



HAWAI'I LIFE

2023 Rentals Listing Presentation

Smart Marketing. Solid Representation.

Hawai'i Life offers rental, vacations, property management and asset management services to Hawaii's most exclusive property owners.

Mahalo for this opportunity to present our marketing and management services. As Hawaii's local leaders in property management, we understand that protecting your investments is just as important as generating business. We have been serving Hawaii homeowners for over a decade and are well equipped to manage, protect, and grow your investments in many areas. We provide representation without compromise. We showcase your property effectively, reach out to clients around the world and represent your interests first. We are serious about the vacation rental business, so that you don't have to be. Find out what the Hawai'i Life Advantage can do for you!

With Aloha,

Kahea & Matt



The Hawai'i Life Advantage

Hawaii Life's streamlined, hassle-free property management solutions are designed to help you protect your investments and maximize your returns. Our model separates property management from booking services for our Hawaii vacation rentals. We understand that protecting your investment is just as important as generating business. We're equipped to manage, protect, and evolve all of your investments in every area!

- **Local Team with Local Knowledge.** As Hawaii residents, we are dedicated to providing personalized care for both your property and guests. We are not only motivated to get your property noticed and booked, but care for it the way you would.
- **Partnership with Key Data.** A leading vacation rental market data and analytics provider.
- **Comparative Marketing Metrics and Analysis.** We apply proven strategies to analyze overall market metrics and real-time supply and demand trends to optimize the performance of your property. We evolve our marketing and booking methods to mirror the ever-changing market and provide insightful data needed to price and market your property right.
- **Breezeway Integration.** A Property Care, Operations and Messaging Platform designed to optimize property operations through seamless communication between our team and guests. Designed to deliver the best service experience to clients.
- **Dynamic Rates and Pricing Optimization.** We combine local knowledge of travel trends with Beyond Pricing, a dynamic pricing algorithm that automatically positions your properties to be booked at the best price at the right time.



Rental Marketing Platform

Exclusive Listing and Booking Site

Vacations.HawaiiLife.com

To offer more than just a rental home, our website is designed to provide guests with the complete Hawai'i experience. Our vacations' website has over 100K monthly visitors and 50% of all reservations currently come from direct web bookings.

Premier Partner Listing Sites

Airbnb Superhost, VRBO Preferred Partner, FlipKey, Booking.com, Tripadvisor, RedAwning, Google Vacations, and Expedia

As a premier host, we will expertly showcase your rental home on these websites and dozens of other partner sites, ensuring that your property receives the most exposure possible and your guests have an exceptional experience when booking through us.

SEO Marketing

Organic Keyword Campaigns, Pay-Per-Click Campaigns, Facebook Retargeting Ads

Strategies are reviewed monthly to focus on targeting organic and paid search engine traffic for keywords directly related to your property. Research is based on live-market data to optimize exposure. Hawaii Life Rentals currently ranks in the top five positions on Google for some of the most frequently searched Hawaii rental home terms.

Digital Marketing

Social Media, Email, Blog, Online Advertising, Google Ads, AdRoll

Our multi-platform marketing approach includes monthly campaigns targeting new acquisitions, as well as re-targeting advertising. Our organic audience base includes over 16K newsletter subscribers, over 140K collective social media followers, and weekly search engine optimized blog posts seen by the 3M visitors to our site each year.

Referral Network

Hawai'i Life Statewide Agent Network

With over 350 agents in our statewide referral network and promotion on HawaiiLife.com, Hawaii's most trafficked real estate and vacation rental website, we are able to provide impactful online exposure and reach for our Hawai'i rental homeowner clients.

Dedicated Company Support

Hawai'i Life In-House Marketing Team, Photo, Video, Design, Writing, and Marketing Services

We have an in-house, fully staffed marketing team that helps create content, design, advertising, and produces high-quality, targeted marketing materials.



The Booking Network

Hawai'i Life has solid relationships in the vacation and visitor industry to increase exposure and bookings.



