

A FIELD-TESTED GUIDE FOR HOSPITALITY TEAMS

Hurricane Preparedness Playbook

Fifty years of experience shared so hospitality professionals can protect the people behind the places.

GREEN Awareness • YELLOW Preparation • RED Evacuation • BLUE Recovery

Created by Hobbs Realty | HobbSpitality®

Shared free through Hospitality Heroes. This playbook preserves the operational responsibilities, checklists, team-care practices, and decisions behind Hobbs Realty's hurricane preparation and recovery procedures. Use it, customize it, and make it your own.

The specific assignments show how one experienced vacation rental company works. Substitute your own staff structure, locations, service boundaries, and local emergency requirements before implementation.

Distribution note: Blank forms only. Never publish completed employee, guest, owner, insurance, or incident records.

PUBLIC RESOURCE • Complete operational edition • October 2026

How to use this playbook

This is the detailed working experience of Hobbs Realty, offered as an adaptable model rather than a one-size-fits-all policy. Assign a lead and backup; check official local orders; customize owner agreements, vendors and forms; rehearse each phase; and keep private records in restricted systems.

Contents

- Readiness and phase activation
- Green: awareness and early preparation
- Yellow: property, guests and facility preparation
- Red: evacuation, accountability and office closure
- Blue: assessment, recovery and reopening
- Approved communication templates for adaptation
- Vendor and inspection checklists
- Team and community care messages
- Official resources and customization

Start here | Readiness & decision authority

Readiness cover checklist

Use this checklist before hurricane season, when a storm threatens, and during team briefings. Mark a task complete only after it has been verified.

Season or event: _____ Reviewed by / date: _____

People and authority

- ☐ C01 Name the incident lead and backup and confirm who can close the office, stop field work, and authorize reopening.
- ☐ C02 Verify employee emergency contacts and privately identify family preparedness, evacuation, transportation, or other support needs.
- ☐ C03 Assign a welfare-check lead, backup channel, check-in time, and follow-up process.
- ☐ C04 Confirm safe staffing, travel limitations, and vendor availability before assignments.

Properties and guests

- ☐ C05 Reconcile storm prep selections with owner addendums and the key sheet.
- ☐ C06 Confirm field preparation and post-storm inspection checklists for every home.
- ☐ C07 Verify and enter the status of unoccupied homes, occupied homes, arriving guests, owner stays, and early departures in the master occupancy tracking list.
- ☐ C08 Confirm current vehicle decals and official reentry requirements.

Communications and recovery

Admin and Marketing are responsible for all storm messaging to owners, guests, and vendors and for keeping the HobbsVisory page on the Hobbs Realty website up to date throughout all phases.

- ☐ C09 Update the HobbsVisory page, HS Guest Portal, OwnerX, and approved scripts.
- ☐ C10 Confirm backup access to records, contact lists, and remote communications.
- ☐ C11 Verify official evacuation, road, bridge, and shelter information.
- ☐ C12 Review cancellation, travel protection, damage documentation, and repair approvals.
- ☐ C13 Identify community resources and the person authorized to coordinate assistance.

This summary is original Hobbs Realty playbook content.

OFFICIAL RESOURCES & HELPFUL LINKS

Official websites, emergency management resources, and helpful links appear in the Official Resources & Customization section at the end of this playbook.

Phase activation and hurricane winds

PHASE	PURPOSE	ACTIVATION BASIS
GREEN	Monitor and prepare	Business as usual with initial storm awareness and preparation.
YELLOW	Coordinate storm prep	Increased property preparations and guest, homeowner, team, and vendor communications.
RED	Leave and close safely	Mandatory evacuation ordered. Release employees and stop unsafe

PHASE	PURPOSE	ACTIVATION BASIS
		field work before bridge closure.
BLUE	Assess and resume	Authorized access, inspections, repairs, and independent approval of each home for guests.

Leadership determines phase activation, documents the decision, and communicates changes. Employees and their families must have sufficient time for a safe departure.

Current Saffir–Simpson hurricane wind scale

CATEGORY	SUSTAINED WINDS
1	74–95 mph
2	96–110 mph
3	111–129 mph
4	130–156 mph
5	157 mph or higher

Wind categories do not describe storm surge, rainfall flooding, or tornado risk. Follow all official alerts and evacuation orders regardless of category. Source: NOAA / National Weather Service and National Hurricane Center.

Incident lead / backup: _____ Phase activation / date / time: _____

Next team briefing or public update: _____

GREEN PHASE / AWARENESS

Green Phase operations

Source G • Green Phase page 1 • Regular schedule

Remain aware of the developing event, monitor official information, and prepare for an escalation while normal business continues.

Property readiness

- ☐ G01 Review and verify the list of homes receiving storm prep using the owner addendums.
Responsible: Guest Services.
- ☐ G02 Update the key sheet used to identify island zones and storm prep assignments.
Responsible: Guest Services.
- ☐ G03 Update the field team storm prep checklist. Use each home's approved instructions.
Responsible: Guest Services.
- ☐ G04 Update the guest checklist for securing a rental home before departure.
Responsible: Guest Services.
- ☐ G05 Contact field teams and vendors to be on standby for storm prep.
Responsible: Guest Services and Housekeeping.
- ☐ G06 Update the post-storm inspection checklist.
Responsible: Guest Services.

