states, MRA ensures that philanthropy is a big piece of our "highly regarded reputation" puzzle.

Going from humble beginnings to great success is a source of great pride for MRA, but we don't plan to stop any time soon. No matter what the next 40 years look like, Margaret Rudd and all of her "associates" are confident that we'll set new records, surpass goals and have a whole lot of fun in the process. After all...

The Fun Starts Here!



SOUTHPORT-OAK ISLAND AREA PROPERTY MANAGEMENT
www.rudd.com | (800) 486-5441 | information@rudd.com



LONG TERM VS. SHORT TERM

Which direction is right for your investment property?

Are you interested in renting your home but not sure if you want to do a long term, annual lease rental or a short term, vacation rental? While we do offer management services for both, it is important to consider your options prior to deciding how you would like to offer your property for rent.

This or That The Property Management Edition

Unfurnished

Consistent Income Stream

Strictly Investment Property with
No Immediate Desire to Use the Property

Low Traffic & Turnover

Medium to High Potential for Wear & Tear,
but Low Potential for Maintenance & Updates

Minimal Financial Obligations
(Example: Tenant Covers Utilities)

Did you circle more items in this column?
**The Long Term Rental Program
could be your solution!**

Furnished

Variable Income with Higher Potential

Investment Property with Flexibility
for Owners to Use the Property

High Traffic & Turnover

Low to Medium Potential for Wear & Tear,
but High Potential for Maintenance & Updates

Moderate Financial Obligations
(Example: Owner Continues to Cover Utilities)

Or, did you agree with more in this one?
**The Short Term / Vacation Rental Program
could be your solution!**

But, Wait. There's More.



LONG TERM VS. SHORT TERM

Additional factors help determine rental program

MRA considers a variety of factors when determining if a rental should be in our long term or short term program. Not only are the concerns and wishes of you as a homeowner involved, but we must take into account the location of the property and its surroundings as well as the programs and services that are offered.


As a company, we strive to be a "good neighbor" when managing a rental. We steer clear of managing short term rentals in areas primarily populated by full-time, local residents. Likewise, we try to only manage long term rentals within a certain distance of our office so that we can easily and quickly access the property if need be.


Long Term Markets

MRA's Long Term Rental Program includes the following local areas:

-  Southport
-  Oak Island
-  Boiling Springs Lakes

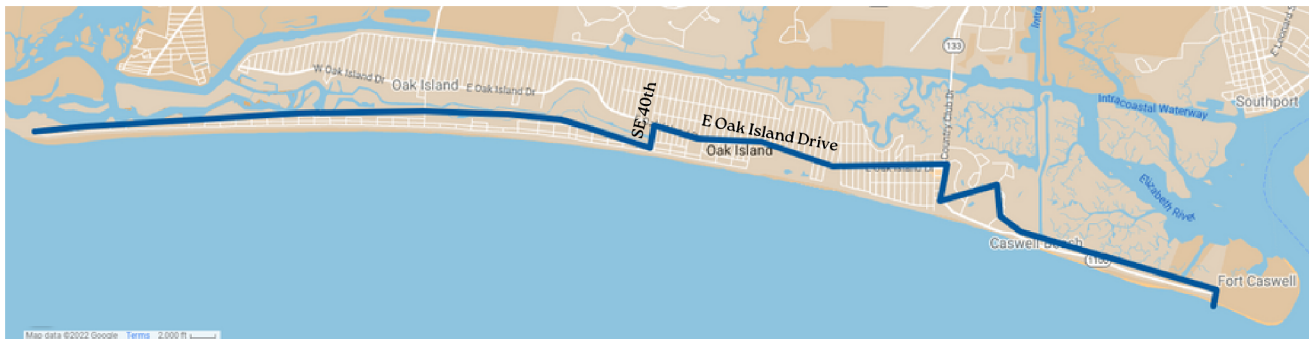
If you own a property outside of the areas listed, and would like to discuss your options, please contact our Long Term Rental Coordinator by phone or email.

 longtermrentals@rudd.com

 (800) 486-5441

Short Term, Vacation Rental Markets

Generally speaking, MRA will consider properties for its short term, vacation rental market if they are in Southport or on Oak Island. As previously mentioned, the specific location matters as we try to avoid disrupting full-time, local residents. The map below shows the general area on Oak Island where we will consider managing a short term, vacation rental (areas below the thick blue line).



