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A publication for Thomas Beach Vacation property owners

June 2015

## Update on Cherry Grove Dredging

Property owners who provided the North Myrtle Beach City Manager with a written objection to their assessment within the Cherry Grove canals dredging project special assessment district had the opportunity to verbally support their written objections during a June 11 public hearing at City Hall.



Additional public hearing opportunities for property owners who provide the City Manager with written objections to their assessments are June 30 and July 1, both at 9 a.m.

The final date and time for providing a written objection to an assessment are July 1, at 9 a.m. Property owners who do not meet that deadline will be deemed to have consented to their assessments.

A panel that includes a quorum of City Council and others will listen to each property owner provide verbal support for his/her written objection. The panel's role is to gather information, not to make decisions. The city clerk will record each public hearing.

At a later date, City Council will convene in public session to consider and vote on each written objection.



**The Fourth of July  
at the Beach**

**FIREWORKS**

**Cherry Grove Pier  
3500 N. Ocean Blvd.  
Saturday, July 4, 9-9:15 p.m.**

**Barefoot Landing  
4898 Hwy 17 S.  
Saturday, July 4, 10:15 p.m.**

[visitmyrtlebeach.com/things-to-do/july-4th](http://visitmyrtlebeach.com/things-to-do/july-4th)

## Getting the Word Out

### Facebook



May 1-31, 2015

- Reached **764,918** people this month
- Total of **1,429** new fans added
- **422** people engaged, on average, each day (comparable to clicks on email links)
- On May 17th alone, our posts reached **33,716** people

### Website

May 1-31, 2015



- **96,190** web sessions
- **54.2%** of all web traffic consisted of new visitors

## Marketing International Award

June 1, 2015



Our direct mail postcard received a third award, which was from the Summit International Awards in the category of consumer marketing.

According to the organization, "Throughout its 21-year history, its Creative Award has established itself as a premier arbiter of creative and communication excellence. Using stringent evaluation criteria and blind judging processes, its competitions reward only those firms whose work exemplifies the best in its class."



## Hudak Realty's Property Management Division Joins



Recently, the property management division of Hudak Realty, of Little River, merged with Thomas Real Estate, Inc. The merger will expand the rental services of the Thomas Beach Annual and Vacation divisions.

The merger will not impact staffing or infrastructure changes at Thomas Real Estate, Inc. "We anticipate a smooth transition and look forward to continued growth," said Hank Thomas, owner.

**"Thomas Beach Vacations has provided more than 34 years of dependable, quality service for our rental property. ...They have earned and deserve their reputation in the Cherry Grove community."**

*—Diane & Bob C., Bluffton, SC*

## Vacation Rental Management — Why Go with a Pro?

It may be tempting to place your home on a "for rent by owner" website and attempt to handle the rental of your home without using a professional agency. While saving on agency fees may be tempting, are the savings really money in the bank?

**Time is money.** The value of having an agency handle rentals for you allows you to focus on the enjoyment of your second home versus the rental and maintenance aspects associated with home ownership. Filtering inquiries, booking reservations, greeting guests, servicing the guests while they are in your home, maintenance calls, trust accounting, tax submissions, and marketing all take a large amount of time. How does the return on the time it takes to do all these items compare with your regular earning potential during these hours or to the value of time spend doing things you love?

**Security of your investment is key.** On-site personnel is essential for assuring that your home is in good order and guests have left the home as they found it. What if something does happen during a guests' stay? Handling collections and legal issues surrounding damage or an event can be difficult, especially if the issue isn't caught in a timely manner. How will you know if your home is secure and maintained without hiring someone to check it for you?

**Attention to you and your guests are the focal points of a professional agency.** Vacation rental management companies are in business to bring agency, homeowner and guests together in business transactions that benefit all parties. It is what they do. Agencies hire full-time employees and provide them with professional and legal training as well as stay knowledgeable about industry trends. Agencies also have systems in place to take care of owners and rental guests. Some agencies also may have an attorney on staff. ...

**Exposure through marketing brings awareness and results in bookings.** When you list your home with a website provider, you become limited to one stream of exposure. A professional agency may list your home on the very website you are considering and pay the associated fees; however, an agency invests money in many forms of advertising including web, print, direct mail and public relations.

**Satisfaction comes in many forms.** In the short-term, the savings may seem worth it; however, peace of mind is worth something. "For rent by owner" sites taut booking results, but what about your personal experience with rental guests and the overall experiences of guests themselves? Taking the worry out of maintaining a home you visit several times a year, the challenges of customer service and all the various components of renting a home is what a professional agency does.

Before listing your home on a "for rent by owner" site, research rental agency firms and weigh your options. Vacation rental management companies with proven track records can offer a way for homeowners to enjoy their second home instead of manage it.



*VRMA Blog article by Trisha Howarth 4/23/2015*

## Tommy Campbell New Director of Annual Rentals

Tommy Campbell has been promoted to Director of Annual Rentals. He joined Thomas Real Estate, Inc., last summer when The Beach and Company merged with Thomas.

Tommy is a native of Cherry Grove and has 30 years experience in the rental management arena. We congratulate him on his new position and look forward to his leadership in the Annual Rental division.



## The Cost of Home Maintenance

Homeowners can expect to pay between  
1%-4% of a home's value annually  
on maintenance and repairs, and this  
increases with the age of the home\*

*\*U.S. News and World Report, May 29, 2012*

...location/climate, condition and use of the home also play into overall maintenance costs\*

### THOMAS BEACH VACATIONS

Avg. Service Calls Monthly

**1,775**

Note: Currently, owners not billed  
for first half-hour

### EXTERNAL MAINTENANCE VENDOR

Avg. Initial Service Call Cost

**\$60-\$100**

1,775 TBV service calls a month at \$60=

**\$106,500 monthly savings**

for our homeowners

**"Keeping the guts of a home in the best possible shape should factor into the pride of homeownership. Your home is a huge asset (possibly the biggest in your portfolio) and investments have maintenance costs—all part of increasing the return."\***

*\*U.S. News and World Report, May 29, 2012*