Access and reservations

- ☐ G07 Prepare the preliminary list of employees, owners, and vendors needing Town of Holden Beach vehicle decals.
Responsible: Admin.
- ☐ G08 Each March, contact the Town of Holden Beach to confirm eligibility and obtain required emergency reentry vehicle decals before hurricane season.
Responsible: Reservations.
- ☐ G09 Assess upcoming guest arrivals and departures.
Responsible: Admin and Reservations.

Verified local update: the Town does not issue decals during the 24 hours before an anticipated evacuation order. A current decal must be affixed as required; a decal alone does not authorize unrestricted access. See the official resources page.

Green Phase communication and care

Existing tasks • Proposed care additions P01-P06

- ☐ G10 Hold a short team meeting or send an email approving initial answers for guests, owners, and vendors.
Responsible: Admin and Marketing.
- ☐ G11 Review Storm Communication to ensure each template is updated and ready for use.
Responsible: Admin and Marketing.
- ☐ G12 Keep weather and emergency information and links current on the website, HS Guest Portal, OwnerX, and social media.
Responsible: Admin and Marketing.
- ☐ G13 Prepare customized voicemail and email messages explaining office closures, how to contact Hobbs Realty during the closure, and where to find current storm updates.
Responsible: Guest Services.

Employee and family preparedness

Approved procedures P01-P06. Use the employee verification form and private welfare log.

- ☐ P01 Ask each employee to verify their mobile number, alternate contact method, primary and backup emergency contacts, and the date of verification.
Responsible: Admin or designated people lead.
- ☐ P02 Privately ask employees about their family preparedness, evacuation plans, transportation needs, and any assistance they may need before or during a storm. Document only information necessary to coordinate support.
Responsible: People lead.
- ☐ P03 Identify employees who need earlier release, transport support, or adjusted duties. Escalate decisions before the storm.
Responsible: Incident lead.
- ☐ P04 Agree on the team check-in method, backup contact method, and missed-contact escalation. Test remote access and communications.
Responsible: Admin.
- ☐ P05 Confirm emergency supplies, charging options, and access to critical reservation, owner, vendor, and insurance records.
Responsible: Admin and Guest Services.
- ☐ P06 Maintain verified community resource links and identify the person who can coordinate approved assistance.
Responsible: Designated community liaison.

Hobbspitality® in preparation

Make it easy for employees to ask for help before a problem becomes urgent. Give guests clear information, help owners understand their responsibilities, and include vendors in the preparedness conversation.

YELLOW PHASE / PREPARATION

Yellow Phase property preparation

Source Y • Yellow Phase pages 1-2 • Storm prep mode

Business continues with increased storm preparation and communication. Upon activation of Yellow Phase, all scheduled time off is suspended unless approved by leadership. All departments are expected to be available for storm preparation assignments. Leadership confirms staffing, schedules, and responsibilities while ensuring employees have sufficient time to prepare their own homes and families before conditions become unsafe.

- ☐ Y01 Maintain one master storm prep list with one designated editor. Record progress, exceptions, and unfinished homes. Confirm the current editor and backup.
Responsible: Admin and Marketing.
- ☐ Y02 Notify owners that storm preparation is beginning.
Responsible: Admin and Marketing.
- ☐ Y03 Update vendors about expected office closure as needed.
Responsible: Guest Services.
- ☐ Y04 Meet with Field Team, Housekeeping, and vendors to review the master storm-prep list, occupied homes, assignments, special needs, schedule, and Treasure preparations.
Responsible: Guest Services, coordinating with Field Team and Housekeeping.
- ☐ Y05 Ensure assigned vehicles have current Town-required decals before an evacuation.
Responsible: Maintenance.
- ☐ Y06 Begin storm preparations with unoccupied homes first, based on each homeowner's annual Services Addendum, the master storm prep list, and the field checklist.
Responsible: Maintenance and assigned vendors or teams.
- ☐ Y07 Secure Hobbs Realty properties and any Z properties in the approved service scope as homes become unoccupied following voluntary guest departures, using the master list and field checklist.
Responsible: Maintenance and assigned vendors or teams.
- ☐ Y08 Prepare all facility refrigerators for possible power outages: office - Reservations; storage room - Field Team; Treasure - Housekeeping. Refer to the Treasure facility preparation checklist.

Owner service boundaries

Hobbs Realty does not provide or coordinate hurricane boarding services for homeowners. Share the approved outside-vendor referral list upon request. Keep boarding requests separate from Hobbs Realty storm preparation selections.

Homeowners may arrange boarding for unoccupied rental homes through independent providers. Boarding cannot take place while a rental guest occupies the home.