Preferred Partnership with VRBO

Premier Host accounts are reviewed every quarter by VRBO to ensure featured hosts continually provide exceptional guest experiences.

Airbnb Superhost:

The Superhost program celebrates and rewards Airbnb's top-rated and most experienced hosts. Every 3 months, each host is evaluated to meet specific criteria.



Hawaii Life Partners with Beyond

Beyond, a dynamic rate management tool, automatically adjusts rates in line with Supply & Demand



We are in an age where technology plays a big part in the vacation rental marketplace, and we need to deliver on consumer expectations, while also taking advantage of opportunities to improve revenue management. We embrace technology behind the scenes like the industry giants, while putting forward a human touch and personal customer service that guests really appreciate and can never be duplicated by the online travel conglomerates.

How does Dynamic Pricing work?

Dynamic pricing is a sophisticated way to utilize data to develop a pricing system that maximizes the revenue potential of your listing. To put it simply, it's changing your pricing to match supply and demand. Airlines and major hotel companies have been using this method for decades, and it's continuing to be adopted by other industries for one reason – it works.

Dynamic pricing reacts in real-time to make sure we are able to achieve the best balance of revenue and occupancy for your property. The algorithm is built to find pockets of revenue in areas other methods cannot.

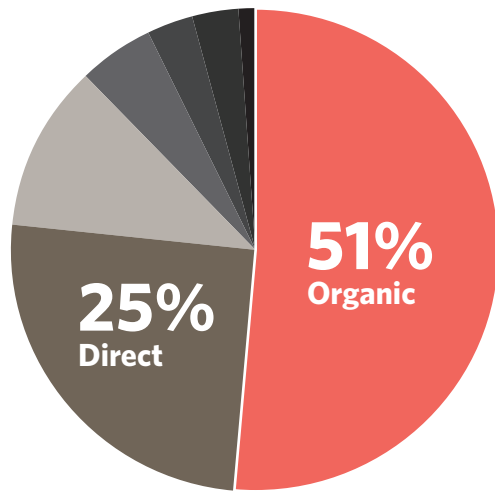
How are the prices determined?

A team of data scientists and revenue management experts utilize a variety of data sources to ensure our pricing is ahead of the competition. They don't rely on arbitrary city boundaries or postal codes – rather they rely on machine learning combined with the human element from a team of analysts to determine comparisons/demand activity.



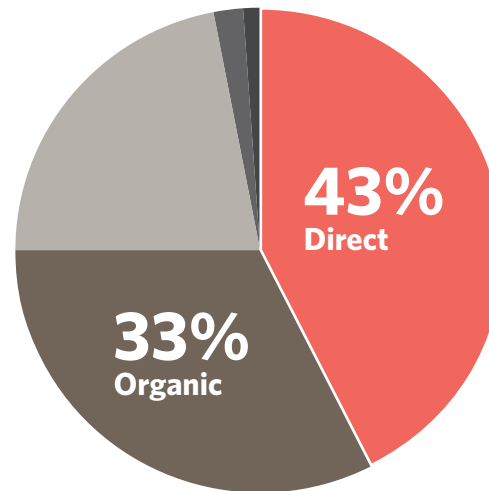
Find the Renters

Our website is designed to give our guest the full experience not just the home. We showcase the lifestyle. Our visitors are looking at homes and planning their adventure. Organic Visitors to **Vacations.HawaiiLife.com** continues to increase year after year.



Top 5 Sessions by Channel

- 51% Organic
- 25% Direct
- 11% Paid Search
- 5% Email
- 3% Referral & Booking Channels



Top 5 Revenue by Channel

- 43% Direct
- 33% Organic
- 21% Referral & Booking Channels
- 2% Paid Search
- 1% Other



SMART MARKETING

Design Driven Direct Marketing

Hawai'i Life has a massive client database and we know how to utilize it. Our in-house design and marketing team work in unison to communicate with potential and existing clients. The end result is print, email, and digital campaigns that are beautifully designed, appropriate, and never “spammy.”



