

Kaanapali Alii

EXCLUSIVE RENTAL PROGRAM



LOCAL ROOTS. INTERNATIONAL REACH.

WELCOME HOME TO KAA NAPALI ALII
WHERE YOUR SECOND HOME IS OUR FIRST PRIORITY.

Since our inception in 1982, Kaanapali Alii has provided effortless ownership and peace of mind to our homeowners, ensuring that your real estate asset is protected. Owners who entrust Kaanapali Alii to rent their vacation residence enjoy exceptional results with unparalleled management services only available through CoralTree Residence Collection, the exclusive on site management company.

Our full-service vacation rental program ensures attentive hospitality, worry-free ownership, and an extraordinary guest experience where every detail is seamlessly cared for. We are committed to delivering optimal bottom-line results for each owner through disciplined local management and extensive global marketing.

Sales and Marketing for Kaanapali Alii is powered through CoralTree Residence Collection. By joining our vacation rental program, you are placing your investment with one of the world's most trusted hospitality companies which is dedicated to enhancing the Kaanapali Alii brand, and your real estate value, by creating an exceptional reputation and attracting the highest quality guests to stay in your residence.

Our services are built upon a steadfast commitment to three pillars: Performance, Partnership, and Protection. We honor this commitment through access to world-class resources managed by dedicated local professionals creating an effortless, convenient, and profitable vacation rental management experience at Kaanapali Alii.

Kaanapali Alii



EFFORTLESS OWNERSHIP



Aloha Homeowner,

Welcome Home! Becoming an owner at Kaanapali Alii offers the rare opportunity to join an exclusive residential community in the heart of the world-class destination of Kaanapali Beach Resort. Attracted by postcard perfect views and access to extraordinary amenities, guests and homeowners alike appreciate that Kaanapali Alii provides the ultimate vacation experience on Maui.

CoralTree Residence Collection has been a trusted member of the local Maui community for over four decades and we understand the special allure of this unique beachfront living experience. We are proud to partner with Kaanapali Alii to share this exceptional story 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 Kaanapali Alii. This best-in-class program allows you to share the elevated experience of your Kaanapali Alii residence with others, while maximizing your investment through our full-service vacation rental program.

As a part of CoralTree Residence Collection, we have access to CoralTree Hospitality's network of sales professionals, global marketing reach, industry-leading loyalty program and proprietary technology platforms optimized to magnify your returns. When you partner with Kaanapali Alii for rental management, you also become part of the CoralTree Hospitality Owners Program.

We look forward to welcoming you home to Kaanapali Alii.

Mahalo nui loa,

A handwritten signature in blue ink, appearing to read 'Paul Brown'.

Paul Brown
General Manager — Kaanapali Alii



THREE PILLARS

PERFORMANCE

Delivering results that benefit the entire community. From optimizing short term rental revenue for owners to managing budgets and vendor relationships with diligence, we bring results.

PARTNERSHIP

Reflects our commitment to transparency, accountability, and collaboration with you and your board. We prioritize timely communication, clear reporting and a responsive service culture that builds trust at every level.

PROTECTION

Preserves the long-term value of your vacation home. Through proactive maintenance planning, risk management, and consistent attention to details, we work to safeguard your home and community.



“WE KNOW WE
CAN COUNT ON
THE ALII TEAM
TO MAINTAIN
OUR HOME...”

“The strong owner’s community fostered by the Kaanapali Alii Rental Owners Corporation, and helped along by the dedicated on-site staff, makes long-distance ownership easy and my time at the Alii even more enjoyable .

-SUSAN, KAA NAPALI ALII HOMEOWNER

“With 24-hour care, comprehensive service offerings, and clear communications, I have total peace of mind knowing that everything is taken care of. We know most of the staff now by first name, as they have been with Kaanapali Alii for decades. This gives the property almost a small-town feel, instilling a genuine sense of community in every guest or owner who calls Kaanapali Alii home.”

-KEN, KAA NAPALI ALII HOMEOWNER

“When we’re staying in our home, we enjoy seeing familiar faces, from the management team to the trusted housekeeping and landscaping crew. And when we’re away, we know we can count on the Alii team to maintain our home and ensure the satisfaction of the guests who stay there.”

