



Professional Owner Communication

Templates for Effective Owner Messaging

The Importance of Owner Communication

As travel resumes across several markets, owners will want their properties to be maintained and marketed as professional, predictable, and safe places to stay. Vacation rental operators who effectively showcase the professional care and maintenance that is devoted to each property will be well equipped to strengthen their homeowner relationships.

After surveying hundreds of professional vacation rental operators, we found that over 77% plan on implementing processes to better communicate the value of their services to homeowners. This is with the goal of building trust, and setting the stage for a better owner experience.

We distilled thousands of messages from professional vacation rental operators that use our messaging product to create these communication templates. You can customize these templates to fit your COVID-19 communication plan, and use the language throughout emails, blogs, text messages, landing pages, and more.

Standard Owner Message

Hello [Owner Name],

As guests begin returning to [Location], we wanted to assure you that we're continuing to take every precaution to best protect and maintain your property.

While we've always gone to great lengths to ensure [Property Name] is clean and ready for guest arrivals, we've updated our operating protocols and are allocating extra cleaning time between stays to disinfect and sanitize all high-touch surfaces. Additionally, we've removed any extraneous items (e.g. throw pillows and comforters) from your unit -- these can be found in the closet of each room if you'd like to access them.

We understand that communication is important given today's climate and are committed to delivering a clean and safe property on every stay. If you have any questions or concerns, please don't hesitate to reach out to your owner representative.

We appreciate you choosing [Company Name].

[Company Name]

Condensed Message

As guests begin to return to [Location], we've updated our operating protocols and are committed to increasing our owner communication amidst COVID-19. We are now allocating extra cleaning time between stays to disinfect and sanitize all high-touch surfaces and have removed all extraneous items from your unit. If you have any questions or concerns, please don't hesitate to reach out to your owner representative.

Owner Message with Property Report

Hello [Owner Name],

This spring has been difficult for vacation rentals, and has impacted our ability to maximize your rental income. That said, we've seen an uptick in travel to [Location] over the last few weeks, and are excited to welcome guests back to your property this summer. We want to assure you that we are taking every precaution to best protect and maintain your property during this time.

As part of our ongoing property care program, we are regularly assessing your home and performing preventative maintenance work. We understand that increased transparency is more important than ever, and have therefore attached a property report from a recent visit to [Property Name]. Please reach out to your owner representative with any questions or concerns.

Thank you for your continued business with [Company Name].

[Company Name]

Condensed Message

We are excited that bookings have picked up over the last few weeks and are looking forward to a great summer. We want to assure you that we're taking every precaution to best protect and maintain [Property Name]. As part of our ongoing property care program, we regularly assess your home and perform preventative maintenance work. We've attached a property report from a recent visit, and encourage you to reach out to your owner representative with any questions or concerns.

About Breezeway

Breezeway automates property maintenance, care and service interactions to make it easy for managers to deliver the best experience to guests, tenants and owners.

Combining deep learning technology, robust property data, smart messaging, and mobile-first task management, Breezeway is bringing service optimization to the property management space. Our predictive task scheduling and quality assurance tools enable managers to improve the quality of their services, increase their operational efficiency, and transform their business.

We are serving a global customer base across a broad set of verticals, including short-term vacation managers, residential property managers, cleaning and maintenance providers, and hospitality operators. Created by the founder of FlipKey (acquired by TripAdvisor), the Breezeway team is using 90+ years of industry experience to build the future of property care.