



EXCLUSIVE  
RENTAL  
PROGRAM



WAILEA  
BEACH  
VILLAS

## LOCAL ROOTS. INTERNATIONAL REACH.

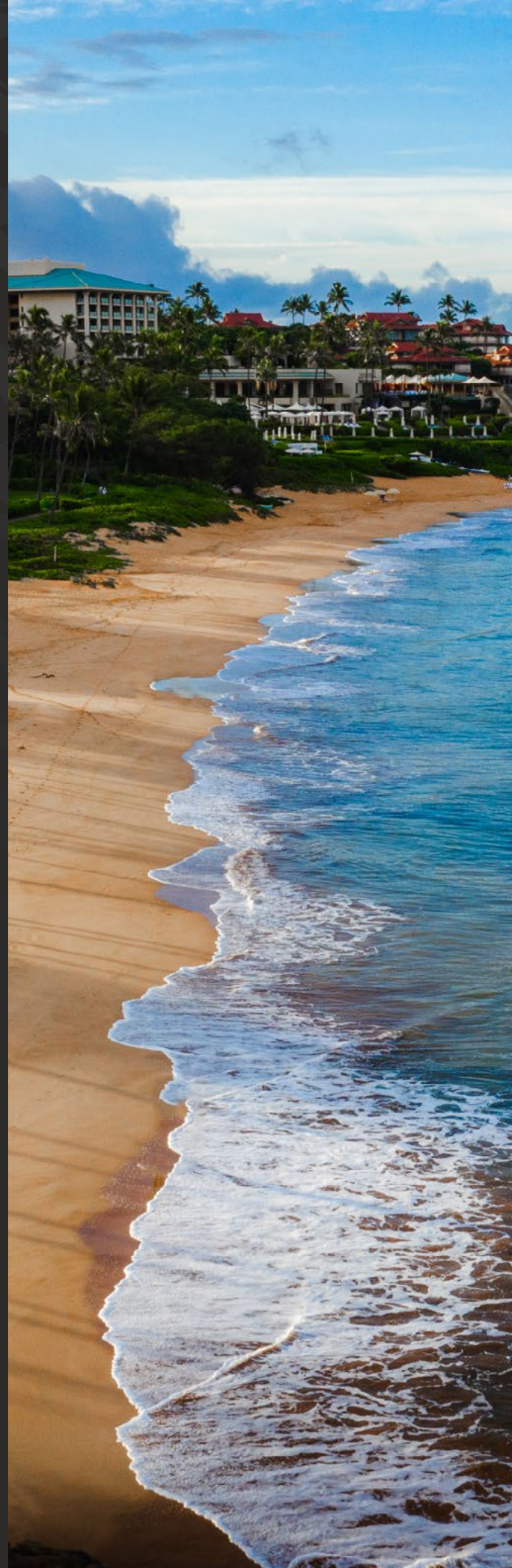
Aloha and mahalo for considering joining our full-service luxury vacation rental program at Wailea Beach Villas. This program has provided effortless ownership and peace of mind to our homeowners since our inception in 2006. Our homeowners enjoy a turnkey, seamless ownership experience along with the assurance that their real estate assets are protected. It is our hope that you join the Wailea Beach Villas family to experience for yourself all the possibilities in one of the world's most sought-after destinations.

### **SALES AND MARKETING**

Wailea Beach Villas is marketed globally through Destination by Hyatt, and we offer exclusive marketing that features individual homeowner villas on [WaileaBeachVillas.com](http://WaileaBeachVillas.com). By joining our luxury vacation rental program, you are placing your investment with one of the world's most trusted hospitality companies, dedicated to enhancing the Wailea Beach Villas brand and your real estate value by creating an exceptional reputation and attracting the highest quality guests to stay in your residence.

### **REVENUE, RELIABILITY AND RESPONSIVENESS**

Our services are built upon a steadfast commitment to these three pillars. We honor this commitment through access to world-class resources managed by dedicated local professionals creating an effortless, convenient, and profitable luxury vacation rental management experience at Wailea Beach Villas.





## GET MORE FROM YOUR LUXURY VACATION RENTAL.

Aloha Homeowner,

Welcome home! Becoming an owner at Wailea Beach Villas offers the rare opportunity to join an exclusive residential community in the heart of the world-class destination of Wailea. Attracted by postcard-perfect views and access to extraordinary amenities, guests and homeowners alike appreciate that Wailea Beach Villas provides the ultimate vacation experience on Maui.

