



HAWAI'I LIFE

2022 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.** Optimize property operations through seamless and interactive communication between team and guests.
- **Dynamic Rates and Pricing Optimization.** Competitive rate metrics built in-house based on local knowledge of island conditions, travel trends, seasons, and key data analytics.



Marketing & Booking Systems

We share in your goal of achieving the highest occupancy possible for your home. Our objective is to maximize bookings, report with clarity to our owners and to provide protection for your assets.

INSTANT BOOKING

More and more travelers also expect Instant Booking, the fastest and easiest way for travelers to make reservations. HomeAway data indicates that global listings with Instant Booking have a 40% higher booking conversion rate than non-Instant Booking listings.

EXPERIENTIAL MARKETING

Our strategy includes informational content based on search queries for activities, events, and things to do in your area.

CLIENT REFERRALS

Happy clients promote your rental.

SEO & SEM

Targeting organic and paid search engine traffic for keywords directly related to your property.

POSITIVE REVIEWS

Positive reviews positively influence online booking decisions. Top three decision making factors for where U.S. travelers will stay:

- Location (63%)
- Value (57%)
- Online reviews (33%) – which increased from 31% in 2017, GGA, Summer Travel Survey 2018.

REPEAT BUSINESS

Solid representation and service to ensure client satisfaction and repeat business.

CUSTOMER SERVICE

Quick response, live service.

HOMEAWAY

Preferred network offers useful business services and tools.

TRUST

Travelers need to feel confident that their purchase will meet expectations, and websites are a major component in fostering that trust.

STATEWIDE NETWORK

Engagement and awareness from both local and statewide network of realtors, clients and locations.

DESIGN TEAM

Develop powerful content through images, video and words.

BRAND AWARENESS

Build trust and differentiate ourselves from the competition.

EXPOSURE

Events and our national TV show, "Hawaii Life."



SMART MARKETING

The Booking Network

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



Preferred Partnership with VRBO

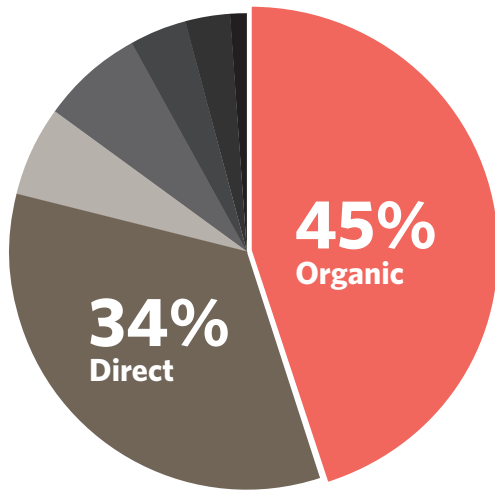
Premier Host accounts are reviewed every quarter by VRBO to ensure featured hosts continually provide exceptional guest experiences.

Introducing New Affiliate Partnerships



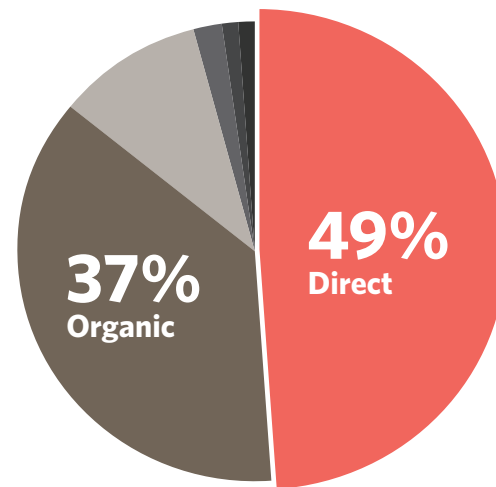
Find the Renters

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** has increased over 70% from last year.



Sessions by Channel

- 45% Organic
- 34% Direct
- 6% Paid Search
- 7% Referral
- 4% Other
- 3% Social
- 1% Display



Revenue by Channel

- 49% Direct
- 37% Organic
- 10% Referral
- 2% Paid Search
- 1% Other
- 1% Social



Design Driven Direct Marketing

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



Mailers



Postcards



Email Newsletters



In-Room Book



Business Cards



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.

