

# Margaritaville Cottage & Villa Name Guidelines

---

Welcome to our little slice of paradise! We're happy to have you as a Property Owner at *Margaritaville*® Resort Orlando. We know you're excited to make your mark here, and one of the best ways of doing that is by naming your Cottage or Villa!

## What do Cottage/Villa nameplates look like?

- These professionally produced signs are manufactured to the same standards as your Property's address plaque and are typically mounted just below the address. These nameplates meet all community signage guidelines; there's no worry about them being an unapproved exterior modification (unlike other signage).

## How do I pick a name?

- Each Property name must be unique. We check all new requests against existing names. It's first-come, first-named.
- Our *Margaritaville* brand partners approve all Property names at their sole and complete discretion. In our experience, we have found that:
  - Clever "twists" on Jimmy Buffett songs, albums, and lyrics are sometimes approved, but verbatim references to them are typically denied (Example: *Cheeseburger Inn* was approved, but *Cheeseburger in Paradise* was denied)
  - Names including "Five O'clock", "Latitude", or "Fins Up" are consistently denied
  - It's best to avoid anything that could be considered inappropriate, obscene, or copyrighted
- We suggest you stick to something relatively short, maybe three or four words. The standard nameplates are a fixed size, and longer names may require an additional fee.

## OK, I have the perfect name. How do I request it?

- Visit [FinsUpBeachClub.com](https://www.finsupbeachclub.com) and navigate to **Perks & Benefits > Property Name Request**.
- To provide consistency and fairness to all Owners, we accept requests **only** after your real estate closing has occurred.
- We'll submit the name exactly as typed in the form (including punctuation), but please note that the vendor prints the signs in ALL CAPITAL LETTERS and may need to adjust spacing/layout to fit the sign template.
- If you experience difficulties with the form, please email [jackie.steele@encore-fl.com](mailto:jackie.steele@encore-fl.com) for assistance

## My request has been submitted. Now what?

- Review usually takes around five business days, but it can be longer or shorter. We'll notify you as soon as we hear back.
- We typically order in batches around the end of the month. Payment must be received before your nameplate is ordered.
- Nameplates are typically manufactured and installed within 45 days of the order being placed.
- We'll send you a photo of the nameplate once we've verified that it has been installed and is correct.

## How much does this cost? What if the nameplate is damaged or needs to be replaced? What if I change my mind?

- Each nameplate incurs a fee from our sign vendor. All charges are processed by our Membership Department, and we will guide you through the process once your Property's name is approved.
  - **Standard Nameplates:** Our records show that **the vendor currently charges \$95** (subject to change) for a standard nameplate. This price includes tax, but a small additional fee may apply for some payment methods.
  - **Extended Nameplates:** It's rare, but some longer names (based on character count and word layout) may require a larger nameplate and therefore a higher price. Our records show **the price is usually around \$140** (subject to change). If this applies to you, we'll ask the vendor to quote an exact price before you commit to purchasing it.
- New owners of a previously owned Property can usually keep an existing nameplate at no charge. You don't need to submit a form to keep the same name (unless the nameplate is damaged/missing and needs to be replaced).
- If you sell one Property and buy another, you may be able to transfer the existing name and nameplate to your new Property at no charge. Contact [jackie.steele@encore-fl.com](mailto:jackie.steele@encore-fl.com) for details (preferably before your old Property sells).
- You're responsible for normal maintenance of your nameplate. If it must be replaced, you'll need to purchase a replacement through us at the manufacturer's prevailing rate.
- Changes or other adjustments after name approval may be subject to additional fees if the vendor has already begun manufacturing the nameplate.

*Revised March 17, 2025. Supersedes and replaces all previous versions. Subject to change without notice.*