

LIVE WELL. TRAVEL WELL.



JUNIPER

HOLIDAY + HOME

## Homeowner Partnership FAQs

**LESS WORK + MORE REVENUE**

We Handle Everything

# Frequently Asked Questions

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## **What sets Juniper Holiday + Home apart from other property management companies?**

At **Juniper Holiday + Home**, we live by the philosophy “**Live Well. Travel Well.**” We’re passionate about creating magical experiences for both homeowners and guests. Our approach is authentic and focuses on delivering superior service for the luxury vacation rental market. We are unconventional yet elegant, always striving to be different in a good way. Our commitment to excellence leaves a lasting impression, and we take pride in delivering a seamless experience with grace and grit.

## **How do you ensure quality service?**

Our approach to quality service is simple: passion and authenticity. We treat homeowners, guests, and our team with respect and kindness, creating magical experiences that go far beyond just a rental. We believe in setting a higher standard, where luxury is a way of being. Excellence isn’t a choice; it’s who we are.

## **What are Juniper Holiday + Home’s values when managing properties?**

We are professional and talented rebels with a cause to change the short-term rental world, but we do it with care and integrity. We get ahead of problems and take ownership of our roles. Our reputation matters, and we believe in leaving a lasting, positive impression on everyone we work with.

## **What services does Juniper Holiday + Home provide to homeowners?**

At **Juniper Holiday + Home**, we offer comprehensive property management services that include marketing, guest communications, cleaning, maintenance, and financial reporting. We handle all aspects of short-term rental management so you can focus on enjoying the benefits of your investment. Our team takes care of everything from listing your property on top booking platforms to providing 24/7 guest support.

## How do you market my property to maximize bookings?

We take a comprehensive, multi-channel approach to marketing your property. Your home will be listed on major platforms like **Airbnb, Vrbo, Whimstay, Marriott Homes & Villas, and Booking.com**, as well as on our own website. In addition to these listings, we run targeted **Google, Facebook, and Instagram** ads to reach a broader audience. Our social media presence spans **Instagram, Facebook, TikTok, LinkedIn, and Pinterest**, allowing us to showcase your property to a wide range of potential guests.

We collaborate with a revenue manager to create strategic discounts during specific times, ensuring high occupancy rates. We also send out newsletters and postcards to attract repeat guests. With **StayFi** devices in all our homes, we capture valuable guest information to build ongoing relationships.

Our dedicated marketing manager, along with a team of graphic designers and PR firm, works to optimize your property's visibility. The owner's passion for marketing and branding drives our constant pursuit of innovative strategies to maximize your bookings and revenue.

## What technology does Juniper Holiday + Home use to manage properties?

We utilize cutting-edge technology to ensure seamless property management, efficient communication, and top-notch guest experiences. Our key tools include:

- **StayFi Devices:** Installed in all homes, **StayFi** captures guest information through Wi-Fi access, allowing us to maintain ongoing communication and build a strong marketing database.
- **Smart Locks:** Our remote lock systems provide secure, keyless entry. Guests receive unique codes for their stay, ensuring convenience and security, while owners enjoy peace of mind.
- **Home Monitoring System:** high-tech devices monitor noise levels and occupancy limits in real time, but also have a motion sensor to alert when the home should be unoccupied. It also monitors temperature & humidity levels, smoking detection and break glass notifications. Helping to prevent disturbances and keeping your property safe and neighbor-friendly.
- **Property Management Software:** We use a leading property management system(PMS), to handle everything from bookings to financial reporting, keeping all property data organized and easily accessible.
- **Maintenance + Cleaning Software:** Our maintenance and housekeeping teams utilize a reliable platform to track tasks, perform inspections, and manage turnovers, ensuring your property stays in top condition.

- **Cloud-based Guest Communications:** This platform allows us to handle guest inquiries, send updates, and provide support before, during, and after their stay for seamless guest communications.
- **Internal Project Management:** we use a dedicated software to stay on top of tasks, timelines, and team responsibilities throughout the company, keeping all operations running smoothly.
- **Internal Communications Platform:** Instant and documented communication enables our team to stay in constant contact, resolve issues quickly, and maintain efficient workflows.
- **Dynamic Pricing + Revenue Software:** Our revenue management team uses several data tools, and a dynamic pricing tool to assist with market analysis and effective revenue management.

This combination of technology allows us to provide superior service, maximize revenue, and create a seamless experience for both guests and homeowners.

### **How does Juniper Holiday + Home stay organized and aligned as a team?**

At **Juniper Holiday + Home**, we use the **Entrepreneurial Operating System** (EOS), a powerful framework that helps us run the business smoothly and effectively. EOS provides us with a clear structure for setting goals, tracking progress, and keeping the entire team aligned. This system ensures that everyone at Juniper is focused on the same objectives, consistently pushing the needle forward. By using EOS, we maintain strong communication, accountability, and operational efficiency, all of which help us deliver the best possible service to homeowners and guests.

