

LOUDOUNstay

OUR SIGNATURE

We provide down-to-earth luxury estate accommodations for world class guest experiences. Our beautiful, private locations and excellent service leave our guests relaxed and renewed.

We partner with local and regional entrepreneurs who share our value of excellence to enhance our guests' stays and support our fellow local businesses.

OUR SERVICES

PROPERTY BRANDING

LoudounStay works with you to establish your property's brand, elevating it from a location to a destination.

MARKETING STRATEGY & EXECUTION

Your property's established brand will be used for marketing channel partners, advertising media, public relations and marketing management.

CHANNEL MANAGEMENT

We manage all leads coming from advertising and third-party channel partners such as VRBO, Booking.com, Expedia.com, Whimstay.com and more.

FULL-SERVICE ACCOUNTING

We collect and report revenue from guest and event space reservations. We report monthly all receipts, charges, and expenditures for accurate records for your tax purposes.

EXECUTIVE CONCIERGE MANAGEMENT

We create corporate experiences that are unique to the local agri-tourism industry for our guests including winery & brewery tours, event venues and outdoor adventures as well as phenomenal, on location, chef prepared dinners.

TOTAL PROPERTY MANAGEMENT

Home Maintenance | Pest Control | Snow Removal | Lawn Care | Cleaning | Laundry |
Damage Insurance | Security | 24-Hour Guest Response

GUEST EXPERIENCE

We quickly respond to and manage all inquiries regarding availability, rates, and terms for reservations.



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PROPERTY BRANDING

LoudounStay works with you to establish your property's brand, elevating it from a location to a destination.

We schedule a full suite of professional photography for your estate including everything from detailed interior to beautiful, sweeping drone imagery.

An interview is conducted to include property history and personal nostalgia which both aid in creating a customized logo for your property that is used for signage and social media posting.

A specific webpage is created on the LoudounStay.com website to highlight your home and give an easy direct booking link for anyone you would like to share it with.



MARKETING STRATEGY & EXECUTION

Your property's established brand will be used for marketing channel partners, advertising media, public relations and marketing management.

We take a multifaceted approach to marketing LoudounStay properties that includes local outreach, content marketing, online advertising, email marketing and social media, all of which are tailored to the ideal client for your estate. Market research surrounding luxury short term rental as well as staying up to date on the ever changing world of digital marketing is important to serving our property owners and our clients well.

CHANNEL MANAGEMENT

LoudounStay provides a more efficient way to manage vacation rental distribution. We manage all leads coming from advertising and third-party channel partners such as VRBO, Booking.com, Expedia.com, Whimstay.com and more.

We have distribution access to 30+ online channels including VRBO, Expedia, and Stayz. We promote listings across a wide network of global and specialty channels and carefully choose the channels that work best for your property.

We update each listing across the network on every channel when rates or availability change, property descriptions need updating or photographs are added or changed.

FULL-SERVICE ACCOUNTING

We collect and report revenue from guest and event space reservations. We report monthly all receipts, charges, and expenditures for accurate records for your tax purposes.

BANK RECONCILIATION

Our Bank Reconciliation is our process that involves checking bank statements with our property management system to verify that all Deposits and Withdrawals are accounted for in the software.

MONTH END - RESERVATIONS

Our month end accounting is to view various reservation reports, take any action on reservations that have issues, and process refunds and revenue.

MONTH END - SERVICE ORDERS

We review all open and assigned service orders to ensure that all service orders for the month have been completed and priced out.

MONTH END - RECURRING CHARGES

We ensure that all of the Recurring Charge Templates have posted for the month by checking the Last Posting Date and Next Posting Date for all active templates.

MONTH END - BILLS

When we examine Owner Statements each month, we first make sure all bills LoudounStay is responsible for has been entered into the system for each property.

MONTH END - STATEMENTS

We examine all owner statements before we ACH or print any checks to owners or vendors.

MONTH END - PAY OWNERS

Once we have reconciled the Owner Statements, we print owner checks or process ACH payments to the owners. All payments are made on the 10th of each month.