Mailers



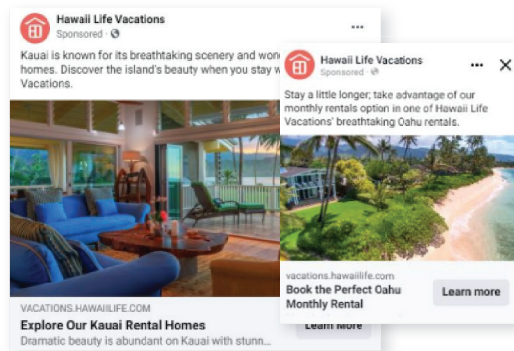
Postcards



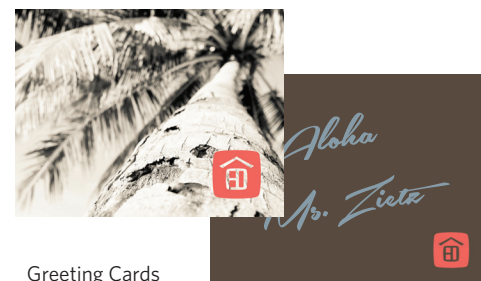
Email Newsletters



In-Room Book



Facebook Retargeting



Greeting Cards



SMART MARKETING

Performance & Results

During a year with plummeting visitors, Hawaii Life successfully used their in-house systems to generate revenue for their homeowners in 2021 by successfully booking 59,012 nights, resulting in a 87% increase from 2020.

\$29,370,000

Rental Revenue in 2022

10,420

Bookings in 2022

73,900

Total nights booked

17K+

Email Marketing Subscribers:



