



Urgent Communication Guide

Messaging Templates During Natural Disasters

The Importance of Owner Communication

Extreme weather and climate events have become more frequent in recent years, increasing the recurrence and severity of hurricanes, monsoons, wildfires, droughts, heat waves, and other forms of natural disasters. Inclement weather creates additional operational challenges for property managers and hospitality operators; from property care preparation and recovery, to client safety and communication.

Communicating these arrangements and procedures to owner clients is particularly important, and helps build trust, increase retention, and drive more service revenue. In fact, over 77% of vacation rental managers plan on implementing processes to better communicate the value of their services to homeowners.

We distilled thousands of messages and property reports from professional vacation rental operators that use our operations and service software for stronger owner relations. You can customize these templates to fit within your disaster communication plan, and use the language throughout emails, blogs, text messages, landing pages, and more.

Message to Owners (Before Disaster)

Dear [Owner Name]

With inclement weather fast approaching in [Property City], we want to assure you that we are taking every precaution to best protect your property. The well-being of our guests, staff, owners, and properties is our top priority at [Company Name], and we're meticulously following our emergency procedures. Specifically, we'll be doing the following at your property: [insert specific company protocols like putting up storm shutters, store outdoor furniture, unplug electronics, etc.).

We'll update you as we continue to monitor the situation, but in the meantime, please contact us with any additional precautions you'd like us to take or questions about our disaster response protocol (though our power might be affected which could delay response time).

[Company Name]

Condensed Message

As severe weather approaches our area, we want to assure you that we're taking every precaution to best protect and maintain your property. Please let us know if there are any additional precautions you'd like us to take at your property outside those within our disaster response protocol. We're working hard to deliver the best property care and service, and encourage you to reach out with any questions or concerns.

Message to Owners (After Disaster)

Dear [Owner Name]

With the storm behind us, we wanted to provide you with a quick update on the status of your property. Our team at [Company] plans to thoroughly inspect each property under management, and we'll share a detailed assessment of the condition of your home. Our preliminary findings are [insert information like electricity, grounds conditions, etc.], but with varying effects on individual properties.

Thank you for your patience and we'll be in touch with more information shortly.

[Company Name]

Condensed Message

With the storm behind us, we wanted to provide you with a quick update on the status of your property. Our preliminary findings are [insert information like electricity, grounds conditions, etc] across our portfolio, but we'll share a detailed assessment of the condition of your home in the coming hours. Thank you for your patience as we continue to assess and communicate next steps.

Message to Owners (Detailed Property Report)

Dear [Owner Name]

Following up our last message, attached is a comprehensive property report that provides visibility into our asset management program, as well as a detailed breakdown of the storm's impact on your property. Overall, the storm [insert main issues and concerns found from the inspection].

We look forward to working with you through any property updates and improvements, and thank you for your continued business with [Company Name]. We are committed to maintaining your asset to the highest standard, and encourage you to reach out with any questions or concerns.

[Company Name]

Condensed Message

Following up our last message, attached is a comprehensive property report that provides a detailed breakdown of the storm's impact on your property. Overall, the storm [insert main issues and concerns found from the inspection]. We look forward to working with you through any property updates and improvements, and thank you for your continued business with [Company Name].

About Breezeway

Breezeway's property care and operations platform helps coordinate, communicate, and verify detailed work at properties, and deliver the best service experience. Breezeway's software and mobile apps have facilitated over 3M property tasks across 80+ million square feet, and help hundreds of short-term rental operators and hospitality professionals meet detailed service standards.

Combining deep learning technology, robust property data, smart messaging, and mobile-first task management, Breezeway is bringing service optimization to the property management space. Created by the founder of FlipKey (acquired by TripAdvisor), the Breezeway team is building the future of property care and service.