Proposed safety refinement

[] P07 Establish a storm preparation cutoff based on weather conditions, official evacuation instructions, and safe travel times. Release employees with sufficient time to secure their homes and care for their families. Document incomplete property preparations, if any, and notify management.

Responsible: Incident lead.

- ☐ P08 Confirm employee and vendor availability, household needs, transport, and safe travel before assignments. Arrange breaks and coverage during extended preparation.
Responsible: People lead and Guest Services.

Yellow Phase guests and team welfare

Existing tasks • Reservations Tasks page 1

- ☐ Y09 Answer guest calls using the current approved script. Calmly explain the anticipated storm and what guests should do if a mandatory evacuation is ordered.
Responsible: Reservations first and Guest Services backup.
- ☐ Y10 Send guests staying in occupied homes the Guest Storm Preparation Checklist. Ask them to complete outside preparation tasks based on their comfort level.
Responsible: Admin, Marketing, and Reservations.
- ☐ Y11 Update the website and social media with current information.
Responsible: Marketing.
- ☐ Y12 Direct guests to the website for current Hobbs updates.
Responsible: All.

Reservations actions

Alert Housekeeping when guests choose to leave the island before a mandatory evacuation order so the unoccupied home can be secured.

Proposed team and community care

- ☐ P09 Check each employee's readiness and confirm a private route for requesting help with family, transportation, or supplies.
Responsible: People lead.
- ☐ P10 Set the next welfare check and a backup communications method. Reassign work when personal preparation or safe travel requires it.
Responsible: Admin and incident lead.
- ☐ P11 Share verified local shelter information and community assistance resources with employees. Help connect team members and their families with available support. Any financial assistance or commitment of company resources requires management approval.
Responsible: Admin and Community Liaison.

Treasure facility preparation

Approved operating checklist | Housekeeping with Field Team support as assigned

Treasure is Hobbs Realty's commercial laundry facility, Housekeeping operations center, and supporting storage facility.

- ☐ Clean out refrigerators and dispose of perishable food.
- ☐ Complete laundry processing as time and conditions safely allow.
- ☐ Move clean linens, towels, and supplies away from floor level where water intrusion is possible.
- ☐ An Pham: Secure commercial washers, dryers, and related laundry equipment according to manufacturer instructions and approved shutdown procedures.
- ☐ Secure laundry chemicals, cleaning products, carts, and stored inventory.
- ☐ Protect computers, operational records, and other essential equipment.
- ☐ Secure exterior doors, windows, trash containers, and outdoor items.
- ☐ Complete a final facility inspection and report unfinished preparations to management.

Final status / unfinished tasks:

Housekeeping lead: _____ Completed on: _____

RED PHASE / EVACUATION**Red Phase evacuation and office closure**

Source R • Red Phase pages 1-2 • Mandatory evacuation ordered

Keep staff, guests, owners, and vendors safe. Close the office and release employees in time for personal preparation and safe departure before the bridge closes. Proposed refinement: safe departure takes priority over unfinished work.

- ☐ R01 Complete storm preparation for all properties on the approved master storm prep list, provided conditions allow employees and vendors to work and depart safely. Document any properties that cannot be completed and notify the responsible manager.
Responsible: Assigned Field Teams and Vendors.
- ☐ R02 Secure paperwork, shut down computers, and unplug equipment before leaving the office when safe to do so.
Responsible: All.
- ☐ R03 Secure the office and property, including outdoor areas, storage, and vehicles. Complete the closure checklist below while conditions remain safe.
Responsible: Assigned Departments and Field Team.
- ☐ R04 Activate approved away messages for the main office, individual voicemails, emails, and rentals inbox.
Responsible: Guest Services.
- ☐ R05 Maintain close staff communication during closure through group and individual messages or the approved backup method.
Responsible: Admin.
- ☐ R06 Continue appropriate owner, guest, staff, and vendor communication during the storm when safe and feasible.
Responsible: Admin.

Office securing checklist

- ☐ O01 Unplug electronics, move them off the floor, and protect them with plastic wrapping where appropriate.
- ☐ O02 Move other floor-level items to a protected location.
- ☐ O03 Unplug lamps, Alexa devices, and other nonessential equipment.
- ☐ O04 Secure doors and access points.
- ☐ O05 Park vehicles in the designated safe location.
- ☐ O06 Verify trash has been removed or secured and confirm all assigned refrigerator preparations are complete at the office, storage room, and Treasure.
- ☐ O07 Secure the picnic table and umbrella.

Office steps retain Red Phase page 1 and Reservations Tasks page 1. Proposed: electrical work stops if water or another hazard makes it unsafe. Use qualified help for hazardous conditions.

Red Phase accountability and remote work

Existing tasks R07-R10 • Proposed safety and welfare additions

- ☐ R07 Put cleaning vendors on standby for a safe, authorized return.
Responsible: Guest Services and Housekeeping.
- ☐ R08 Continue assessing guest arrival and departure schedules using the shared Google Sheet.
Responsible: All.
- ☐ R09 Prepare tentative revised interior cleaning schedules.
Responsible: Guest Services and Housekeeping.
- ☐ R10 Prepare tentative post-storm inspection teams and schedules.
Responsible: Guest Services.