### **How does Juniper Holiday + Home train its staff?**

At **Juniper Holiday + Home**, we place a strong emphasis on **Standard Operating Procedures (SOPs)** and quality training to ensure consistency and excellence across all departments. We use **Trainual**, a comprehensive platform that allows us to build and manage detailed processes for everything we do. Each department has clearly defined workflows, and our staff undergo thorough training to ensure they are well-prepared to meet the high standards we set. This structured approach ensures that every member of our team is equipped to deliver the exceptional service our homeowners and guests expect.

### **How does Juniper handle guest communications and issues?**

Our dedicated guest services team manages all guest communications, from inquiries and bookings to check-ins and check-outs. We're available 24/7 to address any issues that may arise, ensuring a seamless and positive experience for your guests. If there's an emergency or a maintenance issue, we handle it promptly, minimizing disruptions for both you and your guests.

### **What is the cost for property management services?**

We offer competitive pricing based on a commission model, which means we only make money when you do. Our fee is based on gross rental income and covers everything from marketing to guest communications, maintenance coordination, and financial reporting. We can provide a detailed breakdown during our consultation.

### **How do I track my property's performance and earnings?**

We provide homeowners with access to a personalized online portal where you can track your property's bookings and financial performance. You'll be able to see detailed documents that include earnings, contracts, and rental licenses. This real-time data helps you stay informed about your property's success.

### **Does Juniper handle maintenance and repairs?**

Yes, we coordinate all routine maintenance and repairs to ensure your property stays in top condition. We have an in-house maintenance team that handles most tasks, but for larger or more specialized jobs, we work with trusted local vendors. We also perform regular inspections to catch issues before they become costly problems. You'll always be notified of any significant repairs, and we manage the entire process, making it as hassle-free as possible.

### **How do I prepare my home for short-term rentals?**

Our team will guide you through the of getting your home rental-ready. We assist with everything from staging and professional photography to setting up essential amenities like Wi-Fi, kitchen supplies, and bedding. We'll also ensure your home meets local regulations for short-term rentals, helping you avoid any legal or compliance issues.

### **What is your approach to cleaning and turnover between guests?**

We prioritize cleanliness and guest satisfaction with our professional cleaning teams who follow strict protocols. After each stay, your property will be thoroughly cleaned inside and out, linens are professionally laundered and we'll handle restocking of supplies. We also conduct pre-arrival inspections to ensure everything is in order before the next guest arrives. Our goal is to maintain a high standard of cleanliness, which leads to better guest reviews and more bookings.

## Can I use my home when I want?

Yes, as a homeowner, you have the flexibility to reserve your property for personal use. Just let us know your preferred dates in advance, and we'll block them off in the booking calendar. We aim to balance your personal use with maximizing rental income, so we'll work with you to create a plan that suits your needs.

## What are the benefits of partnering with Juniper Holiday + Home versus self-managing?

By partnering with Juniper, you're entrusting your property to a team of experts who specialize in maximizing rental income while providing a hassle-free experience for you. We handle everything from marketing and guest relations to maintenance and accounting, allowing you to enjoy passive income without the stress of day-to-day management. Juniper invests a lot in building our national brand, cultivating loyal repeat guests, and expanding property exposure across multiple platforms and mediums. Our proven systems and dedicated team will ensure your property performs at its best while freeing up your time.

## What kind of team does Juniper Holiday + Home have to support guests and homeowners?

At **Juniper Holiday + Home**, we have a well-structured team with managers in each department, all led by our COO and CEO, to ensure seamless operations and top-tier service for both guests and homeowners. Our team is organized into several key departments, including:

- **Guest Services:** Focused on ensuring a smooth and enjoyable experience for all guests.
- **Maintenance:** Dedicated to keeping homes in excellent condition and addressing any repair needs.
- **Housekeeping:** Ensuring that properties are clean, well-stocked, and ready for guests.
- **Marketing:** Our in-house marketing team uses targeted online ads, social media, email campaigns, and professional listings to maximize bookings.
- **Homeowner Support:** Providing clear communication and support to homeowners to optimize property performance.
- **Bookkeeping and Accounting:** Managing financials, ensuring accurate reporting, and handling payments for homeowners.
- **Technology:** Led by our Technology Manager, who ensures all technology systems run smoothly and optimally, supporting our day-to-day operations.

**Human Resources:** Managing recruitment, employee support, and ensuring that our team has the resources they need to perform at their best.

With specialists in every area and a strong leadership structure, we are able to quickly meet any needs, resolve issues, and provide a seamless experience for both guests and homeowners.

### **How do homeowners get paid?**

Homeowners are paid via ACH (Automated Clearing House) transfer, which ensures a secure and timely deposit directly into your bank account.

Payments are made on a regular schedule, and you can track all financial transactions through your homeowner portal for complete transparency.

### **Do you have an on-boarding fee?**

Yes, we charge a one-time on-boarding fee. This fee covers the purchase and installation of a new remote lock, the purchase and installation of maid's closet locks, the labor required to get your home rental-ready (including setting up the maid's closet), assistance with securing a rental license, and a full inventory of the home. We also launder all linens and towels, set up the entire house so it's ready for professional photos and rentals, and handle all supply deliveries. All supplies are delivered to our office, un-boxed, and put away to ensure your home is fully prepared.