-BOB, KAA NAPALI ALII HOMEOWNER



OUR APPROACH - CURATING A COLLECTION OF SOULFUL ESCAPES

As dedicated property managers, we not only provide attentive care for your home but also create opportunities to maximize its revenue potential.

We know the pride a homeowner feels having their own piece of paradise. It's how we feel about our partnership with the Kaanapali Alii community.

Together, we not only elevate Kaanapali Alii but extend ownership value through growing consistent financial return on your investment.

THE KAA NAPALI ALII DIFFERENCE

FOR OWNERS: ALL-INCLUSIVE PROPERTY MANAGEMENT

DEDICATED OWNER SERVICE

- Personalized service by the only dedicated on-site management team
- Owner experience team acting as your ownership concierge
- Fulfillment of special requests and unique owner needs
- CoralTree Hospitality Owners Benefits Program

PROPERTY CARE & MAINTENANCE

- 24/7 maintenance and emergency response
- Annual deep cleans with 150-point preventative maintenance inspection
- Preventative and regular maintenance of appliances, HVAC, lighting, electrical, plumbing, and more
- Regular inspections and inventory of your home
- Replacement of kitchenware included at no additional cost
- Up to \$3,000 in damage protection for each guest stay

FINANCIAL & ADMINISTRATIVE MANAGEMENT

- Experienced and professional accounting, maintenance, and housekeeping teams
- Monthly statements, tax preparation, and timely rental distributions
- Owners' online portal with live reservations calendar and owner document history
- Local vendor and contractor relationships and purchase discounts

RENTAL MARKETING & BOOKING SUPPORT

- Custom listing for each vacation residence
- Professional home photography
- 3D home tours
- Dedicated booking calendar

FOR GUESTS: RESORT-STYLE HOSPITALITY

RESERVATIONS & ARRIVAL SUPPORT

- Maui-based reservations sales team with 24-hour service
- 24-hour guest check-in
- Guest assistance available through on-site staff

CONCIERGE GUEST EXPERIENCE

- An Island Host Concierge to provide an effortless vacation experience

HOUSEKEEPING & IN-STAY COMFORT

- Housekeeping by professionally trained KaaNapali Alii staff
- Luxury linens and bath amenities

RESORT-STYLE AMENITIES

- Resort-style amenities and services within a luxury residential setting

OWNER BENEFITS: TRAVEL IS GOOD FOR YOUR SOUL

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

As a Kaanapali Alii 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, and much more.

CORALTREE RESIDENCE COLLECTION: A LEGACY OF EXCELLENCE

For 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 50 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 2,000 units managed across Hawaii, Oregon, Washington, Colorado and South Carolina. Our seasoned team brings expertise and passion to every aspect of property management and hospitality.





A RENTAL PROGRAM BY THE OWNERS & FOR THE OWNERS



Aloha Fellow Homeowner,

On behalf of the Kaanapali Alii Rental Owners Corporation (ROC), we would like to personally invite you to join our powerful rental program and find out why your participation is critical to building our property brand, maintaining our reputation for service excellence and fulfilling our mission to be the best luxury condominium property on Kaanapali Beach. As the exclusive onsite property management company representing our committee of Kaanapali Alii homeowners, the CoralTree Residence Collection team is part of our successful partnership, helping numerous homeowners maximize their revenue and returns year after year while setting the standard for luxury condominium service on Maui.

Our partnership goes far beyond maximizing revenue. The other pillars of the rental program—reliability and responsiveness—add tremendous value, providing 24/7 peace of mind for homeowners. The team cares for the little things, and the big things, to ensure that our ROC homeowners have an effortless ownership experience.

Through the years, we have had the pleasure of working with a team of dedicated Kaanapali Alii employees, many of whom have been on staff for decades. These amazing, dedicated team members truly make you feel like you are part of their 'ohana. From the management team to housekeeping, guest services and maintenance, the on-site staff cares for your residence as if it was their own, adding a true personal touch and creating lasting, endearing relationships between staff and owners.

In joining the ROC, you will strengthen the collective voice of rental homeowners at Kaanapali Alii. ROC Homeowners are represented by an elected five-person board who act as your advocate and provide a forum for owners to express their thoughts. As a unified group, the ROC provides support and guidance to management and staff to ensure that the service expectations and core values of Kaanapali Alii are met. The ROC Board has regularly scheduled meetings with management and owners to evaluate best practices and review market conditions.

