

SEA STAR

REALTY

The South Grand Strand's Premier Property Management Partner

844-SEA-STAR

seastar-realty.com



125A ATLANTIC AVENUE | GARDEN CITY BEACH, SC 29576

Our Company

- Sea Star Realty is a boutique company offering real estate and vacation rental services along the South Grand Strand of Myrtle Beach, currently servicing Surfside Beach, Garden City Beach and North Litchfield Beach. Our inventory standards are high and Sea Star service is unparalleled to local competitors. Whether you are staying a week or a lifetime, we want our homeowners and guests to experience all the South Carolina coast has to offer.
- Our founders have personally owned vacation rental properties here at the beach for over two decades and know property ownership firsthand from the homeowner's perspective. We know what homeowners and guests alike expect and deserve. We partner with discerning homeowners to establish achievable goals by setting optimum rental rates for every property and specific strategies to make your home a sought-after destination. With a select inventory of premier properties, we provide the highest level of personalized service while maximizing rental income for our homeowner partners.



Our Management Team



ROBERT GATES

Broker-In-Charge &
Founder

20-YEARS EXPERIENCE



DAWN GATES

Realtor & Founder

20-YEARS EXPERIENCE



TAYLOR HAYSLETT

Licensed Property
Manager & Office
Manager

10-YEARS EXPERIENCE

Support Team

Our talented and dedicated support staff are crucial to our full-service operations.

These friendly faces are who guests and homeowners quickly come to know: reservationists, laundry team, inspectors, pool operators, and the maintenance team.

Our Mission

MAXIMIZING HOMEOWNERS' RENTAL INCOME WHILE SERVICING THEIR PROPERTY TO THE HIGHEST STANDARDS

Based in Garden City Beach, Sea Star Realty was founded by locals and is a family-operated property management company that welcomes you to visit us at our main office just a block off the beach. Our area of expertise is the South Grand Strand, which is where we live, work and play because we love it here! The founders of Sea Star Realty are in the trenches daily and are committed to hard work, honesty, and integrity. Our reputation of high-quality, full-service property management was built from the ground up by our performance.

PERSONALIZED FULL-SERVICE

You've made a great decision to own property along the beautiful, desirable South Carolina coast and making lifetime memories of wonderful beach days at your home should be your top priority. But what about those times when you are not here at the beach to enjoy your home? Make the most of your investment by putting Sea Star Realty's experienced team to work for you. You can relax, we'll take care of everything! We are the trusted choice for your full-service property manager, with us it's one-stop shopping from inspections to reservations and everything in between.



12K+

Reservations



1,775+

5-Star Reviews



0%

Vendor Markup for
Repairs



\$0

Homeowner Charges
for Guest Damage

The Sea Star Difference



WHAT DIFFERENTIATES US?

Pioneers of Modern Management

Being a small company, we offer a personal touch but spare no expense in resources that outpace our much larger competitors. All of our large competition tout managing several hundred properties as an advantage, but at Sea Star Realty, we focus on quality—not quantity. Nor are we the local complacent option that has been here for 50+ years, practicing old-fashioned systems. These hopeless options inspired the creation of Sea Star Realty and we have raised the bar in the area! We are not the oldest option in the area, but we have been pioneers in bringing fresh new standards to the area for the benefit of our homeowners and guests alike.

WE WERE THE **1ST**!

Although others have watched, learned and are now imitating, we were the **FIRST** to introduce and implement:

- Keyless Technology
- Digital Contracts
- **3D Virtual Tours**
- SMS Messaging
- Live Chat
- Custom House Name Signs
...at every home
- The highest level of Damage Protection with every reservation (non-optional)
- Concierge Services - including free branded beach gear, grocery delivery, & bellhop service
- Website Booking for nightly off-season reservations
- Minimum of 10% deposit on all reservations (NO courtesy holds!)

