

Kaanapali Alii

EXCLUSIVE RENTAL PROGRAM



Local Roots. International Reach.

WELCOME HOME to Kaanapali 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 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: Revenue, Reliability, and Responsiveness. 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



GET MORE FROM YOUR VACATION RENTAL



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.

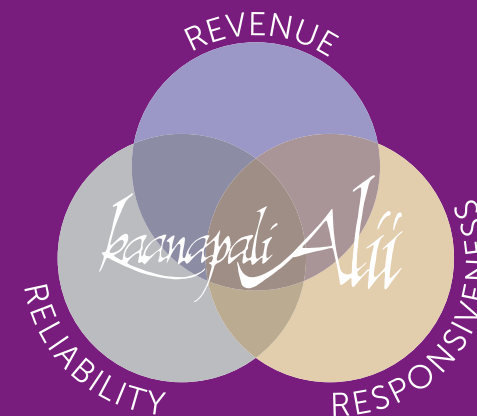
That is why we invite you, as a homeowner, to join the exclusive in-house rental program at Kaanapali Alii. This best-in-class program allows you to share the elevated experience of your Kaanapali Alii residence with others, while maximizing your investment through our full-service vacation rental program.

We are your local professionals, with 24-hour on-site care for your property, yet our scope goes well beyond the islands. 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. We are your partner on Maui with unique owner benefits that extend around the world. When you partner with Kaanapali Alii for rental management, you also become part of the CoralTree Hospitality Owners Program.

Worry less and travel more with Kaanapali Alii! Your second home will be cared for by our professionally trained housekeeping and maintenance staff and positioned for optimal rental returns through tailored marketing and global exposure. We look forward to welcoming you home to Kaanapali Alii.

Mahalo nui loa,

Andy Evers,
Area Managing Director, Hawaii



THREE PILLARS

REVENUE

Our sales, marketing and revenue optimization teams conduct in-depth market analyses to maximize the daily rate and optimize exposure for your property, providing you with the highest return throughout the year.

RELIABILITY

We do the important behind-the-scenes work, so you don't have to. Our on-property teams — from housekeeping and maintenance, to concierge and marketing — ensure that your home and guests are well cared for.

RESPONSIVENESS

Our owner-friendly policies put you in control, and our owner experience team is always on hand to address your questions and concerns. Homeowners and guests enjoy 24/7 management services to attend to their every need.



THE KAA NAPALI ALII DIFFERENCE

OWNERS ENJOY ALL-INCLUSIVE PROPERTY MANAGEMENT

- Personalized service by the only dedicated on site management team
- 24/7 maintenance and emergency response to care for your home
- 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 is included at no additional cost
- Experienced and professional accounting, maintenance and housekeeping teams
- Accounting service with monthly statements, tax preparation 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 a dedicated booking calendar
- CoralTree Hospitality Owners Benefits Program
- Fulfillment of special requests and unique owner needs
- Owner experience team acting as your ownership concierge
- Up to \$3,000 in damage protection for each guest stay

YOUR GUESTS CAN EXPECT RESORT-STYLE HOSPITALITY

- Maui-based reservations sales team with 24-hour service
- Island Host concierge staff to create an effortless vacation experience
- 24-hour check-in and staff to attend to your guest's every need
- Manager on duty 24/7
- Housekeeping by our professionally trained Kaanapali Alii staff
- Luxury linens and bath 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, travel and decor discounts, and much more.

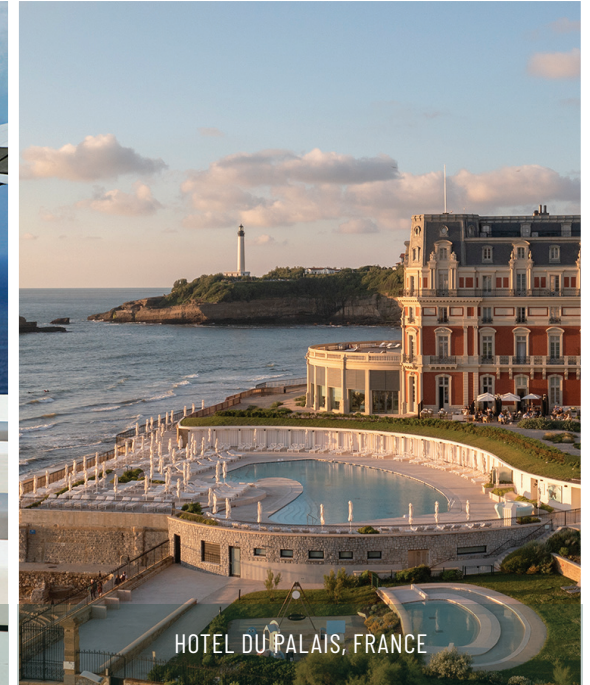
CORALTREE RESIDENCE COLLECTION: A LEGACY OF EXCELLENCE

For over 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 35 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 1,000 units managed across Hawaii and Colorado, and we are unwaveringly committed to excellence. Our seasoned team brings expertise and passion to every aspect of property management and hospitality.