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LONG TERM RENTAL PROGRAM

Saving owners time, energy & money

Hiring a professional property manager for your long term rental is a great business decision. *Hiring MRA is an even better one.* A great property manager will save you the time, energy, and money (and stress) involved in owning an investment property. If you're interested in renting your property on a long term basis, consider the following services provided by MRA through our property management program.

Save Time, Energy & Money

6 Ways MRA Property Management is a Great Move

1

Tenant Screening

Higher quality tenants usually mean less hassle for you. We conduct a thorough tenant screening process that includes an application, income verification, criminal background check, credit history review, & prior rental/ownership history.

4

No Vacancies

An empty property hemorrhages money & resources. We help identify cosmetic improvements to maximize potential, determine an optimal rental rate for the market, & market your property to fill any vacancy as quickly as possible.

2

Tenant Retention

Our seasoned team helps keep tenants happy and loving their experience, making it a "no-brainer" for them to renew their lease agreement. Your tenants are treated as loyal customers with timely responses &/or repairs.

5

Maintenance Made Easy

Our in-house maintenance team is skilled at fixing & repairing most day-to-day issues in a quick & efficient manner. To handle any larger projects, MRA has a strong network of licensed, bonded & insured contractors who perform quality work at reasonable prices.

3

Say "No" to Issues

MRA professional management is abreast of landlord-tenant laws in North Carolina. Our carefully developed procedures save you from significant legal and financial headaches often associated with rental management & ownership.

6

Enforcement Made Easy

Collecting rent on-time & maintaining cash flow is a big sticking point for landlords. Our team provides a buffer for you to enforce timely rent & other tenant obligations. And, the unfortunate event that eviction is required, our team will handle the rough patch on your behalf!