The Sea Star Difference



	Sea Star Realty	Other Property Managers	Self-Managed
Standard Services at NO COST to Owners:			
3-D Virtual Tour	✓	X	at Owners Cost
Professional Photography, including Drone Imagery	✓	at Owners Cost	at Owners Cost
Exposure on at least 5 OTA sites (VRBO, Airbnb, etc.)	✓	at Owners Cost	at Owners Cost
Marriott Bonvoy Partner (access to 200M members)	✓	X	X
Website real-time Live Chat with Staff	✓	X	X
After-Hours Reservationists	✓	X	at Owners Cost
Custom Sign featuring Property Name for every House	✓	X	at Owners Cost
High Thread Count Sheets and Oversized Plush Towels	✓	X	at Owners Cost
100% Coverage for Guest & Pet Damage	✓	X	at Owners Cost
Linen Service and Departure Cleaning for Owners	✓	at Owners Cost	at Owners Cost
Contractor Scheduling with No Markups	✓	at Owners Cost	at Owners Cost
SC Certified Pool Operators On-Staff	✓	X	at Owners Cost
No Charge for Air Filters, Light Bulbs, or Batteries	✓	at Owners Cost	at Owners Cost

Complete Management of Guest Experience

BEFORE STAY

- Generate guest leads
- Vet reservation holders and guest lists
- Execute compliant rental agreement
- Handle accounting, apply and collect required taxes
- Provide check-in instructions and access codes
- Assist guests with vacation planning – provide area info
- Arrange concierge services - grocery delivery, beach equipment
- Prepare property – clean, linen setup, complimentary starter supplies, service pool & lawn
- Final pre-arrival inspection



DURING STAY

- Provide guest services staff
- Local office facility available to guests
- Enforce all rules and policies
- Routine property checks – including pool service
- In-house maintenance staff available
- After-hours emergency service available 24/7
- Schedule licensed contractors for repairs requiring such – HVAC, electrical, etc.



AFTER STAY

- Post-departure inspection
- Manage insured housekeeping – scheduling, quality control, post-clean inspections
- Identify any maintenance needs, initiate work orders, and see through to resolution
- Retrieve lost items
- Solicit guest feedback
- Offer guests a rebooking incentive
- Prepare and deliver homeowner statements with payment by the 5th of each month
- Collect all associated taxes applicable with reservations, report to governing authority, and remit to meet all compliance requirements

On the Ground Services

Our team of trained Property Specialists has 7 fully stocked and equipped vehicles on the road ready to efficiently handle property care needs. Sea Star Realty prides itself on our in-house services, eliminating costly 3rd party vendors. Our skilled technicians specialize in home maintenance inside and out to ensure our properties are in tip-top shape for guest arrivals and for the owner's return home.

We take the extra step to employ SC Certified Pool Operators, who understand the chemistry of balancing clean pool water for safe use – this level of comprehensive service is not found at any other local property manager.

Home Care Program

Our **Managed Services Program** was developed due to the lack of full-service management in the area for so long. Sea Star Realty's founders have been owners of vacation rentals right here at the beach for 20+ years. They were clients of most of the well-known property managers in the area, yet always found themselves frustrated with poor service.

Sea Star Realty was built with the homeowner's perspective at the forefront, and we know firsthand how important the care of your property is to you.



Sea Star Services include:



Pool Service



Free Air Filter Service



Lawn Care



General Household Maintenance



Inspections



Pre-Storm Prep



Trash Removal



Post-Storm Clean-up



Repair and Replacement
(no charge for guest or pet damage)