### **Are there any additional fees for trash services?**

Yes, we offer trash can/cart house to curb service, where available. This service ensures that trash is handled efficiently, keeping your property in top condition for every guest.

### **How does Juniper handle photography and floor plans for my home?**

At **Juniper Holiday + Home**, we only work with the best photographers to showcase your property. We cover the cost of photography, which allows us to own the images and use them across multiple platforms to maximize exposure. Additionally, we create detailed floor plans for all homes to give potential guests a clear understanding of the layout, ensuring your property is presented in the best possible way.

### **What happens if a guest damages my property?**

We collect an accidental damage fee from guests, which covers the cost of repairs up to \$1,500 if something is damaged during a stay. For any damage beyond that, homeowners are required to have their own insurance policy with at least \$1 million in coverage.

You must also inform your insurance company that your property is being professionally managed as a short-term rental. We manage repairs and handle all damage-related issues up to the \$1,500 limit, ensuring the process is smooth and hassle-free.

### **How do you handle local regulations and taxes?**

We ensure your property is in compliance with all local laws and regulations for short-term rentals. This includes securing permits, adhering to occupancy limits, and managing tax remittance. Our team keeps up with the latest changes to short-term rental laws in your area, so you don't have to worry about staying compliant.

### **Do you offer pricing optimization?**

Yes, we use dynamic pricing tools and our deep knowledge of local market trends to optimize your rental rates. Our goal is to balance occupancy and rates to maximize your earnings. We adjust pricing in real time based on seasonality, demand, and events in the area, ensuring your property stays competitive and profitable year-round.

### **How does Juniper handle off-season bookings?**

We actively market to attract off-season bookings by targeting remote workers, offering flexible stay lengths, and promoting your property for weekend getaways. We also encourage adding features like a dedicated workstation, which appeals to guests looking to combine work and leisure, helping you capture more bookings throughout the year.

### **How does Juniper Holiday + Home compare when it comes to guest reviews?**

We consistently outperform the competition with our stellar guest reviews. Our dedication to providing exceptional service and maintaining high-quality properties results in rave reviews from guests, which, in turn, help attract even more bookings. Positive reviews play a huge role in the success of your property, and our team works hard to ensure every guest has a 5-star experience.

### **How does Juniper ensure the safety of my property and guests?**

We prioritize safety by implementing strict protocols in every home. Each property is equipped with smoke and carbon monoxide detectors, fire extinguishers, and first aid kits. We also provide an exit plan by the front door to ensure guests know what to do in case of an emergency.



Our team performs routine safety inspections and ensures that all properties comply with local regulations to provide a safe and comfortable stay for every guest.

### **What qualifies a home to be part of Juniper Holiday + Home?**

While we are known for managing luxury properties, we welcome a variety of homes as long as they meet our high standards. To be part of the Juniper portfolio, homes must be tastefully designed, impeccably clean, and maintained to the highest quality. We work with homeowners who are aligned with our best practices for managing successful short-term rentals. Our goal is to collaborate with homeowners who share our commitment to providing a top-tier guest experience.

### **How does Juniper Holiday + Home prioritize customer service?**

At **Juniper Holiday + Home**, customer service is at the heart of everything we do. First and foremost, we are a hospitality company, and our success is built on providing exceptional experiences for both homeowners and guests. From seamless communication and quick responses to personalized service, we go above and beyond to ensure every interaction reflects our commitment to hospitality. Whether it's addressing guest needs or supporting homeowners, we strive to deliver top-tier service every step of the way.

### **Do you vet your guests?**

Yes, we take guest vetting very seriously to protect your property and ensure a positive experience. We carefully screen all guests by reviewing their booking history, verifying their identity, and checking reviews from other hosts. Juniper captures IDs, requires guests to fill out a rental agreement, and looks for fraudulent credit card use. In addition, we communicate with guests before, during, and after their stay to gather personal information and address any potential concerns. We have guardrails in place that alert us if there's an issue, helping to prevent problems before they arise. This comprehensive approach helps ensure that only respectful, responsible guests stay at your home.

### **How does Juniper use remote locks?**

We utilize smart lock systems for all our properties to enhance both security and convenience. Remote locks allow guests to check in and out easily without the need for physical keys, and they offer homeowners peace of mind knowing their property is secure. Each guest is provided with a unique access code that is valid only during their stay, ensuring maximum safety. Our team manages the lock system, handling code generation and resets, so you don't have to worry about unauthorized access.

## How do you control noise and prevent unhappy neighbors?

We offer several options to ensure your property stays quiet and your neighbors remain happy. If you choose, we can install **Minut** devices in your home to monitor noise levels without compromising guest privacy. If noise exceeds acceptable levels, we'll receive an alert and can step in to address the issue. In addition, we gather information on the number of cars expected at the property and perform routine drive-bys to ensure guest limits are respected. With our **StayFi** devices, we also receive alerts if an unusual number of people are connected to the Wi-Fi, helping us prevent overcrowding and maintain control.

# LUXURY RENTAL HOMES



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