



**M A U I** condo and home  
**H A W A I I** condo and home

Owner's Information Guide





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# Aloha!

Mahalo for considering Maui Condo and Home, LLC which also does business as Hawaii Condo and Home (collectively, “MCH”), to manage, rent and care for your vacation home.

We know your vacation home is your very own piece of paradise. It is not just your home-away-from-home, but also a serious investment that warrants the attention and care of trusted professionals.

As you already know, Maui and Hawaii are the definition of a tropical paradise. The year-round perfect weather and the strong Hawaiian culture draw people to our islands. In addition to the variety of activities and the beauty of Hawaii, our islands are the perfect place to relax, getaway, enjoy family and friends, and celebrate special occasions.

Some are fortunate to visit once, while others are blessed to visit regularly. Hawaii is a dream destination, but convincing travelers to choose your vacation home over other available choices is not always easy. At MCH, we have helped our owners with this task for over 35 years. Based locally on Maui, our expertise, combined with experience and passion provide the base that helps each of our owners accomplish their vacation rental goals.

In this Owner’s Information Guide, you will find information on MCH and the services we offer to make it easy for vacation homeowners like you to rent your piece of paradise through MCH.

After you have read through our Owner’s Information Guide, please reach out to us with your questions, and to discuss how we can best serve you. Please contact our Owner Services Manager or me, Dawn Kane, at 800-822-4409. Or, if you prefer, email us at [owners@maui.condo.com](mailto:owners@maui.condo.com).

Me ke aloha pumehana,  
(With our warmest aloha),

*Dawn Kane*

**Dawn C. Kane**  
Vice President, Principal Broker  
Maui Condo and Home, LLC





# WHO WE ARE

MCH has been providing full-service vacation rental management services in Hawaii with aloha for more than 35 years. As a licensed real estate brokerage in Hawaii, we are one of the largest vacation rental management companies on Maui.

At MCH, we live by our values and it shows.

**Ho'okipa. Customer Obsessed.** Our business is built on establishing long-lasting relationships with our customers by looking out for their wellbeing and offering the best hospitality we can.

**Aloha. Caring Culture.** As good stewards for the wellbeing of others, we care deeply and respond quickly to the needs of each other, our customers, and our communities.

**Ho'ihii. Better Together.** We believe in the power of courtesy, mutual respect, collaboration, and open communication. We challenge each other to learn and grow from diverse perspectives.

**Kilohana. Excellence Always.** We support continuous growth, delivering on brand promises, and providing world-class products and services that leave our customers with lasting memories.

**Kuleana. Integrity First.** We treat each other and our customers with the utmost respect and honor our company's commitment to transparency.

If you allow MCH to manage your vacation home, there are other perks as well. When you stay at a property managed by MCH or its sister company, Aqua-Aston Hospitality, LLC, one of the largest and oldest hotel and resort management companies in Hawaii, you are eligible to receive special discounts such as reduced room rates, special amenity offers, and discounted car rentals. We encourage you to talk with our team for more details.

MCH is in good standing with the State of Hawaii Department of Commerce and Consumer Affairs, Better Business Bureau (BBB) with an A-plus rating, Maui Hotel & Lodging Association (MHLA), Maui Visitors and Conventions Bureau (MVCB), Hawaii Visitors and Convention Bureau (HVCB), Vacation Rental Manager Association (VRMA), Hawaii Vacation Rental Managers Association (HVRMA) and the Maui Chamber of Commerce.



# CLEANING, MAINTAINING, & PROTECTING YOUR MAUI HOME

The Aloha Spirit and sense of Ohana are most evidenced in the way we care for your vacation home. Our professional staff treats your home as we would treat our own- with respect and care. Our inspections and **Next Level Clean** standards ensure that your vacation home is well cared for in all respects.

