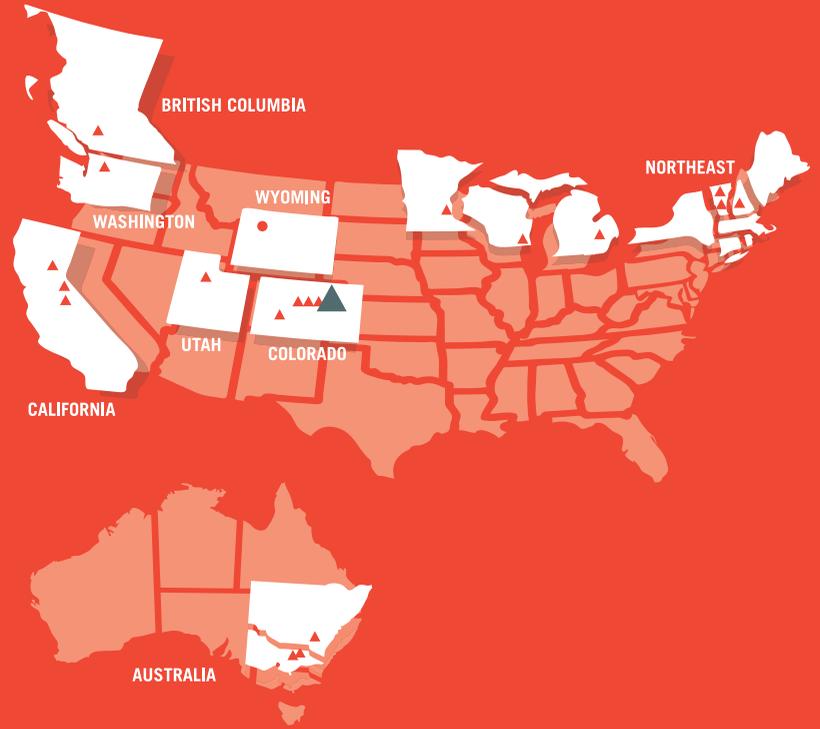




## KEYSTONE RESORT PROPERTY MANAGEMENT

(KRPM) is a division of Vail Resorts. We are the leader in the Keystone market in providing professional management services for vacation rentals and homeowner associations. Having professionally managed properties in Keystone for over 40 years, we consistently deliver high levels of service, revenue and benefits to our homeowners and their guests. Our vast knowledge, ongoing innovation and expansive network ensures you make the most out of your investment.



**OUR MISSION** is to protect our homeowners' investment by providing excellent service and ethical management of our properties. Additionally, we strive to maximize rental revenue for our owners through professional sales, marketing and yield management practices.

**WE HAVE THE KNOWLEDGE,** structure and organization to funnel more business into our rentals year round, and the dedicated property management team to provide consistent service seven days a week.

**DID YOU KNOW** that KRPM is the exclusive lodging partner of the Keystone Conference Center, the largest event venue in the Rockies? Big events mean big rental opportunities and better return on your investment.



LEARN MORE AT **970.496.4155**  
OR **KEYSTONERESORT.COM**



# homeowner services

## ASSET PROTECTION & SECURITY

With regimented key procedures and regular inspections, we offer a peace of mind that your home is in good hands.

As a large, publicly traded company, we take the same level of diligence and care for your home that we do for our portfolio that spreads to over 37 resorts internationally.

## 24/7 GUEST SERVICES

Support staff is on site to handle guest registrations and check-In, manage in-house engineering, maintenance and housekeeping services and provide around-the-clock property management support.

## UNIT QUALITY RATING PROGRAM

Unit Quality Ratings are completed on a regular basis. All feedback is shared with homeowners, allowing us to work together to deliver ongoing quality and consistent positive guest experiences. Upgrades and high ratings increase revenue opportunity.

