**Watermark Rental Group Newsletter 10/25/2018**



**Red Tide creeps in**

The red tide that has devastated tourism on Florida’s west coast this summer has shown up in our beloved New Smyrna Beach – but barely… in traces so small as to test out as “not present/background.” Just residue, in other words…and, for the time being, nothing much to worry about. It’s rare for red tide to reach South Florida and other parts of Florida’s east coast, but it does happen. The good news is that east coast red tide outbreaks typically don’t last as long as those on the Gulf. The next complete red tide status report will be posted on Friday, Oct. 26. Please check the [daily sampling map](https://myfwc.maps.arcgis.com/apps/View/index.html?appid=87162eec3eb846218cec711d16462a72) which can be accessed at <http://www.myfwc.com/research/redtide/statewide>.

 **New rates kicking in**

The 5% rate increases adopted two weeks ago at the annual rental meeting are effective with all new bookings, and Donna Maupin reports she’s started taking reservations at the new prices.

 **NSB ranks #2 among snowbirds’ most affordable habitats**

On tripping.com’s *20 Most Affordable Snowbird Locations in the U.S.,* NSB holds down the #2 ranking behind only Clearwater. Results were dominated by Florida cities (Haines City, Orlando, Cocoa, Kissimmee, Daytona Beach, Lake Buena Vista, Davenport, Ormond Beach, Cape Coral… but also included the likes of Charleston, SC, Sedona, Arizona and Pahoe, Hawaii.

**Winter waiting list**

Booked-solid for Winter, the Watermark has another waiting list – 126 at last count. If you know an owner who isn’t renting, but who might be open to the idea, please pass the word.

**Time to schedule your deep cleaning**

This is a reminder to contact Donna to schedule your deep cleaning. These head-to-toe cleanings of our vacation rentals by our thorough in-house cleaners have begun. They must be completed satisfactorily before your winter renters arrive. We strongly encourage you to go with the in-house people who are more familiar with the nooks and crannies where dust hides out. And they’re less expensive, too. Prices remain the same: 2BR -- $245; 2BR Deluxe -- $280; 3BR -- $325. Whoever does your cleaning, it is critical that everyone be working from the same checklist of essentials to be addressed. The comprehensive checklist can be found in the owners-only area of watermarkbeach.com

Remember carpet and upholstery cleaning are also required… and must be arranged separately.

**Another big change awaits our Winter ’19 renters**

In addition to sparkling clean units, the most noticeable change that will welcome snowbirds back to the Watermark will be a new and improved WIFI. The re-cabling is about half done.

**Messy garage?**

Several owners who rent out their places have been using their garages to store large items such as old furniture and old appliances. Please keep in mind that Winter renters as a group tend to rely on that space for their vehicles. So if your garage is one that’s so cluttered it will not allow space of your renter’s car, please make a point of clearing out the garage so it can. It appears that most of this is the kind of stuff that could easily be donated to a local charity.

**Recliner in decline?**

If there were a universal request of our snowbirds, it would probably be that their unit be equipped with at least one recliner… As such, these revered artifacts should be treated with reverence, regularly cleaned and kept in good working order. But let’s face it, some recliners belong in the Smithsonian, and should be replaced



**Now about that creamer and matching sugar bowl…**

In a recent review [by Donna & Sandy] of the Minimum Unit Requirements for Watermark Vacation Rentals, please note the following changes:

* A Teapot is no longer a “must-have.”
* A Creamer and matching sugar bowl aren’t mandatory either.
* The Dishcloths requirement has been updated to “Dishcloths and/or sponges”
* We’ve added a note onto the listing for Fire Extinguisher stating that although a fire extinguisher is required by City of NSB of all rentals, there is no stipulation that it must be kept under the kitchen sink. The kitchen is a place where flash fires can occur, so locating one there – even in a more visible location -- is definitely something to consider.
* Old towels & rags have been added (to be used to line tracks of sliders when a hurricane is approaching). We suggest a closable, well marked bin so that staff can easily find them, one that can be kept out of sight from guests, in either utility room or owners closet. Without such supplies, your good towels may be used instead for this purpose.

The complete master list of minimum rental unit “must-haves" can be found on the website*, watermarkbeachcondo.com --* in the owner-only area under The Rental Group.

**Trending – renters celebrating Turkey Day at the beach**

It wasn’t that long ago that the Watermark’s permanent residents had the place pretty much to themselves over the Thanksgiving holiday. But with more and more renting guests discovering the beauty of the beach in late November – and the bargain of off-season rates -- the trend has been in the other direction… culminating in a sellout this Thanksgiving. And that’s not just long weekend rentals. Every available rental week has been spoken for.

**Thanks!**

Thanks to Rental Group members Tami & Bryan (#301) for expediting the restoration of the Watermark phone number on our beach-facing “RENTALS” sign when it was discovered that the office phone # had completely faded away… Tami also took on the job of restoring the picnic table outside the pool house.

**--Bill & Sandy (#203)**