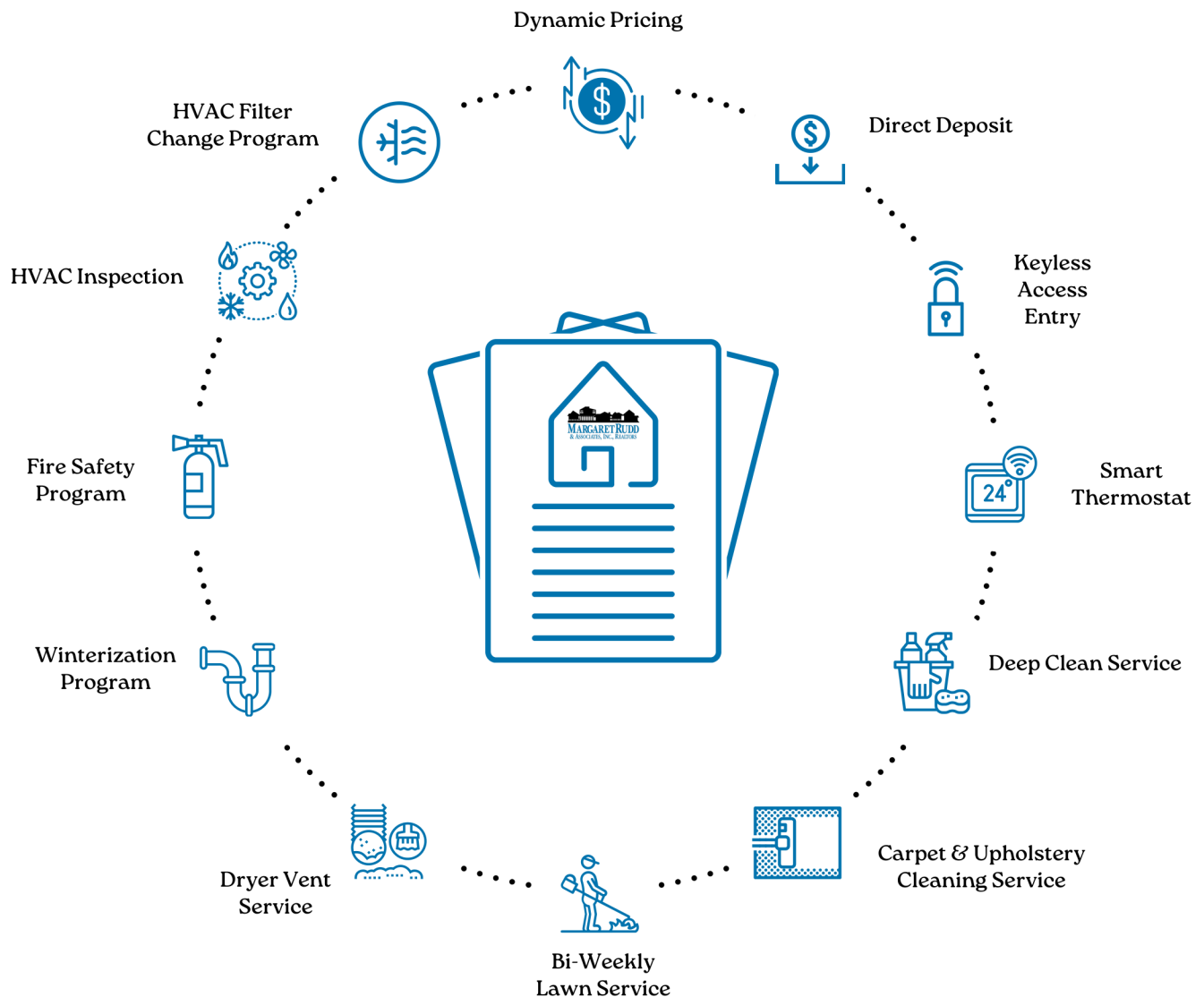




SHORT TERM PROGRAM SERVICES

Valuable options for short-term rentals

We don't just hear our property owners, we listen to them. MRA provides economical programs & services in the management of your home on an annual, pre-determined basis eliminating some of the stress involved in owning an investment property.





SHORT TERM PROGRAM SERVICES

Details on how annual programs save you time & money

Let's break down each annual program and how these services benefit the specific needs of our property owners. For information on each service, or a general idea of the cost associated, please contact us at information@rudd.com.



Dynamic Pricing

Dynamically price your properties with data-driven tools that take into account supply, demand, special events, property type desirability, & more



Direct Deposit

Electronically deposit monthly rental earnings into your checking or savings account with convenient direct deposit



Keyless Access Entry

Bring peace of mind & increased safety for guests while improving guest satisfaction with keyless entry locks at your property



Smart Thermostat

Reduce energy costs with technology that adjusts the temperature in your home based on occupancy while also detecting potential issues early



Deep Clean Service

Let us help you wow your guests with a thorough deep clean service twice per year using an MRA-contracted team of cleaning professionals



Carpet & Upholstery Cleaning

Great for pet-friendly homes, let us coordinate a thorough carpet & upholstery cleaning for your home



Dryer Vent Service

Reduce the risk of fire & increase the energy efficiency & life of your dryer with our dryer vent cleaning service



Bi-Weekly Lawn Service

Between mid-April and mid-October, let MRA coordinate a rotational lawn cutting service to help keep your lawn in tip-top shape



Winterization Program

Protect your property during the winter with this optional service. Elect for MRA to handle the full winterization or outside water shut-off for your property



Fire Safety Program

Ensure that all smoke detectors & fire extinguishers in your property are operational & up-to-date with this convenient service program



HVAC Inspection

Let us handle the work of gathering quotes & scheduling any selected inspection service with a local HVAC company



HVAC Filter Change

Improve air flow & extend the life of your HVAC system with routine filter changes on a seasonal (typically May through September) or annual basis

Let us handle the hard work of managing your rental.





MARKETING STRATEGY

Driving direct bookings & a better guest experience

We recognize the importance of fusing local area expertise with the latest industry trends and technology. That is why we have both local, full-time in-house marketing support and a partnership with Bluetent, a leading vacation rental marketing and technology agency. The result is a marketing strategy that drives more direct bookings and a better overall guest experience.

