



CENTRAL RESERVATIONS

EXCEPTIONAL COASTAL ESCAPES

**Rental Management That Protects Your Property
— and Maximizes Your Income**

For Ocean City homeowners who expect more than just bookings.

LOCAL - HANDS-ON - PROVEN SINCE 1978

A Letter From Our Ownership

Thank you for considering us.

We know what Ocean City means to the people who come here. And we know what it means to trust someone with your home.

That's not something we take lightly.

When it comes down to the basics, our job is simple:

- Take care of your property like it matters.
- And create the kind of experience that brings guests back again and again.

When those two things happen, everything else will naturally fall into place. Stronger bookings. More consistency year after year. A happier *You*.

That's what we focus on. People. And that's our promise. To always treat you with the respect, care, and appreciation you deserve.

We look forward to the opportunity to work with you, and we welcome you to reach out to us anytime you need.

Your partners at the beach,

Robbie, Sherri, Grant & The Central Reservations Team

Booking Managers Vs “Rental Managers”

BOOKING MANAGERS

- ✗ Simply manages your AirBnB account
- ✗ Accept high-risk guests, including group rentals
- ✗ Limited or no enforcement of rental rules
- ✗ Property damage often overlooked or poorly handled
- ✗ Pricing driven by guesswork or automation —not local knowledge
- ✗ Minimal or no guest screening
- ✗ Last minute cancellations not insured
- ✗ Slow or nonexistent response to issues
- ✗ Little accountability when problems arise
- ✗ Owners deal with the consequences
- ✗ No access to an established network of Vendors



FULL SERVICE RENTAL MANAGERS: CENTRAL RESERVATIONS

- ✓ Protects your property while maximizing bookings
- ✓ Strict guest screening—no under-25 group rentals
- ✓ Enforces rental agreements & holds guests accountable
- ✓ Actively identifies and resolves damage issues.
- ✓ Human-led pricing based on real Ocean City market experience & market conditions
- ✓ Deep familiarity with each property and its performance potential
- ✓ Local, hands-on management team, with deep rooted Vendor relationships
- ✓ Rapid in-person response to issues—day or night
- ✓ Clear accountability and direct communication
- ✓ We handle the problems—so you don't have to

There's a better way. One that protects your investment — and your peace of mind.

A proven system built for Ocean City owners who expect more than just a booking.

What Makes Us Different

Local Expertise Over Automation

At Central Reservations, property management is about more than filling bookings—it's about protecting your property, controlling who stays in it, and making decisions based on real local experience. We don't treat properties like interchangeable listings, and we don't rely on automation to run the process. Every property, location, and booking pattern is different, and we manage them accordingly.