## Housekeeping

The care and well-being of your vacation home is of the utmost importance to us. We contract with housekeepers who are professional and insured. We also provide our housekeepers with industry standard housekeeping classes and training. Prior to each new arrival, an official "Vacation Home Arrival Inspector" will inspect your vacation home to confirm cleanliness and perform a preventative maintenance check, thereby ensuring that your vacation home meets our vacation rental standards and is ready for the incoming guest. Should you wish to use your preferred housekeeper to clean your vacation home, we are happy to contract with your housekeeper provided all of our standard requirements are met, including securing applicable insurance coverage and training. We reserve the right to refuse to contract with or terminate any housekeeper who does not adhere to our standards.

## Maintenance

MCH provides services and emergency response care 24 hours a day, seven days a week. We have an after-hours service to help guests and/or the on-site Association of Apartment Owners of the property as needed. On your behalf, we will take reasonable action to address and rectify any maintenance issues that may occur. We work with professional and experienced handymen and vendors.

## Inventory

To ensure quality vacation rental standards, we will provide you with a list of items with which your vacation home should be stocked. For your convenience, we stock many items or can procure them on your behalf using our established superior vendor relationships, saving you money and time.

## Evaluations

An experienced vacation rental evaluator trained in industry quality standards will evaluate your vacation home annually. You will receive a written report that will let you know the condition of your vacation home, identifying areas of wear and tear as well as changes in consumer preferences being observed in the industry. The report can be used for budgeting and planning purposes so you can keep your vacation home up to vacation rental standards and always stay competitive.

## Accidental Damage / Repair Service Plan

All reservations booked by MCH will include an accidental damage plan. This plan covers accidental damage up to \$1,500 provided the guest reports the damage prior to check-out. MCH processes the damage claims, so you will not need to do anything. We take care of it all for you.

Dear MCH Staff,  
I want to thank you for your assistance with my condo. I really appreciate you helping me get everything arranged. The set up was easy and I am grateful for the kindness you showed in helping me deal with my questions about the accounting. I look forward to a long relationship with you. You really did make me feel like part of the family there.  
Thanks again.  
Brian Johnson  
Ka'anapali Shores

  
Maui Condo and Home  
1219 South Kihei Road, Suite D-103  
Kihei, Hawaii 96753

# ACCOUNTING, ON-BOARDING & TERMS

We work hard to simplify things for you. Our program is comprehensive and designed towards making it easy for you to deal with the accounting and record keeping part of having a vacation home.



## Accounting

MCH's accounting team provides the following services to make banking and filing your taxes easier:

- A monthly Owner Statement reflecting the rental revenue earned and expenses incurred in the prior month are available online on the Owner's Portal, generally by the 5th day of each month.
- A hard copy of your Owner Statement, together with copies of invoices for all expenses, will be mailed to you. (Note: invoices are not uploaded on-line).
- Rental distributions are typically processed no later than the 10th of each month and can be paid to you via check or credited to your US bank account via ACH transfer.
- An IRS Form 1099 or 1042 reflecting the total rental revenue earned in the prior year will be distributed annually per US Federal guidelines.
- You have the option of having the MCH prepare and file your Hawaii General Excise Tax (GET) and Transient Accommodations Tax (TAT) returns for a small additional fee.
  - As a vacation rental owner, you are required to file periodic general excise tax and transient accommodation tax returns through the calendar year with the Hawaii Department of Taxation based upon the amount of rental revenue earned during the year, as well as an annual return and reconciliation at the end of each year. If you desire, we will act as a reporting agent for you and prepare and file your tax returns with the State provided you are not earning any other taxable income unrelated to the rental of our vacation home. All tax remittances plus a service fee for the preparation of each return will be deducted from your owner distribution.

## On-Boarding

While there are no start-up fees, we do require that you establish and maintain a "working balance" of \$500 with MCH. This working balance is used to pay for expenses associated with your vacation home, including paying vendors such as housekeepers and maintenance.

You are required to secure and maintain a general liability insurance policy of not less than \$1M and name MCH as an additional insured.

We will provide you with a minimum/standard requirements list of inventory items that will need to be in your vacation home to make it vacation rental ready. If you do not have these items, we are happy to purchase items on your behalf and place them in your vacation home. We require all vacation rentals to have an Oracode Kaba lock or similar key-less lock system installed on the front door (cost is estimated to be \$700) to provide guest access to your vacation rental.

