UNION COUNTY SHORT TERM RENTAL PROPERTY MANAGERS

ROUNDTABLE DISCUSSION

Wednesday, January 10, 2024

1.) Introductions
   a. Name, name of company, how many properties you manage
2.) How to work within the boundaries of the ordinance
   a. Notification of compliance issues
   b. What do you need from the UCSTR department?
   c. What does the UCSTR department need from you?
      i. Staying in touch when there's a "sticky" situation
      ii. Notify Laura if an owner leaves your company
3.) How do you use data to inform your decision-making?
   a. UCSTR By the Numbers data sheet
4.) Charge backs/refunds/complaints
5.) Protecting yourself from liability
6.) Employee retention and training

A roundtable discussion was held with local STR Property Management Companies on Wed. Jan 10 at the Community Center. The following companies were in attendance: Suches Vacation Rentals, Enchanted Mountain Retreats, Vacasa and PMI North GA Mountains, representing almost 100 rental cabins in Union County. Robust discussion was held regarding balancing the needs of owners, property managers, tourists, and residents, while remaining true to the letter and spirit of the ordinance. Other topics discussed were:

- Potential use of Power of Attorney in certain situations
- Determine a way to have the weekly automated Tax Return email to go to only the person who actually files it.
- Use the official Union County Short Term Rental Code Enforcement Facebook page to push information out to owners and property managers. The link for that page is here: https://www.facebook.com/STRSEO/
- In the case of a neighbor complaint, Laura will always email the owner AND the property manager/registered agent.
- In the case of "housekeeping duties", such as ensuring the license number is in the listing, those emails can go to the Property Manager only.
- Best practices were shared, such as putting the wifi network and password as a QR code posted OUTSIDE the cabin so that guests can scan it with their phone in order to access the listing with entry codes, etc. This is especially helpful in locations without a strong cell signal.