

Seamless. Stress-Free.

# PROFESSIONAL

Vacation Rental Management  
Done Right



GLASS CASA specializes in delivering across the board end-to-end Vacation Rental Management services optimized to boost rental income and offer an elevated guest experience



## More Bookings. Higher Profits. ZERO Stress

That's Our Promise To You!

With the vision to transform the rental management landscape, Kim and Randy Bacik originally founded Royal Shell Vacations on Sanibel and Captiva Islands in 1995. And was grown into an extensive network of 2200 properties stretching from Naples Florida, to Highlands and Cashiers North Carolina. Royal Shell was founded in the early years of vacation rentals before the industry became as popular as it is today. Nevertheless, much of what Kim and Randy pioneered has become the standard in vacation rentals today.

GLASS CASA was established to serve our owners and guests within the Emerald Coast area, which has witnessed rapid growth as one of the most sought-after family destinations within the State of Florida.

You will be entrusting your property to our local team of specialized hospitality experts who are driven to empower vacation property owners across the United States so they can maximize rental income while delivering an unparalleled guest experience.

At Glass Casa, we don't just strive to win business; we endeavor to forge lifelong partnerships. Let's put your property in the spotlight it deserves!



# Our Mission

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To create a stress-free experience for property owners by handling each aspect of the vacation rental process. Our goal is to optimize the performance of their properties so they experience elevated rental income with the minimum amount of stress.

# Our Vision

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To become the most trusted vacation rental management company on the Emerald Coast, delivering consistent rental income growth and exceptional services to property owners through a potent combination of personalization, transparency, and innovative technology.





## GLASS CASA Service Pillars

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“What can Glass Casa do for my vacation rental business?” – A fair question indeed.

From delivering an unforgettable guest experience to optimizing property listings on leading online rental platforms, we will take on the responsibility of the entire Vacation Rental Management process. This includes in-depth administrative supervision, day-to-day operational management, and deploying state-of-the-art technology to maximize bookings. Here is a look at our core services:



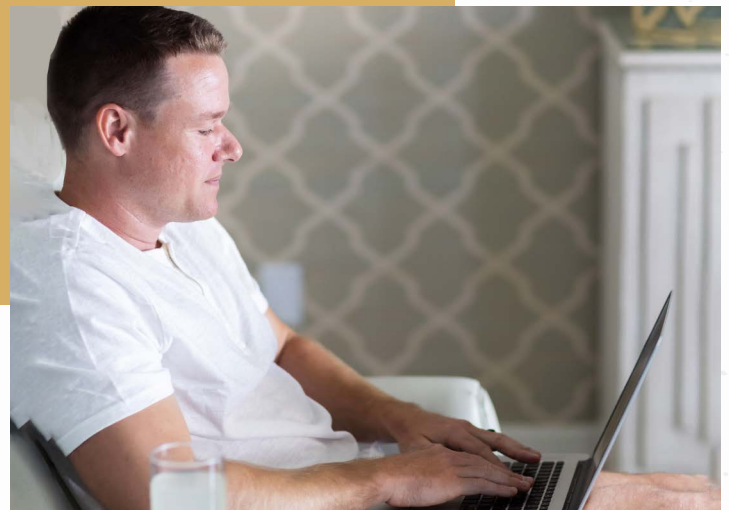


## 24/7 Guest Support

Glass Casa has trained guest services staff to take late-night calls from guests. Guests will have 24/7 access to a full-service after-hours team that will ensure a seamless and unmatched vacation experience.

## Seamless Reservation Management

Leveraging a robust reservation software, we have optimized our workflows for quick, real-time communication via chat, text, email, or call – enabling guests to book a property with ease!



## Thorough Housekeeping

From replacing linens to replenishing toiletries, our inspection team will conduct an extensive property inspection before every guest check-in and immediately after their departure.