MCH will arrange to have taken and pay for professional photos of your vacation home. These professional photos are an integral part of marketing your vacation home on our website and the sites of our channel partners. In the future, should you make significant upgrades and updates to your vacation home, MCH will arrange for new professional photos to be taken but the cost will be an owner expense.

## Terms and Fees

Revenue from your vacation rental will go to you, less any commission and operating expenses. An example of operating expenses includes but are not limited to credit card fees, travel agent/partner commissions, cleaning and maintenance fees and charges. MCH earns a commission of 22 - 25% for regular bookings and 10% for bookings generated by you and coordinated by us.



Dear MCH Staff:

We want to personally thank all of you for taking such good care of our condo. You are always there to answer all our questions, and you make us feel like we have the only condo you manage! It is a night and day difference from the last management company we had. We're hoping all of you and your families will be okay during this unprecedented international medical disaster. We'll see you again soon!

Thanks again.

Michael & Cathleen Bostick  
Kamale Sands



Maui Condo and Home  
1309 South Kihei Road, Suite D-103  
Kihei, Hawaii 96753

# HOW WE MARKET YOUR VACATION RENTAL

MCH uses a combination of methods to bring your vacation home to the market and gain bookings. We use traditional advertising, websites and social media, and digital advertising programs to increase the awareness of your vacation home to potential travelers.

## Websites

MCH has multiple websites dedicated to its vacation rentals. Our main website, MauiCondo.com, features all vacation rentals managed by MCH. Your vacation home's specific page will feature real time availability, photos, descriptions, amenities and a map of the location. Our website allows travelers to book your specific vacation home, an industry standard that helps us be more competitive.

MCH also has several smaller websites marketing select complexes. All websites are marketed online by optimizing our sites to promote organic growth and by using Google Ad's. MCH's websites have great Google rankings for most relative keywords.

## Reservation Sources

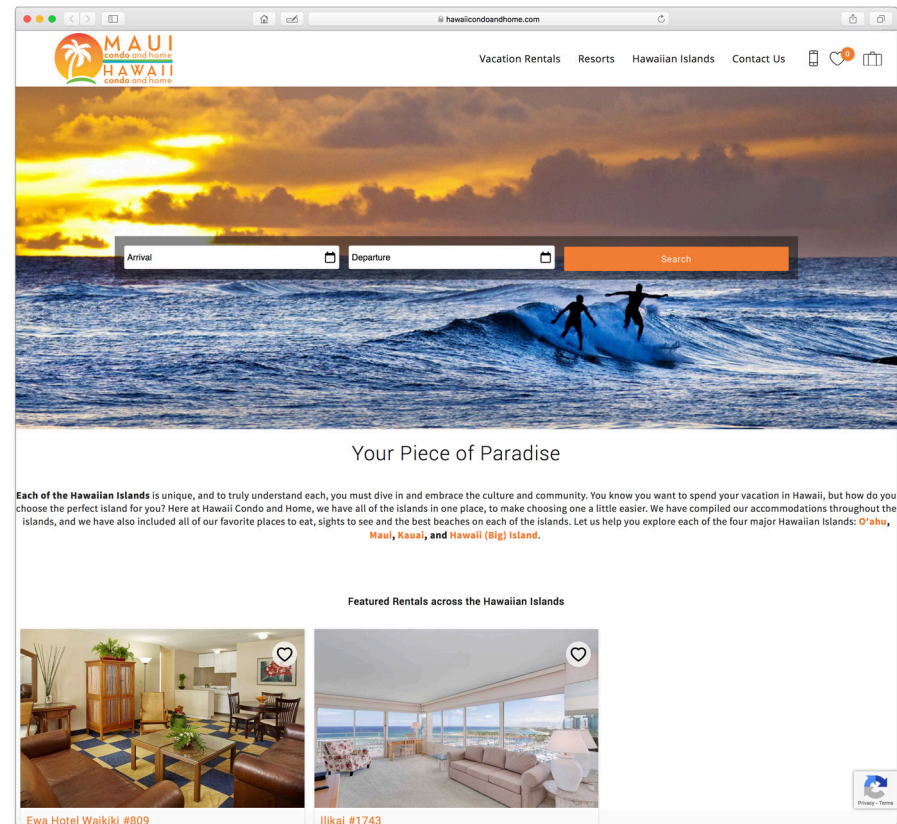
Our property management software connects your vacation home information to individual guests, travel agents and channel partners. Available information includes vacation rental availability, photos, descriptions and amenities. Our system also allows guests and channel partners to book your vacation rental directly into the reservation system, eliminating duplicate bookings or delays and loss of a booking because guests often want to book and confirm their stay immediately - no matter the time of day or night.