Active Oversight and Guest Control

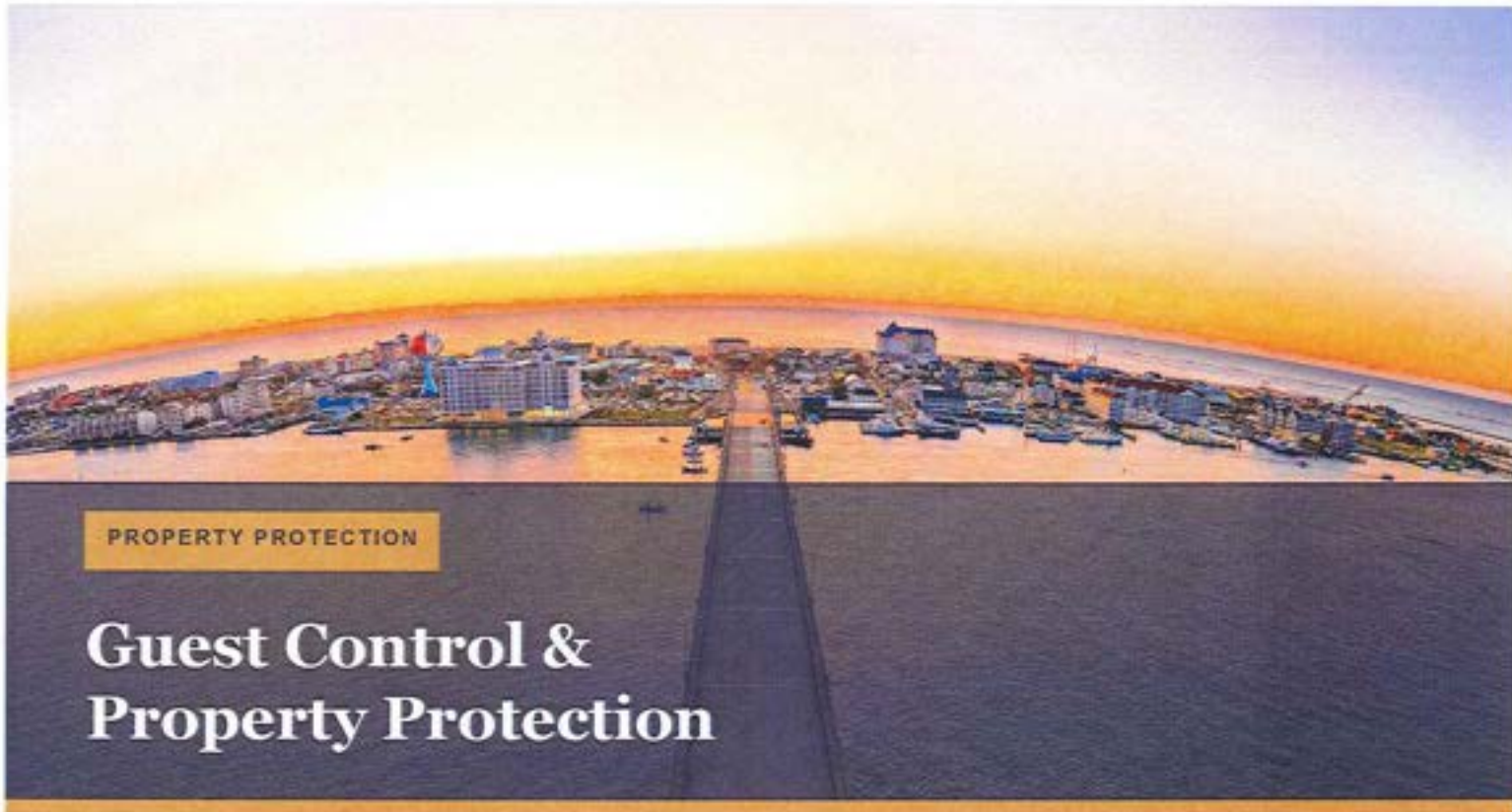
We take a hands-on, local approach that prioritizes both performance and protection. That means strict guest screening, active enforcement of rental agreements, and the ability to respond in person when issues arise. Our team is based in Ocean City, visiting the properties we manage throughout the season, not operating remotely or relying solely on software to make decisions.

Quality Over Quantity

We also intentionally limit the number of properties we manage to maintain quality and attention to detail. With Central Reservations, you're not part of a volume-based system—you're working with a team that understands your property, monitors its condition, and manages it with the level of oversight that actually protects your investment.



We focus on quality, control, and accountability — because that's what actually drives results.



PROPERTY PROTECTION

Guest Control & Property Protection

Who Stays in Your Property Matters

- No under-25 group rentals
- Strict Guest Screening & Signed Lodging Agreements
- Uniform enforcement of rental terms
- Immediate action when violations occur
- Local response when issues are reported

USE CASE

Example: Party Report

A neighboring unit reports excessive noise or concerns about guest behavior. Our team immediately investigates and assess the situation. The issue is then addressed directly with the guests, who are held accountable and reminded of their rental terms and/or evicted.

Result:

The situation is resolved quickly, the property remains protected, and issues are handled before they escalate.

Flex Protect

Last Minute Cancellation Income Protection

Our Last-Minute Cancellation & Income Protection Program ensures that even when a guests plans change, your revenue doesn't.

✓ Protected Income, Even When Guests Cancel

Your rental income is no longer at the mercy of last-minute changes. **If a reservation cancels at the last minute (7-60 days out), your income is protected**, creating a more stable and predictable return.

✓ More Bookings Through Guest Confidence

Today's travelers expect flexibility. By offering a more forgiving cancellation experience, guests feel more comfortable booking earlier and more often, **leading to increased occupancy and better income potential.**

✓ The Best of Both Worlds: Flexibility Without Risk

Historically, offering flexible cancellation policies meant sacrificing income security. Our program eliminates that tradeoff, **allowing your property to compete at a higher level without exposing you to additional risk.**

✓ Smarter Revenue Stability

Consistent income matters more than unpredictable spikes. This program smooths out the highs and lows, giving you greater clarity and confidence in your property's performance.

✓ Exclusively Offered by Central Reservations

We are currently **the only vacation rental company in Ocean City offering this level of built-in income protection** and booking flexibility, giving our homeowners a true competitive advantage.

✓ A More Competitive Property in Today's Market

Properties that offer flexibility attract more attention, convert more bookings, and perform better over time. **This program positions your home to stand out where it matters most**, at the moment a guest is deciding to book.

