



# Newsletter

October / November 2015

Vol 1, #3



## LAUNDRY FACILITY UPDATE



Laundry Facility construction is on schedule and will be ready by mid-January. The purpose behind this initiative is an effort to standardize the onsite Las Palmas rental operation and by doing so achieve an overall efficiency and savings for all Las Palmas owners. What does this mean to all of us?

As promised, it's another benefit to those owners participating in the new Las Palmas rental system. Owners will save on electricity to heat the water and to operate the washers and dryers, as well as the wear and tear on the machines. As a whole, the owners in the rental pool will save thousands of dollars annually and at the same time ensure the linens used for guests will be washed at a sanitary temperature not currently possible in a regular washer and dryer.

1. The HOA will save thousands of dollars annually on water consumption. For example, instead of 120 washers and 120 dryers operating at peak check-out times there will be a few large capacity commercial washers and dryers being used. The water consumption will be at a fraction of what it was in the past. Not to mention the savings for the HOA cleaning the outside vents less frequently and the elimination of a potential fire hazard.

2. Who pays for this initiative? It is not the owners! The construction of the laundry facility is paid by the added revenue LPR raised in 2015 on behalf of the Las Palmas HOA in the form of additional impact fees due to a more efficient and effective rental system the HOA has implemented.

3. LPR is responsible for the purchase of the laundry equipment, labor required for operations, maintenance of equipment, supplies/materials, and the utilities to operate the laundry equipment. This includes the electricity and the propane.

4. In the end, this initiative will improve the overall experience for owners and especially for our guests. This will bring the resort to the next level and improve our resort's standing. Guests will see a standardization of linens that no longer requires unit numbers to be written on the pillow cases and sheets. Guests will no longer have to notice the after smell of linens being dried within the unit - a dead giveaway

that we are using residential washers and dryers in our resort.

Once fully functional, we will have the capacity to wash approximately 400 lbs. of linens every hour. The efficiency of overnight operations, new and improved housekeeping procedures, and more effective laundry products and cleaning supplies will enable us to streamline our Housekeeping operation which translates to an improved guest experience. In addition, removing the laundry element from unit turnover allows our housekeeping Staff to concentrate on more effective and detailed cleaning of each unit.

We are obtaining the most cost-effective discount volume pricing possible on high-quality, hotel grade linens. Once the pricing is finalized we will bill each unit for the first set of sheets, bed skirts, mattress pads, bathroom towel sets, bathmats, and kitchen towels. After this first set, LPR will absorb the cost of any new items needed to be purchased in order to better maintain the quality level of our linens.







## FACEBOOK

Have you "Liked" our Facebook page? With over a billion active users each month, Facebook has

become an important part of every vacation rental property's marketing strategy worldwide. By "Liking" and "Sharing" our page and posts with your Facebook friends and family, you increase the effectiveness of this strategy. "Likes" create positive



Like us on  
**Facebook**



feedback and promote Las Palmas to guests looking for a vacation rental in Puerto Peñasco. The more "likes" received the more opportunities we have to build relationships, improve our Google ranking, and above all promote our resort which ultimately makes you money!

**STAY 2 NIGHTS.  
GET 1 FREE.**

**VALID NOVEMBER 2015 THRU FEBRUARY 2016!**  
• Condos Only • Excludes Holidays • Restrictions apply

**LAS PALMAS**  
Beachfront Resort

[www.laspalmasreservations.com](http://www.laspalmasreservations.com) USE COUPON CODE **FREE NIGHT** WHEN YOU BOOK YOUR RESERVATION

The image is a promotional banner for Las Palmas Beachfront Resort. It features an aerial view of the resort's buildings and pool area, with the ocean in the background. The text is overlaid on the image, including a large offer, validity dates, terms, the resort's logo, and a website link with a coupon code.

An email blast was recently sent to 2,000 of our prior guests to promote a return trip to Las Palmas to take advantage of our Fall/Winter promotion. Each month through February we will be sending additional e-mail blasts about the 2 for 1 special along with information about local activities and holidays. We want all of our Spring and Summer guests to see just how much Las Palmas and Rocky Point has to offer all year long!