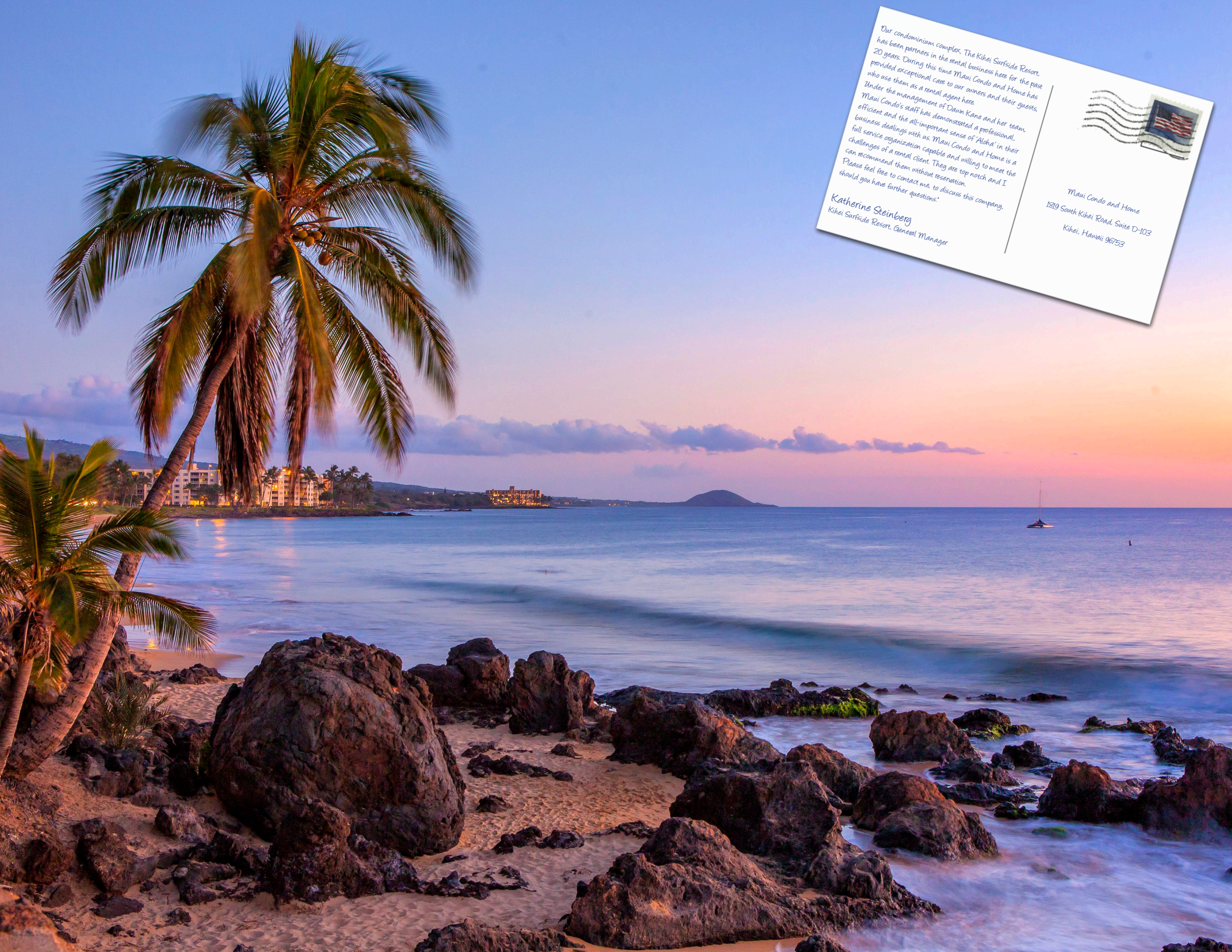
## Sources of Business

The best sources of business are direct bookings and repeat clients. The quality of our vacation homes and our customer service standards help us maintain a strong repeat client base. We also gain business through word-of-mouth and referral clients. We reach new clients through our websites, online marketing, and advertising sources. The third-party listing sites that we partner with are linked directly into MCH's reservations software for online real-time booking and they receive a commission, similarly to standard travel agents. Our third-party listing site partners are:

- VRBO
- AIRBNB
- Booking Pal
- Trip Advisor / Flipkey
- Hawaiian Beach Rentals

MCH also does business with online travel agents such as, but not limited to, Expedia Group and Booking.com, as well as traditional travel package providers, such as WestJet Vacations from Canada and Pleasant Holidays. Traditional travel agents add to our reservations mix. Our property management software allows partnering travel agents to access online real-time availability and rates, so they can reserve our vacation rentals anytime. Travel agents receive an industry standard 10-15% commission





Our condominium complex, The Kihei Surfside Resort, has been partners in the rental business here for the past 20 years. During this time Maui Condo and Home has provided exceptional care to our owners and their guests who use them as a rental agent here.

Under the management of Dawn Kane and her team, Maui Condo's staff has demonstrated a professional, efficient and the all-important sense of 'Aloha' in their business dealings with us. Maui Condo and Home is a full service organization capable and willing to meet the challenges of a rental client. They are top notch and I can recommend them without reservation. Please feel free to contact me to discuss this company. should you have further questions."

**Katherine Steinberg**  
Kihei Surfside Resort, General Manager



Maui Condo and Home  
1519 South Kihei Road, Suite D-103  
Kihei, Hawaii 96753

## How We Market Your Vacation Rental (continued)

### Mobile App

In May 2013, Maui Condo and Home went live with Hospitality by Glad to Have You™, which is a personalized travel guide. The app has all the information guests need to know about their vacation rental and what to do while on Maui. The app is interactive and informative, providing guests with important arrival and property information, as well as customized information on local things to see and do while on Maui. The app is managed by the Maui Condo and Home Marketing team and is updated regularly.