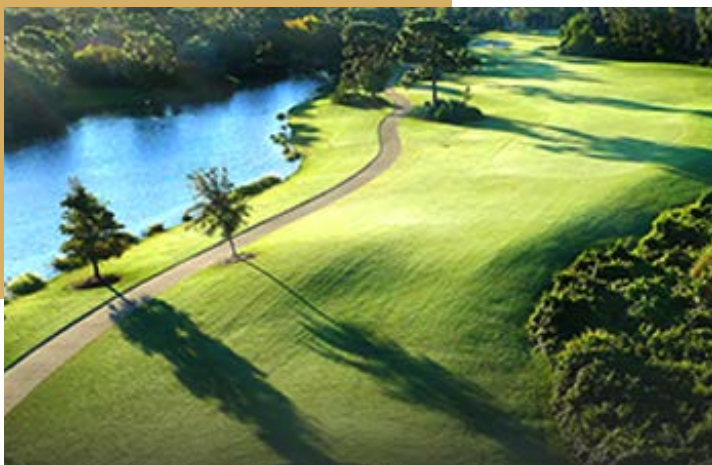


## High-Definition Photography

From a beach-facing balcony to spacious bedrooms, we will make sure to highlight the very best of what your property offers with a team of top-tier professional photographers.

## Executive Linen Service

Glass Casa operates our own commercial linen plant with state-of-the-art equipment. Using our own linen plant allows us superior quality control. We discuss this more in depth in our FAQ.



## Concierge Services

Glass Casa goes beyond just facilitating check-ins. In addition to our VIP Perks, We also provide guests with personalized recommendations for local attractions, restaurants, and activities.

# HERE IS HOW WE WILL EMPOWER YOU TO ATTAIN CONSISTENT GROWTH IN RENTAL REVENUE YEAR AFTER YEAR

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## ➤ **ZERO STRESS WITH END-TO-END VACATION RENTAL MANAGEMENT**

From marketing your property to day-to-day housekeeping & maintenance tasks, we will take care of every single aspect of your vacation rental - transforming your property into a well-cared-for high-performing investment.

## ➤ **PROPERTY-SPECIFIC CUSTOMIZED APPROACH**

We'll put in the time to thoroughly understand your property's core unique selling points and then deploy a tailored management plan structured to elevate guest experience and boost revenue for your property.

## ➤ **BETTER MARGINS WITH PRICE OPTIMIZATION**

While other rental managers employ pricing tools that rely solely on past data with no knowledge of local pricing trends, Glass Casa adopts a proactive pricing approach by staying abreast of the latest developments in the market. While leveraging data from diverse sources, we combine it with our local knowledge to offer the best possible rates so you can maximize rental revenue from your vacation property.

## ➤ **MEASURABLE GROWTH WITH TOP-TIER INDUSTRY EXPERTS**

Our team brings almost 3 decades of hospitality experience and an unrivaled understanding of what a savvy vacation traveler expects. As a result, our partners see steady improvement in growth fundamentals such as rental occupancy rates, and positive guest reviews.

## ➤ **WE WILL MARKET YOUR PROPERTY**

From photography to drafting persuasive property descriptions and lead generation from online rental platforms, we make sure your property is market-ready. Not to mention Glass Casa's unique marketing partners and platforms attract visitors from all around the country daily.

## ➤ **TRANSPARENT FEE STRUCTURE**

We employ a straightforward property-based pricing structure that calculates management costs according to your property and the level of supervision it may require. You will know exactly what to pay and we will NEVER blindside you with hidden costs.

## ➤ **NO LONG-TERM CONTRACTS**

We won't lock you in with an unfair long-term contract. You can part ways anytime without any financial consequences by serving a 60-day notice. You'll only be required to honor your secured bookings prior to termination.



# OWNER REVIEWS

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## We Thrive On Driving Measurable Growth For Our Partners

For almost 3 decades, the leadership of GLASS CASA has been empowering rental property owners to amplify their reach, deliver a flawless guest experience, and most importantly, attain strong revenue growth. We are supremely confident we can help you achieve the same.



We've been collaborating with Glass Casa for the past 3 years. Our experience has been nothing short of outstanding! They have kept our property in pristine condition and the guests have been extremely happy. They'll take care of everything – you can literally sit back, relax and watch your rental revenue grow!