Guests are booking closer to arrival and expect flexibility when plans shift. Owners who adapt to this reality see stronger performance, but flexibility alone can introduce risk.

Our approach removes that risk entirely, creating a better experience for both sides of the transaction.

Damage Handling Without The Stress

Damage Happens. *How It's Handled Is What Matters.*

Damage is part of owning a rental property. What matters is how quickly it's identified, how it's handled, and who takes responsibility for resolving it. At Central Reservations, damage is not ignored or pushed aside—it's addressed.

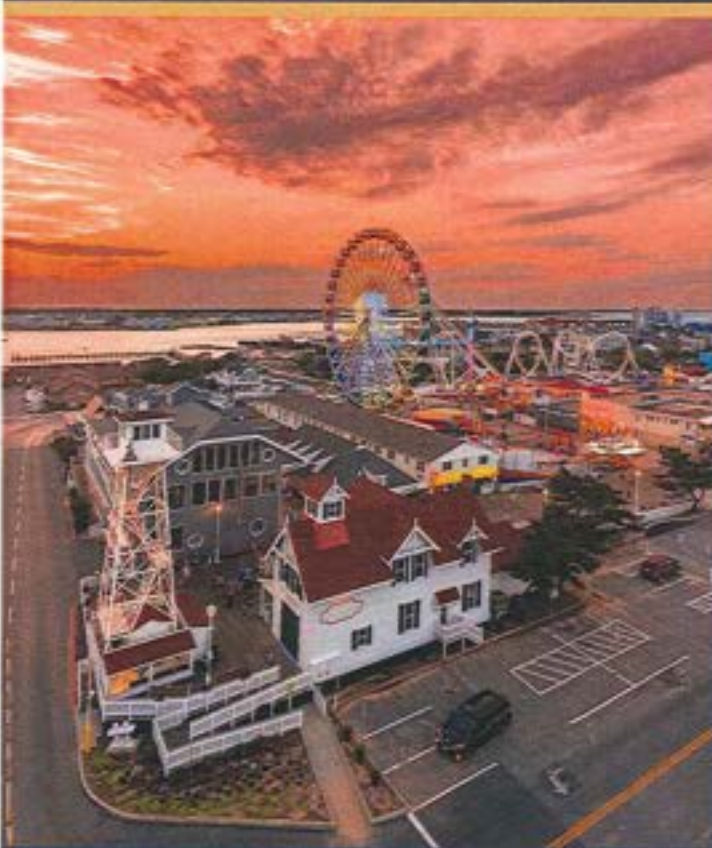
- Turnover cleaning teams are familiar with each property and report issues as they're found
- Maintenance staff document and address problems when service is required
- Guests are encouraged to report any existing issues upon arrival
- Negligent damage is identified and pursued through the appropriate channels
- Major repairs and damages are communicated directly to the owner
- Issues are handled promptly to prevent further impact on the property



Normal wear and tear is part of owning a rental. But accidents can still happen. We take action so you don't need to.

You don't chase problems. We handle them.

Transparent Revenue Strategy



We Price Like Locals — Not Algorithms

- Human-led pricing backed by real market experience
- Adjusted for location, demand, and timing
- Strategic focus on early bookings and repeat renters
- Ongoing monitoring of availability and performance
- Pricing informed by decades of Ocean City rental history and booking patterns
- Flexible adjustments to capture demand without overcorrecting or underpricing
- Built on long-term booking trends, not short-term fluctuations

Ocean City isn't one market. It's dozens of micro-markets. We understand the difference, positioning you to succeed

Better pricing leads to better bookings, and better results.



More Repeat Guests. More Early Bookings.... More Income.

We use targeted guest follow-up and rebooking strategies to turn past guests into consistent future income for your property.

- ✓ **Turn Past Guests Into Repeat Revenue**
We actively re-engage previous guests, increasing repeat bookings and reducing reliance on new traffic.
- ✓ **Secure Bookings Earlier**
Strategic outreach drives earlier reservations, helping fill your calendar before peak demand.
- ✓ **Improve Occupancy and Rates**
Repeat guests book more often, convert faster, and support stronger pricing.
- ✓ **Targeted, Multi-Channel Communication**
Email, text, and data-driven timing ensure messages reach guests when they're most likely to book.
- ✓ **More Direct Bookings**
Stronger guest relationships reduce third-party dependence and unnecessary fees.
- ✓ **Local Competitive Advantage**
This level of structured guest retention is not standard in Ocean City.

