



# BEACH LIVING

— CAYMAN ISLANDS —

[www.beachlivingci.com](http://www.beachlivingci.com)





# BEACH LIVING

*Don't just go to the beach, **live at the beach.***



# Welcome to Beach Living, Cayman Islands

Beach Living Ltd. is a full-service vacation rental and property management company for beach homes, apartments and condos in the Cayman Islands. Providing services for renters and owners alike. With a highly experienced management team, Beach Living provides guests with the consistency and quality of a hotel experience while enjoying the Island home experience through vacation property

rentals. For property owners Beach Living focuses on optimizing the management of the property, the marketing aspects and the return on investment for the property owners.

Choosing a company that will represent and safeguard your vacation rental is a monumental decision. A substantial real estate investment such as this should only be looked after by the most trusted and professional companies with caring agents, who are responsive business partners and will manage your property with a superior degree of expertise. This includes securing bookings only from considerate, responsible guests while maximizing your return on investment through a proficient understanding of the industry and intimate knowledge of the destination. At Beach Living we believe owning a vacation property should be a rewarding experience. As your property management company, we will work to help you achieve this.



# Property Owners



For our property owners, we provide a full-service of solutions to include; cleaning and maintenance services, investment maximization, admin services, marketing services and all aspects of property management. We are dedicated to our guests, our owners, and their properties. Whether you are considering buying a property or you already own a rental property, we would enjoy discussing your revenue potential as well as putting the fun back into your property ownership.

Many companies can manage your rental property, Beach Living manages your investment. Our commitment to your property goes far beyond linens and landscaping. We provide professional management and expert counsel to achieve agreed upon financial goals. We partner with each owner, establishing annual rental goals based on an analysis of current market conditions, real estate values and projected average daily rate per season. A successful partnership means transparency. We aim to keep additional fees at a minimum and assign fees to the bookings where necessary. Our accounting team tracks all income and expense statements and will prepare all tourism accommodation tax, reporting and payments along with your monthly statements and revenue payments.

Each owner will be given access to their own dashboard portal, where they can view their property listing, the property calendar, the property bookings and projected revenue.



## The Team

The team at Beach Living consists of a highly experienced Business Development Manager, an international Real Estate Professional, a diverse Property Manager, a professional Accounts Team and Creative Marketing Professionals, to ensure that our end product is your success.

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## Partners





## The Knowledge

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We are sharply focused on understanding the market and reacting to its challenges and demands. Our expertise in business management, real estate development, long term rentals and vacation rentals gives us the advantage of having a holistic view and understanding of the entire market from supply to demand. This wealth of knowledge greatly enhances our ability to market your property and keep your property occupied.

## Business Philosophy

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Our team is hands-on, engaged, involved and responsive. They work closely with each owner to analyze past performance, to fine-tune the property for peak performance and to set new revenue goals. We go beyond the industry standard and approach our relationship with owners as investment partners. We treat your rental as a business and aim to keep expenses low and revenues growing. Our reservations and yield management strategies help to ensure your property is priced to achieve maximum bookings and rental revenue. You will sleep easy at night knowing your investment is managed 24/7 by Beach Living.



## Locally Owned and Operated

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Beach Living is Caymanian owned and locally operated, our location focus is on The Cayman Islands solely, with our headquarters in George Town, Grand Cayman. Our team is locally based all within close proximity to your property and Seven Mile Beach, ensuring the team has invaluable knowledge of the Islands and effectively provide the guests with unmatched customer service.

## Superior Housekeeping

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We strive for a superior standard of cleanliness and maintenance; our guests expect it and your investment deserves it. Our Quality Control Inspections ensure that your vacation home or condominium is kept in top condition inside and out.

We oversee all contracted cleaning professionals and perform a rigorous check-point inspection on every unit after each stay. Additionally, our team responds to all guest maintenance requests and we oversee all contracted services, including pool maintenance, pest control, lawn service, and warranty work as needed.

We know that our owners put a lot of thought, effort and resources into making their vacation property attractive and comfortable, including spotless linens and towels, crucial to the guest experience. Therefore. We have established the highest standards with our vendors for the most detailed processes for housekeeping needs.





## Damage Protection

Owners are sometimes hesitant about placing their property on a rental program due to concerns about damage. At Beach Living, we focus our efforts on quality renters and screen each reservation. In addition, we personally welcome our guests and review property rules. If damage does occur, there are policies in place to cover this giving our owners the peace of mind that we're invested in helping protect and repair damaged items. Once your rental is on our program, management will be routinely inspecting your property for wear and tear and suggesting preventive maintenance or upgrades that will extend the life and value of your property.

