



## WHAT'S NEW

### HEALDSBURG

#### The Shed Reborn: Little Saint

Opening this Spring! This new food, arts, music and community space will open in one of the most beautiful and modern buildings in town. Plant based with an extensive wine program, conversations continue to be the talk of our community.

### SONOMA COUNTY

#### These Top Hikes are Not to Miss

Filled with some of the most beautiful views, oak woodlands and stunning coastal bluffs Sonoma Cty is not all wines. BUT, if you love both, Jordan's Vineyard Hike is spectacular!

### CLEAR LAKE

#### McAtee's Marine Repair

There's water in the Lake! With bass tournaments and ski season coming up don't forget to summarize your boat. Call for an appointment!

## CULINARY BUZZ

### FOOD NETWORK CHAMP EXPANDS IN HEALDSBURG!

The Single Thread alums and owners of the outrageously popular Quail & Condor bakery are getting into the gourmet sandwich game!

Troubadour 381 Healdsburg Ave

## QR CODES--THE WAVE OF THE FUTURE!

After much discussion and organization we have implemented our own WC Lodging QR Code systems! Content controlled in real time.



### HOUSEKEEPING CHECKLIST

#### **Should the blanket be draped on the couch or put away?**

Our WC Lodging family of homes has expanded and although our AMAZING housekeeping team has always had a reference checklist it no longer seemed relevant to the intricacies of our individual properties. Each house has a Housekeeping closet and each Housekeeping closet now has a unique QR code which, when scanned, will take the assigned housekeeper to a set of customized notes for the respective property and PHOTOS on how it should be left for a guest.

**New housekeeper? No problem! Consistency matters.**



### HOUSE BINDERS

#### **Fires, Power Outages, Water Shutoffs, Maintenance Appointment**

Guests are consistently grateful for our clear communication and concern for their comfort but we wanted to take it even further. Your home's house binder has been updated to include a cover page with a unique QR code specific to the house. PGE scheduled a shutoff? It's there. The new ignitor for the bbq is still on order and it needs to be lit manually? It's there too. Guests will also be able to view an electronic version of the property's binder along with exciting local events!

## TO ALLOW OR NOT TO ALLOW

We're often asked if allowing pets it's worth it.

#### **Pros:**

1. On average, vacation homes that allow pets have 10–20% higher rental income than those that don't.
2. Homes that allow dogs also see higher occupancy—6% more nights booked, on average.
3. Guests who search for pet-friendly homes are 10% more likely to book a stay.
4. Reservations at pet-friendly homes are, on average, over 10% longer than those at homes that aren't pet-friendly.
5. Guests' spending on pet-friendly vacation rentals has increased by 20% yr over yr.

#### **Cons:**

On the negative side, allowing pets can cause noise disturbances, allergies in future guests and damage.

In short, income wise it's definitely worth it. Wear and Tear Wise? If you're uncomfortable with a firm "yes", let's continue take it one inquiry at a time.

Your February owner statement is ready. View it [HERE!](#)

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