

EXCLUSIVE RENTAL PROGRAM



CORALTREE  
RESIDENCE COLLECTION







# Local Roots. Seamless Ownership.

Aloha and mahalo for considering joining CoralTree Residence Collection, a full-service luxury vacation rental program. This program provides effortless ownership and peace of mind to our homeowners. 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 CoralTree Residence Collection family to experience for yourself all the possibilities in one of the world's most sought-after destinations.

## **SALES AND MARKETING**

Benefit from our extensive sales and marketing for your residence. By participating in our luxury vacation rental program, you are aligning your investment with a company committed to elevating the reputation of CoralTree Residence Collection and increasing the value of your real estate. This dedication attracts top-tier guests to 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 top-tier resources managed by dedicated local professionals, creating an effortless, convenient and successful luxury vacation rental management experience with our premium collection of CoralTree Residence Collection resorts.







## Get More From Your Luxury Vacation Rental.

Aloha Homeowner,

Welcome home! Becoming an owner at CoralTree Residence Collection offers the rare opportunity to join an exclusive residential community in the heart of the world-class destinations across Hawaii. Attracted by postcard-perfect views and access to extraordinary amenities, guests and homeowners alike appreciate that CoralTree Residence Collection provides the ultimate vacation experience in Hawaii.

With the privilege of being a trusted member of the local Hawaii community for over four decades, comes a high regard for the special allure of our unique offerings. We are excited to share the exceptional story of your residence 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 with CoralTree Residence Collection. This best-in-class program allows you to share the elevated experience of your 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 in Hawaii. 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 Hawaii 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









## The CoralTree Residence Collection Difference

### OWNERS ENJOY ALL-INCLUSIVE PROPERTY MANAGEMENT

- Personalized service by dedicated local property management team
- Local maintenance and emergency response teams to care for your residence
- Annual deep cleans with preventive maintenance inspections
- Preventive and regular maintenance of appliances, HVAC, lighting, electrical, plumbing, and coordination with local, third-party vendors
- Regular inspections and inventory of your residence
- Experienced and professional accounting, maintenance and housekeeping teams
- Accounting service with monthly statements 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
- Damage protection coverage for each guest stay

### YOUR GUESTS CAN EXPECT RESORT-STYLE HOSPITALITY

- Islands-based reservations sales team with 24-hour service
- An Island Host concierge team to create an effortless vacation experience
- Housekeeping is provided by our CoralTree Residence Collection staff
- Luxury linens and bath amenities
- Resort-style amenities and services within a residential setting





## Three Pillars

### REVENUE

Our devoted sales, marketing and revenue optimization teams provide you with the highest return throughout the year by conducting in-depth market analyses and utilizing dynamic, demand-based pricing to maximize the daily rate and optimize exposure for your vacation rental.

### RELIABILITY

You can be certain that our dedicated on-site teams — from housekeeping and maintenance to concierge and owner services — will gain an intimate knowledge of your residence and your preferences so that they can take care of all the important behind-the-scenes work and ensure that your home away from home and guests receive the highest quality of care.

### RESPONSIVENESS

Our owner-friendly policies put you in control, and our experienced team offers highly personalized experience and sophisticated support. These experts are always on hand to address your questions and concerns. Homeowners and guests enjoy local management services that attend to their every need.











“Having experimented with several property management companies, I was thrilled to work with CoralTree Residence Collection. They’ve truly exceeded my expectations, taking exceptional care of my property, maintaining consistently high booking rates, and addressing any concerns I have with unmatched speed and efficiency. What sets them apart is their team of dedicated local professionals who are always at the ready to assist.”