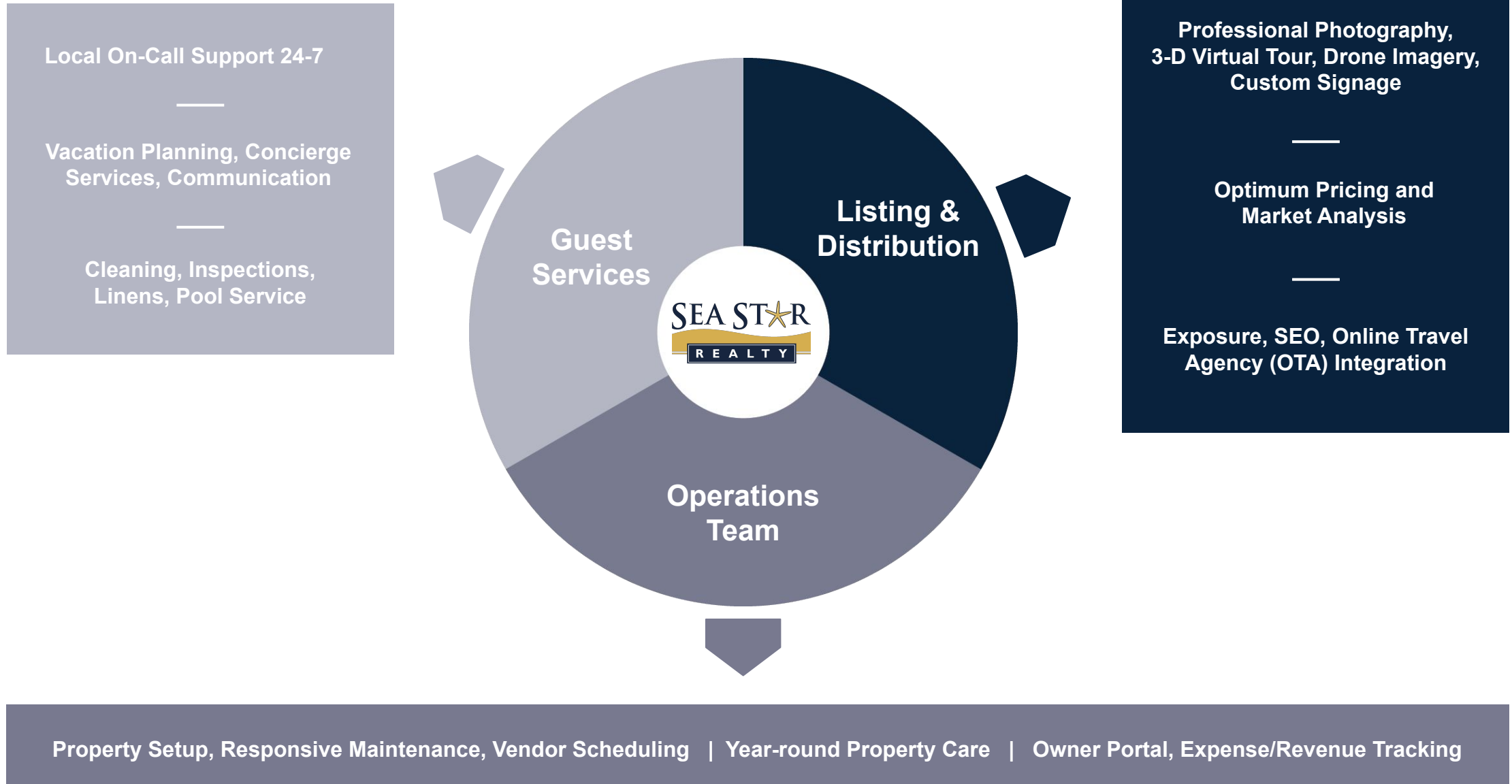


Deep Cleaning



Free Winterization

End-to-End Solutions and Experience



Discover the Power of our Marketing Platform



User-Friendly Website

- 24/7 secure online booking
- Accessible on any device: mobile, tablet, or desktop
- Live Chat in real-time with a reservationist



Captivating Visuals

- Professional photography, including drone images
- 3D virtual tours for every property which is proven to drive more bookings



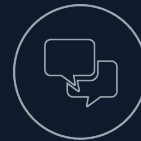
Effective Online Presence

- Search Engine Optimization (SEO) with AdWords and dedicated budget
- Pay-per-click advertising (PPC) campaigns
- Listings on popular vacation rental sites and Online Travel Agencies (OTA's)



Maximize Exposure

- Premier Partner status with VRBO
- Featured on Airbnb, Google Travel, Marriott Bonvoy, Whimstay, Booking.com, VisitMyrtleBeach.com, MyrtleBeach.com
- Monthly email blasts to loyal repeat renters



Engaging Social Media

- Marketing across Facebook, Instagram, and Pinterest



Extensive Guest Database

- Targeting website visitors, past renters, and social media followers
- Over 175,000 subscribers



Physical Signage & Print Media

- Custom yard signs featuring the house name
- Printed rental booklets and ads

Direct Bookings and OTAs

With a high traffic volume of users and an **outstanding direct booking rate of over 85%**, SeaStar-Realty.com is central to our online marketing strategy.