MONTH END - PAY OPEN ITEMS TO BUSINESSES AND VENDORS

We pay the Open Items for vendors and this report will allow us to review which transactions are scheduled to be paid and provides a list of aged invoices as well as a summarized list of GL Account Transaction totals.

MONTH END - CLOSE ACCOUNTING PERIOD

After the month end is complete, we close the accounting period, which keeps anyone from mistakenly adding or changing a transaction in the past, thus ensuring well balanced bank records.

YEAR END

We complete a year end close to ensure our accounting is ready for the upcoming fiscal year. This includes running reports, generating payments for our owners, vendors, and the business, and running 1099s if needed.



EXECUTIVE CONCIERGE MANAGEMENT

We want every guest to leave relaxed and refreshed so we tailor the LoudounStay experience to make that a reality with everything from peaceful, serene views in private settings to the finest linens for a great night's sleep.

We began with local farmers and vintners in mind as we offered local food and wine to our guests. That went so well that our service has grown to include partnering with local chefs, restaurants, transportation companies, florists, media production providers, cleaners, outdoor outfitters, and the list goes on.

GUEST STAYS

Each guest has a specific goal in mind when choosing a LoudounStay property. Some guests desire uninterrupted time to rejuvenate, some would like to explore the beauty and industry of Loudoun County, some want to spend time together as a family and others bring a team to learn and grow together for their business.

Whatever their desires, we strive to make sure that our estates are the ideal setting. Our Executive Concierge mission is to come alongside each guest to achieve the underlying goal for their time away.



LOUDOUNSTAY CONCIERGE OFFERS

- Local expertise and connections to local businesses
- Pre-stocking the refrigerators with perishable items
- Pre-stocking the pantry
- Delivering welcome baskets
- Delivering welcome charcuterie
- Pick up and delivery of wine, beer and spirits

COORDINATION AND SCHEDULING FOR:

- Elevated Chef Table
- Catered meals
- Workshops
- Private tours
- Winery and Brewery tours
- Private Events (Bourbon tastings, motivational speakers, Team Building experiences, etc.)
- Shuttles to and from activities
- Shuttles to and from airports in surrounding area

TOTAL PROPERTY MANAGEMENT

It's important to work with people who take as much care with your investment as you do.

Whether your home is currently set up as a vacation rental or whether you're looking to improve the return on your investment, entrusting your home to a professional management team is an important decision.

LoudounStay recognizes that, like each estate we care for, every owner has unique needs. We look forward to building an open, communicative relationship with you! Consider our team as your one-stop resource for questions, guidance on property preparedness, repair needs and vendor referrals.

PRE-MARKET

INSPECTIONS

LoudounStay will conduct an initial visual inspection of your home to assess the overall readiness of your property for the rental market. Additionally, a certified home inspection is required to identify any unseen maintenance requirements such as the age and health of your water heater, any roofing, electrical, plumbing or septic issues, etc. This is an important step to create a strong partnership that begins on a solid foundation with peace of mind.

STAGING

We facilitate home owner procurement of LoudounStay signature linen ensembles, necessary furnishings, kitchen ware, and other items necessary for overall guest comfort as well as consistency of the LoudounStay brand. LoudounStay will coordinate an initial deep clean and staging of your home.

PHOTOGRAPHY

Drone, Interior, Exterior

PROPERTY DESCRIPTIONS AND PHOTOS ACROSS ALL CHANNELS

Setting up on LoudounStay website, VRBO, Homeaway, etc.

SOFTWARE ACCOUNT ACCESS

Setup tutorial for property Owner's Portal which gives access to real-time reservation calendar and additional communication channel to LoudounStay



TOTAL PROPERTY MANAGEMENT

OPERATIONS

We hold your home in the highest regard and treat it as we would our own. Therefore, we have extremely high expectations of our team, including our preferred vendors.

HOUSEKEEPING

Certain pleasures are inextricably linked with our idea of vacation: the smell of freshly laundered linens, the glisten of an unused appliance, natural light through streak-free glass; soft carpet under bare feet, and squeaky-clean tile flooring. These luxuries are the reason guests choose a vacation rental as a place to create new memories. This is why a dedicated housekeeping team is at the heart of any successful vacation rental. LoudounStay views housekeeping as a key investment, not a profit center. For this reason, LoudounStay covers the cost of consumable supplies for our guests and cleaning supplies for our housekeepers. Not only do we supply a starter pack of high-quality consumable products such as, paper towels, dish bath amenities, and laundry detergent, we also offer coffee, tea, fresh cream, sparkling and bottled water for each guest.