We hope that you see the value in joining our unique rental program and becoming part of this beneficial partnership. If you have questions, please don't hesitate to contact us or any other member of the Kaanapali Alii Rental Owners Corporation Board of Directors. Mahalo, Caitlin MacNamara President, Rental Owners Corporation at Kaanapali Alii Owners Corporation Board of Directors.

Mahalo,

Caitlin MacNamara
President, Rental Owners Corporation at Kaanapali Alii



KAANAPALI ALII RENTAL OWNERS CORPORATION MISSION STATEMENT

The Kaanapali Alii Rental Owners Corporation was established to provide a communications conduit between the rental owners, the rental management company and the Association of Apartment Owners of Kaanapali Alii so that the needs of the rental homeowners are heard and addressed.

WORLDWIDE MARKETING AND SALES PLATFORM

The power of CoralTree's marketing muscle to tell the unique brand story of Kaanapali Alii is unparalleled. Our strategic, results-driven marketing goes much deeper to reach a broad audience on par with the top hotels in Hawaii. We invest in proven leading-edge strategies to target luxury guests seeking a differentiated experience for their stay on Maui.

REVENUE MANAGEMENT

- Data-driven pricing tools to maximize daily rates
- Ongoing market analysis to keep your residence competitively positioned
- Strategic optimization to increase homeowner market share year-round

MARKETING & DISTRIBUTION

- Optimized visibility on KaanapaliAlii.com and CoralTree Residence Collection websites
- Targeted email campaigns guided by advanced analytics
- Active social media management to engage new and returning guests
- In-house, corporate, and public relations support to drive qualified demand

STRATEGIC PARTNERSHIPS

- Global leisure travel partnerships that expand audience reach
- Access to a diverse network of travel agents, qualified travelers, and luxury travel platforms
- A reliable year-round pipeline of guests who stay longer, return more often, and book at stronger rates

FAR-REACHING WORLDWIDE SALES PLATFORM

Through our long-standing and extensive relationships with leading travel sales companies around the world, we are able to strategically target desired traveler types, helping ensure that your Kaanapali Alii residence is optimally showcased and owner returns are maximized.

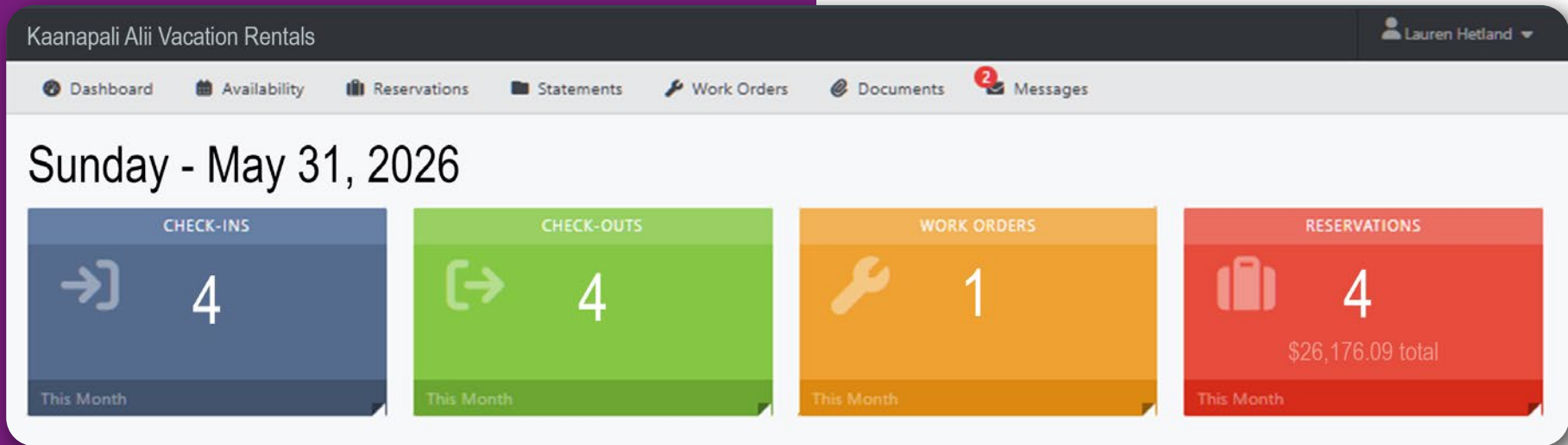




ENJOY FULL-SERVICE VACATION RENTAL MANAGEMENT

Our CoralTree Residence Collection luxury vacation rental program provides effortless ownership and peace of mind to our homeowners. Benefit from extensive sales and marketing efforts, experienced in-destination revenue management teams, best-in-class guest service representatives, professional accounting teams, and so much more. Know that your home is in good hands.

