

Our Point of Difference: The GCHR Standard

A Case Study of Chevron Renaissance, Apartment 3302

Improving your returns by improving your apartments' first impression

We here at GCHR know how important it is to make a brilliant first impression: it's the difference between a glowing online review, and a negative, public scorn via the web; between a return guest and a vacant apartment; and it is the main motivation for us in revamping our front office here in Surfers Paradise! First impressions are incredibly important, especially when it comes to securing greater returns for our owners.

Your guests determine their approval of your apartment in the split seconds that pass upon entering the apartment and scanning the room. To us, this means that it is part of our job to ensure all efforts are made to get your guests' tick of approval as soon as they walk in their front door.

With this in mind, we present the first of our ongoing Case Study newsletters. Our inaugural Case Study refers to apartment CR3302.

When we began managing CR3302 in December 2016, our owner was understandably distressed about the condition they found their apartment in upon it being released by Mantra. The poor condition of the apartment gives rise to the justified conclusion that other agents simply do not consider regular inspection, from a maintenance perspective, to be worthwhile. This, from our guests' point of view, is an enormous mistake. Guests notice everything: from a dirty rangehood to a broken window handle. And, then, so should your agent.

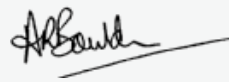
A picture is worth a thousand words. Through these Case Studies, we aim to express to you, our owners, just how seriously we take the management and maintenance of your apartment, especially in comparison to other agents. Below you'll find some of the worse examples (of which there were many) of how little care other agents have when it comes to

ensuring your returns.

We at Gold Coast Holiday Rentals know the market. We reiterate that will not seek to spend your money unnecessarily. But, as you now know, we do regularly evaluate all properties in our care and especially those that are underperforming when compared to nearby properties. Ensuring your apartment presents as well as possible is fundamental to our success in increasing owner returns.

Our message continues to be a simple one: if you want to enjoy both the maximum income return on your investment as well as ensuring that it is kept in peak condition for a possible sale at the optimal price then regular reinvestment is a necessity. We at Gold Coast Holiday Rentals know that first impressions matter. We continue to strive to improve the returns on your investment.

Kind regards,



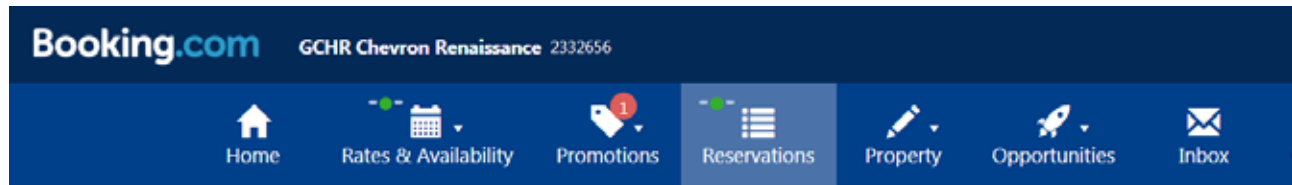
Tony Boulden



Download the pictorial report of CR3302

For a full pictorial report on the condition of CR3302 pre-GCHR, please click here or copy this link: <https://www.dropbox.com/sh/gxjg0nxguc5m962/AACWUT-ihpSK7zHCQ2DZQmwRa?dl=0>

Take it from us, with more 60% of our unique bookings coming from online affiliates such as TripAdvisor.com and Booking.com, your apartment's "online presence" matters. The evidence continues to grow: guests listen best to other guests!



