

Below is the latest Newsletter from Las Palmas Reservations.  
Please feel free to contact us with any concerns, comments or questions.



# Newsletter

August / September 2015

Vol 1, #2



# Let's Get Down to Business . . .

Total rental for business for Las Palmas owners is up from last year by approximately 20% since LPR took over for the months of May, June, and July. In fact, we've already exceeded last year's numbers for August. LPR is working with everyone to provide you with more rental revenue, less expenses, more services, and more on-site quality. We are carefully checking the occupancy levels of each unit to make sure everyone gets their fair share of rentals.



**Expenses** - Now that 3 months have passed you've probably noticed on your statements that when repairs have been needed in your unit you've only been charged for the actual cost of the materials and **NO LABOR CHARGES!** This is one of the biggest benefits to the HOA owned rental system. For example, if an AC relay

costs LPR \$10.16 – YOU PAY - \$10.16. No price markup for the hard costs and no charge for labor to do the work (unless an outside company is required for the repair). By lowering your expenses to maintain your condos and villas, your net rental income is greater!

## **Trip**

Here's an update on our Trip Advisor standing. Last year during the summer months, Las Palmas wobbled back and forth between #8 and #9 of 19 resorts/hotels in Rocky Point. We're proud to say we've now moved up to **#6 of 19 !!!!**

## **Advisor**



## **Fall Marketing Promotion**

Last week we sent out an email about the Fall Marketing Promotion. In preparation for the upcoming slow season and to generate more rental revenue, LPR is implementing a marketing promotion program. This program will include a 25% discount on condos and 15% on villas on a 2nd night stay. This will be for all non-holiday and special event dates (such as the Bike Rally or a Roger Clyne concert), from September through February. The discount is shown on our website and on the websites of our preferred travel agents. For those owners that choose not to participate in this rental generating marketing program please notify us in writing so that we do not include your units(s) in

this

initiative.

### **Integrated**

### **Services**

For the first time ever, your ResortPro reservation system will be fully integrated with VRBO, HomeAway, booking.com, Expedia, Airbnb and nearly a dozen other travel sites in the coming weeks. Visitors will be able to book directly from those sites, into our booking calendar. Together these travel



sites reach over 200 million potential guests annually, with over 500,000 hits per day! The cost of these listings is being fully absorbed by LPR at no extra cost to owners. This integration should be in place within the next week. This partnership has taken months to develop, and is just now coming to fruition.



### **E-Statement and Direct Deposit** — via ACH —

Many of you have chosen to receive your rental income via ACH direct deposit. By choosing this method of receiving your money and receiving your monthly statement via email, it is faster for you and reduces our processing and postage costs. We also save a lot of trees! Please let us know if you would NOT like to receive an e-Statement and Direct deposit. only change from receiving a hard copy check and statement to direct

deposit and an E-Statement.

## FUTURE PLANS



### **New Laundry Service**

Commercial washers and dryers have been purchased for our new on-site laundry room. The old housekeeping shed has already been demolished and work has begun on the new facility. The new area will house the new washers and dryers, supplies, and a break room for all employees with tables, chairs, a refrigerator, and microwave. We are currently pricing hotel quality sheets and towels. Once we find the best quality for the best price there will be a one-time charge – after that you will not be charged for any linens. By removing the time spent washing and drying linens in each condo, this not only reduces

your electric bill and wear and tear on your washer/dryer, it also greatly reduces the time spent by our housekeepers each condo and villa, giving them more time to focus on cleaning in more detail – something they've never been able to do

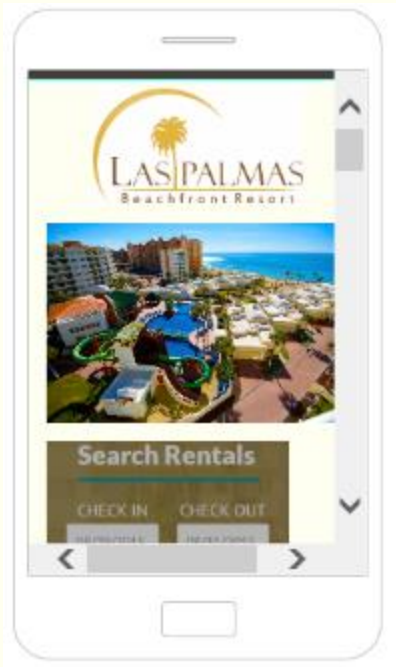
before! By lowering your electric bill expense, this increases your net rental income!