– John B



We have owned our condo since 2001 and are the original owners! We have had several Property Managers over the past 22 years. For a number of years we were with Destin Palms and approximately 2 years ago Glass Casa purchased the business from Destin Palms and implemented many new and progressive concepts for property management. What has impressed us with Glass Casa is their business like approach, owner focus, renter focus and attention to detail. Their on-site/on-call maintenance department is very responsive and knowledgeable of the inter-workings of the Majestic Sun units . Many of the managers and staff were retained by Glass Casa giving a smoother transition. We especially love working the Heather Reagan as Director of Owner Services. We are very pleased with Glass Casa and would highly recommend them as your Property Manager.

– Tom and Susan H



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We have been very satisfied to have Glass Casa as our management company for the last 4 years. The staff is so attentive to their owners, the owners' units and the guests who rent our condo. Having Glass Casa main office on-site at Majestic Sun is an advantage for our guests in case an issue arises. Our condo is always nice and clean when we arrive, which is what our guests also expect. We enjoy the additional services that we as owners receive. The benefit of renting a golf cart at a greatly reduced price, the free shuttle service to and from the airport via Explorie, rental bikes, discount golf and many more amenities. We definitely are happy with how well Glass Casa and their staff treat their owners and have recommended Glass Casa as a great management company to many other owners of properties on the Emerald Coast.

– Alan and Cindy V

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Glass Casa has been our Property Management company for our Sandpiper Cove condo in Destin, Florida for a number of years. They have been an absolute pleasure to work with. Kristi Rouan has been our direct contact providing us with exceptional personal attention, immediate availability and attention to detail, and always a timely response to any issues that arise. Our direct maintenance contact, Jason, has been a lifesaver in many situations and we could not run our vacation rental without the help of the entire team. We have been through a few property management companies over the last 10 years and Glass Casa has far and above exceeded our expectations.

– Cate U

# FREQUENTLY ASKED QUESTIONS

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## **What other services are offered to guests & property owners?**

We ensure the following:

- Personalized guest communication management by in-house staff.
- Signed rental agreement prior to every stay.
- Unique door code for each guest stays per Florida law.
- Time-limited key codes for housekeepers and vendors.
- Golf cart waivers must be signed before the guest gets the keys to the cart where applicable.
- Bicycle waivers must be signed before bike lock codes are given out where applicable.
- Glass Casa rental golf carts are available at a discount for our owners and guests.
- Bike rental for guests that require more than the standard setup at the property.
- If applicable, we will install door alarms per Florida's code at each door leading to a pool.
- A Glass Casa inspector will ensure your property complies with Florida's regulations for short-term vacation rentals.

## **How are transitions from other rental programs managed?**

If you currently rent your property through another program, don't worry – we will make sure the transition to our management program is smooth and stress-free. We're flexible and willing to work with any rental management company, tailoring the transition process to suit your needs as the owner. In the event that your property has future bookings when it transitions to Glass Casa, we'll make sure to honor those bookings and provide necessary maintenance and inspections at no extra cost.

Glass Casa typically blocks off all dates that were booked through the previous company and immediately begins marketing any open availability, so that your property doesn't experience any downtime during the transition. Even if there are no bookings to transfer, Glass Casa can start marketing your property when you give notice to your current company.

## **Are there restrictions on how often I can use my property?**

Your vacation property is all yours – it is that simple! You can use it for personal stays whenever you want, as long as your property is open and not booked to a guest. And guess what? There's no limit to how often or how long you can stay there - it's entirely up to you! To secure some quality time for you and your loved ones, all you have to do is reserve your dates online through your owner portal. A couple of clicks and you are done! or you if you prefer you can always contact one of our reservation coordinators.

## **Do I have to sign a long-term contract?**

As your go-to vacation rental partner, we're in it for the long haul. We believe in establishing a lifelong partnership based on trust and mutual respect, rather than just burdening you with a rigid agreement. So, if for any reason you need to cancel your Glass Casa agreement, just give us 60 days' notice, and we will take care of the rest. Our only request is to honor any reservations already booked at your property.