With the privilege of being a trusted member of the local Maui community for over four decades, comes a high regard for the special allure of this unique beachfront-living experience. We are excited to share the exceptional story of Wailea Beach Villas with guests from around the world and welcome them to our island home with aloha. That is why we invite you, as a homeowner, to join the exclusive in-house rental program at Wailea Beach Villas. This best-in-class program allows you to share the elevated experience of your Wailea Beach Villas residence with others, while maximizing your investment through our full-service luxury vacation rental program.

We are your local professionals, and as such, we are the experts when it comes to Maui and the Wailea market. Yet, our scope goes well beyond the islands. As a part of Destination by Hyatt, we have access to Hyatt's international network of sales professionals, global marketing reach, industry-leading loyalty program, and proprietary technology platforms optimized to magnify your returns. We are your partner on Maui with unique owner benefits that extend around the world. When you partner with Wailea Beach Villas for rental management, you also become part of the Hyatt Residential Management Owners Program. This select owner benefits program features discounted room rates and VIP recognition as a World of Hyatt Globalist when you travel to Hyatt properties worldwide.

With Destination Residences Hawaii, you will enjoy a seamless management experience so that you can rest assured that your property is being properly maintained and rented. Your second home will be cared for by our professionally trained housekeeping and maintenance staff, and it will be positioned for optimal rental returns through tailored marketing and global exposure. We look forward to welcoming you home to Destination Residences Hawaii!

A handwritten signature in white ink, appearing to read 'Mike Cuthbertson', set against a dark background.

**MIKE CUTHBERTSON**

Area Vice President, Destination by Hyatt

# THE WAILEA BEACH VILLAS DIFFERENCE

## REVENUE

Our sales, marketing and revenue optimization teams conduct in-depth market analyses to maximize the daily rate and optimize exposure for your property, providing you with the highest return throughout the year.

## RELIABILITY

We do the important behind-the-scenes work, so you don't have to. Our on-property teams — from housekeeping and maintenance, to concierge and owner services — ensure that your home and guests are well cared for.

## RESPONSIVENESS

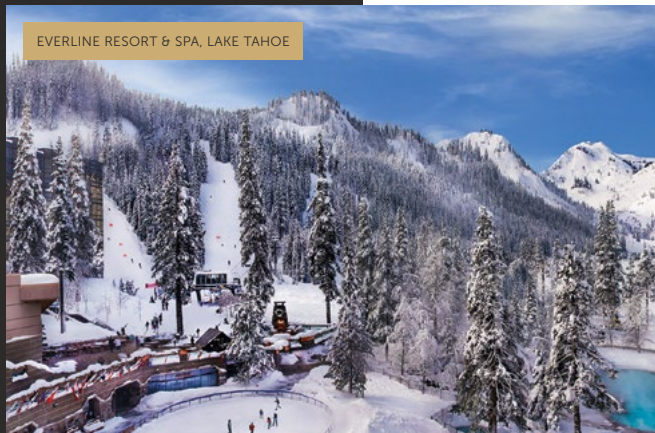
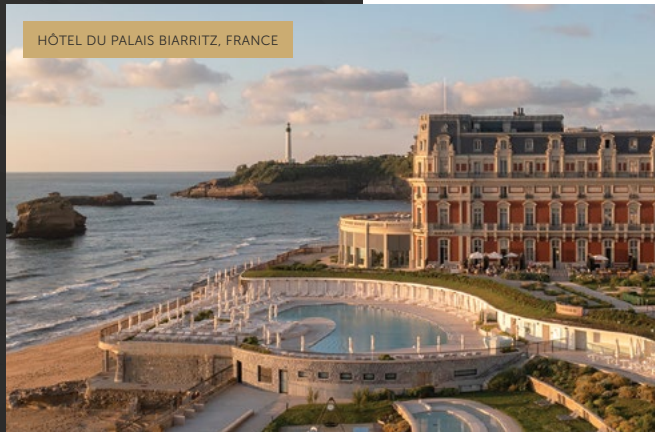
Our owner-friendly policies put you in control, and our owner experience team is always on hand to address your questions and concerns. Homeowners and guests enjoy 24/7 management services to attend to their every need.