By leveraging an advanced booking engine optimized for desktop, tablet and mobile access, Sea Star offers a user-friendly platform that drives booking conversions at the click of a button and dramatically reduces reliance on third-party booking channels. Our all-inclusive resort-style vacations include luxury linens, branded beach gear, and damage liability coverage which is the experience that keeps our guests returning year after year.

In addition to our massive annual marketing investment and powerful website performance, we also integrate (**free of charge to homeowners**) with all of the most popular Online Travel Agencies (OTA's) which ensures that we do not miss a single traveler and enables us to have optimum exposure to generate maximum rental income.



whimstay



visit
MYRTLE BEACH
SOUTH CAROLINA

Booking.com

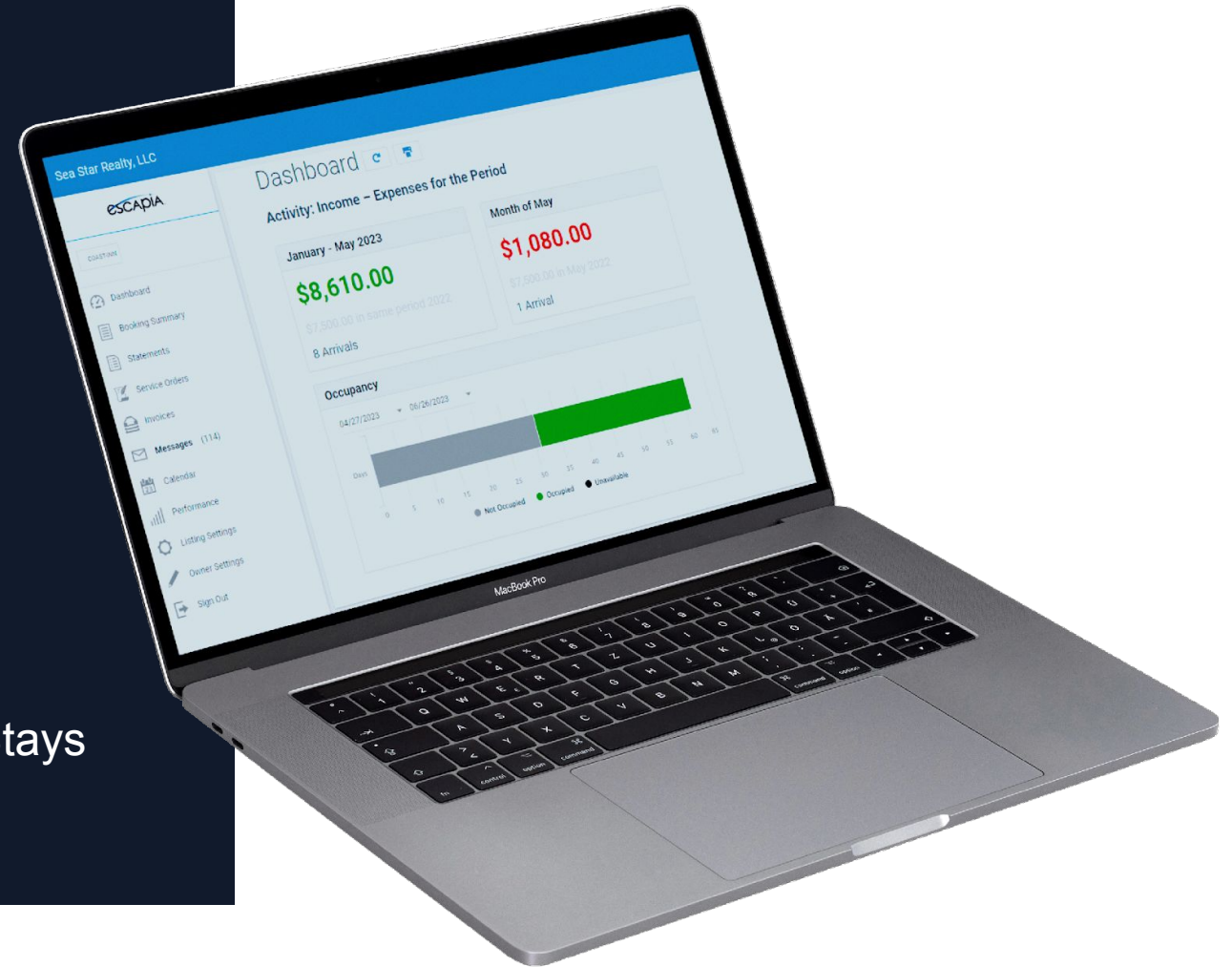


Owner Portal



Stay in the know with our **Owner's Portal**, designed to keep you apprised of your property's activity, maintenance, and performance. This free tool is convenient to access from our website via secure login credentials. Just another Sea Star standard for the sole benefit of our valued homeowners.