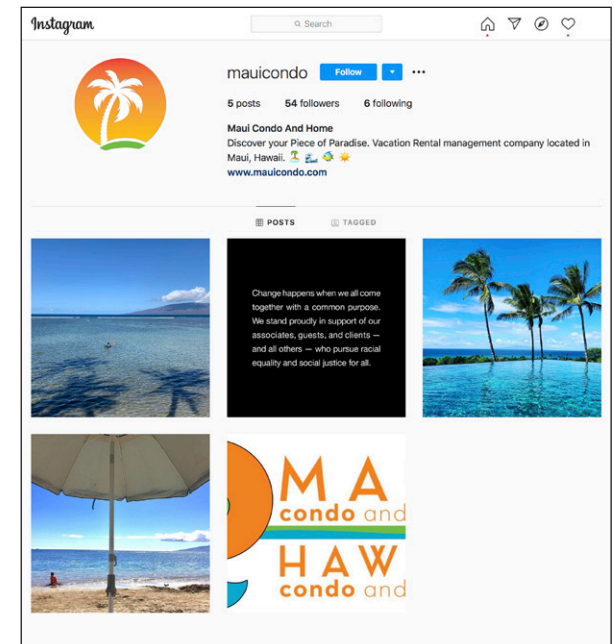
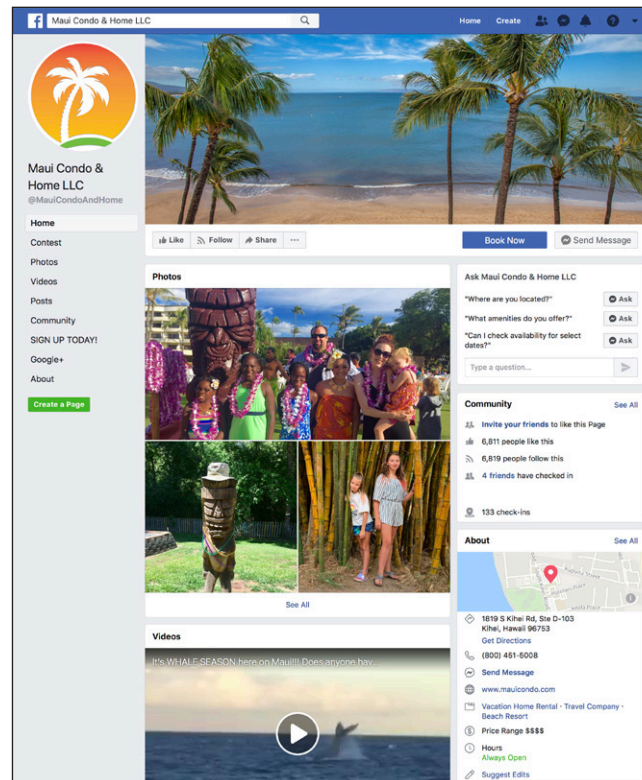
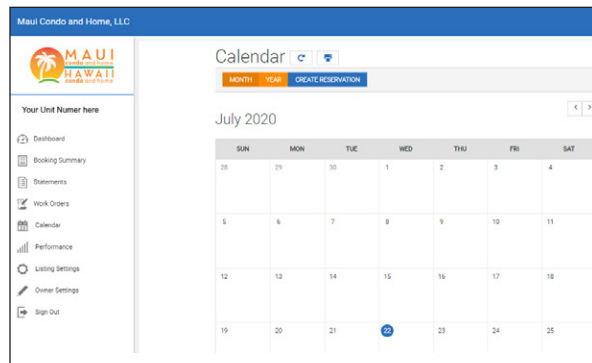
### Owner's Website