## OWNERS ENJOY ALL-INCLUSIVE PROPERTY MANAGEMENT

- Personalized service by the only dedicated on-site property management team
- 24/7 maintenance and emergency response to care for your residence
- Annual deep cleans with preventative maintenance inspections
- Preventative and regular maintenance of appliances, HVAC, lighting, electrical, plumbing, and third-party vendor coordination
- Regular inspections and inventory of your residence
- Replacement of kitchenware, linen, and terry is included at no additional cost
- Experienced and professional accounting, maintenance, and housekeeping teams
- Accounting service with monthly statements, tax preparation and timely rental distributions
- Owners' online portal featuring a live reservations calendar and owner document history
- Local vendor and contractor relationships and purchase discounts
- Custom listing for each vacation residence featuring photography, 3D tours and dedicated booking calendar
- Owner benefits: discount room rates and automatic Globalist status in the World of Hyatt loyalty program
- Fulfillment of special requests and unique owner needs
- Owner-experience team acting as your ownership concierge
- Up to \$3,000 in damage protection for each guest stay

## YOUR GUESTS CAN EXPECT RESORT-STYLE HOSPITALITY

- Maui-based reservations sales team with 24-hour service
- Island Host concierge staff to create an effortless vacation experience
- 24-hour check-in and staff to attend to your guests' every need
- Manager on duty 24/7
- Housekeeping is provided by our on-site Wailea Beach Villas staff who are trained to Hyatt standards
- Luxury Frette Italian linens and Hawaiian-made Malie botanical bath amenities
- Resort-style amenities and services within a luxury residential setting



## OWNER BENEFITS: A WORLD OF TRAVEL AWAITS

As a Wailea Beach Villas Rental Program owner, we invite you to join Hyatt's Residential Management Owners Program, developed exclusively for our homeowner partners, offering benefits that no other luxury vacation rental company can match. You will receive a complimentary upgrade to VIP Globalist status within the World of Hyatt, the highest membership tier, which entitles you to the following benefits at nearly 1,400 Hyatt hotels and resorts around the world:

- Discounted room rates at more than 29 hotel and resort brands within the Hyatt portfolio
- Dedicated Hyatt owners reservation phone line
- 30% bonus points on all eligible stays
- Complimentary room upgrades, resort fees waived, and 4 p.m. late checkout (when available)
- Club lounge access, including complimentary breakfast (where available)
- Bonus points upon qualifying spending with American Airlines

"LISA HAS MANAGED THREE OF OUR RENTAL PROPERTIES BEGINNING WITH WAILEA EKAHI AND THEN A VILLA AND PENTHOUSE IN WAILEA BEACH VILLAS. WE CALL LISA AND HER TEAM AT WAILEA BEACH VILLAS; WINSTON, AMI, MARTINA AND NICOLE OUR WAILEA BEACH FAMILY. THEY TREAT OUR PROPERTIES LIKE THEIR OWN. WE COULD NOT BE MORE PLEASED WITH THE ATTENTION AND SERVICE PROVIDED TO US AND OUR GUESTS."

– MICHAEL S; JOINED 2018

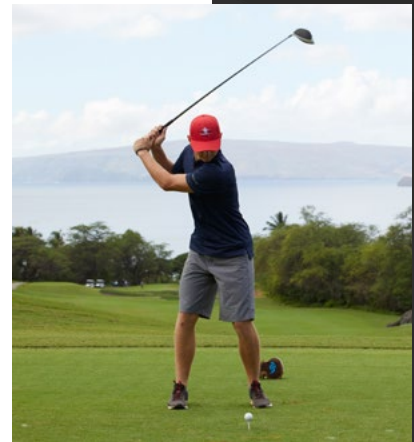
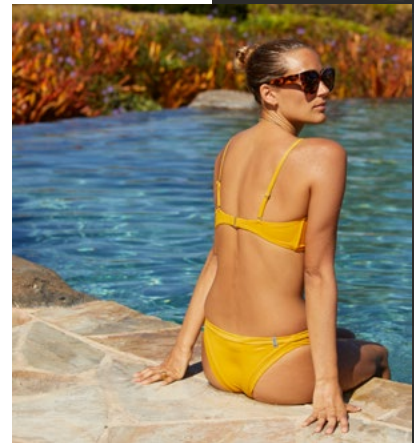