\$19,000,000

Rental Revenue in 2021

7,175

Bookings in 2021

59,000

Total nights booked

19K+

Email Marketing Subscribers:



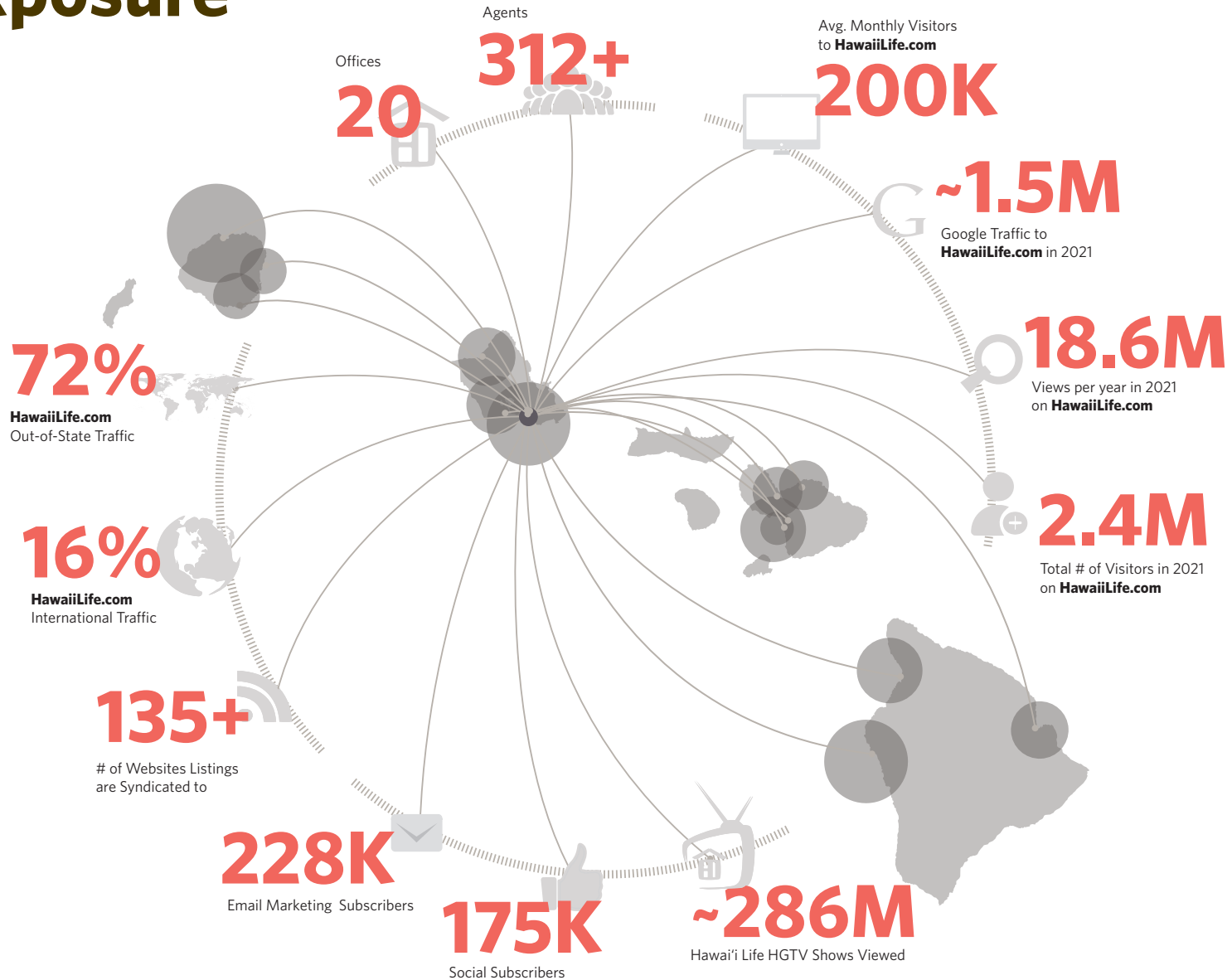
Google Ranking: 4.8/5 stars

#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

HAWAI'I 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](#)

HAWAI'I 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 Age 19 and under
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

[Play](#)



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.