Red Phase guest evacuation and shelter information

These guest procedures begin only after a mandatory evacuation order is issued.

- ☐ R11 Email and call current and incoming guests with evacuation information after a mandatory evacuation order is issued. Explain the required departure steps and ask guests to notify Hobbs Realty when leaving the island.

Responsible: Admin, Marketing, and Reservations.

- ☐ R12 Update shelter information after a mandatory evacuation order is issued.

Responsible: Admin.

- ☐ R13 During mandatory evacuation, document and track guests and owners staying or departing their homes and the island on the prepared shared Google Sheet. Include early check-ins, cancellations, and non-returning guests for Town and Housekeeping coordination. Record guest-reported departure separately from confirmed property vacancy.

Responsible: Reservations; all team members have access to the Google Sheet.

Reservations actions during mandatory evacuation

As necessary, contact each guest by phone to explain departure requirements: secure outside porch and pool furniture if possible; close and lock windows and doors, including interior doors; and notify Hobbs Realty when leaving the property and island.

Advise guests how to contact Hobbs Realty about a possible return after the evacuation order is lifted. Contact guests scheduled to arrive who are affected by the evacuation order and provide the best available information on our status.

Proposed evacuation accountability

- ☐ P12 Record the official evacuation order, affected area, instructions, office closure, and staff release time. Assignments stop before safe travel is lost. Maintain one restricted-access Google Doc per storm event for incident decisions and communication records.

Responsible: Admin.

- ☐ P13 Account for each employee at release and confirm safe arrival at their destination when they can respond. Log unknown status separately from confirmed safe.

Responsible: Direct Manager.

- ☐ P14 Confirm departure status for occupied guest and owner stays. Record unanswered contacts and escalate them through the incident lead; do not send staff into danger to verify departure.

Responsible: Reservations.

- ☐ P15 If an employee misses a scheduled check-in, the Direct Manager will attempt contact through an alternate communication method, followed by the employee's designated emergency contact if necessary. If immediate danger is suspected, contact emergency services.

Responsible: Direct Manager.

- ☐ P16 Assign only employees who are safe and able to work to remote communication coverage. Set the next check-in and allow for outages and family needs.

Responsible: Admin or Direct Manager.

- ☐ P17 Confirm vendors have received the stop-work and return instructions. Keep standby schedules tentative until access and team safety are confirmed.

Responsible: Guest Services.

- ☐ P18 Share verified assistance resources and relay urgent needs to authorized agencies. Record approved community assistance without publishing private details. Maintain the community assistance record in a restricted-access Google Doc.

Responsible: Admin and Community Liaison.

The original all-hands staffing language is preserved in review E02. No proposed check-in interval, release time, or support benefit becomes a Hobbs policy until approved.

P18A | REDION STORM DOCUMENTATION NOTIFICATION

Email Shannon McPeck and our Redion account representative the official evacuation orders, road and bridge closure notices, dates, affected areas, and pertinent links. Send updated notices as conditions change. Redion can retain this shared documentation for affected guest travel insurance claims, reducing the need for each guest to resubmit the same general storm information. Guests remain responsible for their individual claim requirements.

Responsible: Marketing + Admin

Office closure communications | Standardized team procedure

REQUIRED CLOSURE CHECKLIST

- ☐ R04A Activate the standard Hobbs Realty storm out-of-office reply on every employee email account when the office closes for mandatory evacuation. Use the same approved R03-B message across the entire company.
- ☐ R04B Update shared inboxes, including rentals@hobbsrealty.com, using the same wording. Ensure the intended replies and monitoring coverage are configured by the responsible team.
- ☐ R04C Activate the approved main office and individual voicemail greetings. Confirm HobbsVisory link and contact information are current.
- ☐ R04D On reopening, remove or replace the storm out-of-office replies across all accounts after leadership approves regular operations.

Responsibility: Guest Services coordinates; all employees confirm completion.

Use the organization's current, leadership-approved shared automatic reply. The sample R03-B wording in the internal review master is awaiting final approval and has not been published in this release.

BLUE PHASE / RECOVERY

Blue Phase access, welfare and assessment

Blue Phase access welfare and assessment

Source B • Blue Phase pages 1-2 • Recovery and authorized reentry

The original Blue Phase begins after the mandatory evacuation is lifted and the bridge reopens. Verify who may enter and where they may travel; restricted owner access does not automatically authorize inspection teams.

- ☐ B01 Meet at Treasure, Hobbs Realty's designated off-island staging location, to coordinate team reentry. Confirm employee availability, authorized island access, and required vehicle decals before dispatching teams.
Responsible: All authorized returning staff.
- ☐ B02 Return to the island and office only with official access approval and safe travel.
Responsible: All authorized returning staff.
- ☐ B03 Assign inspection teams to assess the Hobbs Realty office, storage facilities, Treasure, and managed properties as access and conditions allow. Document findings and report damage, safety concerns, and urgent needs to management.
Responsible: Guest Services and Field Team.
- ☐ B04 Track completion of post-storm inspections for all managed rental properties. Review inspection reports, identify homes requiring immediate attention, and communicate priorities to the assigned teams.
Responsible: Guest Services.