- Management Alerts
- Availability Calendar
- Booking Summary
- Service Orders
- Performance
- Rental Rates
- Earnings To-Date
- Invoices
- Schedule Owner Stays





Protect Your Investment with Damage Coverage

Concerned about guest damage when renting your vacation property?

Coverage up
to \$10,000

Accidents happen. Sea Star Realty has you covered – including pet damage. Any discovered damage by inspectors, cleaners, maintenance team, homeowner, or reported by guests is repaired or replaced, no questions asked.

Example Claims:

**BROKEN
FURNITURE**



**STAINED UPHOLSTERY
& CARPETS**



**MISSING
ITEMS**



**DAMAGED
APPLIANCES**



Rental Projection

How much rental income can my beach home produce? What should the weekly rental rates be? How often will my home be booked?

We realize there are lots of rental income questions and having a clear understanding of what you can count on is critical information you need to know. Our rental projection format allows for flexibility based on a homeowner's goals and personal usage. Each property is carefully analyzed based on location, amenities, size, and local comparable competing properties. Meeting your rental income goals is a top priority.



RENTAL PROJECTION

2023 Rental Week	2023 Rates	15 Weeks	20 Weeks	25 Weeks	30 Weeks
1/7/2023	\$3,500.00				
1/14/2023	\$3,500.00				
1/21/2023	\$3,500.00				
1/28/2023	\$3,500.00				
2/4/2023	\$3,500.00				
2/11/2023	\$3,500.00				
2/18/2023	\$3,500.00				
2/25/2023	\$3,500.00				
3/4/2023	\$3,500.00				
3/11/2023	\$3,500.00				
3/18/2023	\$3,500.00				
3/25/2023	\$3,500.00				
4/1/2023	\$4,500.00			\$4,500.00	\$4,500.00
4/8/2023	\$4,500.00		\$4,500.00	\$4,500.00	\$4,500.00
4/15/2023	\$6,500.00				
4/22/2023	\$6,500.00				
4/29/2023	\$6,500.00			\$6,500.00	\$6,500.00
5/6/2023	\$8,500.00			\$8,500.00	\$8,500.00
5/13/2023	\$8,500.00		\$8,500.00	\$8,500.00	\$8,500.00
5/20/2023	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00	\$8,500.00
5/27/2023	\$9,500.00	\$9,500.00	\$9,500.00	\$9,500.00	\$9,500.00
6/3/2023	\$9,500.00	\$9,500.00	\$9,500.00	\$9,500.00	\$9,500.00
6/10/2023	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
6/17/2023	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
6/24/2023	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
7/1/2023	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
7/8/2023	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
7/15/2023	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
7/22/2023	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
7/29/2023	\$10,500.00	\$10,500.00	\$10,500.00	\$10,500.00	\$10,500.00
8/5/2023	\$10,500.00	\$10,500.00	\$10,500.00	\$10,500.00	\$10,500.00
8/12/2023	\$10,500.00	\$10,500.00	\$10,500.00	\$10,500.00	\$10,500.00
8/19/2023	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00
8/26/2023	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00
9/2/2023	\$8,000.00		\$8,000.00	\$8,000.00	\$8,000.00
9/9/2023	\$4,500.00			\$4,500.00	\$4,500.00
9/16/2023	\$4,500.00			\$4,500.00	\$4,500.00
9/23/2023	\$4,500.00				\$4,500.00
9/30/2023	\$4,250.00				\$4,250.00
10/7/2023	\$4,250.00				\$4,250.00
10/14/2023	\$4,250.00				\$4,250.00
10/21/2023	\$4,250.00				
10/28/2023	\$4,250.00				
11/4/2023	\$4,250.00				
11/11/2023	\$4,250.00				
11/18/2023	\$4,000.00				

15 Week Projection



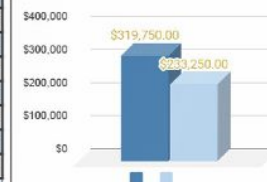
20 Week Projection



25 Week Projection



30 Week Projection



This document is for projection purposes only. The projections represent revenue potential for weeks most likely to be booked when the owner makes the property.



