



# The Deep Creek Lake RESORT REPORT

Vol. 3 Issue 2, Fall 2009

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## COUNTY PROPOSING SWEEPING ZONING AND LAND USE CHANGES

County Officials recently unveiled a number of zoning and subdivision ordinance proposals representing some of the most significant changes in county history. Further details on the proposals can be found on the county's web site at <http://www.garrettcountry.org/Planning-Land/PlanningZoning/Revisions.aspx>

### Scenic Protection Overlay District

The county is proposing new restrictions in the lake watershed designed to restrict visibility of slopeside homes. The "Scenic Protection District" encompasses 12 areas. The proposed changes will likely have a major impact on property owners in these areas who have yet to build.

### Expansion of Rural Agricultural and Resource Areas

The county plans to reclassify a large part of the land in Garrett County into

these two categories and provide additional subdivision standards that foster agricultural and natural resource preservation. Some of the more controversial provisions are a mandatory 66% to 80% open space set aside and **mandatory clustering** of new housing development. According to county officials, provisions will also be made to facilitate estate planning and to assist landowners to do some minor subdivision for economic reasons.

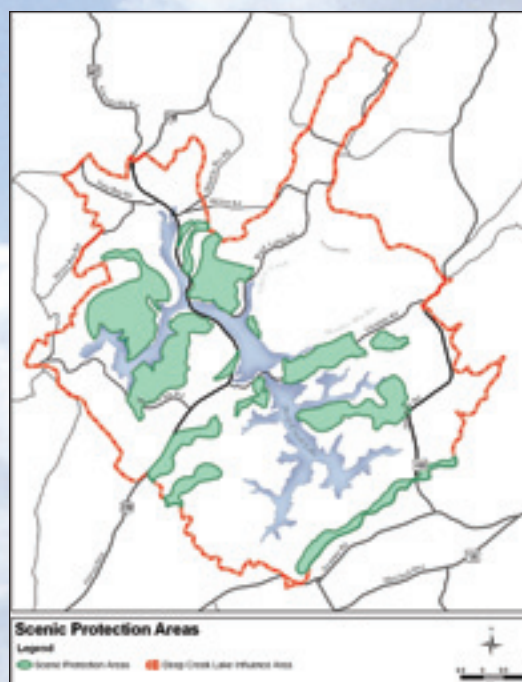
### New Commercial Building Design Standards

New standards regarding materials, roof styles and other aspects of building design will be codified and applied to new commercial construction in the lake watershed. Questions have been posed as to the applicability of these standards to other non-residential buildings and there may be action to extend the standards to all non-residential buildings. New home construction will not be affected by this change.

### Reclassification of the LR-Lake Residential District

The existing LR district will be split into LR-1 and LR-2. The LR-1 will retain the existing Lake Residential standards and includes all areas bordering the lake or which will be served by county sewer service. The LR-2 will have the minimum lot size increased to two acres with septic systems. A map of the affected areas is available through the county's web site.

The proposed changes will have a lasting impact on real estate **including unzoned** areas. Some of these changes will restrict property owner's rights and potentially impact values. We highly recommend that property owners familiarize themselves with the changes, ask questions, and register your comments.



# RAILEY MOUNTAIN LAKE RENTAL HOMES SHOW GAINS IN 2009

Nancy Railey, Owner and  
Leigh Clarke, Managing Director of  
Railey Mountain Lake Vacations

As many second homeowners can attest, renting your vacation home can make financial sense by helping offset many of the carrying costs such as utilities, insurance, real estate taxes, and association dues. **Thus far in 2009 a great number of vacation rental homes managed by Railey Mountain Lake Vacations (RMLV) are exceeding their 2008 income numbers.** By combining an aggressive marketing strategy with a focus on maximizing each property's strengths, we have guided our homeowners toward their most profitable niche through correct pricing, décor, and our marketing approach.

With more rental properties than all of our competitors combined, homeowners in the RMLV program enjoy certain advantages in the Deep Creek Lake market. In strong economic times, we are able to set the benchmark for rental pricing in the area thus producing the highest rents for our homeowners. In tough economic times like the past year, when renters are particularly demanding, we have the tools and marketing budget to get a higher share of bookings for our homeowners than our competitors.

This year we invested heavily in our marketing and sales infrastructure; from software that gives detailed guest demographics and call histories to the creation of a team dedicated solely to large group sales; from complex web tactics and our brand new web design to software that tracks conversion effectiveness of every marketing activity.

Our initiatives have proven to be successful. While gross rents to homeowners were down this year in other resort areas, we fared 58% better than other rental companies in Maryland and over 70% better than other rental companies across the US.

*The Railey Mountain Lake Vacations difference....*

*"It's challenging to manage a home as large as mine. At Railey, I have an absolutely superb Property Manager assigned to me who shows as much care for my house as I do. They keep my home secure and in top notch condition. Just as important, they keep my property solidly booked with a strong repeat renter base."*

– Owner, Timberlodge

*"As an experienced marketing professional, I've talked with Railey at length about their plans to approach the down economy, I was astounded by how well Railey uses sophisticated technologies and creative tactics to target and convert its renters. I now rest comfortably in the knowledge that my home is being marketed by the best."*

– Owner, The Good Life



*"I've rented my house with other rental management companies and RMLV has far exceeded my expectations in customer service, and care of my home. My home produces more revenue than I ever expected."*

– Owner, The Lodge at McHenry Cove Marina

## Reservations

RMLV has an experienced staff of reservationists who know our properties intimately and sell the full Deep Creek experience with skill. This team receives regular sales training, call coaching, demographics analysis, as well as property and local area education.

