



EXCLUSIVE  
RENTAL  
PROGRAM



WAILEA  
BEACH  
VILLAS

## LOCAL ROOTS. EFFORTLESS OWNERSHIP.

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**

Sales and Marketing for Wailea Beach Villas is powered through CoralTree Residence Collection. Your home at Wailea Beach Villas benefits from an international marketing platform. We offer exclusive marketing through the renowned Wailea Beach Villas brand by featuring your penthouse or villa prominently on **WaileaBeachVillas.com**.

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

Our services are built upon a steadfast commitment to these three pillars. We honor this commitment through access to top-tier 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 experts when it comes to managing and marketing rental properties on Maui. With our experience and local presence, both you and your property's guests can enjoy a level of service that can only come with a local team experienced in the Maui market.

With CoralTree Residence Collection, 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 CoralTree Residence Collection!

**STEVEN ROSE**

Hawai'i Area Managing Director  
CoralTree Residence Collection

## 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
- 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
- Owner Benefits: discount room rates and travel benefits through CoralTree Hospitality

## 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
- Luxury Frette Italian linens and Hawaiian-made Malie botanical bath amenities
- Resort-style amenities and services within a luxury residential setting













"IN EVERY INTERACTION WE'VE HAD IN THE YEARS OF OWNING A CTR PROPERTY, IT'S ABUNDANTLY CLEAR THAT WE SHARE A CHERISHED PARTNERSHIP WITH CORALTREE RESIDENCE COLLECTION. THEY'VE NOT ONLY BECOME TRUSTED STEWARDS OF MY PROPERTY BUT HAVE ALSO ENRICHED THE GUEST EXPERIENCE THROUGH THEIR UNWAVERING COMMITMENT TO EXCELLENCE. I COULDN'T BE MORE SATISFIED WITH THIS EXCEPTIONAL COLLABORATION."

— CORALTREE RESIDENCE COLLECTION  
OWNER TONY C.

## 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 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 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
- **MARKETING STRATEGIES** that are powerful reach prospective guests 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.**









## OWNER BENEFITS: TRAVEL IS GOOD FOR YOUR SOUL

At CoralTree, we believe travel is good for the soul.

As a Wailea Beach Villas Rental Program owner, we invite you to join CoralTree Residences Reward Program, developed exclusively for our homeowner partners, offering benefits that no other vacation rental company can match.

Exclusive owner benefits include a variety of travel perks include CoralTree hotel and resort discounts, lifestyle programs, and much more.

## CORALTREE RESIDENCE COLLECTION: A LEGACY OF EXCELLENCE

For over 50 years, we have been a trusted name in hospitality and property management. As part of CoralTree Hospitality, a leading developer and manager of luxury hotels and residential resorts with over 35 hotels across the United States, we bring deep experience and extensive resources to the vacation rental management world.

CoralTree Residence Collection has a breadth of experience including over 1,000 units managed across Hawaii and Colorado, and we are unwaveringly committed to excellence. Our seasoned team brings expertise and passion to every aspect of property management and hospitality.



## 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 Villas Rental Program.

You can also visit us online at [www.StayWaileaBeachVillas.com](http://www.StayWaileaBeachVillas.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 CoralTree Residence Collection?**

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.





"THE STAFF AT CORALTREE RESIDENCE COLLECTION ARE THE EPITOME OF PROFESSIONALISM. THEIR EFFICIENT MANAGEMENT NOT ONLY KEEPS MY PROPERTY IN TOP SHAPE BUT ALSO ENSURES MY GUESTS HAVE AN UNFORGETTABLY SPECTACULAR EXPERIENCE. I COULDN'T ASK FOR A BETTER PARTNER."

– CORALTREE RESIDENCE COLLECTION  
OWNER MICHAEL S.









## MARKETING MUSCLE

With our in-depth experience in marketing vacation rentals throughout Hawai'i, CoralTree Residence Collection's marketing muscle 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 Hawai'i.

## DISTRIBUTION

- Ensures travelers can easily find and book your residence on [StayWaileaBeachVillas.com](http://StayWaileaBeachVillas.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

## 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

## PARTNERSHIPS

- Harnessing the power of travel listings on VRBO, Airbnb, Tripadvisor, and more, we maximize our presence and visibility













"PARTNERING WITH CORALTREE RESIDENCE COLLECTION IN HAWAI'I HAS BEEN A GAME-CHANGER WHEN IT COMES TO PASSIVE INCOME. THEIR INNOVATIVE MARKETING STRATEGIES CONTINUALLY ATTRACT NEW GUESTS, AND THEIR DEDICATION TO OUR PARTNERSHIP IS EVIDENT IN EVERY INTERACTION. I COULDN'T BE HAPPIER WITH THE RESULTS THEY'VE DELIVERED."

– CORALTREE RESIDENCE COLLECTION  
OWNER KEVIN B.



## YOUR WAILEA BEACH VILLAS TEAM



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



**KELLY MCCOURT**  
Senior Director of Sales & Marketing,  
CoralTree Residence Collection



**STEPHANIE CHASAGRANDE**  
Director of Reservations  
and Revenue Management,  
CoralTree Residence Collection



**FLYNT PAYNE**  
General Manager,  
CoralTree Residence Collection



**MIKE CUTHBERTSON**  
Senior Vice President  
Residential Resort Management  
CoralTree Residence Collection



**STEPHANIE POREE**  
Director of Association Management,  
CoralTree Residence Collection



**ANDY EVERS**  
Hawai'i Area Managing Director,  
CoralTree Hospitality



**BRANDON SACKS**  
Business Development Manager,  
CoralTree Residence Collection



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



**PAM SCARTH**  
Area Director of Operations,  
CoralTree Residence Collection









CORALTREE  
RESIDENCE COLLECTION

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