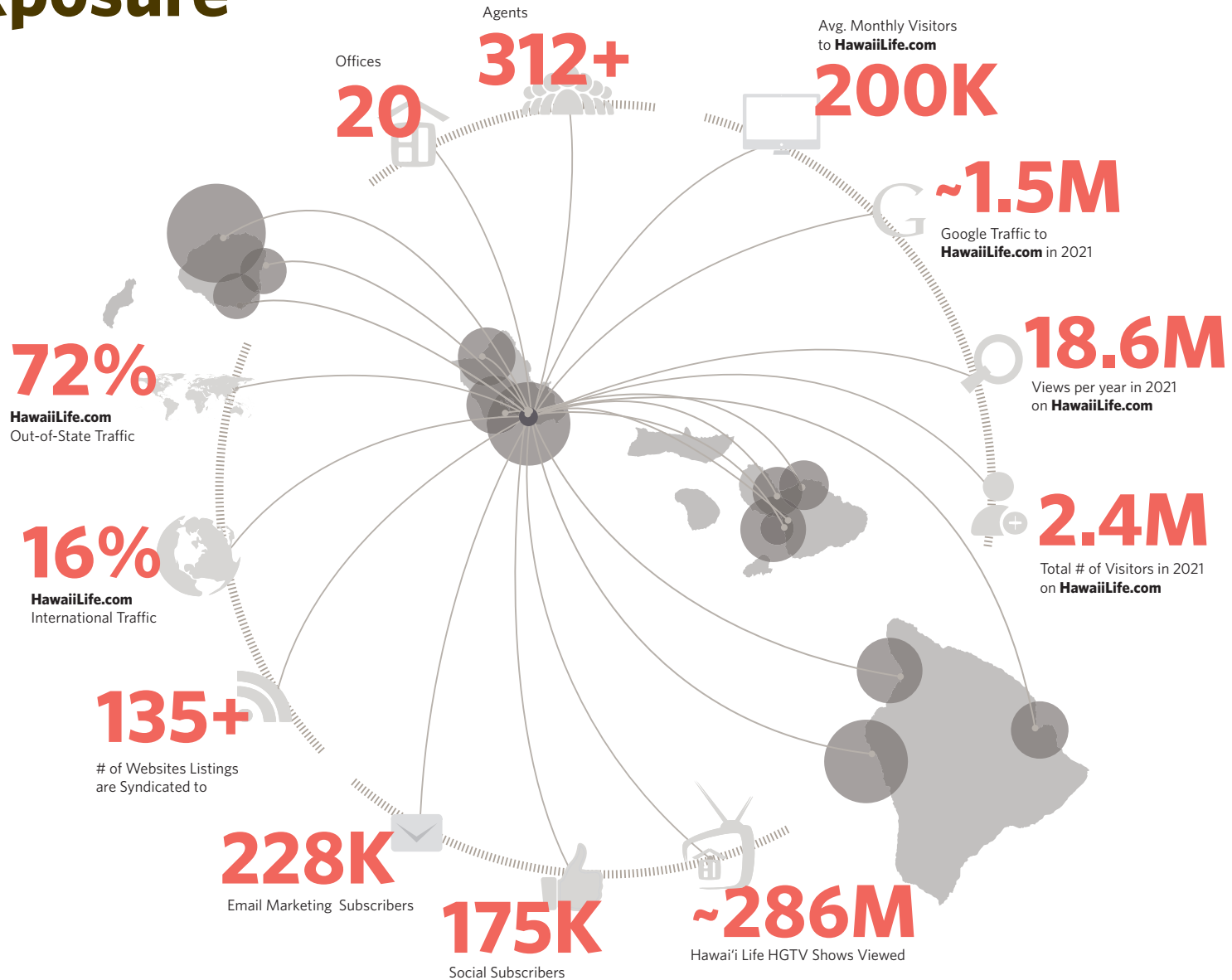
Google Ranking: 4.8/5 stars

#1 HawaiiLife.com

HawaiiLife.com is the most trafficked real estate and rental website in the state of Hawaii. More than 50% of our web traffic is direct with over 30,000 monthly visits to our website.



Exposure



SMART MARKETING

Vacations.HawaiiLife.com

HAWAII LIFE (855) 447-3685 HawaiiLife.com Email Signup (0) Favorites

SEARCH RENTALS LUXURY KAUAI MAUI OAHU BIG ISLAND LANAI ABOUT US CONTACT US

Book Your Hawaii Vacation Today!

FIND THE PERFECT RENTAL POPULAR SEARCHES

Arrival Departure Island Area/Town Occupancy SEARCH

Luxury Properties

CURATED COLLECTION FOR OUR MOST DISCERNING GUESTS

- PARK LANE ALA MOANA 7501**
Waikiki
3 Bedrooms, 3.5 Bathrooms, Sleeps 6
[READ MORE >](#)
- HANALEI BEACHFRONT HALE**
Hanalei
3 Bedrooms, 4 Bathrooms, Sleeps 8
[READ MORE >](#)
- LUXURY AT MAUNA LANI**
Mauna Lani
3 Bedrooms, 3.5 Bathrooms, Sleeps 8
[READ MORE >](#)

[VIEW LUXURY COLLECTION](#)

HAWAII LIFE (855) 447-3685 HawaiiLife.com Email Signup (0) Favorites

SEARCH RENTALS LUXURY KAUAI MAUI OAHU BIG ISLAND LANAI ABOUT US CONTACT US

Luxury at Mauna Lani

3 BR/3.5 BA

Add Favorite Request Info Print Email

SEARCH AVAILABILITY AND BOOK NOW

Arrival * Departure *
1 Adults Children
[SUBMIT](#)

SEARCH AVAILABILITY AND BOOK NOW
Email us for availability
[INQUIRE NOW](#)

Area/Town
Mauna Lani

Featured Amenities
Air Conditioning
Hot Tub
Ocean View
Pool
Private Pool

Description Amenities Availability Rates Reviews Location

Hawaii Life - Champion Ridge #4

For the ultimate in luxury Hawaiian vacations, look no further than Champion Ridge #4!

