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Dear Homeowner,

As Summer 2009 winds down, we need to proactively prepare for the 2010 season! We know for many it was a challenging rental season and that is why it is **IMPORTANT** that you complete your rental authorization and return it to our office as quickly as possible. This will help us to obtain early commitments from those tenants who are interested in returning to your property next year. Then, we can begin to concentrate on the open weeks with an earlier start.

To prepare for 2010, it is helpful to reflect on what we have heard, seen and experienced in 2009. Here are some of the trends that we continue to see from tenants - Tenants start their search on the internet, and make their selections and arrangements later and later. Some are even doing so only weeks or days before they plan to check-in and many are renting "sight unseen."

A couple of newer trends that we are starting to see - Tenants want to negotiate rental rates. Many tenants are looking for abbreviated vacation stays, ex. 3, 4 & 5 day stays at per diem or discounted rates. In fact, many of the shore resorts throughout the country are starting to embrace the abbreviated rental vacation versus the entire week. Several homeowners have been responsive to the shorter stay rental request, and feel that some income was better than none at all.

Another new trend that we are seeing - Due to allergic/health reasons, many tenants are in need of homes that are **completely "Pet Free."** Tenants have relied on the fact that their lease reads "No Pets" to mean that the home is completely "Pet Free." In fact, we know that this is not always true since many homeowners have their own or friends or relatives' pets in the home. Therefore, you will notice new questions and comments on the authorization to cover this. Please answer the question asking if any pets ever stayed in the property during your ownership. The reason we are being so specific about this trend is that it has become an Important Health Issue.

There have been two particular homeowner trends we have noticed, that is, you have booked your own rentals and not communicated those rental dates to us. This becomes very frustrating for us and potential tenants. It compromises the integrity of our information. Please let us know immediately if you rent your property. If your property is listed with more than one agency and they are all on the CHRIS Rental System (LBI's # 1 rental system) any one of the offices can enter the rental and the rest of the agencies will know about it. If you are also listed with an agency on another system, you must call them to notate it.

The other recognizable trend is that most of you are now using **e-mail**. This is such an easy and effective way for all of us to stay in touch. Best of all, it is so affordable. Remember, communication is essential. If you haven't already done so, please provide us your e-mail address.

So here it is...your 2010 Rental Authorization. You can help us by getting your completed authorization returned to us as quickly as possible. Let's try to make 2010 a great rental year for everyone.

Thank you for doing business with us,

The Staff at Century 21 Mary Allen Realty, Inc.