



LUXE  
V A C A





---

## A UNIQUE BLEND OF PROVEN EXPERIENCE

---

From the onset, LUXEvaca began with a unified vision of building its business model to deliver our homeowners and guests with an unequivocal commitment to excellence. It is our experience and longstanding belief that an unwavering focus on excellence creates multiple strategic advantages for both our company and our partners.

By leveraging the knowledge and experience we've acquired with over thirty combined years in the luxury vacation rental industry, residential real estate sales and corporate marketing, we are able provide our homeowners and their guests with a superior suite of services and support virtually unmatched by any other vacation rental company.





---

## GUEST SATISFACTION DELIVERED

---

At LUXEvaca we realize homeowners have a choice of property management companies from which to choose – large and small.

One of the greater challenges with the larger companies is that they typically can't connect with the guests on a personal level. Their systems are designed to churn guests in and out of each property are often void of leaving a personal touch or positive impression with guests – emotions guests associate with as an 'enjoyable experience'.

Whereas the smaller companies struggle with generating global exposure for the property and don't have access to, or the knowhow, as to how to leverage advanced marketing technologies – leaving the homeowner with a modest occupancy rate.





---

## GUEST SATISFACTION DELIVERED

---

LUXEvaca has worked hard to strike the perfect balance – we strive to make each guest feel like they are our only guest and no guest, regardless of the occupancy rate, leaves without feeling that their experience in that home was anything short of delightful. Happy guests are return guests and return guests, more often than not, are willing to pay higher rates and are more respectful of the property.

Providing each guest with a GUEST SATISFACTION SURVEY at the end of each stay enables LUXEvaca to fine tune its service offerings and continually improve its reputation as a trusted luxury vacation rental source – proactively driving reservations to our select properties.



LUXE  
V A C A







---

## SUPERIOR TECHNOLOGIES APPLIED

---

Providing a seamless blending of our notoriously warm guest services with our advanced, first-to-market web technologies, LUXEvaca and its sister company Myvho LLC have been able to achieve and maintain superior guest satisfaction ratings and above average daily occupancy rates – in fact, our Myvho has maintained an unprecedented 100% guest satisfaction rating for two straight years.

Unlike traditional management companies that simply set 'on' and 'off' season prices, the LUXEvaca team takes into account a complex set of variables to determine the most competitive rental rates which dramatically improves potential guest interest – thereby increasing occupancy and bottom line revenues to our homeowners.



---

## SUPERIOR TECHNOLOGIES APPLIED

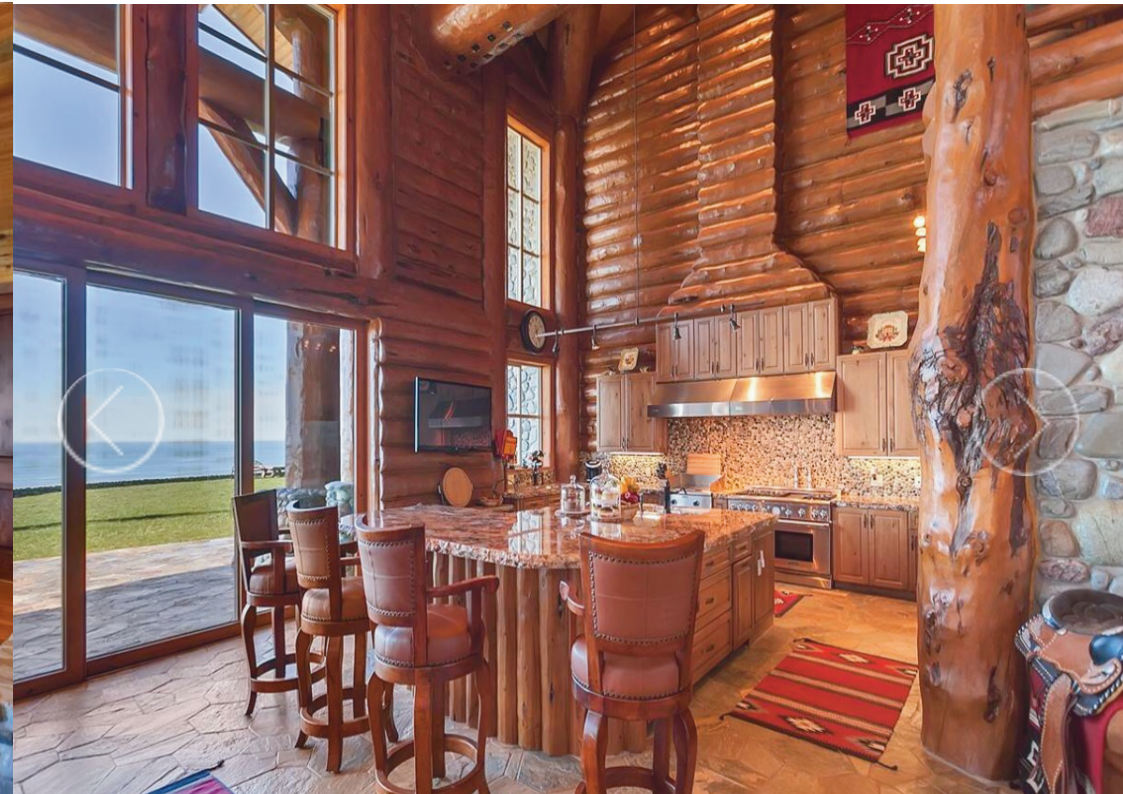
---

While every property in our select rental pool is monitored on a daily basis to provide best in class rental rates and occupancy, our channel marketing and cross channel marketing strategies are amongst the most sophisticate in the industry.