Proposed team care before dispatch

- ☐ P19 Check employee and family safety, displacement, transport, and availability before requesting a return. Arrange duties and coverage around personal storm impacts.
Responsible: Direct Manager.
- ☐ P20 Confirm the official access category, permitted travel, safe routes, equipment, and team check-in plan before dispatch. Schedule only the staff allowed and able to return.
Responsible: Admin.
- ☐ P21 Stop an inspection when conditions are unsafe. Escalate suspected structural, electrical, gas, floodwater, or contamination hazards to qualified responders.
Responsible: Inspection lead.

The original plan allows exceptions for employees with personal hurricane damage and smaller teams when access is limited. Proposed refinement broadens the availability check to family care, displacement, and travel conditions.

Coordination at Treasure

Local access refinement: does not override Town access or curfew restrictions. Damaged or flooded homes may require professional safety assessment before entry. See official resources and review E04 E08.

Blue Phase repairs and reopening

Existing tasks B05-B13 • Property reopening remains a separate decision

PROPERTY REOPENING

Resuming office operations does not automatically authorize a rental property to reopen. Each home must be individually assessed and cleared for guest occupancy based on safety, utilities, necessary repairs, and cleaning.

- ☐ B05 Update voicemails, emails, websites, and social media with the current recovery status.
Responsible: Marketing + Admin.

- ☐ B06 Deactivate office and individual voicemail and email away messages when the stated service has actually resumed. Keep accurate closure messages otherwise.
Responsible: All.
- ☐ B07 Contact individual owners about damage or property issues.
Responsible: Vacation Rental Managers.
- ☐ B08 Assist owners with repairs as approved and under the existing protocol, including contacting vendors.
Responsible: Vacation Rental Managers and Guest Services.
- ☐ B09 Order cleanup supplies and replacements for damaged inventory or furnishings as needed and approved.
Responsible: Guest Services.
- ☐ B10 Respond to calls, emails, and inquiries using verified facts.
Responsible: Reservations and All.
- ☐ B11 Verify vendor safety and notify vendors of reopening and scheduling.
Responsible: Guest Services.
- ☐ B12 Prioritize cleanup.
Responsible: Guest Services.
- ☐ B13 Return trash cans to their correct pickup locations and unprep the office.
Responsible: Field Team.

Proposed recovery controls

- ☐ P22 Record inspection findings, photos, outages, and required follow-up. Confirm repairs, utilities, cleaning, and property-specific readiness before authorizing a guest return.
Responsible: Inspection lead and reopening approver.
- ☐ P23 Give each affected guest a clear update based on their property's status and approved reservation policy. Do not promise a return date or coverage without confirmation.
Responsible: Reservations.
- ☐ P24 Continue team welfare checks, breaks, and coverage while employees recover. Coordinate only verified and approved community help.
Responsible: Direct Manager + Community Liaison.
- ☐ P25 Admin coordinates the post-storm debrief with department leaders. Record improvements, restock supplies, and verify follow-up for open claims and repairs. Leadership approves procedure changes, assigns responsible people, and confirms completion dates.
Responsible: Admin.

Communications | Approved templates for adaptation

These are Hobbs Realty's approved model messages. Replace all placeholders, verify each official order and property fact, confirm your own policy and contact details, and obtain event-specific authorization before sending. Do not imply travel-insurance approval, refunds, reopening, or home readiness until verified.

B02 (guest recovery update), R03-A (voicemail) and R03-B (automatic email reply) remain outside this public template set pending final review. The core operational procedures remain in the playbook.

GREEN PHASE

G01 | Homeowner Storm Awareness

Subject: Hobbs Realty Storm Update | [Storm Name]

Dear Homeowner,

We're closely monitoring [storm name] and its potential impact on Holden Beach. Our team is reviewing preparations and staying informed of updates from local emergency officials.

If your home is not currently enrolled in our Storm Preparation Program and you'd like to be added, now is the time to let us know.

Storm preparation requires careful coordination of homes, teams, and vendors within a limited window of time. The safety of our employees and vendors always comes first, so once preparations are underway, we cannot guarantee additional requests can be accommodated.

We'll continue to keep you informed as conditions develop. You can find our latest storm updates at [HobbsVisory link].

Thank you for your continued trust in Hobbs Realty!

Your Hobbspitality® Vacation Team

G02 | Upcoming Guest Arrival

Subject: An Update About Your Upcoming Holden Beach Vacation

Greetings from Holden Beach!

We're monitoring [storm name], which may affect travel to Holden Beach around your scheduled arrival on [date].

At this time, [insert verified information about your arrival].

We'll keep you informed of any changes that may affect your stay. You can also find our latest storm updates at [HobbsVisory link].