## WHY TRUST YOUR RESIDENCE TO WAILEA BEACH VILLAS?

With so many luxury vacation rental company options, why choose our team at Wailea Beach Villas? Beyond our promise of delivering excellence and unparalleled owner services, we also offer:

- **ON-PROPERTY EXECUTIVE MANAGEMENT TEAM** dedicated to Wailea Beach Villas in providing a level of convenient owner and guest services unsurpassed by our competitors
- **24/7 IMMEDIATE EMERGENCY RESPONSE** by our on-site manager on duty and maintenance teams to ensure your residence and guests are well cared for
- **HOUSEKEEPING** services are not outsourced and our in-house team is trained to Hyatt's industry standard-setting criteria
- **PERSONALIZED GUEST SERVICES**, unlike anything offered by other rental companies, make certain your guests are pampered during their stay
- **MAUI-BASED RESERVATIONS**, marketing, sales, accounting revenue, and executive teams are easily accessible and well-versed on Wailea Beach Villas
- **YEARS OF EXPERIENCE** at Wailea Beach Villas, our team knows more about this property and your residence than anyone else
- **REPRESENTING THE HIGHEST QUALITY** residences available at Wailea Beach Villas to attract luxury guests
- **GLOBAL CAPABILITIES** of a leading international hospitality company to achieve higher rates, longer stays and more repeat guests
- **MARKETING STRATEGIES** that are powerful reach a global audience and position Wailea Beach Villas as a top travel destination
- **RESTOCKING & REPLENISHMENT** of consumables, kitchenware, linens, towels; Malie bath amenities included in the rental program
- **DAMAGE PROTECTION** of up to \$3,000 for each guest stay, protecting your asset as if it were our own

Enroll your residence in the Wailea Beach Villas Rental Program today and begin enjoying the benefits of active on-site management, effortless ownership, resort-style services, optimal returns, and high-touch asset management.



# FREQUENTLY ASKED QUESTIONS

## OF THE EXCLUSIVE WAILEA BEACH VILLAS RENTAL PROGRAM

We value and appreciate your consideration in investing in a luxury residence and joining our exclusive onsite community. With this hope in mind, we have curated a list of FAQs and answers pertaining to the Wailea Beach Rental Program.

You can also visit us online at [www.waileabeachvillas.com](http://www.waileabeachvillas.com).

### **What are the requirements for joining the Wailea Beach Villas Rental Program?**

Your home must meet our minimum quality standards of a platinum-rated residence.

### **How are rental rates determined?**

Our Revenue Optimization team sets the daily rate by comparing what our competitors are charging as well as other factors including holidays and special events, historical demand, and seasonality.

### **How is rental revenue distributed?**

As a Residence Owner, you will receive the balance of rental revenue for your property, less a pro rate share of operating expenses and a 10% management fee.

### **Will I be billed for incidental maintenance?**

All incidental maintenance required will be performed by our in-house maintenance staff and billed at the cost noted in the contract.

### **When will I receive my monthly statements?**

You will receive your monthly owner statement by the 15th of each month, which includes a detailed breakdown of all residence activity.

### **How do I know that my residence will get rented fairly and equitably compared to other residences?**

We use a rotational reservation system to ensure accuracy and fairness in bookings.

### **How long is my contract with Wailea Beach Villas and Destinations Resort Hawaii?**

Your contract is entered into on a 12-month basis and is automatically renewed unless a 90-day notice of cancellation is given after the initial term or renewal of the contract.

### **Can I cancel my contract?**

Yes, you can cancel at any time with 90 days' notice, or after the initial term or renewal date.

### **How often can I use my residence?**

There are no restrictions on the use of your residence.

### **Can I offer my residence to friends and family?**

Yes, depending on your annual owner's calendar and availability. Housekeeping and other fees may apply.

### **What if a rental guest damages the furniture or residence?**

In addition to ensuring that each vacation home is meticulously maintained, we collect a non-refundable damage waiver fee on each reservation to cover any accidental damage up to \$3,000. Normal wear and tear is to be expected and will be the responsibility of the owner.

### **How often do you provide housekeeping services?**

We provide housekeeping services for guests every third day for a stay of five days or more.