At LUXEvaca our advanced web based marketing and in-house sales team drive reservations and continually strive to negotiate the highest rental rates delivering homeowners with a superior cash flow.











---

## START WITH A CLEAR UNDERSTANDING

---

The vacation rental business is one of the fastest growing (and changing) industries in the world. The Monterey Peninsula is without a doubt one of the most sought after and well respected vacation destinations in the world. But not all homes and homeowners are prepared or understand the challenges this type of business demands and expects.

LUXEvaca's team has deep experience in getting our select pool of homes and their homeowners prepared to start hosting guests and supporting them throughout the entire vacation experience. Our thirty percent management fee includes an in depth overview of the property and written checklist as to how the property can be best staged for the vacation market.

Our overview also includes extensive coaching of homeowners that are new to this business and uncertain as to what to expect in the way of income potential and the assortment of guest services and amenities that are needed to support a successful guest experience.







---

## DELIVERING SUPERIOR RESULTS

---

LUXEvaca is committed to providing our homeowners with the very finest property management available. Our sophisticated operational systems assure every detail is attended to for both the property and its guests. Here are some of the highlights of our guest and home support functions:

- Turn-key property management with pre-market property assessment and a full staff of support personnel including all tradesmen, trained 'white glove' maid services and House Manager pre and post departure checks with 360 record photo and video software
- Toll free reservations call center with live sales personnel to maximize homeowner revenues
- Toll free guest and homeowner support line
- Available guest concierge services





---

# DELIVERING SUPERIOR RESULTS

---

Our competitive advantages over other vacation rental companies comes down to a combination of experience and technology. Marketing your home and keeping it working for you is our focus. Here is a brief overview of our technological and strategic advantages that deliver consistent superior results for our homeowners:

- First to market live web based reservations and home calendars
- Advanced guest support systems that provide a seamless five-star guest experience
- National and international channel and cross-channel marketing exposure using the most advanced web tools and continuous rate pricing analysis to maximize occupancy rates and homeowner revenues



---

## DELIVERING SUPERIOR RESULTS

---

- Specializing in advanced search engine optimization which drives unprecedented global views of our properties

Ongoing deep analysis of the vacation industry trends, emerging technologies, partnerships and channel marketing alliances – all of which translate into higher occupancy rates, maximized homeowner revenues and improved guest experiences.



# LUXE FOUNDERS



**SEAN M WARD**

CEO Founder

sean@luxevaca.com

Sean Ward CEO – Founder Sean is a lifelong resident of Lake Tahoe and over the last 17 years has been immersed in the short-term vacation rental industry. Holding multiple US patents in vacation rental web design and functionality, Sean is recognized within this \$20+B industry as a knowledge leader and innovator. His unique combination of owning his own vacation rentals, which have provided him with real world hands-on experience, and his passion for excellence have earned his previous international vacation rental business with a rare, 100% guest satisfaction rating. LUXEvaca is Sean's latest vision of what the vacation rental business should look like: "Building exemplary homeowner partnerships that securely leverage their beautiful homes with industry leading marketing and ultimately providing unmatched wonderful guest experiences – in a nutshell, that's what our focus is and will always be."



**KYLE MORRISON**

COO - Broker

kyle@luxevaca.com

Kyle Morrison COO – Broker A resident of the Monterey Peninsula for the past 12 years, Kyle brings a unique combination of his current career in residential real estate with 30+ years of owning and running several multi-million dollar businesses in national apparel distribution and light manufacturing. As LUXEvaca's COO, Kyle effectively applies his background in residential real estate with his operational design expertise to an ever evolving and demanding vacation rental industry. Effectively partnering with homeowners and managing a wide variety of high-value properties with guest arrivals and departures while providing world class guest services is of course the key to any successful vacation rental business – but actually executing and perfecting this business model is what Kyle's entire career has been built on.



**ZORKA AGUILAR**

Directos of Guest Relations

zorka@luxevaca.com

Zorka Aguilar Ward Travel & Lodging Chief of Staff A native born Peruvian, Zorka has over 12 years of business experience in both marketing and vacation rentals. Founding and building a highly successful marketing promotional company, Zorka brings LUXEvaca a very powerful array of knowledge and experience with her deep operational/technical skill sets, seamless fluency in three languages and her co-ownership of an international vacation rental business. Known for her steady temperament and soothing communications skills, Zorka also has an uncanny ability to multi-task on projects that range from sublime homeowner and guest communications to complex problem solving. Zorka leads LUXEvaca's ability to foresee and pro-actively prevent problems from happening – which is a cornerstone of providing world class guest services. In short, Zorka is the brains of the operation!



LUXE  
V A C A