## Lobby Renovation

In addition to the demolition and expansion of the current Housekeeping Supply Room, our lobby is getting a much



needed and long overdue facelift! The new design will include a large, open, airy, and curved counter area with space for 4 receptionist stations. The design and materials will be more modern and include slate, marble, and integrated lighting features. This will create a dramatic change in atmosphere and make a much better first impression for our guests and reduce check-in time during peak periods. Below are some samples of the materials that will be used in the design.



**Mobile Website** - We are planning to have a fully functional mobile device website with both guest and owner integration. Since a significant number of users now search and book their reservations from mobile devices and tablets, we anticipate even higher traffic volume to our website, and a better guest experience. We will let you know as soon as we are ready to roll it out!

**Pool Towel Service** – Next season we will be implementing a pool towel service in order to enhance the guest experience. This type of service will bring Las Palmas to a higher level, while at the same time eliminating the problem of guests taking bath towels out of your units for use at the beach and at the pool.





## **Whale Watching Charter Packages**

Beginning in mid-January our friendly Sea of Cortez whales will be back! Each year more and more tourists are discovering our little town by the sea and visiting us during whale watching season. Additionally, we are working on our winter marketing plan for 2015-2016 for whale watching season. We are partnering with a local guide to package a stay at Las Palmas and a whale watching excursion which we are very excited about. This will not only bring in new guests that have never been to Puerto Peñasco and Las Palmas, but it will also attract some of our regular summer visitors to come see how beautiful it is during the winter season as well.

## **HELP US HELP YOU!**

Starting right after Labor Day, we are beginning the monumental task of inspecting and completing an inventory of each condo and villa. Many of you are anxious for this work to begin – but LPR is even more anxious than you are! By taking inventory and doing complete inspections



(including checking for functionality of all appliances, lighting, furniture, kitchen and bathroom fixtures), we will be able to start the 2016 season off with minimal issues.

We will also be reviewing each unit's rental history from the 2015 season as it relates to revenue generated, complaints received from guests, potential problems, and deficiencies. Our goal is to provide each of you with maximized rental revenue. **But we need your help.** All revenue generating properties require an investment from time to time in order to keep them in rentable condition. Many owners purchased their units from the original developer 11 years ago. Time flies, and Las Palmas has seen a lot of traffic – both in the common areas and inside your rental units. Some owners have invested a lot of time and money into upgrading their units and are extremely focused on providing the best guest experience which makes our jobs much easier. The most basic upgrades include flat screen TV's in each room, furniture that is well-maintained, cohesive with the overall décor of the unit, and a well-stocked kitchen with all the extra conveniences for preparing large family meals, etc. Did you know that even the Salvation Army and Goodwill are not accepting donations of old-fashioned box style TV's anymore? Renters specifically ask for units with flat screen TV's when making a reservation. We have even had renters ask to be moved to a condo with flat screens after having checked in to a unit with old, box TV's.

**Guest Experience.** The guest experience begins when the renter turns the key in the lock and opens the door to your unit. That very moment when the door opens sets the tone for their entire vacation. Whenever any of us take vacations we experience that same moment when opening the hotel room door

and see what “home” looks like for the next few days. We will be providing each of you with a personalized summary of your unit, along with suggestions that we believe will not only improve on the aesthetics and functionality of your unit, but the revenue your unit generates for you also.



