

SNOWMASS PROPERTY MANAGEMENT GUIDE



DESTINATION[®]
RESIDENCES SNOWMASS

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DESTINATION
BY HYATT



AN INTRODUCTION TO OUR RENTAL PROGRAM

As you consider your options for a property manager, we want to make you aware of the advantages we offer our owners and guests.

Started in 1972 at The Gant in Aspen, Destination Hotels was purchased by Hyatt Hotels in late 2018. Today, Destination by Hyatt is an independent collection of one-of-a-kind residences that are backed by a renowned operations team and Hyatt's best-in-class commercial organization. There are nearly 3,000 privately owned residences in the Destination by Hyatt portfolio, but the one we are most concerned with is yours.

As a Destination Residence owner, you'll enjoy an impressive array of exclusive owner benefits as long as your home is in Hyatt's Rental Program and you are a World of Hyatt member (which is free to join):

- New owner incentive: 210,000 World of Hyatt (WOH) Points
- WOH redemption payout for guest stays: always at full rate
- An upgrade to the elite privileges of Hyatt Globalist Status
- Hyatt Owners Rate Access: Significant owner discounts at 1,000+ hotels in the Hyatt portfolio such as Hyatt Hotels, Destination by Hyatt, Grand Hyatt, Andaz, Thompson Hotels, Hyatt Regency, and many more

Beyond the benefits, we know you have high expectations for the maintenance and care of your home. Destination Residences Snowmass employs a well-trained team of experienced maintenance engineers. This team performs regular preventative maintenance inspections to ensure your condo remains in good repair. They also respond to guest needs should there be any issues during their stay. We maintain the area's largest 24-hour maintenance staff, all of whom are based locally. Should your residence require work that is beyond the scope of our staff, we will arrange contracted labor.

Our housekeeping team knows that cleanliness is the first thing that you and your guests will notice when you arrive. Our lead housekeepers provide the quality control to ensure that proper attention is given to the details.

Communication is key to providing reliable, high quality care for your home. As the hub of this communication, your property manager ensures that your condo is in perfect working order and is maintained in a fashion that is consistent with guest expectations and your pride of ownership, while enhancing the long-term value of the property.

Our sales and marketing efforts are unrivaled in Snowmass. Our dynamic revenue optimization team is spearheaded by the Director of Revenue Strategy, plus we have a central reservations office on site that is open seven days a week. Our experienced Director of Sales manages a team of sales managers focused solely on our properties, plus leverages support from our parent company, Hyatt Hotels, on both a national and international level. Our integration into the overall Hyatt Hotels brand presence and infrastructure promotes selling opportunities at over 1,000 destinations worldwide. Our marketing team executes a multi-channel strategy that includes branding, digital & email marketing, reputation management, public relations, social media and more.

We offer a 24-hour front desk operation, as well as three satellite front desk operations with varying hours, and complimentary transportation to/from Aspen Pitkin County Airport (ASE) as well as within Snowmass Village. Our front desk agents are more than happy to help owners and guests alike with making reservations for activities and restaurants in the area.

Thank you for considering us for your property management needs. We welcome the opportunity to serve you.





ALL YOUR QUESTIONS ANSWERED

WHAT SERVICES WILL YOU PROVIDE FOR MY HOME?

Our management services include marketing and promotion of rental occupancy, a trained and motivated reservations staff, 24-hour front desk services, complete housekeeping and maintenance services, and monthly accounting of rental income and related expenses.

ARE THERE ANY SPECIAL ADVANTAGES FOR OWNERS?

The Hyatt Residential Owners Management Program offers an impressive array of exclusive owner benefits as long as your home is in Hyatt's Rental Program and you are a World of Hyatt member (which is free to join):

- New owner incentive: 210,000 World of Hyatt (WOH) Points
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HOW WILL YOU COMMUNICATE WITH ME ABOUT MY RENTAL PROPERTY?

You will be given secure, password protected, web portal access that will allow you to view your current and historical accounting statements as well as any/all documents pertaining to your rental. You can also use this web portal to ask questions, reserve your residence for your own or your guests' use, see future reserved nights, and more. All of your communication regarding your rental property will live in one secure place.

DO YOU PROVIDE MAINTENANCE?