Located in the prestigious Big Island Champion Ridge community of the 5-star Mauna Lani resort, you'll enjoy community access to the many amenities offered on-site including restaurants, shopping, and beaches. Guests are also invited to take advantage of exclusive access to the Mauna Lani Beach Club. Here, you can swim and snorkel at a sandy beach cove, perfect for the keiki (children). A tropical fruit orchard is a special treat - feel free to pick your favorites for a delicious taste of the islands!

3D Virtual Tour

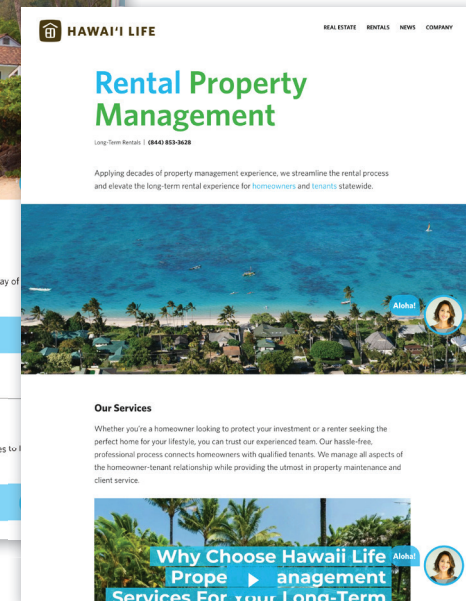
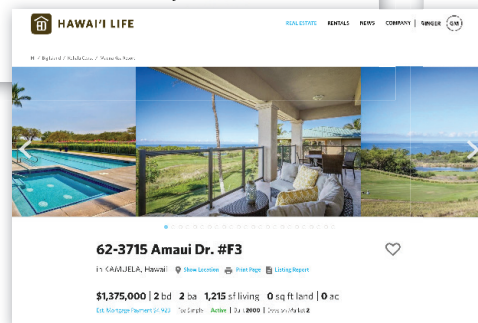
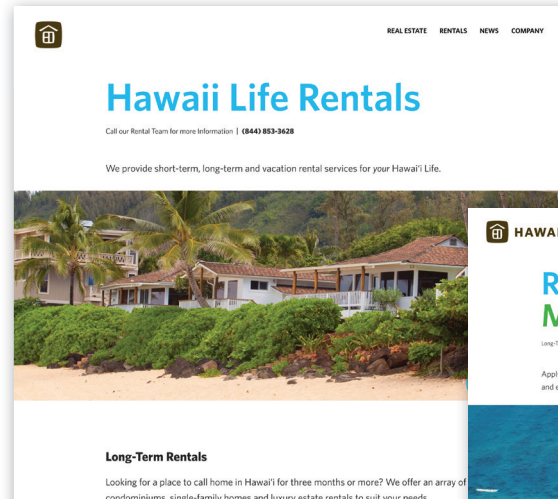
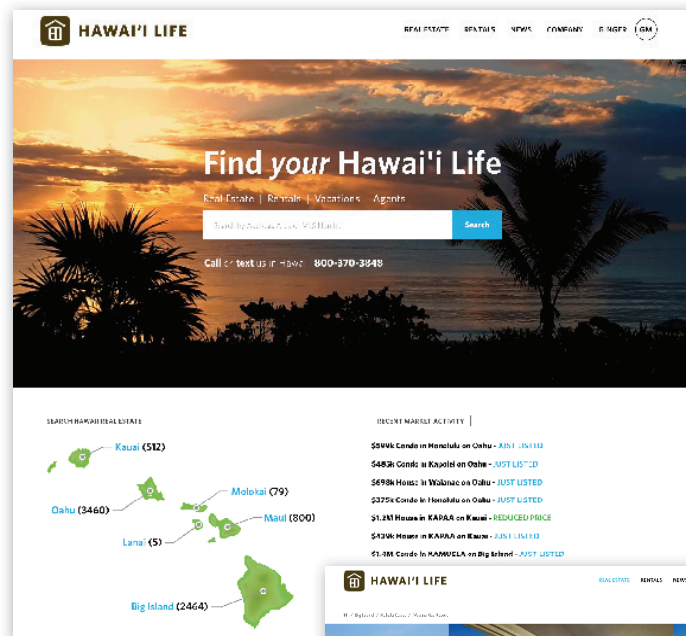
Champion Ridge



SMART MARKETING

HawaiiLife.com

We are Hawai'i's #1 Real Estate Search Engine. When you list your vacation home with us, we'll leverage the power of HawaiiLife.com to promote your property and facilitate bookings.