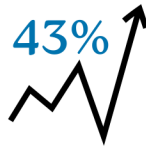
Breaking Down The Numbers

Measuring the Effectiveness of Our Marketing Efforts



Website Bookings

Increase in website booking revenue with a 35% increase in # of transactions



Organic Search Traffic

Increase in organic search traffic (70,035 users vs 48,908)



Email Marketing Traffic

Increase in website sessions from general newsletters, guest communications & more



Paid Search Traffic

Increase in website users attained through paid search marketing

5.55 Million total Google impressions in the last 12 months

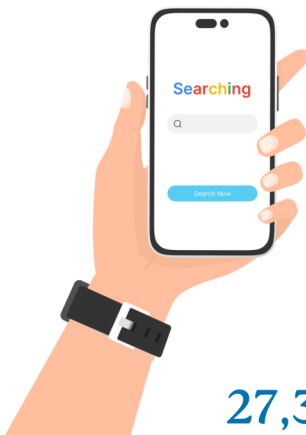
151,000 total Google clicks in the last 12 months

2,221 terms ranking on the 1st, 2nd or 3rd page of search results

149 terms ranking in the top 3 search result position

\$1,412,978 in total earned revenue from paid advertising & search

27,347% Return On Ad Spend (ROAS), increase from 4,309% in 2019



**Performance compares data from 2022 with 2019 (the first year we implemented paid advertising).*



MARKETING STRATEGY

Ways we market your property to guests

Our marketing strategy consists of a both organic and paid activities conducted on a consistent basis. Learn more about each method used to place your property in front of interested vacationers below.

The Methods to the Madness



Optimized Website & Search Engine Optimization (SEO)

Our responsive, optimized website (built & managed by Bluetent Marketing) provides your guests with real-time availability and pricing for your property. We use advanced tracking to understand what guests want & to identify any areas of concern, & conduct regular User Experience (UX) & User Interface (UI) audits to ensure that our site provides a complete, engaging user experience.

Along with Bluetent, we improve site content & quality to gain more favorable positioning with Google, Bing & Yahoo. We follow SEO best practices & monitor performance with tools like Google Analytics, Search Console & Tag Manager, Bing Webmaster Tools, Moz, SEMrush & more!



Social Media & Content Marketing

Creating useful, unique content for your guests is an important piece of the guest experience puzzle. It not only bolsters SEO, but it keeps guests engaged to stay on our website, our social media accounts, etc.

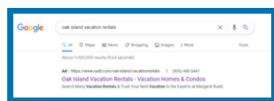
Your guests see advertisements for different destinations and vacation rental agencies throughout their booking journeys, making it even more important to provide guests with engaging content & to meet with them where they are - on social media. In this digital age, having a healthy presence on social media is essential to engaging your guests. We invite you to view our popular social channels: [@OakIslandBeaches](#) [@oakislandbeachesbyrudd](#)



Email Marketing & Digital Guidebook

Did you know that email marketing is one of the most cost-effective form of marketing? It's also one of the best ways to provide your guests & prospective guests with timely & engaging information. We have a fully automated email process that provides your guests with everything they need to know during their stay.

Combine our email efforts with our BRAND NEW digital guidebook, & guests have everything they need to plan their trip, enjoy their stay, & re-book for next year in an easy-to-navigate, digital format.



Paid Advertising & Paid Search

Have you seen the results that say "Ad" before them when you run a Google search? That's paid advertising.

Paid advertising allows us to reach consumers who are not yet familiar with our brand, stay top-of-mind throughout the booking process, & grow our audience.

Our paid advertising program on Google has one of the highest Return On Ad Spends (ROAS) in the industry!!



10

REASONS WHY

Selecting MRA as your property manager is a good idea

MRA aims to provide the "hands down" best property management experience for its owners. Whether you are listing your property in our long term, annual lease program or adding your second home to our short term, vacation rental market, there are benefits to choosing MRA as *your local, property management expert!*

1 Industry Expertise

As management professionals & leading members of the Vacation Rental Management Association, we are well-equipped & prepared to navigate you through this rapidly growing, ever changing industry.