Reservation Details

Arrival: Wed, 31 May 2017 Departure: Tue, 06 Jun 2017 Total guests: 2 adults, 5 children (10, 12, 14, 14 and 6 years old) Total rooms: 1 Total price:	Guest name: Vanuatu Channel: Booking.com booking reference number: 1581062126 Received: Thu, 18 May 2017 Notepad (internal only) Add your note here Important information about this guest Approximate time of arrival: between 10:00 and 11:00 hours You have a booker that would like free parking. (based on availability)	IATA/TIDS code: PC029090 Commissionable amount: Commission:
--	--	--

Three-Bedroom Apartment - Apartment 3302 (Chevron Renaissance, Apartment 3302) [See details](#)

May 31, 2017 Jun 6, 2017

9.6 2017-07-02 Reservation number 1581062126
 Your Booking.com reviews page
 adam, (VU)

😊 Everything.... I definately recommend this property...
 😞 Bit confused between the towers in lifts but that was the only problem

Hi Adam Thank you for your review and feedback. We agree: sometimes, given that there are three separate towers in this resort, navigating can be challenging, initially. We hope our map assisted you and your guests. With respect to your rating for "Staff", we would be most grateful if you felt comfortable providing further details with respect to your 7.5 score. Here at GCHR we pride ourselves on offering the best customer service possible and are always eager to hear from departing guests in this regard. We look forward to hearing from you. Kind regards, GCHR

[Remove](#) [Edit](#)

Staff	7.5	Facilities	10.0
Cleanliness	10.0	Comfort	10.0
Location	10.0	Value for money	10.0

Booking.com GCHR Chevron Renaissance 2332656 Search

Home Rates & Availability Promotions Reservations Property Opportunities Inbox

Reservation details



Arrival: Wed, 28 Jun 2017	Guest name: Australia	
Departure: Sun, 02 Jul 2017	Channel: Booking.com	IATA/TIDS code: PC029090
Total guests: 6 adults	Booking reference number: 1843686597	Commissionable amount:
Total rooms: 1	Received: Fri, 09 Jun 2017	Commission:
Total price:	Notepad (internal only) + Add your note here	
Guest requests Approximate time of arrival: between 16:00 and 17:00 hours You have a booker that would like free parking. (based on availability) Hello Airport arrival time is at 3pm, so check in may be between 4-5pm.		

Three-Bedroom Apartment - Apartment 3302 (Chevron Renaissance, Apartment 3302) See details

28 Jun 2017 - 2 Jul 2017

10.0 2017-07-03 Reservation number **1843686597**
Your Booking.com reviews page

Dave, (AU)

Staff	10.0	Facilities	10.0
Cleanliness	10.0	Comfort	10.0
Location	10.0	Value for money	10.0

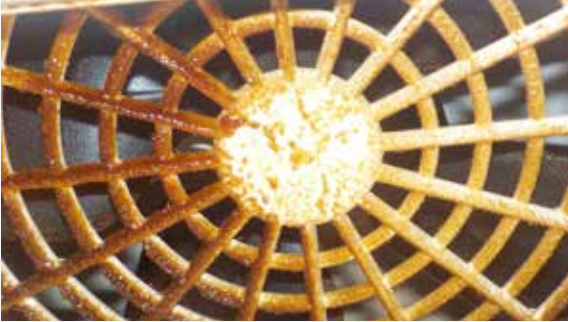
**Other
Agents**

VS.

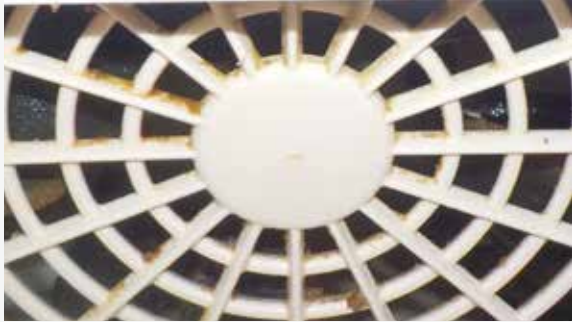
**Gold Coast
Holiday Rentals**



Case in Point 1: Broken window handle



Case in Point 2: Rangehood filter build-up



Case in Point 3: Shower door seal (broken and unclean)



Case in Point 4: Bedside table buildup/discoloured

