

HOBBS REALTY | HOBBS PITALITY®

Hurricane Preparedness

TEAM TRAINING COMPANION

A visual guide to the four operational phases and the people behind the places.

Created by Hobbs Realty. Shared free through Hospitality Heroes.



Storm preparedness at a glance

Use this operating example as a starting point. Adapt the roles, contacts, systems and local requirements to fit your team.

Awareness

- Monitor official storm information
- Review plans, contacts and checklists

Preparation

- Protect people and protect property
- Prepare unoccupied homes. Guest preparation is voluntary.

Evacuation

- Follow mandatory evacuation orders
- Close the office and release employees for safe departure

Recovery

- Confirm authorized access
- Inspect and clear homes before guest return

Leadership documents and communicates phase activation. Use the matching checklist for assignments.

Official information drives every decision

Record the source, time, affected area, verified access, and next action.

NOAA / NHC

Forecasts, storm tracks, wind intensity, and active warnings.

Town of Holden Beach

Mandatory evacuation, bridge access, official reentry, decals, and curfews.

Brunswick County

Emergency announcements, road conditions, and verified shelter information.

**Mandatory evacuation lifted ≠ bridge reopened ≠ a particular home ready for guests.
Verify before you speak.**

Green | Readiness before storm preparation

Confirm owner selections, update checklists, coordinate standby teams, and prepare storm messaging.

G01–G04 Owner selections, key sheet, field and guest checklists

Guest Services

G05–G06 Vendor standby and post-storm inspection checklist

G05: Guest Services + Housekeeping. G06: Guest Services.

G07–G09 Town reentry decals and upcoming guest arrivals

G07: Admin. G08: Reservations. G09: Admin + Reservations.

G10–G13 Initial answers, template review, HobbsVisory and closure messages

G10–G12: Admin + Marketing. G13: Guest Services.

Confirm owner selections against annual Services Addendums.

Employee and family preparedness

Verify contacts

- Mobile and alternate contact method
- Primary and backup emergency contacts

Confirm family readiness

- Evacuation plans, transportation and dependents
- Earlier release or adjusted duties when needed

Agree on welfare checks

- Name the welfare lead and check-in time
- Test primary and backup communication
- Agree on missed-contact follow-up

Our people and their families come first. Everything else follows.

Yellow | Property preparation and guest care

Admin and Marketing maintain the master preparation list and notify owners when preparation begins.

Coordinate preparations

- One master list, editor and backup
- Guest Services coordinates crews, Housekeeping and vendors
- Record progress and exceptions

Unoccupied homes

- Follow annual Services Addendum selections
- Maintenance and assigned crews prepare unoccupied homes
- Hobbs does not provide or coordinate boarding

Guests in occupied homes

- Send the Guest Storm Preparation Checklist
- Outside tasks are voluntary and based on guest comfort
- Notify Housekeeping of voluntary departures

Prepare unoccupied homes only. Send guests in occupied homes the Guest Storm Preparation Checklist to complete if they are comfortable.

Red | Evacuation and office closure

Red begins with a mandatory evacuation order. Admin and Marketing manage storm messaging.

Guest contact

- After the mandatory order, notify all affected guests in order of urgency. Share shelter information.
- Reservations records guest and owner status in the designated tracking system
- Separate reported departure from confirmed vacancy

People and departure

- Set field cutoffs and release times that allow employees and vendors to leave safely
- Direct Managers confirm employee status and welfare checks

Office and storm updates

- Secure the office and activate closure email and voicemail
- Guest Services activates replies. Keep HobbsVisory current.
- Marketing and Admin share official notices with Redion

Blue | Access, inspections and guest return

The Town controls access. Guest return also requires inspection and approval of each home.

People and access

- Confirm employee and family readiness
- Meet at the assigned location
- Verify permitted access, decals and travel routes

Inspection and reporting

- Stop for hazards and obtain qualified help
- Report damage and photos in the LSI Disaster Recovery Tool

Owners and guest return

- Vacation Rental Managers contact owners about damage and approvals
- Confirm utilities, repairs and cleaning and obtain authorized approval
- Use B03 only after the home is cleared and ready

Clear storm communication

Admin and Marketing manage all owner, guest and vendor storm messaging and keep HobbsVisory current throughout every phase.

VERIFY	Confirm official instructions and current property conditions.
USE	Choose the approved template for the current phase.
ACKNOWLEDGE	Acknowledge how the storm affects their plans.
EXPLAIN	Explain the next step and link to current storm updates.

Include your current contact information and storm-update link.

Community care, storm documentation and follow-up

Keep a clear record of decisions, guest status and assistance.

Community care

- Share verified assistance resources
- Relay urgent needs to authorized agencies
- Coordinate only approved support and handle personal information with care

Storm documentation

- Reservations: guest and owner status in the designated tracking system
- Admin: one storm event record for official orders, decisions and communications
- Admin and Community Liaison: community assistance records

Recovery debrief

- Admin coordinates with department leaders
- Leadership approves changes, assigns people and completion dates
- Restock supplies and follow up on open claims and repairs

Customize and rehearse

Adapt the playbook to your operation and practice it with your team.

Customize

- Update roles and backup contacts
- Confirm storm services and vendor responsibilities
- Use your local evacuation and reentry requirements
- Make our templates your own

Rehearse

- Practice each phase and its assignments
- Rehearse field cutoffs and recordkeeping
- Practice guest, owner and vendor messaging

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