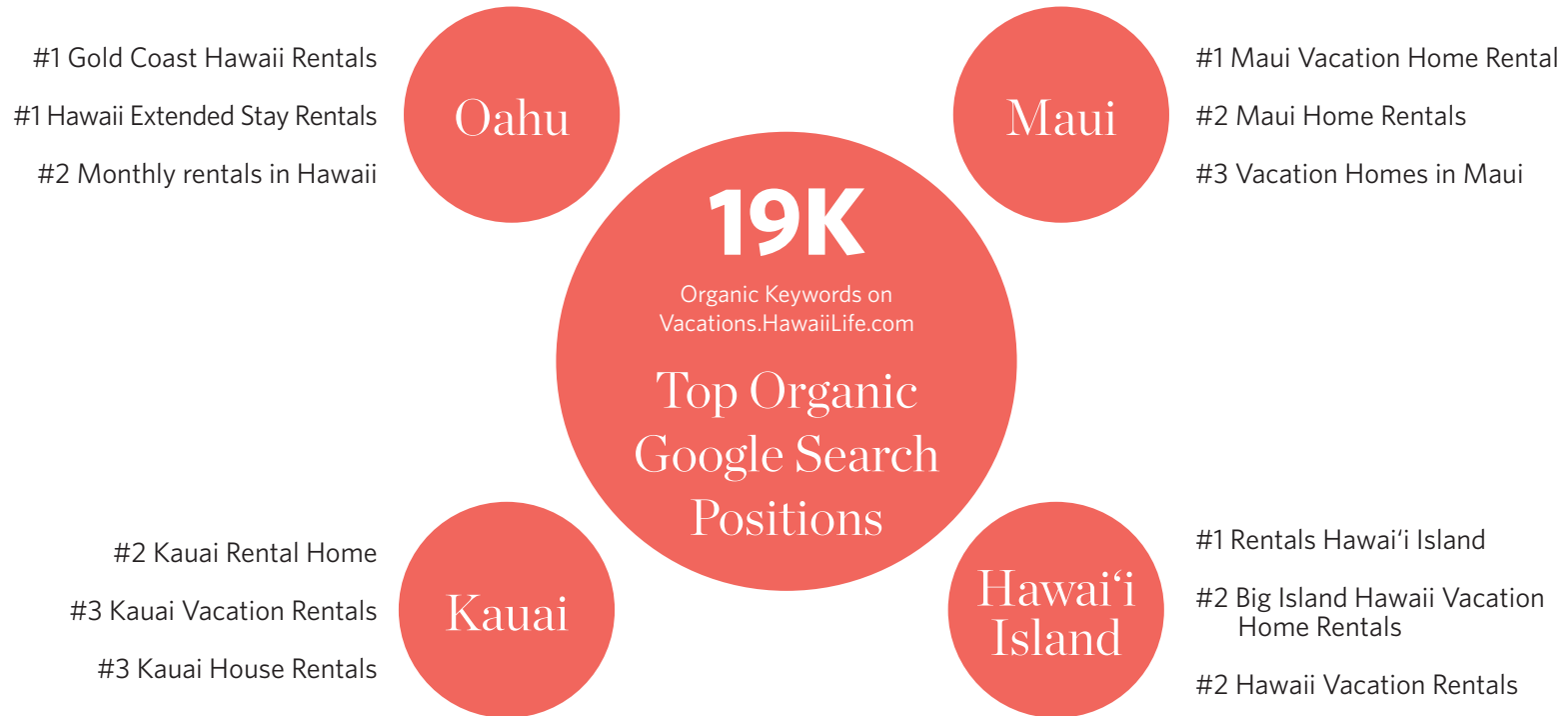
Hawaii Life Rentals SEO

Expert Web Marketing Team

Our dedicated in-house marketing team and SEO expert partners know how to drive massive web traffic to our website. With ongoing promotion to stay at the top of all rankings, Hawaii Life Vacation Rentals continues to rank in the top three positions on Google for some of the most frequently searched Hawaii vacation rental home terms.