## **How much are Glass Casa Vacation Rental Management fees?**

Our all-inclusive fee covers everything you need, without any hidden charges or surprises. We recognize that every property is unique and requires personalized attention, whether it's a cozy cottage or an executive estate. Unlike other companies that offer a one-size-fits-all approach, we tailor our services to meet your specific needs and expectations. Our pricing is based on the time and effort required to manage your investment. We consider numerous factors, such as location, number of bedrooms, guest amenities, and special care items, to determine the appropriate fee for your property.

## **How does Glass Casa advertise my property?**

The way your property is presented is crucial to consistently attracting guests. Our long-term connections with global vacation rental platforms, such as Airbnb, VRBO, Google and others, enable us to prominently display Glass Casa properties in thousands of guest searches. We take it a step further by adopting a strategic approach to promoting your property, targeting our constantly growing audience of past and potential guests. Our efforts include multi-channel advertising methods, such as search engine optimization, email campaigns, social media outreach, SMS messaging, magazine advertising, and more.

## **What technology does Glass Casa offer?**

Our innovative Vacation Rental Management solutions include advanced digital locking systems and sound surveillance techniques. Our team can seamlessly schedule maintenance and cleaning tasks and instantly generate work orders, no matter what the time. Moreover, our trained personnel are adept at maintaining meticulous records spanning several years. We have deployed a hyper-efficient booking platform with enhanced functions for improved guest interactions, including chat, text, email, and telephonic support. To cater to any emergencies that may arise, our after-hours team is available round the clock to ensure prompt guest assistance.



## **How can I stay up to date with my vacation property remotely?**

You'll have multiple communication channels to get in touch with us. Utilizing the Glass Casa owner portal, you can easily and quickly access essential information and updates about your vacation rental from your personal computer or mobile device. This allows you to efficiently reserve your vacation time, analyze forthcoming reservations, assess your revenue performance in real-time, and contact us through the messaging system. You can also always communicate with one of our property managers for assistance directly by phone.

## **How does Glass Casa price my property?**

While businesses employ pricing tools that rely solely on past data with no knowledge of local pricing trends. Whereas Glass Casa adopts a proactive pricing approach by staying abreast of the latest developments in the market. While leveraging data from diverse sources, we combine it with our local knowledge to offer the best possible rates so you can maximize rental revenue from your vacation property.

## **How does Glass Casa ensure a great guest experience?**

Our passion for providing guests with an unrivaled vacation experience is the driving force behind everything we do. To achieve this goal, our experts go to great lengths to ensure that every aspect of the guest's stay is seamless and stress-free. We begin by having our reservation specialists assist guests in selecting the perfect property that will meet their needs. Then, our guest services team works tirelessly to make sure that every detail is taken care of and that the property is meticulously prepared for the guest's arrival. Our ultimate goal is to make every guest feel welcome from the moment they arrive.

## **How does the Glass Casa executive linen program work?**

As mentioned earlier, Glass Casa operates our own state-of-the-art linen plant. All linen is removed and replaced with fresh linen after every guest stay, including the coverlet or duvet, depending on the property. Our linen staff inspects every piece of linen daily before it leaves the plant. All linen is wrapped and protected until it reaches the property. We hand-fold all of our linen and use professional laundering chemicals for better quality control.





# Getting Started Is As Easy As Snapping Your Fingers

Our 4-step onboarding processing has been designed to get your property live as soon as possible so you can hit the ground running.

## ➤ Step 1: Consultation

Our experts will walk you through the menu of Glass Casa services and evaluate your property's potential rental income.