## ONLINE BOOKING PARTNERS

Integration with our external booking partners, VRBO, HomeAway, AirBNB, booking.com, and Flipkey to name a few is complete. These travel partner channels such as



AirBNB typically have higher standards and restrictions placed on the properties they advertise. Due to these restrictions, only units which receive a 4 Palm or higher rating will be ported over and advertised at this time. Owners who have received lower than a 4 Palm rating, and choose to upgrade the furnishings in their units and the amenities provided, will then be added on an individual basis. For this reason, it is essential for owners with condos and villas in need of upgrades to be competitive in this market. Again, we are encouraging all owners to improve your units based on the Palm Rating System. This will help increase guest retention, and increase new rental business through positive internet reviews and word of mouth recommendations – and that translates to more rental money in your pocket!



## PALM RATINGS

### Recommendations & Professional Photographs

In connection with the inspections that were performed in September/October, the Palm Rating system has been implemented to give owners an idea where they stand in relation to other units at Las Palmas. This is an internal rating, and will not be published on the website, but it serves as a wake-up call to owners who need to upgrade their property. Owners who are contemplating upgrades should do this sooner rather than later because our next step is to hire a professional photographer to shoot new photos of all the condos and villas. When clicking through vacation rental properties, it takes less than 20 seconds for a potential guest to decide

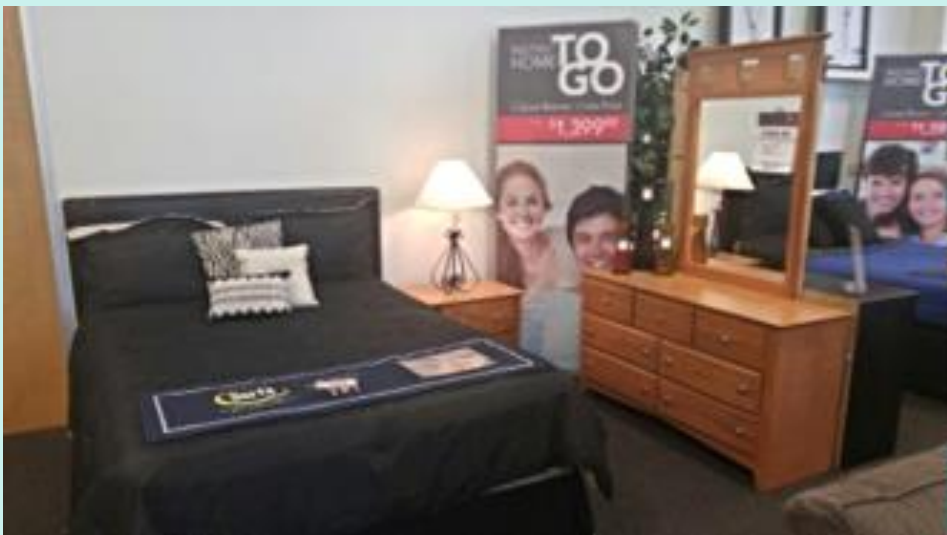
whether your unit is a "Yes" or a "No". The importance of professional photographs cannot be understated. The photos currently on our website are outdated, and poorly lit and composed. Before taking new photos, we want to make sure your units are updated and upgraded. There has also been some interest in virtual tours, and we may be offering that as an option as well for our new website.

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## **FURNITURE PACKAGES AND SAMPLE TV PRICES**

LPR has acquired a furniture supplier for Owners that are interested in replacing their furniture. There are 3 package prices starting at \$1,449, \$1,609, and \$1,949 plus tax. Each package includes: Dining room set with 4 chairs, sofa (without sleeper), 1 coffee table, 2 end tables, 2 lamps, 2 pictures, 1 queen bed (including mattress and box spring), one long dresser and 1 nightstand.