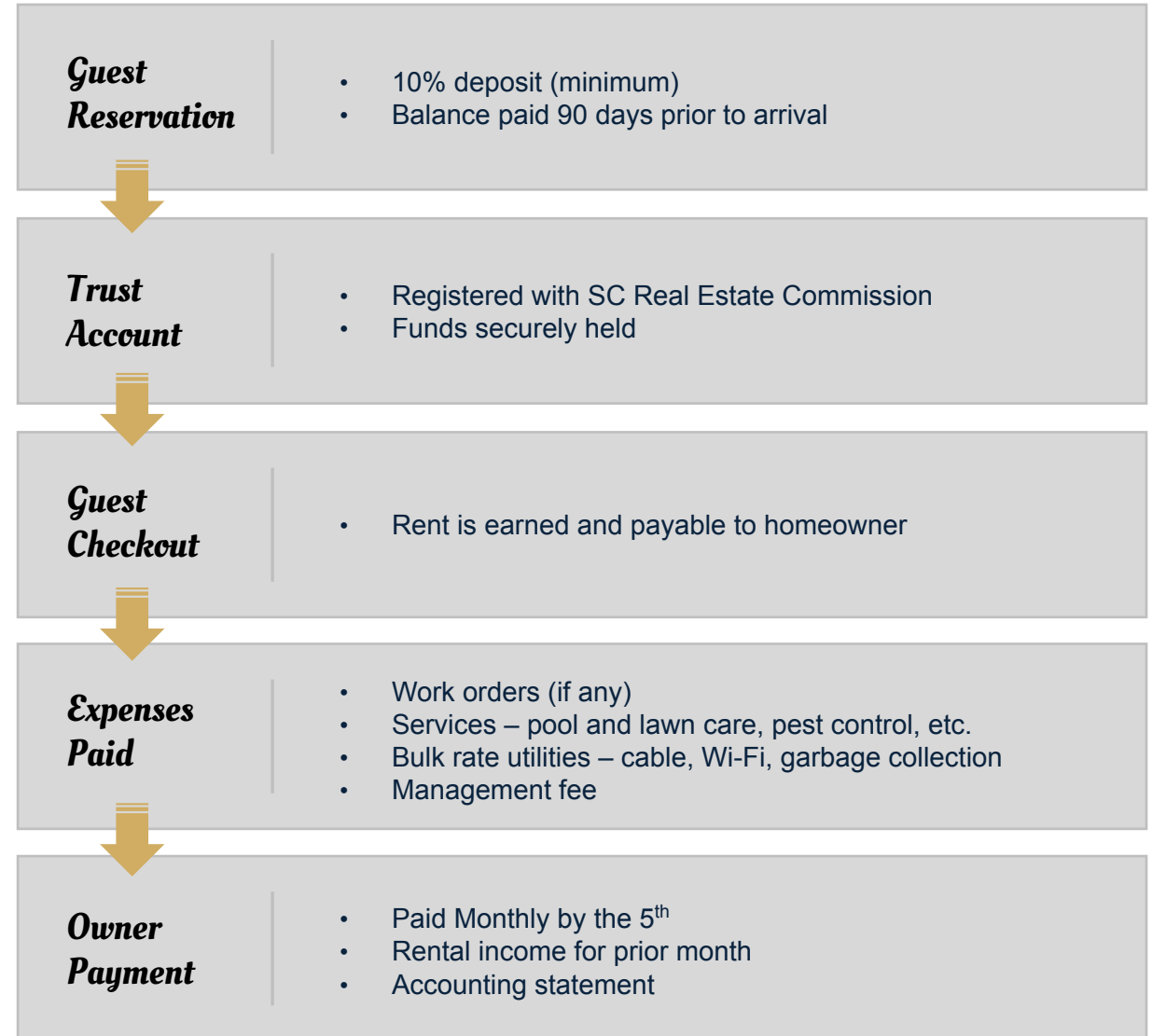
Here's How You Get Paid – Money Flow Chart

