

ISLAND REALTY

**PREFERRED
VENDOR
PROGRAM**

2021 SEASON

ISLAND  REALTY

Vacation Rentals | Long-Term Rentals | Property Management

**Digital Ad Packages
Guest Vouchers
Individual Ads**

AIMEE FAUCETTE | MARKETING COORDINATOR + STRATEGIST

ISLAND REALTY MARKETING DEPT.

AFAUCETTE@ISLANDREALTY.COM

(843) 242-1081

ABOUT US
AND OUR
**PREFERRED
VENDOR
PROGRAM**

ISLAND REALTY

Vacation Rentals | Long-Term Rentals | Property Management

**FAMILY OWNED & OPERATED FOR
40+ YEARS**

**~300 VACATION RENTAL
PROPERTIES**

**PROPERTIES ON ISLE OF PALMS,
WILD DUNES, SULLIVAN'S ISLAND**

**~10,000 RESERVATIONS
PER YEAR**

**WHY HAVE A
PREFERRED VENDOR PROGRAM?**

- **QUALITY > QUANTITY**
 - Making sure we're recommending businesses/services that we would personally use ourselves
- **PERSONAL TOUCH**
 - Our Guest Services team is here on the Island to personally assist guests with their needs, and create exposure opportunities unique to our preferred vendors
- **REACH POTENTIAL**
 - With our office's prime location on Isle of Palms, our reach goes beyond Island Realty guests; to local residents, those renting from other companies, visitors coming to the Island for just the day, and more!
- **HELP US HELP YOU!**
 - because of our unique vendor partnerships, we were able to sell **over \$43,000** in add-ons in 2019!

OPTION 1
**DIGITAL
ADS
PACKAGE**

* PACKAGE EXCLUSIVE



\$ 1000

12-MONTH CONTRACT

6-MONTH SEASONAL CONTRACTS
ALSO AVAILABLE

- * • "THINGS TO DO" LISTING ON ISLAND REALTY WEBSITE
- * • PROMO MESSAGE AND LOGO IN LIFECYCLE EMAILS
- * • "FEATURE VENDOR OF THE WEEK" IN GUEST SERVICES PRE-ARRIVAL EMAILS
 - Custom vendor promotional message and images
- VENDOR LOGO ON ISLAND REALTY CONCIERGE SERVICES PAGE
- ADD-ONS LISTINGS ON ISLAND REALTY SITE

OPTION 2
**GUEST
VOUCHER
PACKAGE**

* PACKAGE EXCLUSIVE

**\$1000 VALUE
\$0-250 CASH**

12-MONTH CONTRACT



* 1.75% TRADE

A. "TRADE" IN THE FORM OF GIFT CERTIFICATES, MEAL VOUCHERS, TICKETS, ETC.

I. "TRADE" MUST BE \$1000 VALUE (\$750 TRADE, \$250 CASH)

II. VENDOR RECEIVES ALL DIGITAL AD OFFERINGS, PRIORITY RECOMMENDATION, ONCE A MONTH SCHEDULED CUSTOM MARQUEE MESSAGE, "FEATURE VENDOR OF THE WEEK" ROTATION ON CONCIERGE PRE-ARRIVAL EMAIL

* 1. FULL TRADE **OR**

A. "TRADE" IN THE FORM OF GIFT CERTIFICATES, MEAL VOUCHERS, TICKETS, ETC.

B. "TRADE" MUST VALUE \$1250

**SAME BENEFITS FROM GUEST VOUCHER
PACKAGE OPTION 1**

OPTION 4

PREMIUM PACKAGE

* PACKAGE EXCLUSIVE

\$1,500

12-MONTH CONTRACT



- ALL BENEFITS FROM DIGITAL ADS PACKAGE
- PRIORITY WORD-OF-MOUTH RECOMMENDATION
- * • OPPORTUNITY TO DO **UP TO 50%** TRADE IN THE FORM OF GIFT CERTIFICATES, VOUCHERS, OR TICKETS TO BE USED FOR COMP. BOX OR ISLAND REALTY USAGE
- * • LOGO IN ISLAND REALTY WELCOME PACKET
 - 10,000 PRINTED PER YEAR, GIVEN TO EVERY GUEST
- CUSTOM MARQUEE SCHEDULING
- * • RACK CARD/COUPON/PROMOTIONAL MATERIAL INCLUDED IN WELCOME PACKET VISITOR BUNDLE**

**Vendor provides rack cards/coupons/promotional material. Visitor Bundle is a collective of received material from all vendors and placed into each Welcome Packet, which guests receive upon check-in.

PREFERRED
VENDOR
**PICK AND
MIX ADS**

\$100-1000

6 & 12-MONTH CONTRACTS
AVAILABLE



- CUSTOM MARQUEE SCHEDULING
 - CAN BE INDIVIDUAL OR EXTRA TO EXISTING PACKAGE
 - **\$500-1,000 DEPENDING ON OCCURRENCE/QUANTITY**
- ADD-ONS LISTING ON ISLAND REALTY SITE
 - CAN BE INDIVIDUAL OR EXTRA TO EXISTING PACKAGE
 - **\$500**
 - **CUSTOM-TO-VENDOR FORM FOR ADDITIONAL \$50**

SAMPLE MATERIAL

Pre-Arrival Email Feature

Sent weekly to
all incoming
guests



Island Realty '21
Welcome Packet

Your rack
card inside!

