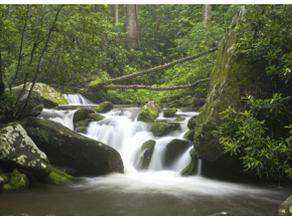




BEAR CAMP CABIN RENTALS



Property Owner's Information Guide

Proudly Serving
**Pigeon Forge, Gatlinburg, Sevierville, Wears Valley,
and more of the East Tennessee Smoky Mountains**

bearcampcabins.com

Office Location: 204 Pine Mountain Rd, Suite 5.

Pigeon Forge, TN 37863

Local (865) 366-5730 Toll Free (800) 705-6346 Fax (865) 428-2473

What Separates us from the rest ? It's simple... Our Attention To Detail!

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- Our genuine interest in each aspect of your financial investment
- Ensuring your 100% satisfaction from start to finish
- Providing excellent customer service
- In house maintenance and cleaning staff
- 24 hour online capabilities
- State of the art advertisement including up to date pictures and descriptions of your vacation rental home

You own a cabin in the Pigeon Forge, Sevierville, or Gatlinburg area and you're interested in placing it with a professional rental service. How can you get reliable answers to your complex marketing, cleaning, and servicing problems? A cabin owner has questions. These questions may involve something to do with marketing, or technology, or how to take care of cleaning and servicing needs. The natural response to your questions is to try and find answers from multiple sources. Often the answers are unpredictable, confusing, and contradictory. What's worse, is that the sources of the information cannot always be trusted. You're never sure what is being revealed and what is being "conveniently forgotten".

Within Bear Camp Cabin Rentals, you'll find the warmth of your own secure cabin. With the convenience we offer, you'll find comfort having direct access to the founder and owner John Gilliam. **Every cabin owner is given John's personal number.**

If you've tried to list your cabin before you know how important access can be. You also know how hard the access is to get in other places. If you haven't listed before, you'll be glad you started in the right place. Just ask your fellow cabin owners.

Instead of standing out in the cold rain, experience the satisfaction of sitting around a fireplace, warming your toes and getting the answers you seek in a safe environment.

Let Bear Camp Help You Grow Your Vacation Rental Investment

Join the rental company that offers you a 70/30 split with no hidden fees or set up fees, yet has an aggressive advertising programmed places high in search engines.

Tired of following the crowd and making poor return on your property? Our passion is to provide professional, knowledgeable service to our customers.

Most of all, we are a family owned company that is committed to providing only the best service to both you as the owner, and our guests. We have over ten years of experience managing overnight rental properties.

We **DO NOT** charge for:

- Advertising
- Linens, towels, or paper products
- Photography
- Set-up fees

SO BREAK AWAY AND CALL TODAY!



5 Principles of Bear Camp Cabins' Business

- Our goal is to provide excellent service to our cabin owners and guests.
- Our focus is on our cabin owner's investment and profitability, as well as our guest's satisfaction.
- We strive to set ourselves apart from the rest by providing only the best service to both you, the owner, as well as our guests.
- Our priority is to keep the property rented as frequently as possible..
- We constantly work to anticipate the rapidly changing needs of our industry and to develop new services to meet those needs.



Advertising

**Your vacation home may be the most spectacular in the country,
yet unless you market it properly, no one knows it exists!**

Marketing is the key to attracting travelers to your vacation home. Advertising is imperative to the success of your rental property. At Bear Camp Cabin Rentals, we have an extensive marketing budget designed to reach qualified clients who want to vacation in and appreciate your property. Marketing venues in which you may view our advertising include (but are not limited to: internet, print, link exchange, signage, and direct mail). Bear Camp Cabin Rentals receives over 1500 hits on our site daily and over a thousand hits on our facebook page. We will make sure your property is getting the exposure it deserves.

Internet Advertising

Statistics show that up to 90% of travelers use the internet in search of accommodations. Also, through our own advertising, we had over 600,000 visits to our website, and of that over 350,000 were unique visitors. We work hard to put our resources into ensuring Bear Camp Cabins shows up on the first pages of many search engines, delivering great Search Engine Optimization (SEO) results. We have extended ourselves to Facebook, Google Plus, Twitter, Pinterest, Airbnb, Trip Advisor, Yelp and other social media and miscellaneous travel sites as well.

Below are the websites where you can find information about Bear Camp Realty and Cabin Rentals.

- BearCampCabins.com
- ResortsandCabins.com
- MyPigeonForge.com
- Hotels.com
- Expedia.com
- iVacation.com
- Travel.Yahoo.com
- SmokyMtnMLS.com
- HomesandLand.com
- TravelNow.com
- DiscoverOurTown.com
- VacationHomes.com
- Homesbykate.net
- Classifiedflersads.com
- Zillow.com
- Trulia.com
- Realtors-GSMAR.com



Reservations

Online Reservations

Guests have the option to book online. Visiting our website a prospective renter has any options available to locate the property that best suits their vacationing needs. They can search by the number of bedrooms, specific amenities, location, pet friendliness, or availability of chosen dates.

Each page provides a detailed description, property amenities, and an array of photographs. We want our guests to make an informed decision, and we want to provide them with all the necessary information to do so.

Our goal at Bear Camp Cabin Rentals is to give the prospective guest that “**wow**” factor while allowing them to see what distinguishes your particular vacation home. Each listing includes also includes information including rates, a detailed description of each cabin, overview of the cabin, and nearby attractions.

In-house Reservations

When a potential guest calls to check the availability or ask other questions about our cabins there are several questions we also ask to assist the customer with their rental accommodations. With this information in mind, the reservationist will check availability of all properties and make a reservation based on the guests preferences and needs.