We look forward to welcoming you to Holden Beach!

Your Hobbspitality® Vacation Team

YELLOW PHASE

Y01 | Homeowner Storm Preparation Notification

Subject: Hobbs Realty Storm Preparations Underway | [Storm Name]

Dear Homeowner,

As we continue monitoring [storm name], Hobbs Realty has activated our storm preparation procedures. Our team is beginning storm preparations for vacant homes based on the services selected on each homeowner's annual Services Addendum. As homes become vacant, we'll continue preparations as time and conditions safely allow.

We're happy to consider additional storm preparation requests and will make every effort to accommodate them as time and staffing allow. Once preparations are underway, availability becomes more limited, and the safety of our employees and vendors always comes first.

If your home needs hurricane boarding, we're happy to recommend independent vendors who offer this service. Boarding cannot take place while a rental guest occupies the home. Hobbs Realty does not provide or coordinate boarding services.

We'll continue keeping you informed as conditions develop. For the latest storm information, please visit [HobbsVisory link].

Thank you for your continued trust in Hobbs Realty!

Your Hobbspitality® Vacation Team

Y02 | Additional Storm Preparation Request

Subject: Your Storm Preparation Request

Dear Homeowner,

We're happy to review your request to add storm preparation services for your home!

Please email your request to tiffany@hobbsrealty.com and brooke@hobbsrealty.com. We'll do our best to accommodate additional requests as time, staffing, and safe working conditions allow.

Thank you for your understanding as we work to prepare homes while keeping our employees' and vendors' safety first.

Your Hobbspitality® Vacation Team

Y03 | Storm Information & Questions

Subject: Hobbs Realty Storm Information | [Storm Name]

Thank you for reaching out!

We understand that approaching storms can bring questions and uncertainty. Our team is closely monitoring [storm name] and will continue sharing updates as conditions develop.

For the latest information, please visit our [HobbsVisory link], where you'll find storm updates and helpful resources.

If you have questions about your home or reservation, we're always happy to help!

Your Hobbspitality® Vacation Team

RED PHASE

R01 | Mandatory Evacuation Notice to Current Guests

Subject: Important Holden Beach Evacuation Notice | [Storm Name]

Dear Guest,

Your safety and well-being are very important to us. As [storm name] approaches, local officials have issued a mandatory evacuation order for Holden Beach, effective [date and time].

We understand this is an unexpected and stressful interruption to your vacation, and we're here to help you navigate the next steps.

Please plan to depart the island by [official evacuation deadline] and follow the instructions of local emergency officials.

If you're comfortable doing so, we'd appreciate your help completing our [Guest Storm Preparation Checklist] before leaving. This is entirely voluntary, and your safety and timely departure always come first. Every little bit of help is greatly appreciated!

Once you're safely on your way, please let our Reservations Team know you've departed by replying to this email, emailing rentals@hobbsrealty.com, or calling 1-800-655-3367 or 910-842-2002.

We're happy to help with any questions along the way!

Please stay tuned to [HobbsVisory link] for updates on island reopening and the possibility of returning to enjoy the remainder of your scheduled stay. If time remains on your reservation, we'll be happy to welcome you back once island access is restored and your vacation home has been confirmed ready for guests.

We're truly sorry your vacation has been interrupted and wish you and your family safe travels. We look forward to welcoming you back to Holden Beach!

Your Hobbspitality® Vacation Team

R02 | Evacuation Notice to Arriving Guests

Subject: Important Update About Your Holden Beach Vacation | [Storm Name]

Dear Guest,

We know how much you've been looking forward to your Holden Beach vacation, and we're sorry that an approaching storm has affected your plans.

Local officials have issued a mandatory evacuation order for Holden Beach, effective [date and time]. Island closure will follow, and guests will not be permitted on the island during the closure.

Your safety is our first priority. Please wait for confirmation from our team before traveling to your vacation home.

We'll continue sharing updates at [HobbsVisory link] and will let you know when the island has reopened and your vacation home is ready for your arrival.

If you have questions about your reservation or travel protection, our Reservations Team is happy to help! Simply reply to this email, email rentals@hobbsrealty.com, or call 1-800-655-3367 or 910-842-2002.

We appreciate your understanding and look forward to welcoming you to Holden Beach when it's safe to do so!

Your Hobbspitality® Vacation Team

R03 | Office Closure and Storm Communications

Subject: Hobbs Realty Storm Update | Office Closure

Dear Guests and Homeowners,

As Holden Beach prepares for [storm name], Hobbs Realty will temporarily close our office beginning [date and time] in response to the mandatory evacuation order.

While our office is closed, our team will continue sharing important storm updates through [HobbsVisory link], including information about island access and our return to normal operations.

If you need assistance, please email rentals@hobbsrealty.com or call 1-800-655-3367 or 910-842-2002. Our response times may be affected by storm conditions or interruptions to power and communications.

We're grateful for your patience and understanding as our team and their families prepare for the storm.

Your safety and well-being remain our priority. We look forward to welcoming everyone back when conditions allow!