- CORALTREE RESIDENCE COLLECTION CUSTOMER



## Why Trust Your Residence to CoralTree Residence Collection?

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

- **LOCAL MANAGEMENT TEAM** dedicated to CoralTree Residence Collection Hawaii in providing a level of convenient owner and guest services unsurpassed by our competitors
- **EMERGENCY RESPONSE** by our local 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 Luxury standards
- **PERSONALIZED GUEST SERVICES** unlike anything offered by other rental companies, make certain your guests are pampered during their stay
- **ISLANDS-BASED RESERVATIONS**, marketing, sales, revenue accounting and executive teams are easily accessible and well-versed on each of our CoralTree Residence Collection vacation residences.
- **YEARS OF EXPERIENCE** with CoralTree Residence Collection, our team knows more about the property and your residence than anyone else
- **REPRESENTING THE HIGHEST QUALITY** residences available at our acclaimed premium destinations to attract luxury guests
- **MARKETING STRATEGIES** that are powerful, reach prospective guests and position the CoralTree Residence Collection vacation rentals as top travel destinations
- **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 CoralTree Residence Collection rental program today and begin enjoying the benefits of active local management, effortless ownership, resort-style services, optimal returns and high-touch asset management.











## Frequently Asked Questions

### OF THE EXCLUSIVE CORALTREE RESIDENCE COLLECTION RENTAL PROGRAM

We value and appreciate your consideration of investing in a residence and joining our exclusive community. With this hope in mind, we have curated a list of FAQs and answers pertaining to the CoralTree Residence Collection rental program.

You can also visit us online at [CoralTreeResidenceCollection.com](https://CoralTreeResidenceCollection.com).

#### **What are the requirements for joining the CoralTree Residence Collection rental program?**

To join the CoralTree Residence Collection rental program, your residence needs to meet the minimum standard requirements for residence quality.

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

The CoralTree Residence Collection Revenue Optimization team sets the daily room rate by comparing what our competitors are charging as well as other factors, including holidays, special events, historical demand and seasonality. Rates may also be based on the internal demand for any given residence type during any period.

#### **How is rental revenue distributed between the CoralTree Residence Collection rental program and the residence owner?**

As a residence owner, you will receive balance of rental revenue for your property, less a pro rate share of operating expenses and a management fee.

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

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

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

You will receive your monthly statement by the 15th of next month. It will include a detailed breakdown of all residence activity. A check or bill, as appropriate, will be issued with the monthly statement.

#### **How long is my contract with 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 your contract 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.

#### **While in the CoralTree Residence Collection rental program, may I offer my residence to friends and family?**

Yes, depending on your annual owner's calendar and availability. Guests of owners may have to pay a daily fee that is set annually by the HOA. You will also be required to pay for housekeeping services and any additional services requested during your guest's stay. At the very minimum, we require housekeeping service for every third day of their stay so that we can continue to protect your asset.

#### **What if the 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. Normal wear and tear is to be expected and will be the responsibility of the owner.



“Our guests consistently sing praises about the welcoming and responsive staff at our residence. It’s heartwarming to witness the positive impact their local expertise has on guest experiences. This remarkable team truly embodies the spirit of aloha.”

- CORALTREE RESIDENCE COLLECTION CUSTOMER









## Marketing Muscle

With our in-depth experience in marketing vacation rentals in Hawai'i, CoralTree Residence Collection's marketing muscle is incomparable in its determination to tell its unique brand story. That is why we invest in proven leading-edge strategies that target luxury guests who desire a differentiated experience for their stay on any one of our beautiful islands, 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 the property pages at [www.coraltreeresidencecollection.com](http://www.coraltreeresidencecollection.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

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“CoralTree Residence Collection’ maximize our property’s revenue potential without breaking the bank. My husband and I tell anyone looking to purchase a vacation rental home in the area, including our friends and family, that they are the ideal choice for top-notch management.”

- CORALTREE RESIDENCE COLLECTION CUSTOMER













“I’ve owned several vacation rentals throughout the last two decades or so, and I find the investment of having CoralTree Residence Collection manage my property pays for itself due to the outstanding service they provide. They are relentless in their pursuit of innovative outreach and marketing strategies, ensuring our partnership continues to thrive, and my unit is consistently occupied with happy guests who continue to come back to enjoy the beauty of the island.”

- CORALTREE RESIDENCE COLLECTION CUSTOMER









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