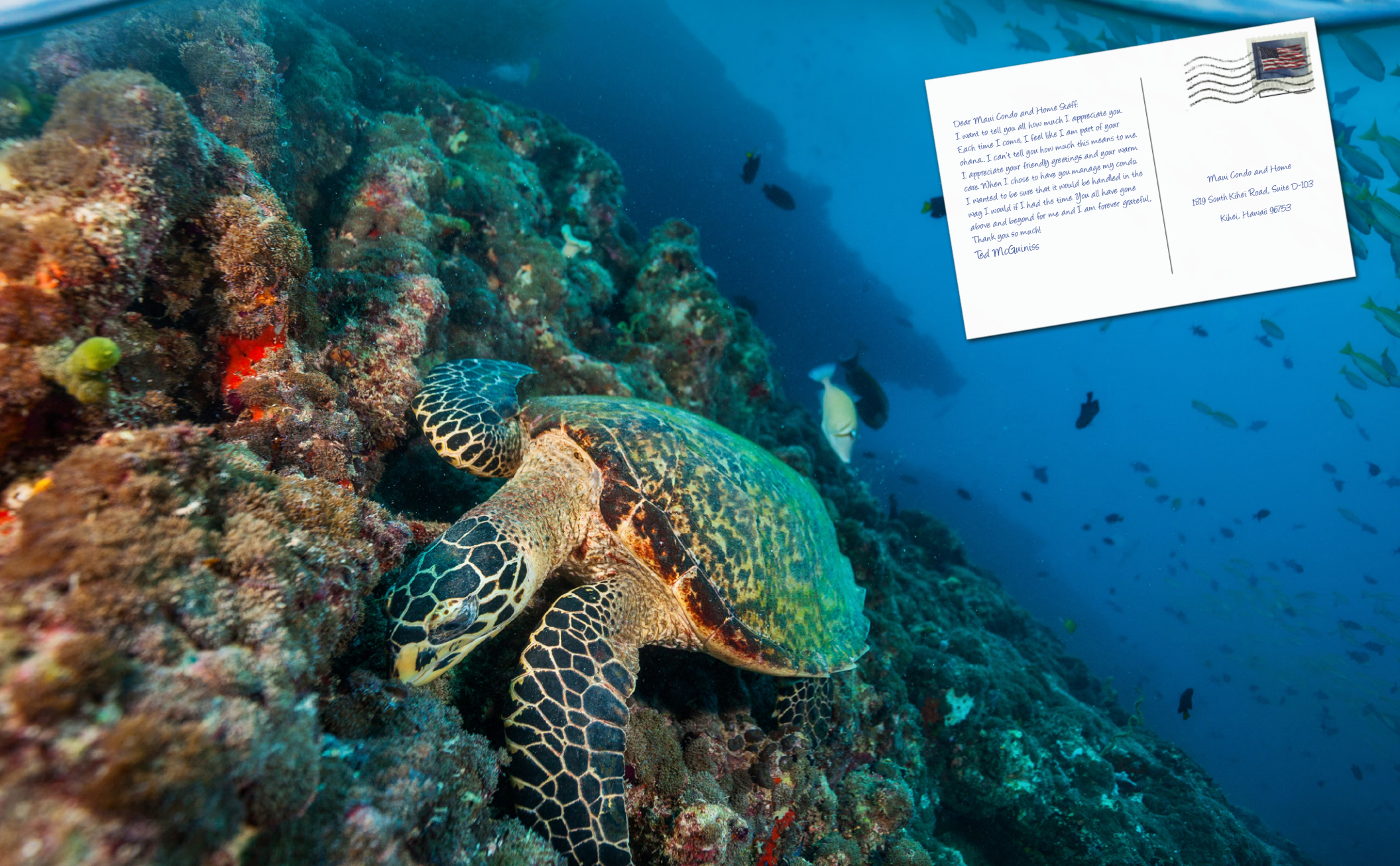
MCH has an Owner Portal website just for you! The Owner Portal features real-time calendars, reservations, and statements. It allows you to create bookings for you, your family and friends. You can access the Owner Portal through MauiCondo.com, or by saving the link sent to you in your Owner Portal registration email.

### Social Media

MCH understands the value of technology and having a strong online presence. You will find our presence in all these areas:

- Facebook (facebook.com/MauiCondoAndHome)
- Instagram (@MauiCondo)
- Google My Business





Dear Maui Condo and Home Staff  
I want to tell you all how much I appreciate you.  
Each time I come, I feel like I am part of your  
ohana. I can't tell you how much this means to me.  
I appreciate your friendly greetings and your warm  
care. When I chose to have you manage my condo  
I wanted to be sure that it would be handled in the  
way I would if I had the time. You all have gone  
above and beyond for me and I am forever grateful.  
Thank you so much!  
Ted McQuinnis

Maui Condo and Home  
1819 South Kihei Road, Suite D-103  
Kihei, Hawaii 96753

# ADVERTISING YOUR PIECE OF PARADISE

At MCH, we want you to feel like part of our family. For us, Ohana has a special meaning and we invite you to be a part of it.

## Advertising

Strategic branding and consumer awareness combined with an immediate call-to-action are key elements for conversions. MCH utilizes a focused advertising and marketing program that incorporates traditional print ads, digital ads, online marketing programs, and social media marketing. Together these elements create a comprehensive program that drives potential customers to MCH's various website portals for booking. The resources we advertise through change from time to time depending on which are yielding the best conversion and have included, but the following list is representative of the resources frequently used:



**MAUI condo and home**  
Maui Condos Oceanfront • Beachfront • Golf Course

**We are all prepared for your safe return!**  
Maui Condo & Home is ready to welcome you back to the islands with some new protocols for everyone's protection. Our staff has instituted a *Next Level* clean initiative to ensure your well being during your stay. When you are ready and have completed the Hawaii pre-travel testing program (go to [www.MauiCondo.com](http://www.MauiCondo.com) for more information), we look forward to welcoming you!