Please let us know if you are interested in any of this furniture and we will contact our supplier. It may be possible to mix and match these items. Also, if you need help with transportation of furniture to Las Palmas, LPR can arrange to have the furniture transported for an additional fee. By clicking on the following link you can get an idea of pricing for different size flat screen TV's as well. The TV pricing was taken from the Best Buy website and are obviously subject to change.

[Click here for more details](#)



Please be aware the following routine maintenance work is currently being performed in all rental units. Most of this work has never been done unless an individual issue arose during a guest's stay or was identified by the Owner. Inspections, repairs and replacements are being completed on thermostats, main water valves, hot water heater hoses, sink connection hoses in the kitchen, bathrooms and laundry room, toilet connection hoses, interior and exterior toilet seals, grout and caulking repairs, closet and patio door wheels, and smoke detectors. You will be charged for the parts and replacement items necessary, but all work is being done by our in-house maintenance team and you will not be charged for labor on these repairs.

## **DEEP CLEANINGS**



All units have recently received a deep cleaning free of charge. Fabian and Irma (Housekeeping Supervisor) have inspected each unit's inventory and removed items that are stained, ripped, broken, or generally in bad condition due to wear and tear. These items were then photographed, bagged up, and Fabian has been sending



emails to each owner asking if the items can be thrown away, if replacement items will be brought down, or if they prefer to have LPR purchase replacement items and bill to their account. Closets in some units were filled with old, ripped and stained sheets, comforters and towels. It's inevitable that guests look through closets - by removing old, stained and generally non-usable items from each unit, it prevents guest complaints and makes it easier for Fabian and our Housekeepers to clean and track inventory.

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## **POOLSIDE TOWEL SERVICE AND ACTIVITY CENTER**



Beginning in the Spring, we will start our new poolside Activity and Towel Center. LPR will be paying for the construction and operation of this added amenity provided to our owners and rental guests. Guests registered with LPR will receive a towel card at check-in and may exchange the towel card for a beach towel. At the end of the day, the guest returns the dirty towel and receives the card back in order to get a towel card back for a clean towel the next day. Owners, both in the rental pool and not in the rental pool, will be given this same benefit as guests of LPR. In addition to providing an extra amenity for our owners and guests, this will minimize the need for people taking bath towels to the pool and the beach. During the Spring and Summer we will slowly be implementing activities at the resort that registered LPR guests can sign up for such as arts and crafts for kids, yoga classes, etc.

**PARDON OUR DUST...**

**IMPROVE WE MUST!**

## **LOBBY RENOVATION**

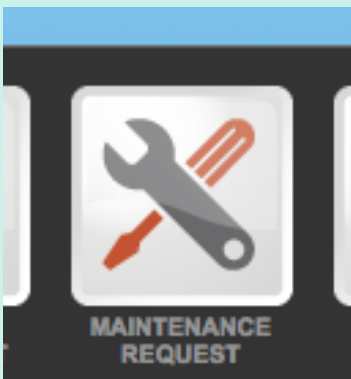
Excuse our dust! The lobby and front desk area renovation is about to begin. To improve the appearance and atmosphere of the resort, the HOA is upgrading and expanding our Guest Services as per the owner approval at last year's owner assembly meeting. Not only is this a long overdue facelift for our reception area, the expansion of the front desk will provide check-in space for 4 guests at a time which increases efficiency and decreases the wait time for our guests checking in during busy season. The renovation should be completed in approximately two months. Contingencies have been put in place to work around the renovation efforts. Please bear with us through this transition as we work in partnership with the HOA to improve the appearance, guest experience, and services.

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## **REPLACEMENT AND LOANER APPLIANCES**

As promised, LPR is storing extra appliances in the event that one of yours is not working during a guest's stay. By having the replacement appliances on hand, we minimize guest inconvenience. For example, if a stove is not working, a guest will ask to be moved to another unit. Rather than moving the guest - and the owner losing rental income - we simply replace the non-working appliance. Smaller replacement items such as toasters, coffee pots, and irons, will be billed to your accounts. For the larger appliances like refrigerators, stoves, dishwashers, etc., Fabian will

let you know that your appliance either needs to be fixed or replaced. Please note that the repair or replacement must be taken care of as soon as possible so that we can install the new appliance and put our loaner item back into our inventory so that we always have these appliances available at a moment's notice.