ALILA ULUWATU BALI



HOTEL DU PALAIS, FRANCE



RESORT AT SQUAW CREEK, LAKE TAHOE



ANDAZ LONDON



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 on-site 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, most 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,

Joan Bergholt and Ken Cowie

Joan Bergholt and Ken Cowie
Presidents, 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. To that end, the Rental Owners Corporation adopts the following objectives:

To provide input to the Association of Apartment Owners of Kaanapali Alii Board of Directors and to the exclusive on-site rental management company with the purpose of enhancing Alii's superior competitive position, its character and quality.

To assist the Association of Apartment Owners of Kaanapali Alii Board of Directors in maintaining an atmosphere in which owners, their guests, and tenants may enjoy a pleasant and relaxing residency in beautiful surroundings.

To help owners to obtain the maximum economic benefit and enjoyment from their units through a sharing of ideas among themselves, with the management company and the Association of Apartment Owners of Kaanapali Alii Board of Directors.

To represent rental owners in the negotiation of rental management contracts.

To keep the owners and the Association of Apartment Owners of Kaanapali Alii Board of Directors informed via oral and written reports of significant rental developments, activity and trends.

To assist the rental management company in developing high unit interior standards as well as supporting the rental management company in implementation and enforcement of those standards.

To assist the rental management company in maintaining an effective rental program which means marketing, operating and income benefits for all.

To serve as an advocate for the rental homeowners, ensuring that their interests are adequately and independently represented in all aspects of Kaanapali Alii management and operations.

To promote a high long-term return on investment as well as incomparable guest services and products.



WHY TRUST YOUR HOME TO KAA NAPALI ALII?

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

- **ON-PROPERTY EXECUTIVE MANAGEMENT TEAM** dedicated to Kaanapali Alii providing convenient owner and guest services; no other competitor offers this
- **24/7 IMMEDIATE EMERGENCY RESPONSE** by our on-site security and maintenance teams to ensure your home and guests are well cared for
- **HOUSEKEEPING** and personalized guest services to ensure your guests are pampered during their stay; no other rental company offers these services
- **MAUI BASED RESERVATIONS**, marketing, sales, accounting and executive teams are easily accessible and well versed on Kaanapali Alii
- **40+ YEARS OF EXPERIENCE** at Kaanapali Alii, our team knows more about this property and your home than anyone else
- **REPRESENTING THE HIGHEST QUALITY** residences available at Kaanapali Alii to attract luxury guests
- **GLOBAL CAPABILITIES** of a leading international hospitality company to achieve higher rates, longer stays and more repeat guests
- **MARKETING STRATEGIES** that are powerful, reach a robust audience and position Kaanapali Alii as a top travel destination
- **RESTOCKING & REPLENISHMENT** of consumables, kitchenware, linens, towels, bath amenities included in the rental program
- **DAMAGE PROTECTION:** Up to \$3,000 in damage protection for each guest stay, protecting your asset is if it were our own

Enroll your residence in the Kaanapali Alii Rental Program today and begin enjoying the benefits of active on-site management, effortless ownership, resort-style services, optimal returns and high touch asset management.

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, parcel handling, kitchenware replacement, linens, terry, bath amenities and much more.

Can you help me upgrade my residence?

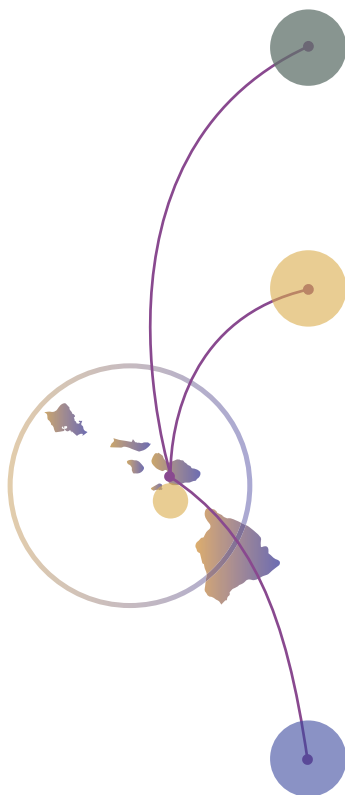
Absolutely, our owner experience team will inspect and rate your residence annually and provide you with ideas to optimize the rental experience so you can maximize revenue. We have vetted a list of trusted third-party contractors and vendors who will provide you with exceptional service and the best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





MARKETING MUSCLE

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

- Industry leading tools for data driven pricing to maximize daily rates
- Optimizing and increasing market share for homeowners
- Consistent market analysis to ensure that you are positioned ahead of the market to maximize revenue throughout the year

DISTRIBUTION

- KaanapaliAlii.com and property pages on our CoralTree Residence Collection website are optimized so travelers can easily find and book your residence
- Advanced email analytics to track and guide dynamic campaign strategies
- Active social media platform management to engage guests and keep them coming back
- Providing a reliable pipeline of guest traffic throughout the year and for all seasons
- Maintaining in-house and corporate marketing teams as well as external public relations agency support

PARTNERSHIPS

- CoralTree Residence Collection guests pay higher rates, stay longer and return more often than other guests
- Strategically leveraging partnerships to reach a global audience of leisure travelers
- Powerful travel listings on Vrbo, Airbnb, TripAdvisor and more
- Maintaining a diverse network of travel agents, qualified travelers and online luxury travel sites



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.





“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, Kaanapali 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, Kaanapali 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, Kaanapali Alii Homeowner

YOUR
KAANAPALI ALII
TEAM





EXCLUSIVE RENTAL PROGRAM

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