INSPECTIONS

Due to the consistency of our detailed inspections, LoudounStay is able to maintain the soundness and integrity of your property.

Our Trained Inspectors Perform

- PRE inspections just before guests arrive
- POST inspections immediately upon guest departure
- GAP inspections during times the property is vacant between guests

MISCELLANEOUS

LoudounStay will coordinate seasonal maintenance with trusted vendors. for your property's unique systems, including heating and air conditioning, pool and hot tub, seasonal weathering, irrigation systems, septic, and anything unique to your property.

24X7 SUPPORT

LoudounStay provides 24x7 support for guests in the event of property maintenance issues and lock-outs. Guests are provided the instructions for obtaining after-hours support (through our DACK app). When a guest requires after-hours support, our on-call staff will make a determination as to if the issue can be resolved over the phone, if the issue can wait until regular office hours, or if a maintenance technician needs to respond.

DAMAGE

LoudounStay's inspection & housekeeping team are trained to notice and report damage that occurs during a guest stay.

LoudounStay will arrange maintenance with trusted vendors as well as arrange for payment from any coverage recieved from damage insurance for all repairs.

LODGING TAXES & PERMITS

LoudounStay will collect all applicable taxes from rental guests, file sales and lodging tax returns, and make all sales and lodging tax payments.

GUEST RESERVATION, SOFTWARE, AND SERVICES

GUEST RESERVATIONS

LoudounStay's policy is to respond within 24 hours MAXIMUM to any inquiry we receive from our website, or any of our channel partners.

RESERVATION CALENDAR

LoudounStay tracks and manages reservations in just a few clicks with a quick-reference reservation grid featuring a color-coded calendar, click-to-see details, and data sorting and filtering.

We can search by availability or property type, create quick quotes, create a reservation, view property details (current availability, reservation type, payment status, check-in/check-out status, etc.), and complete other routine activities.

In addition, LoudounStay software:

- Delivers accurate, quick quoting
- Offers the ability to view all rates on one screen, put a 'hold' on a property for a finite period of time, or to extend a reservation
- Ensures reservationists and travelers all see the same calendar, all the time, across all channels

STREAMLINED DAILY GUEST MANAGEMENT

LoudounStay uses the reservation grid as the most efficient starting point for day-to-day management of guests.

LOUDOUNSTAY CAN:

- See complete guest histories featuring key contact details, communication, and information about previous stays
- View payment schedules and statuses
- Auto-generate reservation confirmation emails
- Review housekeeping or maintenance requests received during guest stays
- Track, store, and respond to guest reviews
- Schedule, track, start and stop times for all housekeeping and inspectors

AUTOMATED CONTRACTS

LoudounStay finalizes reservations efficiently with a fully digital system that automatically generates and delivers professional contracts featuring reservation and property-specific "house rules" information.

LOUDOUNSTAY'S SOFTWARE PROGRAM:

- Populates contracts with reservation and unit information pulled directly from our platform
- Customizes rental agreements to include sections specific to each individual property or group of properties (those with a swimming pool, hot tub, etc.), the reservation source, and the reservation date range
- Schedules and automates reminders regarding contract delivery and signing
- Enables guests to sign contracts via web browser on desktop and mobile devices
- Allows easy viewing of e-signed contracts

24-HOUR GUEST SERVICES

As detailed in Operations, we provide around the clock guest emergency service with the availability to respond to any guest concerns for the entirety of their stay.

Say goodbye to the pain and annoyance of tending to every property detail in person.

The LoudounStay team will help you maximize the income from your short-term vacation rental property and give you the peace of mind that comes from knowing it is being treated with the detailed, organized, and thorough care required to maintain a legacy property.

We look forward to welcoming you to the LoudounStay Family.

All the Best,

Luke Baldwin



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