



109 SE 44th

- **Total Annual Projected Income before fees: \$59,100**
- Management Fee: 15% of nightly rate
- Optional discounts: 10% off weekly stays
- Prices are averaged. Holiday weeks are higher, slower weeks are lower.
- Upon management agreement, specific weekly and nightly rates will be provided
- ***Key assumption: Sleeps 8 People + Pet Friendly is required to fetch these numbers**

1

High Season: June, July, August

Assume 100% occupancy

- Nightly Rate: \$399/night
- Weekly Income (before fees): \$2800
- Monthly Income (100% occupancy): \$11,200
- **3 Month Total, 100% occupancy: \$33,600**

2

Mid Season: March, April, May, September, October

Assume 75% occupancy

- Nightly Rate: \$199/night
- Weekly Income (before fees): \$1400
- Monthly Income (50% occupancy) \$4,200
- **5 Month Total at 50% occupancy: \$21,000**

3

Low Season: January, February, November, December

Assume 25% occupancy

- Nightly Rate: \$129/night
- Weekly Income (before fees): \$900
- Monthly Income (25% occupancy): \$900
- **4 Month Total at 25% occupancy: \$4,500**



Property Management Services Overview

Scott Dickman, owner

www.Ok-Im-There.com

910-212-6871(office) or 614-570-3434 (direct)

Full Service Management

This is the “Hands Off” approach, perfect for owners with busy lives, who live far away, or simply want full time care of their property. This is our most popular service, allowing owners the freedom to come and go as they want without worrying about the details. Fee is 15% of nightly booking rate.

What’s Included?

Vendor Management

- Cleaning Scheduling
- All Cleaning Supplies & Household Supplies*
- All Linens and laundering
- Lawn care Scheduling
- Pest Control Scheduling
- Trash & Recycling Can Roll In/Out
- Other service scheduling (pools, hot tubs, elevator, etc)

Proactive Maintenance

- Handyman & Repair Scheduling proactive & reactive
- Weather checkups & preparation
- Furnace Filters, battery changes, lost remotes, etc
- Supply & Inventory Management
- Propane Tank Swaps

Marketing & Promotion

- Rate Projections
- Rate management
- Calendar management
- Marketing & Social media engagement
- Research, Numbers and analysis
- Continuously updated Photography
- Offline or direct bookings

Guest Engagement

- Guest communication
- Guest issue resolution
- Emergency guest calls

Guest Extras

- Coffee, Coffee Filters, Olive Oil, Select Spices
- Digital & Print House book with recommendations
- Discounts on local events and services

*Garbage bags, dishwasher packs, hand & dish soap, toilet paper, paper towels



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Cleaning & Turnovers



Our cleaning team is the best on the island! A clean house is the most important thing to guests. With hundreds of 5 star reviews, you can trust that your guests will walk into perfectly clean home (that looks like the pictures), with every check in.

Our Difference: We assign one lead cleaner to each home so they can take ownership of the turnovers. They get to know each home and create a process to ensure everything is done consistently and with quality every time.

Linens & Laundry



A clean, well-made bed with fresh towels might sound simple, but to our guests, it can make or break the experience. No more mismatched sheets or stained & threadbare towels with us. We provide high quality linens with pickup & delivery for all of Oak Island.

Our Difference: We have a linen manager responsible for every step of the process. We take care of the pick up, cleaning & laundering, quality control & inspection, and delivery back to the property.

Lawn Care



A fresh cut lawn is critical to the guest's first impression when they pull up. Our lawn care team takes pride in making yards beautiful. It is also critical to help our ecosystem, especially to keep bugs and mosquitos at bay.

Our Difference: We customize a lawn care routine for each property, on a schedule that fits the property's needs.. We also work around the guests check in/check out times to ensure the least amount of disruption

Maintenance



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Short Term Rental Property Management

- Thinking about buying a Short Term Rental and not sure where to start?
- Have a Short Term Rental that you want to take to the next level?
- Need help managing the day-to-day?

We are experienced Short Term Rental hosts, specializing in beach vacation rentals, and we are here to help you wherever you are in your journey!

Full Service Management

Day to Day communications, confirming bookings, arranging cleaning & repairs, general maintenance, recommending restaurants, marketing, accounting - the list goes on! Paying close attention to each of these details ensures your guests have a worry-free vacation. Our full service management offerings can be customized to fit you and your home's needs.

Photography & Listing

The first thing vacationers see on AirBnB are the home's photos. We make sure your listing stands out with professional photography. We highlight each space and focus on the special touches that make your guests feel at home. We will also create a customized listing to highlight other amenities and key details so there are no surprises on check-in day.

Staging and Lifestyle

Creating a space that feels like home is critical to our mission. Staging your home as a short term rental will attract high quality renters. We also know what guests require in a rental to make themselves at home. From making the beds, folding the towels, to organizing the kitchen – every detail matters so your guests know what to expect when they walk in the door.

The Numbers & Research

Oak Island is growing in popularity. Many say, "We've been discovered!" It's a competitive marketing and it can be hard to know where to start. Let us do the leg work when it comes to researching your competition, pricing, earning potential, and providing the financial insight to help you make informed decisions about your investment.

Marketing & Social Media

Simply listing your home on AirBnB is a great start, but we need to play the long game in order to keep the bookings coming. Continuously engaging with prospects and previous guests is critical to drive new and return business. Let us work up a marketing and social media plan that highlights your home and increases bookings.

Guest Engagement

Guests are excited to stay in our homes and we are excited to host them! We build on their excitement through proactive and prompt engagement and we do it in a positive, upbeat, & happy way. This establishes an open and respectful line of communication between us and our guests. This also helps offset any negative experiences if any problems arise during their stay.