Your Hobbspitality® Vacation Team

R04 | Vendor Stop-Work and Standby

Subject: Hobbs Realty Storm Update | Vendor Preparations and Safety

Hello Team,

As Holden Beach prepares for [storm name], mandatory evacuation orders have been issued, and we're beginning our final storm preparation and closure procedures.

Please complete your assigned work only while conditions allow for a safe departure. If you are unable to finish an assignment, let your Hobbs Realty contact know which homes or tasks remain incomplete.

All work must stop by [approved cutoff time], allowing everyone sufficient time to safely leave the island and prepare their families.

We'll be in touch when conditions allow us to begin recovery operations. Please wait for confirmation before returning to the island or resuming work.

Thank you for your hard work, flexibility, and continued partnership. We appreciate everything you do to help us care for our homeowners and guests!

Your Hobbs Realty Team

BLUE PHASE

B01 | Homeowner Post-Storm Recovery Update

Subject: Hobbs Realty Post-Storm Update | [Storm Name]

Dear Homeowner,

We hope you and your family are safe following [storm name].

As Holden Beach begins the recovery process, our team is preparing to assess properties and coordinate the next steps toward welcoming guests back.

The Town of Holden Beach determines when the island and bridge reopen. Access may remain restricted even after a mandatory evacuation order is lifted while essential services are restored.

Once access is authorized and conditions are safe, our team will begin property inspections and assess any storm-related damage.

No news is good news! If we discover damage or repairs that need your attention or approval, we'll contact you directly with our findings and recommendations.

We'll continue sharing recovery updates at [HobbsVisory link] as our community gets back on its feet.

Thank you for your continued trust in Hobbs Realty. We look forward to welcoming everyone back to Holden Beach!

Your Hobbspitality® Vacation Team

B03 | Welcome Back to Holden Beach

Subject: Good News! Your Holden Beach Vacation Home Is Ready

Dear Guest,

We have some wonderful news! Holden Beach has reopened to visitors, and your vacation home has been inspected and is ready to welcome you!

If you have time remaining on your scheduled reservation, you're welcome to return and enjoy the rest of your Holden Beach vacation.

Please check your HS Guest Portal for your arrival information and reach out to our Reservations Team if you have any questions.

You can reply to this email, contact rentals@hobbsrealty.com, or call 1-800-655-3367 or 910-842-2002.

Thank you for your patience and understanding throughout the storm. We look forward to welcoming you back to Holden Beach!

Your Hobbspitality® Vacation Team

Field tools | Vendor preparation and damage inspections

2025 Vendor Pre-Storm Preparation Checklist

Reusable field copy based on Hobbs Realty 2025 Pre Storm Prep Checklist

STORM: _____ DATE: _____ PROPERTY: _____

KEY / KEYLESS: _____ ALARM: YES / NO VENDOR: _____

START: _____ FINISH: _____ COMPLETED BY: _____

SAFETY AND ACCOUNTABILITY

Before starting: confirm property is vacant, approved property-specific instructions, and safe access and departure.

Mark incomplete or not applicable tasks and explain in notes. Notify Guest Services before departing.

PREPARATION TASKS

General rule for oversized outdoor furniture: if too large, heavy, or wide to bring indoors or downstairs, move to a corner against the house to reduce wind lift.

01 Elevator: call to TOP FLOOR, open the gate, close the door.

02 Close and LOCK all windows; secure them.

03 Close all interior doors; DO NOT lock them.

04 Outdoor pillows and cushions: move all inside the home.

Porch furniture: store inside on plastic sheeting OR in an outside storage room. Check every porch: street side, oceanfront, and all levels.

05

06 Outdoor grill: secure in outdoor shower or storage room.

07 Turn OFF exterior propane tanks.

08 Hot tub lids: buckle to hot tub if clips are available; otherwise store in outside shower or storage room.

09 Trash carts: secure in outside shower, storage room, or on side in a secure location (such as under steps).

10 Pool furniture: secure in outdoor shower, storage rooms, under home, or under stairs. DO NOT put anything in pools.

11 LOCK outside storage room doors.

12 LOCK outside shower doors.

13 Check refrigerator and freezer are empty. Discard items left behind and empty freezer ice.

14 LOCK exterior doors; confirm keyless entry lock actually engages and is locked.

MAINTENANCE NEEDED / INCOMPLETE / NOT APPLICABLE / PROPERTY-SPECIFIC EXCEPTIONS

Reported to Guest Services (person / time): _____

DIGITAL DAMAGE REPORTING - EZCARE PENDING VERIFICATION

Document observed damage and upload supporting photos using the LSI Disaster Recovery Tool.

EZCARE is under evaluation; use only after Hobbs Realty leadership approves it. Report urgent hazards to Guest Services.

Post-Storm Inspection, Digital Damage Reporting & Readiness

Field reference | Guest Services and Field Team | Record storm findings in digital tools

Property address: _____

Inspection team: _____ Date/time: _____

Authorized access / route: _____

REQUIRED DIGITAL DAMAGE REPORTING - LSI Use the LSI Disaster Recovery Tool to report damage and upload supporting photographs. EZCARE is pending verification and may be used only after testing and leadership approval.