Organic!

Organic search engine placement is simply the most effective website lead generator. We invest in Google Ad Pay Per Click Campaigns and sponsored advertising, but statistically organic placement yields more (and better) traffic. Hawaii Life Vacations is actively promoted and optimized for an ever-increasing list of organic search results with close to 200 keywords that show up #1 organically.



SOLID REPRESENTATION

Concierge Services

From adventure and wellness to catering and cleaning, we're here to maximize our guests' freedom to play. Our exclusive, complimentary concierge offers a variety of services to our guests. **With higher expectations to vacation like a local, the experience is just as important as the inventory, if not more important.**

- Paddle and Surf Board Rentals
- Private Chefs and Catering
- Surf Lessons
- Fishing Charters
- In-Home Massage and Facials
- Exotic Car Rentals
- Childcare and Housekeeping
- Na Pali Boat Tours
- Helicopter Tours
- Luau (music, food, dance)
- ATV Adventures
- Fitness Consultant
- Guided Hikes
- Airport Transportation
- Grocery and Take-out Delivery
- Bike Rentals
- Dinner Reservations
- Horseback Riding and Ziplining
- Real Estate
- Personal Assistant
- Ocean and Kayak Excursions



Your Home. Your Investment. Our Top Priority.

Our model separates property management from booking. Generating business is important, but equally is the care for your investment. Here's just a few of the details we address:



OWNER SERVICES

- Local, and Personal Property Manager dedicated to your home
- Property Protection
- Preventative Maintenance
- Pre-Arrival and Post-Departure Inspections
- Monthly Maintenance Reports
- 24/7 Guest Support
- Assistance with Taxes and Permits
- Individualized Owner Portal to view property performance and reserve dates.
- Unparalleled guest experience to cultivate loyal, repeat clientele.
- Knowledge and Guidance related to local legislation.

“Relationships are a big deal in the real estate business. Buying an expensive property three thousand miles away from home and handing over responsibility for its management is not something I took lightly.

I am not exaggerating when I say that I was able to make this decision as a result of my experience as a renter with Kahea. Not just because she always helped me find the right place and would find another if we were unhappy, but because she demonstrated a personal sense of responsibility and integrity. I get that, I appreciate it. Mahalo.”

- Doug Hosier, Longtime Satisfied Vacation Rental Management Client



SOLID REPRESENTATION

Long-Term Services

Hawai'i Life has the marketing and systems to easily navigate homes to longer term leases. The advantages of renting your property long-term can be significant, especially if you have an experienced team by your side! Here at Hawai'i Life, we handle everything for you while providing the utmost in property maintenance and client service. We manage all aspects of the homeowner-tenant relationship for you, including:

HIGHLY EFFECTIVE TENANT SCREENING PROCESSES

- Tenants complete an online rental application
- Credit report, criminal report, eviction report
- We verify all reports meet our requirements
- Preventative Maintenance - Inspect the property pre & post stay
- Manage Leases and Special Requirements
- Engagement and awareness from both local and statewide network of realtors, clients and locations
- Supervise and schedule independent contractors such as housekeepers, yard maintenance, repair technicians, general maintenance, etc.

CUTTING-EDGE SOFTWARE SOLUTION

Appfolio, provides a technology advantage with an array of capabilities and benefits to property owners, including:

- Competitive Rent Settings
- Online Marketing Tools
- Fast, Effective Screening
- Expedited Payments
- Online Payment Options
- On-Demand Statements



SOLID REPRESENTATION

Professional Estate and Asset Management

Not all homes are rental properties. Our professional asset management team is designed to serve all of your needs and to ensure your Hawai'i home is kept in pristine condition while you are away. We know your time is valuable and your privacy is of the utmost importance to you. No matter the size of your property, our team is here to offer personalized on-site and remote property management services for all your estate needs.