## ➤ Step 2: Management Agreement

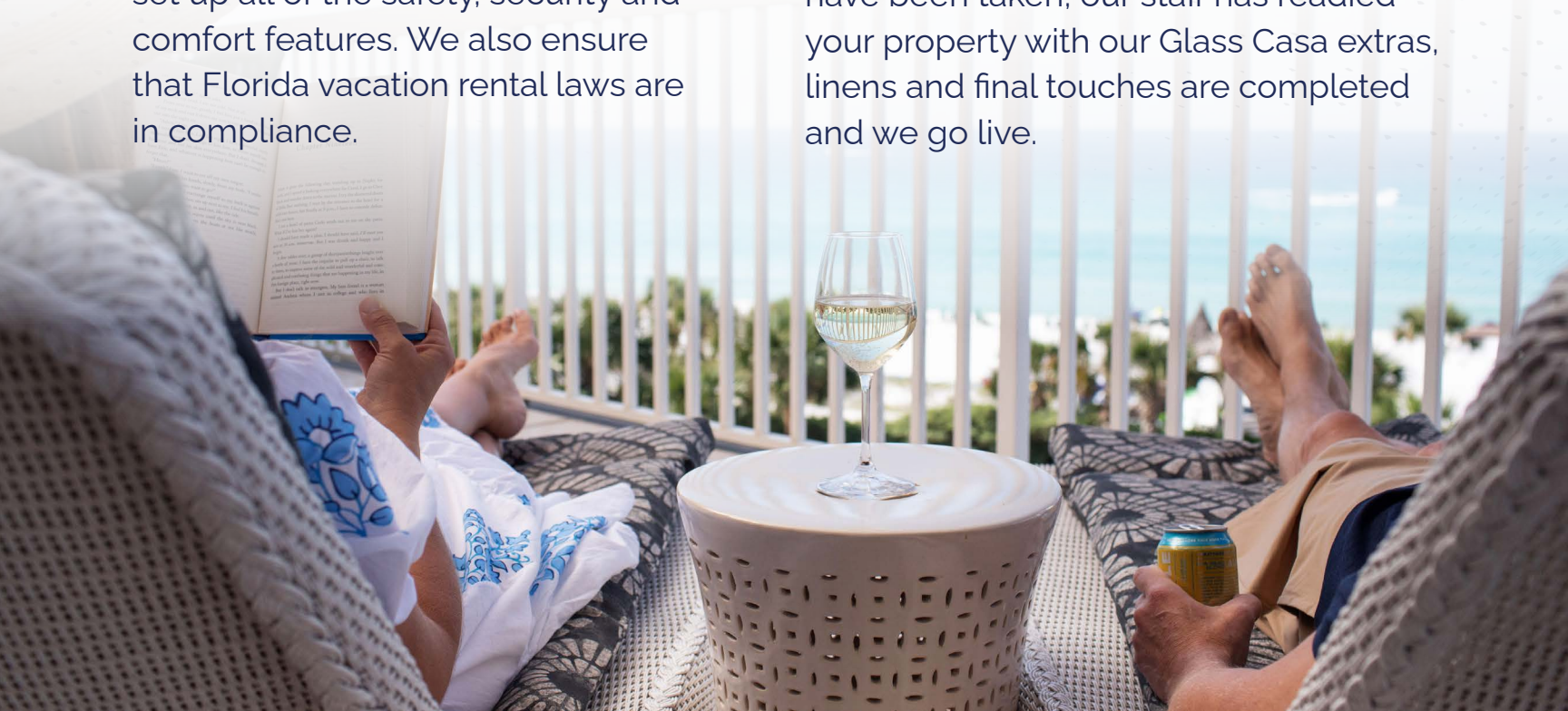
We will review our contractual details with you. Once you are satisfied we will proceed to signing a management agreement.

## ➤ Step 3: Inspection & Preparation

Then our trained staff will prepare your property for guest arrivals. We set up all of the safety, security and comfort features. We also ensure that Florida vacation rental laws are in compliance.

## ➤ Step 4: You Go Live

We have drafted a compelling description of your property, the professional photos have been taken, our staff has readied your property with our Glass Casa extras, linens and final touches are completed and we go live.



We Invite You To A Discovery Call  
To Find Out More About Glass Casa



CONTACT US at (850) 388-6650  
or  
[learnmore@GlassCasa.com](mailto:learnmore@GlassCasa.com)

Corporate Office Location

1200 Scenic Gulf Drive  
Suite B  
Miramar Beach, Florida 32550

Serving  
Destin, Miramar Beach, 30A,  
Sanibel & Captiva Islands

We welcome your introductory call with the goal of developing a personal understanding of your property, along with your immediate and long-term business objectives. Then together, we will develop an actionable plan that will enable you to realize measurable revenue growth from your vacation property.

We look forward to helping you get  
MORE out of your property.

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