The screenshot shows the main homepage of HawaiiLife.com. At the top, there is a navigation bar with the HawaiiLife logo and links for REAL ESTATE, RENTALS, NEWS, COMPANY, and GINGER. The main banner features a sunset over the ocean with palm trees and the text "Find your Hawai'i Life". Below the banner is a search bar with a "Search" button and a phone number: "Call or text us in Hawai'i 800-370-3848". A map of the Hawaiian Islands is shown with callouts for each island: Kauai (512), Oahu (3460), Lanai (5), Maui (800), Molokai (79), and Big Island (2464). A "RECENT MARKET ACTIVITY" section lists several properties with their prices and locations, such as "5999k Condo in Honolulu on Oahu - JUST LISTED".

The screenshot shows the "Hawaii Life Rentals" page. It features a navigation bar with the HawaiiLife logo and links for REAL ESTATE, RENTALS, NEWS, and COMPANY. The main heading is "Hawaii Life Rentals" with a sub-heading "Call our Rental Team for more information | (844) 853-3628". Below this is a photo of a beachfront property and the text "We provide short-term, long-term and vacation rental services for your Hawai'i Life." A "Long-Term Rentals" section follows, with a sub-heading "Long-Term Rentals" and a paragraph: "Looking for a place to call home in Hawai'i for three months or more? We offer an array of condominiums, single-family homes and luxury estate rentals to suit your needs." A blue button at the bottom says "See long-term rentals".

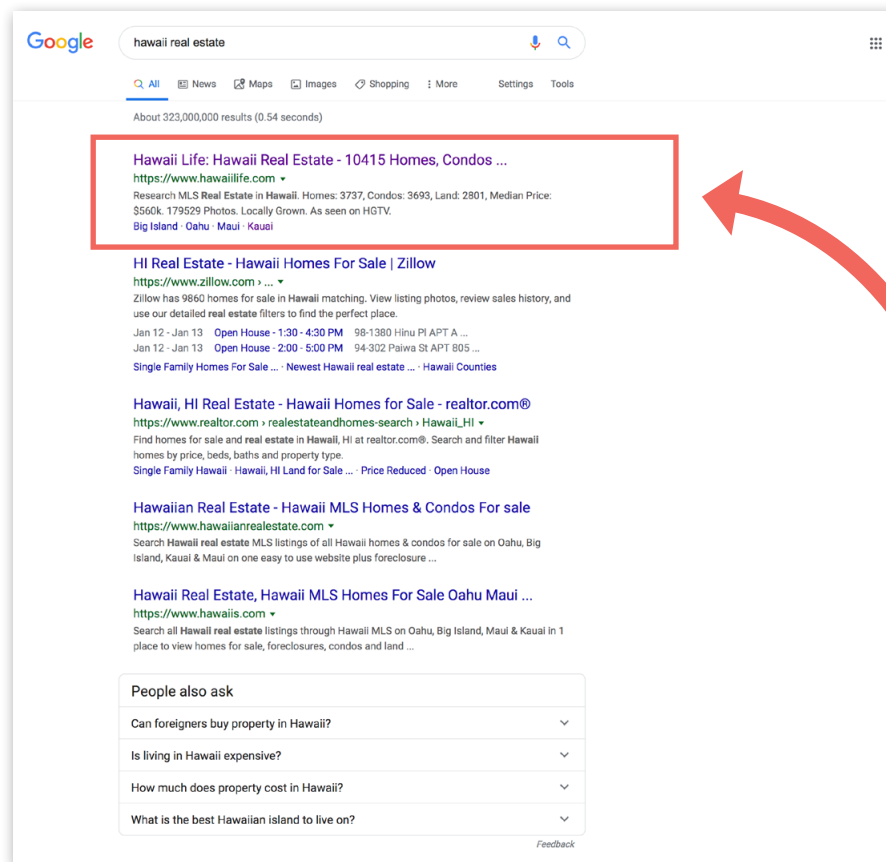
The screenshot shows a detailed property listing for "62-3715 Amaui Dr. #F3". The listing includes a large photo of a modern interior with a pool and ocean view. The text below the photo provides details: "in KAMUELA, Hawaii", "1,375,000 | 2 bd | 2 ba | 1,215 sf living | 0 sq ft land | 0 ac". There are also links for "Show location", "Print Page", and "Listing Report".