We employ a locally-based team of maintenance engineers who are dedicated to each property's HOA. Our engineers understand the nuances of each property, and each home, and can respond 24/7 to calls from owners and guests. Our team is the largest in Snowmass, allowing us to efficiently keep each residence in excellent condition.

HOW LONG IS THE RENTAL CONTRACT TERM?

The initial contract term is for one year, with automatic renewals on a year-to-year basis. The agreement may be terminated with at least 60 days' notice. Owners are required to honor existing guest reservations after termination if the booking can't be relocated to other accommodations.

WHAT IS YOUR ACCOUNTING CYCLE?

Each month, we will provide owners with an accounting of income and expenses. You can access these documents at any time through the secure web portal.

WHAT ARE THE FEES FOR OWNER OCCUPANCY?

There are no rental fees when you use your condo. This applies to the actual property owner as well as family and friends. The owner will be responsible for any housekeeping requests during your stay as well as the departure cleaning fee.

ALL YOUR QUESTIONS ANSWERED

CAN I TAKE ADVANTAGE OF THE AMENITIES?

Of course! Owners can call for transportation to/from Aspen Pitkin County Airport (ASE) and within Snowmass Village, enjoy the pools, fitness centers and other amenities on-site at their location, and get additional perks that come through the Hyatt Residential Owners Management Program.

CAN I DONATE NIGHTS IN MY HOME?

Once per year, owners may make their residence available on a complimentary basis to a church, school group, or other non-profit organization of owner's choosing. The owner will be charged for the standard departure cleaning fee, and any other additional cleaning charges resulting from this occupancy.

HOW DO YOU ESTABLISH YOUR NIGHTLY RATES AND OTHER RENTAL POLICIES?

Our revenue management team closely monitors market trends, and sets nightly rates accordingly. Our yield management techniques seek to maximize rental revenue based on demand. Rates are based on the number of bedrooms and bathrooms in a home, as well as the overall quality rating. We also establish minimum length of stay and deposit/cancellation policies.

CAN YOU DESCRIBE YOUR RATING SYSTEM?

Because each of the residences in our collection is individually owned, each is unique, reflecting the personal tastes of you, the owner. Our rating system is designed to help the guest determine which type of home s/he is interested in reserving.

PLATINUM RESIDENCES are handpicked by our team and represent the very best available in Snowmass Village. These homes feature upgraded kitchens and bathrooms, luxurious finishes throughout, and top of the line furnishings and interior design.

PREMIER RESIDENCES are completely up-to-date with new furniture, appliances, electronics, etc.

DELUXE RESIDENCES are very nice, but not quite as updated as a premier home.

STANDARD RESIDENCES are very comfortable and cozy, but not as updated as a deluxe.





DYNAMIC MARKETING FOR YOUR HOME

Destination Residences Snowmass group sales and marketing efforts boost bookings and revenue for your rental home.

HYATT'S DIGITAL ECOSYSTEM

Touching more than 15m people each month, the Hyatt digital ecosystem is one of the most powerful in the industry and will allow your residence to be viewed by potential guests from all over the world.

ONLINE HOME PROFILE

Each of the homes in our portfolio are showcased in their own individual profiles at www.destinationsnowmass.com.

GROUP SALES

Destination Residences Snowmass' group sales team is charged with booking conferences, meetings, reunions, weddings, and other events throughout the year. The vacation rental inventory is an important element for these diverse groups including family reunions, ski groups, meeting attendees, etc.

OUR RESERVATIONS TEAM – A SELLING MACHINE

The on-site reservations agents at Destination Residences Snowmass are the best in the business. They can speak confidently about every single residence in our collection and can recommend it as the perfect match for guests booking their stay in Snowmass.

REVENUE MANAGEMENT

The revenue team at Destination Residences Snowmass monitors reservations daily to track rate and occupancy trends to yield the best performance of all the condos in our collection. This active management allows us to identify need periods and respond quickly with special offers or promotions to boost occupancy and revenue for you.

DIGITAL ADVERTISING

With more than 40 years of experience managing and promoting vacation rentals, we know how to get results. The Destination Residences Snowmass marketing team executes our annual media strategy to ensure we are promoted through a targeted marketing mix.

REPUTATION MANAGEMENT

We actively monitor and manage the reputation of our properties online, responding to guest reviews daily to ensure the highest ratings in Snowmass. Our properties regularly represent 8 of the top 10 properties in the area, and we have maintained the #1 spot for several years running.