2 Local Market Knowledge

Combining our extensive knowledge of the local rental market and the use of our dynamic pricing tools enables us to maximize rental income during peak demand & increase occupancy when demand is low.

3 Exceptional Customer Service

From guest services assisting potential vacationers to our maintenance & housekeeping contractors in the field, we place the care & concern of your property & rental guests at the forefront of our business.

4 The Business of Management

There's far more to managing a rental property, & we're here to help you each step of the way: from preparing agreements & arranging for travel insurance to collecting rents & handling taxes.

5 Property Maintenance & Cleaning

We offer numerous annual programs & services aimed at providing guests with the best first impression & giving you peace of mind when it comes to the condition & cleanliness of your home.

6 An Online Presence

Through in-house marketing & our partnership with a digital marketing company that specializes in the rental industry, we provide an online presence for your property using a variety of methods.

7 Weathering Storms Together

Adverse weather comes with coastal life. We strive to minimize your worry during times of unrest through communication, storm preparations, safety checks afterward, & the coordination of necessary repairs.

8 Owner-Friendly Tools

View your property calendar, reserve the property for your use, create work orders & view monthly financial statements all within your easy-to-use Owner Access Portal.

9 It's YOUR House, Enjoy It!

We know some agencies limit the amount of time owners can use their home during rental season. Simply put, we don't! It's your home & you should use it when you want in any season you wish!

10 With Us, You're Family.

As a family owned & operated business, it's important that our owners feel like part of the Rudd family as well. You aren't just a property to us. We strive to be your trusted advisor & partner.





MANAGEMENT 101

MRA property management FAQs

Here, we answer some of the most frequently asked questions we receive from potential clients. Have a question or 2 not listed, simply give us a call at (800) 486-5441 or send an email over to information@rudd.com and we'll gladly assist!



For how long is the MRA Property Management Agreement effective?

All property management agreements are signed for a period of 12 months. Agreements automatically renew at the end of the 12-month period unless either party provides written notice of its desire to terminate the agreement at least 90 days prior to the conclusion of the contract term.



How do you handle account balances, statements & 1099s?

Each month a statement showing rental income, incurred expenses, commissions & payments made to the owner are provided in the Owner Portal. All rental income is delivered at the same time as your monthly statement via check or direct deposit. We make every effort to upload monthly statements to the Owner Portal by the 10th of each month or mail it by the 7th of each month.

A balance is maintained in each owner's account to cover any emergency or necessary repairs.

A 1099-Miscellaneous Tax Form is provided to owners at the end of each year with the details of your gross rental income. Any tenant reimbursements (such as a phone bill overage for long term rentals) will be included as income on your property. When the property is listed under the owner's name (rather than a business entity), the owner must provide a Social Security Number. If the property is held in a company name, the TIN must be provided.



What is your opinion on offering nightly & monthly rentals for short term rental properties?

For properties in the short term / vacation rental program, nightly rentals or rentals less than a week are a great way to generate revenue during any season. As an agency, we require a 2-night minimum.

In addition, the opportunity to rent your short term / vacation rental property on a monthly basis between the months of October & April is another way to generate revenue. We see an influx of retirees, & others we lovingly call "snowbirds" during that timeframe.



How are the seasons defined for your short term rental program?

Due to our dynamic pricing structure, pricing is no longer strictly seasonal based. Each night is priced per supply, demand, events, season, and much more! Our peak (or prime) season usually falls between mid-May and mid-September.



Is the name of my property important?

MRA requires that each short term rental home be named while condominiums are named by complex & unit number. We suggest getting creative as it can be an additional form of marketing for your rental.



What are MRA commission rates?

Each month, a percentage of the gross rental proceeds are collected at the following rates:

- 12% for monthly &/or long term rental properties
- 18% for weekly rentals, &/or
- 18% for rentals less than a week (2-night minimum)



If you're ready to receive the "hands down" best property management experience, or if you're interested in learning more about our long term or short term/vacation rental markets, please contact our office.



Margaret Rudd & Associates, Inc., REALTORS
Property Management & Vacation Rentals



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