The screenshot shows the "Rental Property Management" page. It features a navigation bar with the HawaiiLife logo and links for REAL ESTATE, RENTALS, NEWS, and COMPANY. The main heading is "Rental Property Management" with a sub-heading "Long Term Rentals | (844) 853-3628". Below this is a photo of a tropical beach and the text "Applying decades of property management experience, we streamline the rental process and elevate the long-term rental experience for homeowners and tenants statewide." A "Our Services" section follows, with a sub-heading "Our Services" and a paragraph: "Whether you're a homeowner looking to protect your investment or a renter seeking the perfect home for your lifestyle, you can trust our experienced team. Our hassle-free, professional process connects homeowners with qualified tenants. We manage all aspects of the homeowner-tenant relationship while providing the utmost in property maintenance and client service." A blue button at the bottom says "See short-term rentals".



HawaiiLife.com SEO

The Best Search Engine Marketing in Hawai'i. HawaiiLife.com receives vastly more traffic with longer visits than the competition.



Google search showing **Organic Authority Listing**

Expert In-House Web Marketing

We know how to drive massive web traffic to our network of websites. With ongoing promotion to stay at the top of all rankings by our in-house Search Engine Marketing team, **HawaiiLife.com** offers unparalleled global exposure for our listings.

Organic!

Organic search engine placement is simply the most effective website lead-generator. We do invest in Pay Per Clicks and sponsored advertising, but statistically organic placement yields more (and better) traffic. HawaiiLife.com is actively promoted and optimized for an ever-increasing list of organic search results.

65K

Promoted Keywords on HawaiiLife.com

2,220+

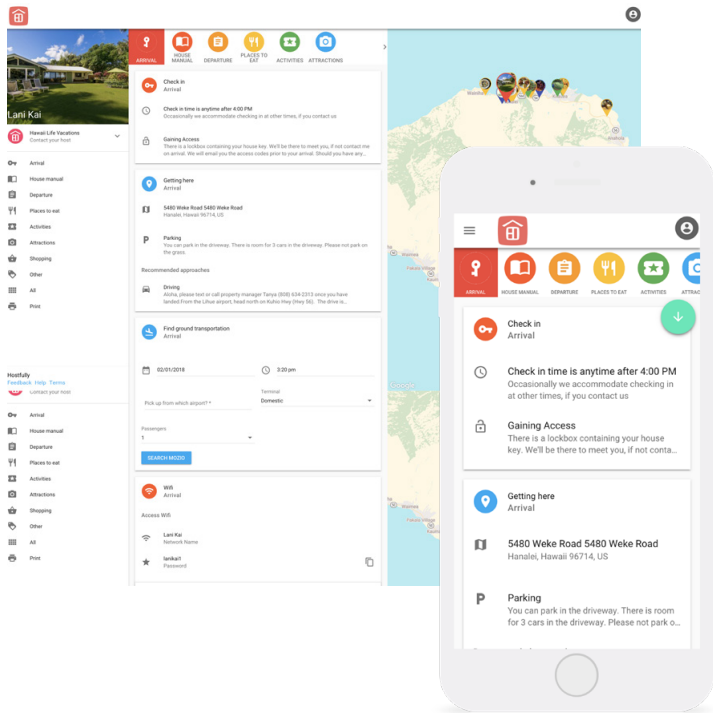
Keywords on HawaiiLife.com rank in the top 3 positions of Google searches



SMART MARKETING

Mobile Application

We teamed up with Hostfully to offer our guests the **Hawaii Life Vacations Mobile App**. The app enables guests to have detailed property information at their fingertips, while helping to maximize the enjoyment of their vacations.