## Preventive Maintenance and Trouble Shooting

The team at Beach Living are adept at trouble shooting issues, including WiFi, television/cable issues and appliance failures that may be corrected before calling a repairman. If repairs are needed, we will coordinate with professional contractors and oversee the job to ensure the work is done to the highest standard.





# Branding and Marketing

Beach Living employs a professional team with a wealth of knowledge in the tourism industry in Cayman and abroad to market your property. This team covers advertising needs, public relations, online and social media experts to specialize in destination marketing for the Cayman Islands.

## Strategic Marketing Approach

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Beach Living prides itself on a strategic, integrated marketing approach as well as partnerships with the right lead generation websites. Marketing is all research based to target the right visitors, quality guests who will spend more, stay longer and take care of the property. At Beach Living, we study where these guests live, what they read, and how they make vacation decisions. We strategically invest our marketing dollars to reach the right audience and provide a stellar experience when they arrive, through affiliate packages with Hello Cayman.

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Our multi-channel marketing plan promotes Beach Living vacation rentals through a diverse array of vehicles, including online, social media, email, and events. We employ search engine optimization (SEO) strategies that keep Beach Living at the top of Google Searches along with Google Ad Word and digital retargeting campaigns that achieve high click-through rates and strong return on investment. This commitment to marketing provides maximum visibility for our vacation rentals and maintains top-of-mind awareness with the guests.

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Our marketing is all research based to target the right visitors; quality guests who will spend more, stay longer and take care of the property. We operate an effective yield management system that adjusts rates for seasonal and market conditions. When needed, we incite bookings during non-peak seasons by presenting promotions and value-added offerings, including gift cards to affiliated businesses and complimentary goods and services during their stay that bring value to our guests' vacation. We also feature a loyalty program that rewards repeat bookings to keep guests returning to book.



## Owner Partnerships

*Beach Living can offer property owners two tiers of partnerships:*

**1** *Property Management contract  
for short-term rental*

**2** *Rent your property to Beach  
Living at a premium rental rate*



# Property Management contract for short-term rental

## How it works

**You will sign to a vacation rental property management contract which will be based on the terms below:**

- Contract Period, the standard contract period is a one-year term from its effective date with a 12-month rolling period to cover any advanced bookings in place at the end of the agreement
- Sales Commission to the Property Management company of 20% of gross revenue on the rental income of your property, in turn of general management and hosting of the property
- Agreement to abide by all the rules and regulations set forth in the Cayman Islands, ensuring the premises is certified by the Cayman Islands Department of Tourism and any and all other governing bodies to run as a Vacation Rental Property, the licensing fee will be billed to the owner at: 1 – 10 Bedrooms = \$250.00, Over 10 Bedrooms – \$250.00 plus \$25.00 for every bedroom over 10 bedrooms
- Full marketing services of your property, including presentation staging, photography, multi website listings and listing partnerships, SEO advertising and more
- Booking, payment and calendar management
- Collection, reporting and payment of government tourism accommodation tax
- Housekeeping, cleaning, maintenance management will be included at a fee

**Additional services can also be added to your contract with a fee structure:**

- Bill payments of your property: Utilities, Water, mortgage, Service contracts etc
- General accounting services above the standard statements for your property
- Electronic upgrades in the property
- Cost reduction plan for your property

## Rent your property to Beach Living at a premium rental rate

### How it works

Beach Living will enter an annual rental agreement with you the landlord, with the agreement that the property will be sub leased as a short-term rental property with the following conditions:

- Beach Living will pay the landlord a premium monthly guaranteed rental rate, the landlord would not be entitled to any further revenue from the property under this agreement
- Beach Living will be responsible for all the management of the property including cleaning and standard maintenance
- Beach Living will be responsible for any damage to the property and repairs
- Beach Living will be responsible for all costs and process to abide by all the rules and regulations set forth in the Cayman Islands, ensuring the premises is certified by the Cayman Islands Department of Tourism and any and all other governing bodies to run as a Vacation Rental Property
- Beach Living will be responsible for collection, reporting and payment of government tourism accommodation tax
- Beach Living will be responsible for all management, scheduling, bookings and marketing of the property





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*Contact info:*

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