CONVENIENCE AND EASE



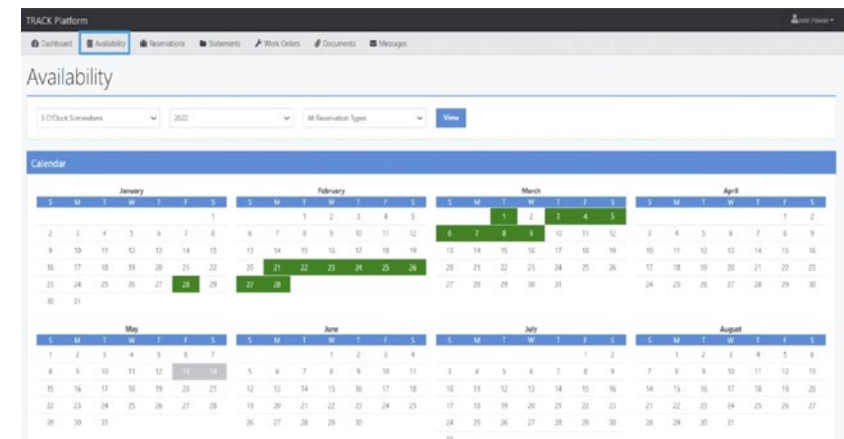
OWNERS' ONLINE PORTAL

This secure portal is your go-to hub for property management and communication with our team, and important ownership tools. Track future and past reservations, work orders and revenue through our property management portal.

GIVING YOU CONFIDENCE IN COMMUNICATION FINANCES PROPERTY MANAGEMENT

YOUR PROPERTY CALENDAR

Gain visibility of reservations and control of you home's availability through the integrated calendaring system.



FAQ

Do you use housekeeping and maintenance contractors to service my home?

No, we only use our own professionally trained staff to provide housekeeping and maintenance for your home. Our team is dedicated to Kaanapali Alii and protecting your investment.

What role does CoralTree Residence Collection play at Kaanapali Alii?

While Kaanapali Alii is a unique brand of one, CoralTree Residence Collection provides global expertise, training, resources, and staff to run operations, sales, marketing, maintenance, and finance at Kaanapali Alii. Our homeowners benefit by owning in an independent residential resort with the depth and reach of an experienced management company behind them.

Can I meet with the people in charge of managing my home?

Yes, our team is located on property and just a few steps away from your residence to meet in person at your convenience. Or give us a call and we will be right over and meet on your lanai!

What is included in your management fee?

Our goal is to provide the most comprehensive vacation rental management service at Kaanapali Alii. Our program fees cover costs of marketing, sales, guest and owner services, housekeeping services, preventative maintenance inspections, tax preparation, parcel handling, kitchenware replacement, linens, terry, bath amenities and much more.

Can you help me upgrade my residence?

Absolutely, our owner experience team will inspect and rate your residence annually and provide you with ideas to optimize the rental experience so you can maximize revenue. We have vetted a list of trusted third-party contractors and vendors who will provide you with exceptional service and the best pricing.



CORALTREE
RESIDENCE COLLECTION



SEE YOUR HOME
BECOME A
VACATION RENTAL



coral treepropertymanagement.com



YOUR KAANAPALI ALII TEAM



Paul Brown
General Manager



Michael Cuthbertson
Senior Vice President of
Residential Resort Management



Tina Page
Director of Marketing



Steven Rose
Area Managing Director



Junelle Rapozo
Owner Experience Manager



Tristin Sornson
Area Director of Revenue



EXCLUSIVE RENTAL PROGRAM

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808-667-1669

PLACE YOUR HOME IN
TRUSTED HANDS



Start the conversation by scanning this code or visit

coraltreepropertymanagement.com