Ultimately, it's the guest that chooses the property, not the reservationist.



It is our goal to always be fair in reserving vacation rentals. We listen to each guest's needs and desires in order to find the property that most closely matches.

Photography

Travelers want to know what they are paying for. As you know, “A picture is worth a thousand words.” That saying rings true to the vacation rental industry. We provide quality photographs of our rental properties to show what they offer.

When a guest looks at your property online, the most important deciding factor is often the pictures provided. We want your property to look warm and inviting. With that in mind, the photos we provide showcase important interior features as well as exterior shots. Our aim is to provide photos to accommodate potential guest's with the means to help them determine which cabin will allow them to “move into” a lifestyle escaping from their norm.



Signage

Bear Camp Cabin Rentals strives to maintain a consistent professional image. We **do not** charge a fee for professionally designed and installed signs for your vacation rental. The sign includes the name of the property, name of our company, contact phone number, and property address (consistent with the 911 labeling system).

Housekeeping Services

Our housekeeping department works very hard to ensure clean and comfortable accommodations. Once on our program, our group of professional housekeepers will clean your vacation home after each guest departure.

We supply the following at no additional expense to you, the cabin owner:

- Laundry service
- Garbage and trash disposal
- Bed and sofa sleeper sheets
- Towels
- Hand towels
- Wash clothes
- Kitchen towels
- Paper towels
- Toilet tissue
- Trash bags
- Restaurant guide
- Phone book
-

Owner Incidental Commitment:

Each owner agrees to a monthly Owner Incidental Commitment. This monthly commitment allows our housekeepers and maintenance personnel to service your cabin through having a stock of standard light bulbs, heating and air filters, batteries, as well as bromine tablets. Periodic door code changes are also covered in this service. Monthly fee for the owner is \$39. The replacement of any exterior or specialty bulbs will be charged back to the cabin owner.



Maintenance Services

The upkeep and maintenance of your vacation rental is vital to it's success on the rental program. We have two qualified and skilled maintenance technicians to handle a variety of repair and service needs. The rate for maintenance service is \$25 per hour.

We provide licensed and insured contractors (such as electricians, plumbers, appliance repair, heating and air techs, and hot tub specialists) with negotiated service rates. If a repair is estimated over \$200 you, the cabin owner, will be notified immediately for approval.

We also provide lawn service for all cabin owners with a cost ranging from \$15-\$55 depending on the size of lot and can be determined at the time of your contract signing.

Pest Control Services

The diversity and abundance of insects in the Smoky Mountains are remarkable! To ensure that we keep the guests' encounters with God's creatures to a minimum, it is imperative that we have an ongoing monthly pest control service for your vacation rental. We use a Tennessee licensed and certified pest control company to handle this service. The rate for each vacation rental is \$20 a month and covers spraying for ants, spiders, roaches, scorpions, and other nuisance insects.

Additionally, the pest control company can treat for carpenter bees, termites, and other wood destroying insects for an additional fee. For wood destroying organisms, treatment varies and is quoted on a case by case basis.

Pet Friendly

Several of our cabin owners allow their cabin rental properties to be pet friendly which attracts prospective guests who prefer to be accompanied by their pets.

Bear Camp Cabin Rentals charges the guest \$75 + tax for each pet. This fee is kept in a separate account providing emergency funding to cover costs associated with carpet cleaning and/or repair of minor damages caused by the pets.

In an effort to keep problem pets to a minimum a portion of the rental policy for guests states, *“This fee does not cover any damages to cabin or excess clean up in the form of carpet cleaning or spraying. If your pet sheds excessively, leaves behind fleas or damages the property, you will be responsible for the cost of cleaning, spraying, repair or replacement.”*

Cabin Safety

We want our guests and owners to enjoy safe accommodations. It is imperative you provide working smoke detectors, carbon monoxide detectors, and fire extinguishers. You must store all toxic materials in a locked area of the property or owner’s closet. For owners whose property is within Gatlinburg city limits, there is a requirement to have your cabin inspected annually to obtain a Gatlinburg Tourism Permit. The charges associated with these items are paid by each cabin owner.

Insurance

It is required that you have a one million dollar liability insurance policy with Bear Camp Cabin Rentals listed as an additional insured.

Annual Deep Cleaning

Thoroughly deep cleaning your rental once a year keeps it looking great and presentable. We require one deep cleaning annually. This includes: carpeting, bedspreads, comforters, windows, valances, window treatments, blinds, appliances, ceiling fans, flooring, and any other item that is in need of attention.

Hot Tub Maintenance

If your vacation rental is equipped with a hot tub, it must be drained after each guest departure. Additionally, the interior of the hot tub is wiped down, chemicals added to the water, bromine added to the floater, and the filter is checked and cleaned.

Lock Box Entry

All of the properties on our program must be equipped with an electronic keypad for convenient entry. This is for our guests, maintenance technicians, and housekeepers. We have found that over the years, keys are often misplaced or lost and the cost to re-key a property is more expensive than the installation of a keypad. The cost for an electronic key pad and installation is approximately \$125, if your property does not already have one.



Bear Camp Cabin Rental Memberships

Local Memberships:

Better Business Bureau
Gatlinburg Hospitality Association
Tennessee Hospitality and Tourism Association
Pigeon Forge Chamber of Commerce
Pigeon Forge Hospitality Association
Sevierville Hospitality Association
Smoky Mountain Wedding Association

Social Media Memberships:

Facebook
Google Plus
Pinterest
Twitter



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