Timeline & How To Get Started

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Step 1. Initial consultation

Meet with Scott to discuss to discuss the following:

1. The property itself: Where is it, how many bedrooms, bathrooms, beds, amenities etc.
2. Your goals with the property: Do you use it as a second home, a primary home, or income producing?
3. Income potential: Scott will research and take into consideration all factors and provide income projections

Step 2. Tour the property and take inventory

Scott will come to the property to assess the following

1. Condition of property assessment: Determine cleaning, repairs, changes, required to be a rental
2. What is in the property – what is staying/what is going
3. Create a list of things that need to be done, added, amended, or changed before it can become a rental

Step 3. Make the decision & determine go-forward approach

Scott will work with you to determine what's next and a timeline if you decide to rent. This will all be based on the information above, how many supplies are needed, repairs needed, level of cleaning needed, etc.

1. If its an existing rental, its usually easy to switch over.
2. If it is your part time or full time home, it may be as easy as putting personal effects away and doing minor updates and getting the right supplies
3. If it's a brand new, empty home, Scott will provide a full list of supplies and items needed for the home to be turned into a rental. This usually takes the longest to set up

Step 4. Getting the house ready ****This is the hardest part****

Once we establish what's need, the fun begins

1. Throw out/remove/put away items not needed for rental
2. Order, unpack, wash, and install all new items.
3. Coordinate repairs and fixes, pressure washing, deep cleaning etc
4. Deep cleaning is required before all properties can go live. Deep clean fee is 2x the regular cleaning fee
5. Complete all deep cleaning, install linens, door locks, and any other required items

Step 5. Go Live!

After the house is all done, staged, cleaned and ready, we are ready for prime time!

1. Stage and photograph house and all amenities
2. Sit down with owner to create the Airbnb and vrbo listing
3. Create the house book with all the information
4. Let the bookings begin!



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Q: Where do you list the property?

A: Airbnb & VRBO. On Airbnb, you own the listing. It is under your name and Scott acts as a co-host. That way, you get to keep your superhost status and star ratings if we ever part company. VRBO, I own the listing, but you still get paid directly. You also have access to the apps to see all the communications between Scott and the guests for full transparency.

Q: Where do most of the bookings come from?

A. Airbnb – almost 95% of the bookings are through Airbnb. VRBO is an older platform that have a legacy base of users that still feel comfortable using that. We use it to attract all customers.

Q. Should I allow Dogs?

A. YES! 92% of our bookings include pets. The home is cleaned the same way regardless if pets were present or not. We will discuss pet fees as part of the larger set of fees.

Q. How does the money and billing work?

A. Both Airbnb & VRBO are set up for you to get paid directly. Payouts are sent 1-2 days into the booking. Scott bills you at the end of each month for the 15% management fees (on the nightly rate only) and any other services (e.g. pest control, mowing, repairs, etc). Cleaning fees are paid directly to the cleaner through Airbnb. VRBO does not allow that, so Scott will bill you for any VRBO cleanings.

Q. Do I need to remit taxes?

A. No. Airbnb and VRBO do that automatically for you.

Q. How does the cleaning work?

A. You will have one dedicated cleaner for your home. This maintains quality and consistency. The cleaner and Scott will walk through the house and specify how the cleanings will work before the season begins.

Q. How do the linens work?

A. Scott supplies all linens including: All towels (bath, hand, foot, and washcloths), all sheets for all size beds, and kitchen linens (dishrags and towels). Bed covers are washed as needed on site (typically every other stay). If all covers need to be washed, we ask owners to have a backup set for each bed and covers will be taken off site and laundered.

Q. Do I need pest control?

A. YES! It is absolutely required that monthly pest control is performed on the property. Guests do NOT like bugs and will be quick to complain if they see any. Our pest maintenance comes with same-day re-sprays if guests encounter live bugs.

Q. Are there black out dates that I cannot use my property?

A. NO! It's your house – you can use it when you want! We do require our cleaning team to clean after every guest, including friends and family, to ensure quality and consistency. Friends and family cleans will be billed at the end of each month on your invoice. Whenever you have a personal stay, simply let Scott know ASAP and he will block it out.

Q. What happens if there is an emergency or something breaks?

A. Scott will immediately notify the owner of the problem and course of action. No money will be spent until the owner OK's the course of action. Scott will also keep the owner apprised of updates until the work is complete.



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Hey there!

Welcome to OK I'm There! I'm Scott Dickman, owner and operator. My mission is to provide exceptional vacation rental experiences for both owners and guests on Oak Island, NC. My team and I are dedicated to providing the highest quality cleaning, linens, and property services to keep guests coming back year after year. Contact me today so I can help you!

A little about me

I was born and raised in the heart of the Ohio Valley in Wheeling, WV. I moved to Columbus, OH right after high school where I graduated with my Bachelor's and Master's in Business Administration. I had a very successful 25+ year career in Financial Services, working as a Marketing and Digital Technology executive at some of the world's top banks and insurance companies.

Once the pandemic hit, I had an opportunity to buy my first rental home on Oak Island. After I spent a winter at the beach, I knew this was my new home - so we packed up and moved to the beach. My husband, 4 dogs, and I have called Oak Island home for the past 4 years and have loved every second of it.

This next chapter in life brings me to this new venture - Ok I'm There. I provide top quality Property Management to owners looking for something different, while creating unique and memorable vacations for Oak Island visitors. Honesty, Transparency, and Being a Good Human are my core values and the foundation of my successful business relationships.