Hello!

We are so excited to have you come and stay with us soon on IOP! I just wanted to take this opportunity to remind you of some of the services that are available to you while you're here.

Along with getting ideas about things to do in the area and setting up [dinner reservations](#), our Guest Services team can also arrange several things through our partnerships with local vendors. We can assist in organizing and recommending [fishing charters](#), [bike rentals](#), [nature and boat tours](#), tee times, [private chef and catering services](#), and more!



[An Insider's Guide to the Lowcountry](#)

The 2020 Insider's Guide is here with everything you need to know about Charleston!

[VIEW OUR PICKS>>](#)



[Complete Your Vacation with an Add-On](#)

Rent beach chairs/umbrellas, bikes, baby equipment rentals, and more!

[SIT BACK AND RELAX>>](#)



[Arrival Information](#)

Have questions about check-in, or what to bring? Check our FAQ's and packing list!

[VIEW ARRIVAL INFO>>](#)



CRIBS, STROLLERS, HIGH CHAIRS AND MORE!

Baby's Away Charleston has everything you'll need for travelling with children. Choose from a variety of pack n' plays, cribs, high chairs, strollers, and toys, and Baby's Away will deliver them right inside your vacation rental.

They'll even set up the equipment for you! Baby's Away Charleston has also put in place additional precautions, to make sure your rental equipment is cleaned and sanitized thoroughly before it gets to you! If you do decide to rent from Baby's Away, make sure you use code

IR5 for a discount and let them know we sent you!

[FIND OUT MORE ABOUT BABY'S AWAY>>](#)

ISLAND REALTY

RECOMMENDED VENDORS
(843) 203-0912 / CONCIERGE@ISLANDREALTY.COM
MAINTENANCE (843) 242-1083

Kayak • SUP
Tours • Rentals
Teambuilding

- Shem Creek
- Capers Island
- Charleston
- ACE Basin

NATURE ADVENTURES

843.536.1018 | PaddleShem.com

NEED A PHOTOGRAPHER?

CHARLESTON FAMILY PORTRAITS

843.291.9999

annapolis ADVENTURES

SCAVENGER HUNTS

- Wild Dunes
- Shem Creek
- Downtown

843.279.5873 | ScavengerHuntCHS.com

MIDDLE STREET MARKET

SANDWICHES • SALADS
CRAFT BEER • WINE
LOCAL • GOURMET GROCERIES

2713 MIDDLE ST. MIDDLESTREETMARKET.COM

CHARLESTON STATES

Turn Your Vacation Into a Staycation!

Jen McConnell - Your Local Island Realtor
(843) 300-7585 | www.chsestates.com

Keller Williams Charleston-Mt Pleasant

A portrait of Jen McConnell, a woman with dark hair, smiling.

Island Realty Magnet

Produced every 2 years
9 slots available, multiple
spaces may be purchased

Island Realty Add-Ons Form

Have your products/services added
on to our guest's reservation, we'll
take care of everything!

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Reservation Number *	
<input type="text" value="RES-XXXXXX"/>	
<small>This is the 6 digit reservation number that is included in your reservation confirmation (RES-XXXXXX OR BKG-XXXXXX)</small>	
Email Address *	
<input type="text"/>	
Phone Number *	
<input type="text"/>	
What is your preferred method of contact? *	
<input type="text" value="- Select -"/>	
Would you like to be contacted to confirm order? *	
<input type="radio"/> Yes <input type="radio"/> Nope, go ahead and reserve these for me!	
Would you like us to charge the card on file for items requested? *	
<input type="radio"/> Yes <input type="radio"/> No (Please contact me for new payment method)	
What services would you like to order? *	
<small>This is where you can choose which items you'd like ordered for you by our Concierge!</small>	
<input checked="" type="checkbox"/> Private Cabana Rentals (Daily)--\$125 <input checked="" type="checkbox"/> Private Cabana Rentals (Weekly)--\$450 <input checked="" type="checkbox"/> Bike Rentals (1 Bike, 1 Week)--\$45 <input checked="" type="checkbox"/> Bike Rentals (2 Bikes, 1 Week)--\$90 <input checked="" type="checkbox"/> Bike Rentals--Custom <input checked="" type="checkbox"/> Crib Rentals (6-7 nights)--\$75 <input checked="" type="checkbox"/> Crib Rentals (Custom) <input checked="" type="checkbox"/> Lightweight Stroller Rentals (6-7 nights)--\$45 <input checked="" type="checkbox"/> Lightweight Stroller Rentals (Custom) <input checked="" type="checkbox"/> Essentials Package Rentals (6-7 nights)--\$145 <input checked="" type="checkbox"/> Baby Essentials Package Rentals (Custom)	
<div> <div>HOW MAY I HELP YOU?</div> <div> </div> </div>	