**Choose your Maui adventure!** Hike Haleakala, swim Hana's sacred pools, dive off Ka'anapali's Black Rock feet first. Soak in the sun, explore upcountry on horseback, or catch the Maui "vibe" in Paia town. Devour your island time! **Play, check.** Now pick from our studio, one, two, or three bedroom condos for recharging, 20 locations and over 200 comfortable units with breathtaking views and convenient amenities to choose from. With Maui Condo & Home, your private piece of paradise awaits. **Stay Safely, check.** Let the adventure begin! Choose your condo from locations in:

**Kihei, Wailea, Kahana & Kapalua**



Featured Rental: Maui Kamaole #C-207




Featured Rental: Kihei Surfside #307

**Call us on Maui today to save with our best rate!**  
Your Piece of Paradise  
[www.MauiCondo.com](http://www.MauiCondo.com) **844-385-1121**

## Online Advertising

- Google
- Best Places Hawaii
- CityOf.com
- Yellow Pages.com
- Los Angeles Times
- MVB Email Blasts
- HVCB—Island of Aloha
- Hawaii Magazine
- Orange County Reg.
- Agent @ Home
- San Francisco Chronicle
- Travel Weekly Canada
- Oregonian
- And more...


Ad samples




**MAUI condo and home**  
Maui Condos Oceanfront • Beachfront Golf Course

Come and experience Maui for yourself! Take a walk on the amazing beaches, go snorkeling, golf, or simply relax in one of our luxurious Studio, 1, 2, or 3 Bedroom condos. Choose from 20 different locations in:

**Kihei, Wailea, Kahana & Kapalua**



Featured Rental: Maui Kamaole #C-207



Featured Rental: Kihei Surfside #307

**Call us on Maui today to save with our best rate!**  
Your Piece of Paradise  
[www.MauiCondo.com](http://www.MauiCondo.com) **844.567.8601**

## Print Advertising

- Alaska Airlines Magazine
- Frommer's Budget Travel
- Hawaii Magazine
- HVCB—Island of Aloha
- MVB Vacation Planner
- MWA Wedding Planner
- Out Aloha Magazine
- Portland Monthly
- Anchorage Daily News
- Calgary Herald
- Saskatoon Star Phoenix
- Seattle Times
- Vancouver Sun
- Victoria Times—Colonist
- And more...



**MAUI condo and home**  
Maui Condos Oceanfront • Beachfront Golf Course

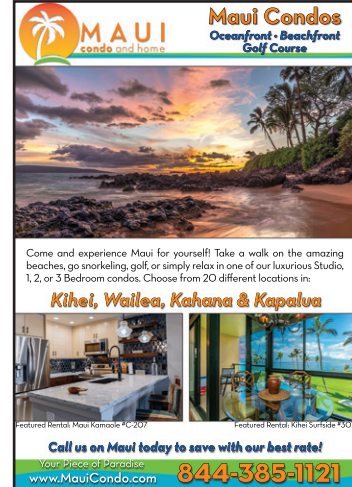
**Maui Condos Oceanfront • Beachfront • Golf Course**

Come, walk on the beach, snorkel, golf or just relax in one of our luxurious Studio, 1, 2, or 3-Bedroom condos at 20 different locations in: **Kihei, Wailea, Kahana & Kapalua**



Featured Rental: Maui Kamaole #C-207


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Featured Rental: Kihei Surfside #307

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Your Piece of Paradise  
[www.MauiCondo.com](http://www.MauiCondo.com) **844-385-1121**

This Owner's Information Guide is provided to you as a summary of those items which we have found to be most important to vacation home owners as they consider how to best enjoy their piece of paradise and market the rental of their vacation home. Please take the time to carefully read and consider the terms of your [name of the agreement they will sign] Agreement to fully understand our respective rights and duties before making your final decision in choosing a management company. Once you have had the chance to consider all of this information and the value MCH can bring to the management of your vacation home, we truly hope that you choose us. We look forward to serving your needs.



**M A U I** condo and home  
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