ASSET MANAGEMENT

- No size-scale limitation
- Personalized on-site service
- Private and discreet
- Utility and lease management
- Preventative and reactive maintenance
- Security management and clearing



Top Owner Tips for a Successful Rental



1. Home Standards: Updated, refurbished, modernized homes represent the high quality standards our guests are searching for.



2. Luxury Upgrades: Air Conditioning, Hotel Quality Linens, Modern Furnishings, and Contemporary Decor.



3. Professional Photography: Showcase all of your home's best amenities and style to increase bookings.



4. Optimize for Comfort and Leisure: Guests appreciate the extra thought of items including Bikes, Beach Equipment, Baby Equipment, Games, Ping Pong, etc



5. Create an Outstanding Outdoor Space: Outdoor spaces are essential. Items can include AI Fresco Dining Area, Professional Landscaping, Grill, Comfortable furniture, Hot tub or pool!



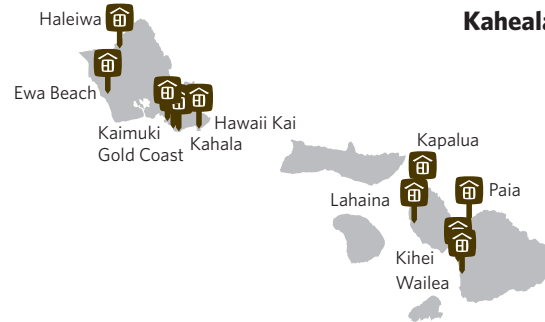
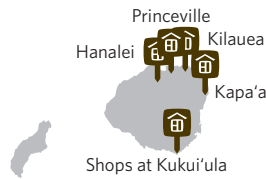
6. Essentials Upgrade for Remote Workers: Create a designated office or work area with complimentary office supplies and high-speed internet.



SOLID REPRESENTATION

People are Hawai'i Life

With offices around Hawai'i and committed, local agents, we are a solid, connected 'ohana. We are un-corporate, local and forward-thinking. We embrace technology while maintaining a strong human connection to the buyers and sellers we represent.

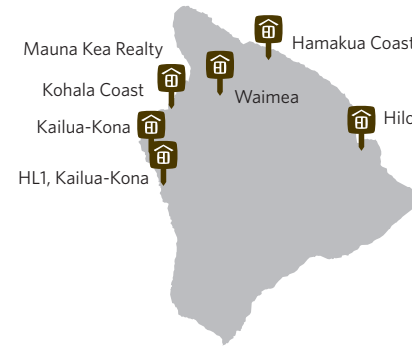


"My partnership with Hawai'i Life is the culmination of over 15 years of experience in vacation management on Kaua'i."

Kahealani Zietz Vacations Director, BIC, Hawai'i Life

"In an industry inundated by 'big box' national franchises, Hawai'i Life stands apart. We are a statewide, 100% locally owned and operated real estate brokerage."

Matthew Beall Principal Broker, Owner, Hawai'i Life



70

Property Managers

52

Company Team Members

400+

Real Estate Agents Statewide



SOLID REPRESENTATION

Local People, Real Service

As Hawaii's local leaders in property management, we understand that protecting your investments is just as important as generating business. You can trust our highly experienced, local team of more than 70 property managers located throughout the state with 300 + properties. We know Hawaii and we know what it takes to protect your investment while maximizing your returns.



Mahalo!

Thank you for allowing us the opportunity to represent your home. Contact Us! Connect with us one-on-one to assess your goals, evaluate revenue potential, and learn more about what we can do for you!

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Vacations.HawaiiLife.com



Hawai'i Life Vacations is the dedicated property management division of Hawai'i Life Real Estate Brokers.