## TECHNOLOGY

Our online Owner Portal, complete with a live calendar, allows for enhanced communication and accounting support including balance and payment capabilities and tax documents and statements. The live calendar, providing current and forecasted bookings, provides valuable information for informed personal use. Our technology and team are here to make ownership easier and more profitable.





# sales, marketing & reservations

## VAIL RESORTS NETWORK

Benefit from Vail Resorts' connection to the biggest skier base in North America.

We provide a powerful network of marketing, sales and reservations tools that help promote your unit to guests seeking a unique resort "home away from home" experience.

Leverage our comprehensive resort and corporate marketing initiatives, including enterprise-wide lodging sales, and access to the exclusive Epic Pass Holder network.

We will increase your online presence by listing your property on our frequently visited resort websites.

## RESERVATIONS

Staffed 365 days a week, our dedicated reservations call center uses cutting-edge NAVIS technology to increase conversion, drive new revenue and improve lead management. Agents stand by to support in collecting payments, paying credit card fees and sending confirmations.

Our unique booking philosophy allows for flexible owner's use as well as individual unit blocking.

## MARKETING

Keystone Resort is the sole destination marketer for the resort area. With extensive marketing initiatives such as "Kids Ski Free," "Play for Free," and "First Tracks Fridays," no other property management company in Keystone can provide the national and international marketing power of Vail Resorts.

We are the only property management company featured on [KeystoneResort.com](http://KeystoneResort.com), the most visited website by those planning a Keystone vacation.

Leverage our connection to the mountain and resort operations, resulting in exclusive packaging, added-value marketing messaging and a one-stop shop for our guests.

No marketing fees are passed on to owners.

## CONFERENCE & GROUP SALES

We are the exclusive lodging provider to the Keystone Conference Center. Our sales team drives year-round business through conferences, events and weddings, increasing your profit with significantly elevated off-season occupancies.





# revenue management & financials

## REVENUE MANAGEMENT

Professional revenue and inventory management strategically sets and adjusts rates to optimize your financial performance.

Maintain exclusive access to live inventory and third party global distribution partners, ensuring your unit's maximum revenue potential is realized.

## BILLING & ACCOUNTING

Access all billing and accounting statements through our user-friendly Owner Portal.

Simplify with automatic payments and direct deposit functionality.

## GLOBAL DISTRIBUTION NETWORK

We partner with RedAwning, which provides a single point of access to the largest distribution network in the world. This extends to all the major online marketplaces, including Expedia, Booking.com, HomeAway/VRBO and Airbnb, giving you the most global exposure with all of the hard work handled by our team.

We manage live inventory in real time, ensuring we're accurate, timely and competitive.

We leverage our distribution network and ongoing market data to price units effectively and positively against competitors.





# benefits

## ENTERPRISE-WIDE DISCOUNTS

Take advantage of a benefit program redeemable at all our resorts across North America, and enjoy discounts on:

- Lodging
- Summer mountain activities
- Food and beverage
- Retail, rentals and ski school





# management fee

**KRPM has a competitive management fee. Homeowners will consistently take home more revenue with KRPM than with other companies advertising lower management fees. We achieve this by generating higher levels of gross revenues and eliminating additional fees for necessary services.**

## **OUR ALL-INCLUSIVE MANAGEMENT FEE INCLUDES:**

- All marketing, promotional, and credit card expenses
- Minor maintenance services
- Coordination of contractor services, including bidding process, deliveries, and payments on one consolidated expense and revenue statement
- Deeply discounted and pre-negotiated prices on parts and goods, which are procured leveraging Vail Resorts' buying power
- Two complimentary homeowner check-out cleans annually
- Daily trash and towel service for homeowners, upon request
- Linen and terry
- Replenishment of consumables and amenities such as soap, shampoo, lotion, kitchen and dish washing cleaners, paper products, coffee, salt and pepper
- Annual professional quality rating to help you align your property with guest expectations and industry standards
- Accounting services including online access to monthly and annual financial statements, direct revenue deposits available, and sales tax collected and paid on your behalf
- Summit County Short Term Regulations application process assistance