**Competition.** Competition is an important factor when considering upgrades for your unit. Las Palmas as a whole, competes with other resorts on Sandy Beach. But each condo and villa within Las Palmas competes with each other for rental revenue. When potential guests review the photos on our website they

ultimately choose the unit that appeals to their personal taste and requirements. Everyone has a personal style and choice of décor. Some owners and their guests prefer a rustic Mexican theme, others a beach/nautical theme, others clean, modern and functional. Regardless of personal style, each unit must have the basics that our price category demands. Additionally, units should be free of clutter and excessive amounts of knick-knacks in order for our housekeepers to do a more thorough and faster job.



**Painting.** Many units have not been painted in over 10 years. A fresh coat of paint makes a world of difference. Many of you have chosen different colors within your units, but still have some walls that are white, off-white, or tan in color. Those are the walls that show most of the dirt and scuffs from high traffic. Giving those neutral walls a fresh coat of paint will make a big

difference in the appearance of your unit. We will be providing you with pricing for painting the neutral walls in your units. Remember, you will only be charged for the paint and materials – not the labor. If you're interested in having your whole condo or villa painted, please contact us directly for a quote.

Our HOA has done their part in providing us with a resort that stands out among the rest on Sandy Beach with 2 water slides, fantastic satellite TV service for both our English-speaking and Spanish-speaking guests, and WiFi throughout the resort. By upgrading your units with flat screen TV's, a little bit of paint, and something as simple as replacing your old and faded comforters will help us make each guest's expectations of their beach vacation rental a reality!

## ***WORD ON THE STREET!***

This is just a sample of the feedback we've been getting from Owners since LPR took over in May:

*"Fabian and Lizeth - thank you very much and again, my sincere thanks for your excellent work and dedication, see you soon in person and in order to express my satisfaction and wish you much success with the work are doing. See you soon!!!"*

*"I would like to take this opportunity to thank all of you at Las Palmas for the great job in transition to our onsite rental operations from its inception back in May. The Las Palmas reservation notification system has kept us, as owners, well informed with reservation notifications, monthly billing & income statements, ongoing project updates on the continuous work throughout our Resort. After our recent visit we found that our Villa was very clean upon our arrival, the staff was friendly and*

*courteous. The Villa has been 80% booked over the last 3 months, yet everything was looking great and well maintained since our most recent visit in April. We appreciate everything you do for us, thank you!"*

*"Luis - ..... "You're the MAN" .....for 6 years I have ask Las Palmas to fix that toilet.....thank you for your help....."*

*"Fabian - Yay...I feel like I have a connection already with the new regime. I am so glad that you have a job...you are GOOD! You can show this email to your new bosses. And let it be known that we will give you and excellent recommendation any time."*

*"I am glad that you are part of the new team at Las Palmas. It gives me great confidence to see that our rental agency is hiring exceptional staff! I hope your transition is good and we hope to see you in the fall."*

*"Thank you so much for taking care of the property taxes, we, like so many others, thought this was being taken care of for us. And thank you for paying them in January next year so we can have the discount. Thank you so much for all you are doing for us, the rentals are going great. You are all doing a really good job, and I know it has been difficult, it is very appreciated."*

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## **EMPLOYEE OF THE MONTH**

We've not only been making changes for owners and renters at Las Palmas in the last few months, but also for our employees. We've implemented an

Employee of the Month program for employees who've shown outstanding performance and dedication.



In **May**, our Employee of the Month was Irma Arce, our Housekeeping Supervisor. Irma gives 150% everyday at Las Palmas. During the first month of our transition Irma showed exceptional dedication, organizational skills, and the flexibility necessary for a successful transition. Irma is a great asset to our company.



In **June**, our Employee of the Month was Marisela Sanchez, Housekeeper. During the height of our busy season, Marisela worked extremely hard, consistently does a great job, showed her dedication, and was always ready to pitch in to help out and do extra work when needed.



In **July**, the Employee of the Month award was given to Miguel Herrera, Maintenance. Miguel has not only been keeping up with all the everyday repairs necessary to keep condos and villas functioning properly for guests, he also was an integral part of our AC Inspection Program. Overseeing the inspection of hundreds of AC units is a huge job, and Miguel's work has been outstanding.

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