## Marketing

While it may appear that all rental companies market similarly, RMLV takes the science of marketing to a whole new level. Our technology tracks results from print ads, brochure distribution, e-blasts, search engine optimization, pay per click, blogs, effective web design, and social media such as Twitter and Facebook. We know exactly how many leads are generated by each type of marketing and how many of those leads convert to bookings.

## New Business Generation

RMLV is reaching out to new groups who have never been to the Deep Creek Lake area before. Our Event Planning Department calls on corporate groups and wedding planners, enticing them to the area with combined lodging and activities coordination. We are also very active in the political efforts to grow the Deep Creek area. Nancy Railey is on the Board of Directors for the

Chamber of Commerce, on the Board of the Deep Creek Lake POA, and is a member of the Garrett County Economic Development Corp. Her efforts have helped grow awareness of Deep Creek in our target markets while still working diligently to protect homeowner income potential and property values.

## Property Services

RMLV employs one trained Property Inspector for every 30 homes. Property Services include housekeeping, home maintenance, commercial laundry and linen service, hot tub and pool service. Our staff works hard to create accountability, fast response time, and cost effective service. More service equates to better service, for both our homeowners and renters.

The results of our efforts show. Overall our business philosophy and model produces more rental nights and ultimately more income to our homeowners. If you would like to explore the rental potential of your property in our program, please contact Leigh Miller for a free income projection based on current market trends.

**Leigh Miller, RMLV**

New Owner Relations Manager

Ph: 301-387-2124, ext. 215

LeighA@deepcreek.com

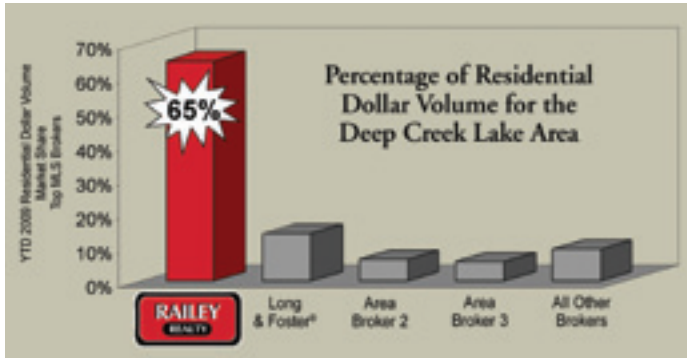
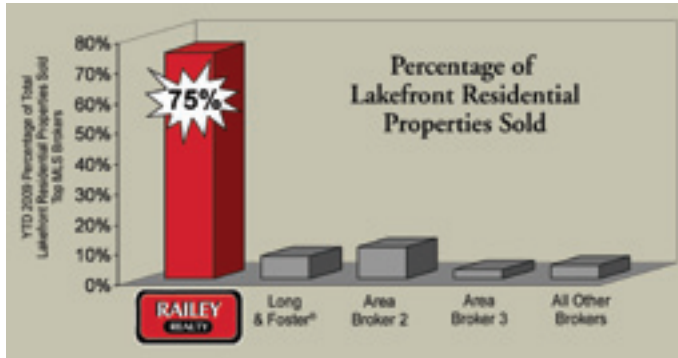
# THE DEEP CREEK LAKE RESORT REPORT

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## ...THE LEADER IN GARRETT COUNTY REAL ESTATE

Despite one of the most challenging real estate markets in recent memory, Railey Realty has continued to dominate virtually every statistical category as reported by Metropolitan Regional Information Systems (our local mls). Year to date in 2009, Railey Realty has led in closed lake properties with over 75%

of the reported transactions. This number represents the highest percentage of market share by a Garrett County real estate company since records were kept by MRIS. We are proud of this accomplishment and thank our valued clients for keeping us #1 in the market that means the most to you!



All data obtained from MRIS for the period 1/1/2009 – 9/30/2009. All data is believed to be accurate, but not guaranteed.

## COUNTY ATHLETIC AND RECREATION CENTER RECEIVES COMMISSIONER APPROVAL

The Garrett County Commissioners recently approved funding to build a County Athletic & Recreation Center (CARC) to be located on the campus of Garrett College. The center will house an indoor pool facility and other amenities available to all county residents and visitors. Over 2,000 signatures on a petition were forwarded to County officials when the project appeared to be in jeopardy because of funding and operational issues. With state funding in place for the lions share of the project and assurances from Garrett College that the center's proposed revenues would cover all expenses the project was approved. We applaud the County's decision to approve this much need amenity. The center is scheduled to break ground in early 2010 and open in the Fall of 2011.

## DNR RELEASES REVISED PERSONAL WATERCRAFT (PWC) REGULATIONS



The Department of Natural Resources has completed a rewrite of regulations governing the placement of personal watercraft on the buffer strip. The highlight of the proposed changes will allow a limited number of PWCs to be moored at Type-A docks. For Community docks, PWCs would be permitted at the dock provided the number of PWCs does not exceed 1/3 of the total slips approved

under the community permit. There will also be a new \$100 DNR permit fee for each docked PWC and the current 500 pound limit for beached watercraft will now be enforced. DNR officials will accept public comments on these changes thru November 9th. For more information contact (301) 387-4111.

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Conveniently located on Route 219, next to the Visitors Center

The goal of this newsletter is to keep you informed on the local real estate market along with keeping you in touch with the issues impacting this market. We will also attempt to bring you interesting stories about the people and heritage that make Deep Creek Lake and Garrett County, Maryland such a special place.

*It is not our intention to solicit clients from other Brokers with this newsletter. If your property is currently listed for sale with another Broker, please consult that brokerage for your real estate needs.*

To stay updated on all Deep Creek Lake real estate news visit Railey Realty's blog at <http://realty.railey.com/blog/>  
**Subscribe via email or RSS!**



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★★ IMPORTANT ZONING INFORMATION INSIDE ★★

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