## WORK ORDER PROCESS

Many owners are not aware of how easy it is to request maintenance service online, right from the owner's portal. Simply log into your owner portal at:

[http://www.resortpro.net/owner/auth\\_login.html](http://www.resortpro.net/owner/auth_login.html)

You will see the menu option for maintenance. Click on the icon, and "add work order" button. Here you can enter the nature of your request, details of a problem, or contact our Maintenance Supervisor, Luis Martinez. You can also view your maintenance history, billing details, and photo attachments of the work performed or issues that need attention.

Utilizing our ResortPro software immediately puts your request in the queue and you will be able to follow the progress and disposition of the

work order. You will also be able to communicate directly with Luis for any follow-up, special requests and review the details of the work order such as billable items, what labor was performed and the cost to you if any. Any billings will appear on your next statement. Remember LPR has made a commitment to not charge for any labor when in-house employees are used to perform your maintenance request.

Main Menu -> Maintenance -> Work Orders					
ALL Maintenance Requests ( 7 )					
					Page 1 of 1
					Show All
VIEW ALL	<input type="text"/>	GO			
VIEW PENDING					
VIEW ACTIVE					
VIEW CLOSED					
MANAGEMENT NEWS					
ATTACHMENTS					
View	ID	Title	Priority	Charge Type	Status
	584430	Painting doors	N/A	Owner	Pending Final Closing
	581838	Fumigation service	N/A	Owner	Closed
	<b>563963</b>	<b>Painting</b>	N/A	Owner	Closed
	560929	6 large towels - 5 medium towels - 3 small towels	N/A	Owner	Closed
	529598	a/c inspections.	N/A	Owner	Closed
	509246	Needs attention	Medium	Owner	Closed
	467314	Check and repair ceiling in hallway	N/A	No Charge	Closed
<a href="#">Add Work Order</a>					



LPR is pleased to announce the implementation of a web-based inventory system. We are storing products in Phoenix and on-site in the new Laundry Facility. Bar codes are generated for all products, including soaps, towels, linens, shop supplies, repair parts, cleaning supplies, and all other products. This provides an opportunity for tighter control of inventory items, the ability to monitor costs and re-order schedule, while

detering theft and waste. Once fully integrated with our ResortPro software, anytime an item is taken from inventory the bar code will be scanned and will automatically apply the cost to the owner account (where applicable). The software updates in real time, delivering efficiency and assurance that we will never be in short supply of items necessary to keep our rental program running smoothly.

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## **MORE GREAT FEEDBACK!**

We've been getting great feedback from owners letting us know how happy you are with the increased communication, level of service, and attention that LPR has been providing. Each time we hear something positive it inspires and motivates us even more to continue to improve Las Palmas. Please feel free to let us know how we're doing and don't hesitate to give us any suggestions!



The following are the Employees of the Month who have shown outstanding performance and dedication since our last newsletter:





**August - Dennise Levya**

**Front Desk Receptionist**

Dennise is a great asset to our company has been very helpful to all departments, not just the Front Desk. She is always ready to help out any way she can. Dennise was a little shy when she first started, but has now become more confident. Dennise has a great smile and a great attitude!



**September - Ivan Lomeli**

**Maintenance**

Ivan is a great addition to our Maintenance team. Always very prompt, and efficient. He also has extensive HVAC and electrical experience. Ivan worked really hard during the hot summer months doing the preventive AC maintenance

work.



**October - Olga Barragan**

### **Housekeeping**

Olga is one of our best Housekeepers! We even get special requests from owners who only want Olga cleaning their units. Olga is always willing to go the extra mile for us!

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