Benefits of Using Hostfully

Hostfully enables travelers to have detailed property information at their fingertips, while helping to maximize the enjoyment of their vacations. Each guest receives the pre-arrival, property, and area information they need automatically, along with all of the details they need for their specific stay – when to arrive, where to park, auto-generated check-in info and lock codes. Guests even receive specific details unique to each guest like wireless codes, television instructions, etc.

As a bonus, guests also receive customized recommendations for nearby restaurants and featured activities in the area. Guests will have the ability to leave reviews and even upload their personal photos to the application.

It's a concept based on giving guests what they need, when they need it, and how they want it...something we pride ourselves on being good at here at Hawaii Life Vacations!



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



SOLID REPRESENTATION

We Care About Your Home

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

- Preventative maintenance
- Regular home inspections
- Monthly owners reports
- Local managers that specifically focus on your home
- Subs and vendors
- Dealing with renter crisis and requests
- Attention to the details that create positive guest experiences and repeat business
- Pre-arrival and post-departure inspections

“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. Add Value: Hot tub, pool, beach gear and toys, bikes, surfboards etc.



2. Luxury Upgrades: Air Conditioning, Quality Linens, Fine Furnishings, Modern Decor.



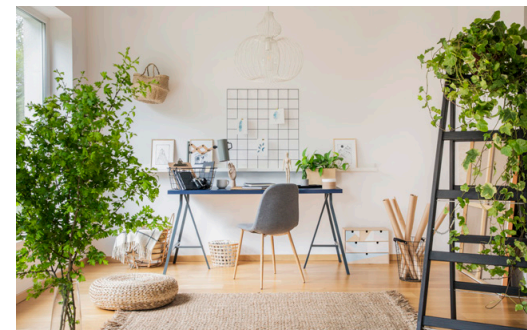
3. Professional Photography: Showcase off your home's best amenities and style.



4. Optimize Spaces for Comfort and Leisure: Guests will appreciate the extra thought put into contemporary furniture and intentional spaces.



5. Upgrade Rental for Remote Workers: Working from home has quickly become the new normal, with 42% of the U.S. workforce now working remotely full-time.



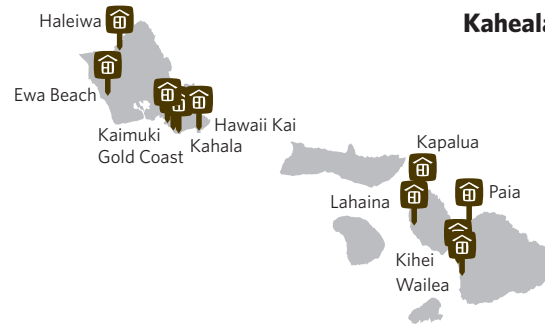
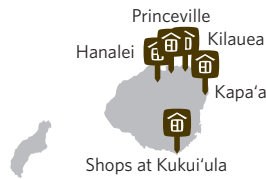
6. Essentials upgrades: high-speed internet, create a designated office or work area, offer complimentary office supplies and extended stay rates.



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.

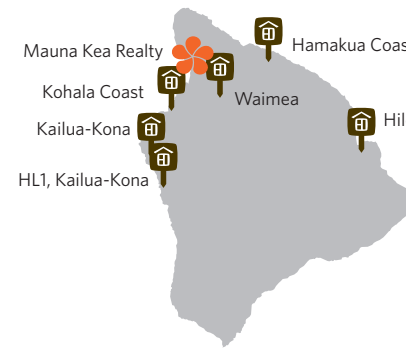


"My partnership with Hawai'i Life is the culmination of over 15 years of experience in vacation management on Kaua'i."

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 me 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!

Kahea Zietz

R(S), VACATION HOME SPECIALIST

808.651.4440 | Kahea@HawaiiLife.com

Vacations.HawaiiLife.com



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