I01 Inspect safely and record findings

Assess access and visible hazards before entering. If unsafe, stop and document from a safe position; request qualified assessment where needed.

Exterior/access: roof, decks, stairs, debris, blocked access

Interior (if safe): water intrusion, damage, affected contents

Utilities: power, water, sewer, gas, HVAC, and essential systems

Guest readiness: cleaning, access, repairs, and necessary services

I02 Report and escalate

Report damage to the Vacation Rental Management team. Record owner approvals before arranging repairs. Escalate urgent safety hazards promptly.

I03 Verify readiness before reopening

Confirm required safety assessments, utilities, repairs, and cleaning before an authorized approver clears a property for guest return.

Inspection status: Not assessed / Unsafe / Repair or cleaning pending / Ready for review

EZCARE (only if approved): _____

LSI Disaster Recovery Tool record/reference: _____

Photos uploaded (location/reference): _____

Required follow-up / responsible person: _____

Reopening approval (name/date/limitations): _____

SAFETY NOTE

A visual inspection is not professional clearance of structural, electrical, gas, or other hazards. Only an authorized approver may change the property's guest-readiness status.

Hobbs Realty | Post-storm inspection and digital damage reporting

Team welfare and community messages

Proposed templates • Confirm support before making a commitment

Employee preparation and release

Team, we are in [phase] for [storm name]. Our office will close at [time], and field work ends at [time]. Please let [people lead] know privately if you need earlier release or help planning transportation or family care.

Confirm your contact information and household plan with [lead]. Once you are safely at your destination, message [channel] with your status and whether you need help. The next check-in is [time]. Your safety and your family's preparation come first.

Employee welfare check

Checking on you and your family. When you can safely respond, please let [lead] know: Are you safe? Do you need help with shelter, transportation, supplies, or family care? Are you able to work, or do you need more time? We will coordinate any approved support privately. Our next check-in is [time].

Employee reentry briefing

Officials have allowed [specific access category]. Please do not return until we confirm your assignment and permitted route. Let [lead] know if your household or travel conditions affect your availability. Assigned teams will meet at [confirmed location] at [time] and check in through [channel]. Stop and report any unsafe condition.

Community resource update

Hobbs Realty is sharing verified resources for neighbors affected by [storm name]. [Official resource or organization] provides [confirmed assistance] at [location or link], with [confirmed hours and requirements]. Check the organization's latest update before traveling. For immediate danger, call 911.

If you need help finding the right resource, contact [approved company contact and availability]. [Include specific Hobbs assistance only after it is approved and available.]

These messages do not promise employee benefits, housing, payment, transportation, or community funding.

Official resources & customization

Check official sources for the current event before making any operational decision. Each organization adapting this playbook should substitute its own local links and authorities.

NOAA National Hurricane Center | Forecasts and advisories <https://www.nhc.noaa.gov/>

National Weather Service wind scale | Wind classifications https://www.weather.gov/hgx/tropical_scale

Holden Beach emergency information | Town alerts and evacuation <https://hbtownhall.com/emergency-info>

Holden Beach evacuation decals | Town reentry decal guidance <https://hbtownhall.com/evacuation-decals>

Brunswick County Emergency Management | County emergency notices
<https://www.brunswickcountync.gov/203/Emergency-Management>

Brunswick County public shelters | Opening and eligibility <https://www.brunswickcountync.gov/311/Public-Shelters>

ReadyNC | North Carolina emergency guidance <https://www.readync.gov/>

CDC: Reentering a flooded home | Building entry and cleanup safety <https://www.cdc.gov/floods/safety/reentering-your-flooded-home-safety.html>

NWS Wilmington tropical weather | Local coastal impacts <https://www.weather.gov/ilm/tropical>

DriveNC road conditions | Road closures and access <https://drivenc.gov/>

Brunswick County recovery resources | Recovery resources <https://www.brunswickcountync.gov/1094/After-an-Emergency-Recovery>

Brunswick Electric outage map | Outages (BEMC only) <https://outage-maps.bemc.org/>

Before adapting or distributing

Keep Hobbs Realty's creator credit. Replace Hobbs-specific contacts, service selections, platforms, Town access rules, and meeting locations with your own approved details. Validate local requirements and reservation, employee, owner, and vendor policies.

Completed private records and event data must never be distributed. This guide does not guarantee an insurance benefit, refund, boarding service, or assistance commitment.

Share the knowledge. Strengthen the industry.

Hobbs Realty created these procedures from decades of managing storms, guests, homes, employees, and recovery. Hospitality Heroes shares this resource freely because the people creating hospitality deserve a plan.

Created by Hobbs Realty | Hobbspitality®

Distributed free through Hospitality Heroes

Make it your own: revise the assignments, emergency resources, service agreements, contact information, and local authority procedures to fit your operations. Always protect the people first.