You Pay Directly:

- Monthly Loan/Mortgage Payment
- Annual County Property Taxes
- Annual Income Taxes on Earned Rent (we will provide a year-end 1099)
- HOA Fees (if applicable)
- Homeowner's Insurance
- Utilities

Items We Handle & Pay, never charged to homeowners:

- All advertising – photos, virtual tours, signage, online presence (OTA's – VRBO, Airbnb, etc.)
- Accommodation taxes, sales & use taxes, hospitality taxes
- Cleaners, inspectors, linen service
- Credit card fees



“We have booked with Sea Star Realty a few times and have had hassle-free vacations. Will definitely continue to book through them!”

5-Star Reviews



“We have rented beach houses on the Atlantic for many years and Sea Star Realty was the best company we’ve experienced. Sea Star was so helpful answering questions and special requests as we had never been to this area before. We enjoyed the clean, well-maintained pool and well-stocked kitchen. We rented a gas grill, chairs, and umbrella from the rental company which was a great experience. We had a wonderful experience and would definitely rent again.”

Since Spring 2023,
we’ve earned

1,776+

**FIVE-STAR Guest
Reviews and counting!**

“Cleanest house and best rental service we’ve had in the past 5 years of visiting Myrtle. The house was spacious, decor was beautiful, and had all things we needed. Would stay again without hesitation!”

“The house was in a great location, clean when we arrived, and no issues during our stay. This is the second year that we have stayed at a property with Sea Star and **would stay again at a Sea Star property.** Notifications, procedures for check-in/check-out, and other important items were communicated promptly during our stay. Highly recommend Sea Star.”

Keyless Entry

SEA STAR REALTY'S KEYLESS ENTRY SYSTEM: ENHANCING **SECURITY** & **CONVENIENCE**

Several years ago, we recognized the hassle and security concerns associated with keys, which is why we researched and found a better system. Although it has finally become a new norm, **we were the pioneer who brought keyless technology to the area.**

The many benefits include:

- Remote monitoring
- Security – ability to check lock status
- Door activity log
- No keys to keep up with or copy
- No accidental lockouts, or lost keys
- Streamlined access
- Hassle-free check-in process for guests
- Unique time-sensitive access codes for every entry (authorized personnel only)
- Heavy-duty locks resistant to coastal elements

Join Sea Star Realty and embrace the future of property security and convenience with our advanced keyless entry system.

- In-house installation & maintenance at no cost
- Quality locks: \$400/lock + \$10/month monitoring
- Peace of mind & effortless access control



