



BEACH LIVING

— CAYMAN ISLANDS —

www.beachlivingci.com





BEACH LIVING

Short Term Vacation Rental Management Services



Welcome to Beach Living, Cayman Islands

Beach Living is a full-service vacation rental and property management company, providing services for beach-front and beach adjacent homes, apartments, and condos in the Cayman Islands.

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, effective pricing strategies, 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 while being committed to delivering a memorable guest experience.

Property Owners



Many companies can manage your rental property, Beach Living manages your investment. Our commitment to your property goes far beyond linens and leases. 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. Our accounting team tracks all income and expense items and prepares the tourism accommodation tax reporting and payments along with your monthly statements and revenue payouts.

For our property owners, we provide a full solution service which includes; superior cleaning and sanitization services, preventative and general maintenance and inspections, marketing and booking management services, admin and annual licensing, all guest communications, an owners portal to view your property listing, calendar and reservations, and also have the ability to block out dates for your own stays. We are dedicated to our guests, owners, and their properties. Whether you are considering buying a property or you already own a rental property, we would be happy to discuss your revenue potential.



The Team

Beach Living is Caymanian owned and locally operated with our office located in George Town, Grand Cayman. The team 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. The team has invaluable knowledge of the Islands, effectively providing our guests with unmatched customer service, and ensuring that the end product is your success.

Partners



The Knowledge

With a locally based team in Grand Cayman, Beach Living can provide guests and owners invaluable knowledge of the Island from a tourism and business operating perspective. Our team consistently monitors the market and is well versed in the activity of the short term market evaluating rates, trends, locations and more.

Business Philosophy

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.

The Support

Preparing your vacation rental is a lot of work. Beach Living will help take care of the details, from set up and staging, licensing and inspections, listing creation, professional photography and any finishing touches your property may need to start welcoming guests. Beach Living invests in your success.

Superior Housekeeping

We strive for a superior standard of cleanliness; our guests expect it and your investment deserves it. We utilize our own cleaning company Clean Living for all scheduled check-outs, highly trained staff that maintain an enhanced cleaning and sanitization protocol.

Our Quality Control inspection on every unit after each cleaning, and attention to the finer details, ensure that we present your property as a top quality product at all times. 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 a positive guest experience.

Therefore, we have established the highest standards with our vendors for the most detailed processes for housekeeping needs.



Preventive Maintenance and Trouble Shooting

We take preventative measures to maintain the condition of your property with quarterly inspections and annual assessments, and offer recommendations to extend the life and value of your property. The team at Beach Living are adept at trouble shooting minor issues, including WiFi, television/cable issues, filter and fuse changes, and things that may be corrected before having to call a repairman. If major repairs are needed, we will coordinate with approved professional contractors and supervise the job to ensure the work is done to the highest standard. Additionally, our Company responds to all emergency maintenance needs and we can oversee contracted services including pool maintenance, pest control, lawn service, and warranty work as needed.

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 carefully 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 needed upgrades that will add value to your property.

***Homeowner insurance is mandatory.**



Branding and Marketing

Strategic Marketing Approach

Beach Living employs a professional marketing team with a wealth of knowledge of the tourism industry in Cayman and abroad. This team prides itself on a strategic, integrated marketing approach as well as partnerships with the right lead generation websites, targeting quality guests who will spend more, stay longer and take care of the property. At Beach Living, we research where our visitors are traveling from, what they want, and how they make vacation decisions.

We strategically invest our marketing dollars in reaching a global audience, using a multi-channel marketing plan promoting Beach Living vacation rentals through a diverse array of social media platforms and websites. 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.

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.



Would you like to earn an easy USD \$250?



Simply refer a homeowner to us. Once they sign up to our management program, we'll send you USD \$250! Inquire for more details.



Owner Partnership Options

Property Management Contracts for Full Package Services

Fee Structure

Initial Start Up Fee: CI \$500 per property

Option A

20% of Gross Revenue

Option B

15% of Gross Revenue
+ US\$400 / month

Option C

Rent your Property
to Beach Living for a
Premium Rate

What's Included in Our Services



Arrange and oversee
Government inspections and
licensing of your property



Marketing services, including presentation staging, photography, listing creation on multiple booking channels, social media, listing partnerships, SEO advertising, company website, digital and print ads, and more



Reservations, booking
payments and calendar
management



All guest communications
and services, tenant vetting



Revenue Management and
monthly statements



Collection, reporting and
payment of government
tourism tax



Quality Control inspections,
cleaning and sanitization
measures



Preventative maintenance
management



Restocking of Soft Goods
and Welcome Gifts



Owners Relations and Portal
management

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