“WHEN WE STAY IN OUR HOME, IT’S REASSURING TO SEE FAMILIAR FACES WHO GREET US BY NAME. FROM THE MANAGEMENT TEAM TO THE HOUSEKEEPING CREW, EVERYONE IS EXTREMELY PROFESSIONAL AND WARM. THE BIGGEST PEACE OF MIND COMES FROM KNOWING THAT WE CAN COUNT ON SUCH A DEDICATED TEAM TO TREAT OUR HOME WITH THE UTMOST CARE SO THAT ANYONE STAYING HERE HAS A MOST EXCLUSIVE EXPERIENCE.”

– KEVIN B & JEFF F; JOINED 2017





## MARKETING MUSCLE

Hyatt has a worldwide presence, and with its vast reach is a marketing muscle that is incomparable in its determination to tell the unique brand story of Wailea Beach Villas. That is why we invest in proven leading-edge strategies that target luxury guests who desire a differentiated experience for their stay on Maui, and it is why our dedicated marketing team is committed to reaching an international audience on par with the top hotels in Hawaii.

## REVENUE MANAGEMENT

- Utilizes industry-leading tools for data-driven pricing to maximize daily rates
- Focuses on optimizing and increasing market share for homeowners
- Performs ongoing market analysis to make sure you are positioned ahead of the market to maximize revenue throughout the year

## DISTRIBUTION

- Ensures travelers can easily find and book your residence on [WaileaBeachVillas.com](http://WaileaBeachVillas.com) as well as [Hyatt.com](http://Hyatt.com)
- Utilizes advanced email analytics to track and guide dynamic campaign strategies
- Engages guests and keep them coming back with active social media platform management
- Provides a reliable pipeline of guest traffic throughout the year and for all seasons
- Maintains in-house and corporate marketing teams as well as external digital and creative agency support

## GLOBAL REACH

- Creates awareness with Hyatt.com's 20 million monthly viewers because your residence is included on the Hyatt booking platform
- Allows direct marketing to over 36 million World of Hyatt members
- Strategically targets desired traveler types through our long-standing and extensive relationships with leading travel sales companies around the world
- Ensures that your Wailea Beach Villas residence is optimally showcased and that owner returns are maximized

## PARTNERSHIPS

- Enticing over 36 million members worldwide, World of Hyatt attracts higher rates, encourages longer stays, and fosters frequent returns compared to other guests
- By strategically leveraging partnerships, Hyatt effectively reaches a global audience of leisure travelers
- Harnessing the power of travel listings on VRBO, Airbnb, Tripadvisor, and more, we maximize our presence and visibility
- Hyatt nurtures a diverse network of travel agents, qualified travelers, and online luxury travel sites to maintain its strong presence



## WORLDWIDE SALES PLATFORM

Through our long-standing and extensive relationships with leading travel sales companies around the world, we are able to strategically target desired traveler types, helping ensure that your Wailea Beach Villas residence is optimally showcased and owner returns are maximized.



"DESTINATION RESIDENCES HAS BEEN THE BEST CHOICE FOR OUR RENTAL PROPERTY AT WAILEA BEACH VILLAS, HANDS DOWN. FROM THE OVERALL HIGHLY PERSONALIZED EXPERIENCE TO THE LUXURY RESORT-STYLE SERVICES, I COULDN'T BE MORE PLEASED WITH THIS PARTNERSHIP."

- TONY C; JOINED 2013

## YOUR WAILEA BEACH VILLAS TEAM



**LISA CARSON**  
Director of Operations,  
Wailea Beach Villas



**MOLLY JOHNSON**  
Director of Marketing,  
Destination Residences Hawai'i



**STEPHANIE CHASAGRANDE**  
Director of Reservations  
and Revenue Management,  
Destination Residences Hawai'i



**FLYNT PAYNE**  
General Manager,  
Destination Residences Wailea



**MIKE CUTHBERTSON**  
Area Vice President,  
Destination by Hyatt



**STEPHANIE POREE**  
Director of Association Management,  
Destination Residences Hawai'i



**DAVID DREISCH**  
General Manager,  
Wailea Beach Villas



**BRANDON SACKS**  
Business Development Manager,  
Destination Residences Wailea



**NICOLE HASHIMOTO**  
Operations Manager,  
Wailea Beach Villas



**PAM SCARTH**  
Area Director of Operations,  
Destination Residences Hawai'i



WAILEA  
BEACH  
VILLAS



DESTINATION  
BY HYATT

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[waileabeachvillas.com](http://waileabeachvillas.com)