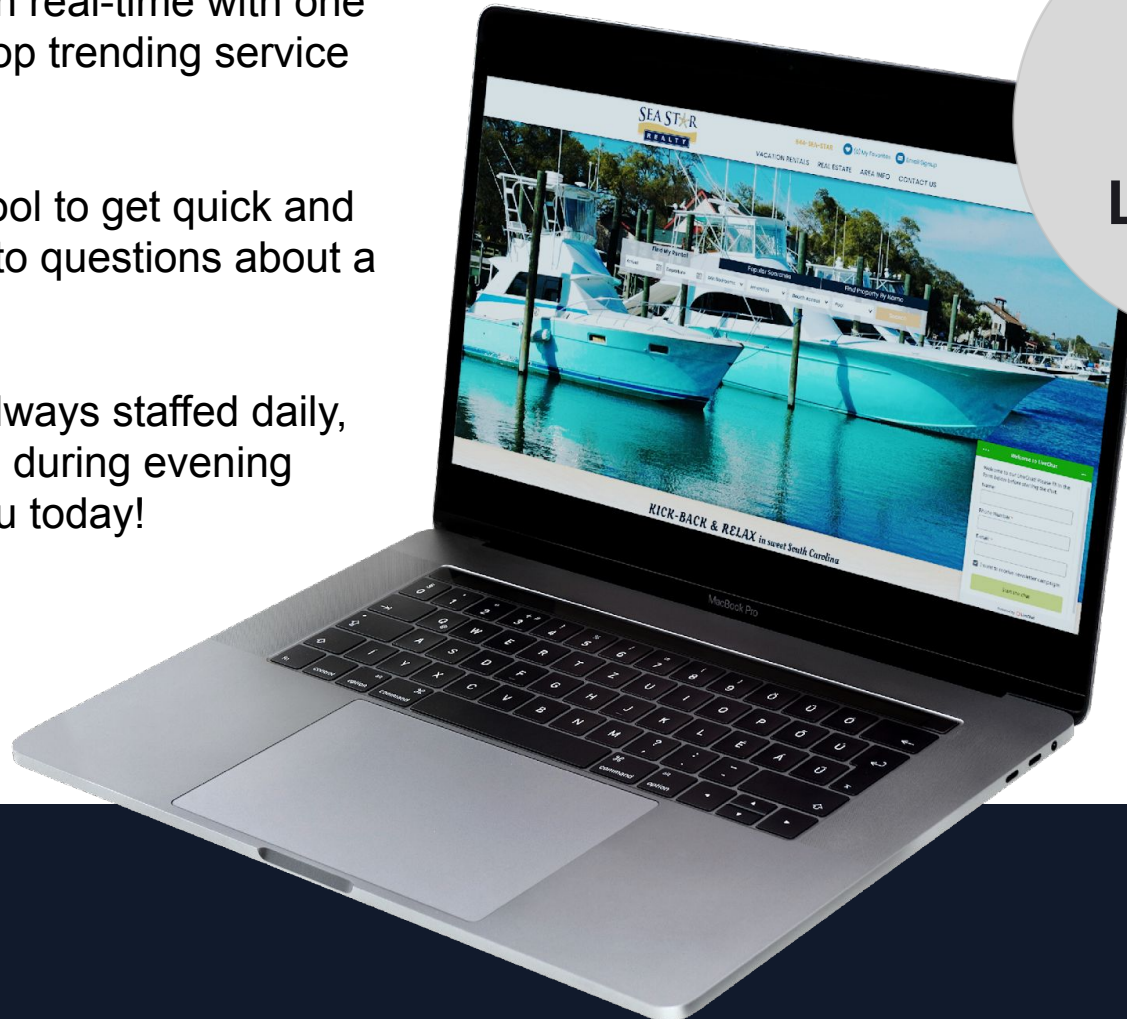
Questions? Let's Chat Now!

Visit us at [SeaStar-Realty.com](https://seastar-realty.com) and chat in real-time with one of our staff members now! Live Chat is a top trending service available for customer support.

Our website visitors love this convenient tool to get quick and easy help with booking online or answers to questions about a property, weather, things to do, and more!

This is an extremely effective tool that is always staffed daily, including Saturday and Sunday, as well as during evening hours. We look forward to chatting with you today!

seastar-realty.com



Pet-Friendly Rentals

Pet-Friendly accommodations are in **high demand among travelers**. Even 5-Star luxury hotels now offer pet-friendly rooms and popular restaurants have pet-designated areas. Tap into increased rental rates and more bookings by accepting reservations with pets.

Why Pet Friendly?

- Increase rental income by **up to 20%**
- \$200 non-refundable fee for one dog; \$300 for two dogs
- Homeowner always receives 100% of the non-refundable pet fee
- Any pet damage is covered and never charged to homeowner
- Strictly enforced Pet Policy ensures a positive experience
 - Adult dogs only, no puppies or other animals
 - Maximum of two dogs per approved reservation
 - "Visiting" pets are not permitted

Make your home **pet-friendly** and tap into the growing market of pet-loving travelers!



Quality Linens for Ultimate Guest Experience

Introducing Sea Star Realty's commercial grade laundry facility & luxury linen service.

- In-house operation ensures the best quality control
- Never are linens laundered at a homeowner's property
- Commercial machines and detergents yield the highest level of sanitation
- Homeowners are never expected to provide linens
- On-hand inventory of sheets, towels, mattress pads, pillows, bed-bug encasements
- 150° wash temp for ultimately sanitized towels & linens
- Biodegradable detergents
- Higher thread count sheets and oversized plush towels that far exceed the areas standard rental grade linens
- Beds are made and towels are pre-hung upon guests' arrival for a resort-style experience
- Linens are provided to homeowners free of charge up to 3-stays per year

Linens provided FREE of charge to homeowners for up to 3 stays per year!



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