WHY IT MATTERS

Repeat guests book earlier, convert higher, and are less price-sensitive. That translates directly into more consistent occupancy and revenue.

This isn't just follow-up. It's a system that keeps your property booked year after year.



WHY LOCAL MATTERS

Local Management Advantage

Local Matters Much More Than You Think

Rental properties perform better, and are better protected when they're managed by people who are physically here. Local presence isn't a detail. It's the difference between reacting late and responding immediately.

- Office located in Ocean City, centrally positioned for quick access to properties
- Staff available on-site throughout the rental season—not managing remotely
- 24/7 on-call availability for guest issues and property concerns
- Rapid in-person response when problems are reported
- Familiarity with each property from repeated, hands-on exposure
- Real understanding of how specific streets, buildings, and locations perform

When something happens, we don't make a call, we show up.

You're trusting your property to someone. Why wouldn't you make sure it's with someone you trust?

Full-Service Operations



Everything Handled, Without the Guesswork

- In-house maintenance team for faster, more controlled repairs
- Trusted cleaning crews familiar with each property and its standards
- Established vendor relationships across Ocean City
- Routine coordination of cleaning, maintenance, and property needs
- Issues addressed quickly to keep properties rentable and guests satisfied
- Work completed by known, reliable professionals, not unknown contractors

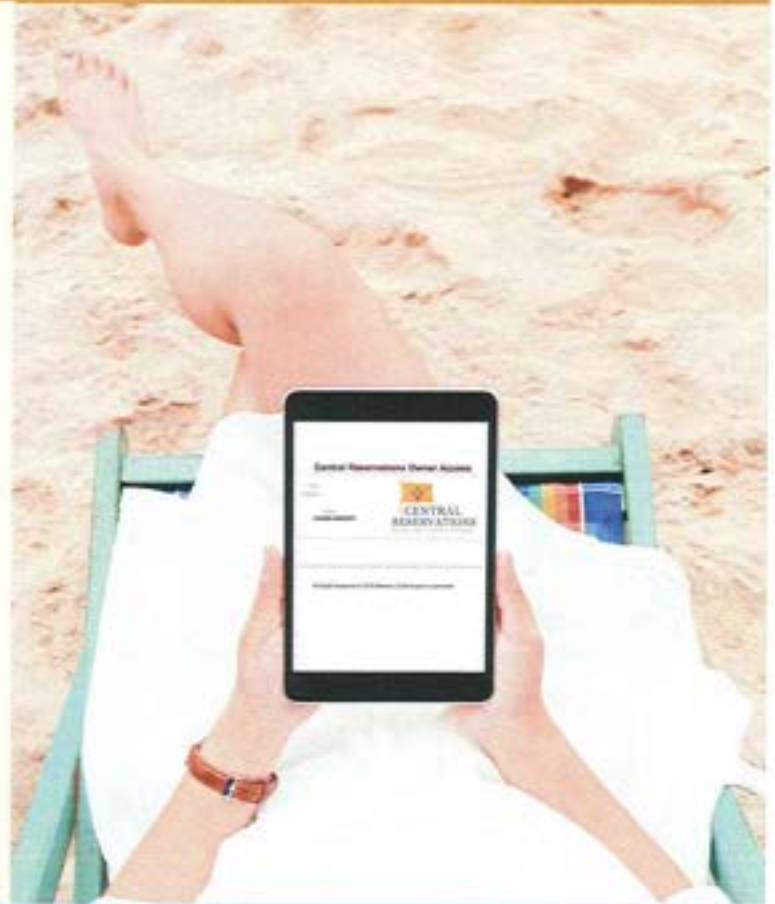
Managing a rental property involves more than bookings. It requires consistent coordination, reliable vendors, and fast problem-solving. Our role is to handle those moving parts so nothing falls through the cracks.



Customizable Owner Experience

Clear, Simple, and Transparent

- Easy-to-use owner portal with access to reservations, statements, and property details
- Clear, accurate monthly statements with full transparency
- Direct access to a dedicated accounting professional for questions and support
- Timely distribution of rental income
- Option to have condo fees paid directly from your rental proceeds *If HOA approves.
- Communication when it matters—without constant, unnecessary updates



You shouldn't have to manage the day-to-day details of your rental property to stay informed. Our goal is to keep you updated, supported, and in control—without adding to your workload.





CENTRAL RESERVATIONS

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OFFICE — OPEN DAILY 9-5

6200 Coastal Hwy., Suite 100
Ocean City, Maryland 21842



PHONE

(877) 736-8621 · (410) 723-4111



WEBSITE

www.centraloc.com



STAFF

Professional agents, eager to work with you