

# Kees Hospitality Services Guide







## WHAT IS KEES HOSPITALITY SERVICES?

Kees Hospitality Services, which owns the brand Kees Vacation Rentals, is the premier source for booking stays at timeshares, vacation rental properties, resorts, bed and breakfasts, condos, villas and any other accommodation that is not a traditional hotel. KeesVacations.com specializes in multi-bedroom accommodations – what we call ‘specialty lodging’ - that offer more space, privacy and amenities than a typical hotel, often at a lower price. Our properties are perfect for family vacations; activities like fishing, golf, skiing, sailing or surfing trips; school breaks; alumni reunion trips; or just a week of relaxing at the mountain, lake or beach.

In conjunction with KeesVacations.com, Kees provides a variety of services to individual vacation home owners, timeshare owners, single site resorts, and large resort companies. These services include vacation home management, resort rental programs and rental marketing programs.

*Let Kees Unlock Your Vacation Potential.*







## RESORT RENTAL MANAGEMENT

Whether you are looking for a complete rental program solutions for your online program (online travel agents), or effective marketing to enhance your programs, Kees can help. We will tailor our programs to compliment your own.

Kees has combined effective yield management with strong rental solutions to its resort clients. Our programs are designed to fill developer owned, HOA unused and/or owner rental program inventory. We will apply a comprehensive, yet cost effective, suite of superior technology, distribution strategies, and sales and marketing tools to maximize ADR's and occupancies to enhance the profitability of our clients.

### CONSOLIDATE INVENTORY ALLOCATION

A single allocation of inventory to Kees allows you to participate in all rental distribution channels, rather than having to commit distinct pools of inventory to each channel. Each channel will read a greater depth of inventory as they will all have access to the inventory pool. Inventory depth is a key factor in most OTA (online travel agents) placement algorithms.

### AUTOMATED REVENUE MANAGEMENT TOOLS

Simplify revenue management practices:

- ~ ADR Reporting: Reporting down to the specific unit-type level, monitor competition and price accordingly
- ~ Promotions: Sends promotions to all specified channels without needing to set promos on a channel by channel basis
- ~ Inventory Triggered Pricing Adjustments: Set your pricing thresholds on a rolling calendar basis
- ~ Inventory Triggered Minimum Stay Adjustments: Set your minimum stay thresholds on a rolling calendar basis

### PAYMENTS

Kees is your single point of contact for all payments and works directly with each channel; eliminating the need to bill any provider or pay any Travel Agent commissions. Kees pays you on a monthly basis with full reporting.

### DEDICATED ACCOUNT SERVICING

A dedicated marketing manager will be assigned to your account to provide you:

- ~ Pricing: Make sure you are optimally priced and help you implement targeted promotions
- ~ Positioning: Ensure property's online presentation is perfect
- ~ Best Practices: Ensure optimal minimum night stay and guest check-in policy that will increase your bookings and the bottom line









## CONDO RENTAL MANAGEMENT - OUTER BANKS, NC

Selecting a Vacation Rental Property Management Company is an important decision. Your vacation condo is not only a major financial investment, it's the representation of your hard work and future aspirations. Kees understands how important your vacation property is to you and your family. This reason is why we are proud to offer our array of rental management services:

- ~ Comprehensive and effective web and print advertising
- ~ Powerful and user-friendly website
- ~ Professional in-house maintenance, housekeeping, linens, HVAC and pool/hot tub services
- ~ Vacation specialists on duty 7 days a week. *We don't miss an opportunity to generate revenue for your vacation property.*
- ~ Utilization of the most advanced computer reservation and management system currently available in the rental industry
- ~ Unsurpassed customer service that coordinates all aspects of the guest's stay

Kees not only utilizes KeesVacations.com, KeesOuterBanks.com and internal marketing efforts to rent your vacation condo. Leveraging our national relationships we have the ability to put your condo in front of millions of consumers via travel agents and OTAs (online travel agents) similar to how a hotel would book reservations. This lends Kees a competitive advantage against other vacation rental management companies and enables us to maximize revenue for you.

You deserve the best! Our staff is experienced and eager to serve our owners and our guests. But don't just take our word. We are happy to provide references to contact about the services we offer.

### WHAT DISTINGUISHES KEES IN THE OUTER BANKS?

All of our rental condos feature the following standards:

- ~ Bed linens and towels
- ~ Dispensers with shampoo, soap and bath gels
- ~ Regular and decaf coffee
- ~ Paper products; toilet paper, facial tissue and paper towels
- ~ High-speed wireless internet access
- ~ Laundry and dishwasher detergents
- ~ Electronic door locks with remote check-in

The guest chooses their own check-in day and how many days they would like to stay when booking with Kees. No waiting in lines for check-in either. At Kees, our goal is to provide the very best of Outer Banks condo rentals; flexibility with when the consumer wants to stay, amenity packages that make the stay more enjoyable, and service that will bring them back.





# TIMESHARE OWNER RENTAL PROGRAMS

## DID MY WEEK RENT?

Common question if you are a resort offering a timeshare owner rental program or if you own the week that is listed for rent. This is another question that can be difficult to answer. Kees has heard this question before, listened, and designed our timeshare rental program around it. Kees has in depth programs designed to serve the individual timeshare owner.

- ~ Simple agreements for the owner
- ~ Assistance for the owner with floating week assignments
- ~ Email confirmations of weeks listed
- ~ Email confirmations of weeks rented
- ~ Quick payment turnaround time
- ~ No listing fees

Kees also uses the same marketing and distribution channels for the timeshare owner as with a resort rental program or vacation home property. Our goal remains the same, to deliver as much value for the timeshare owner as possible.









## MANAGEMENT SERVICES

Kees provides a wide range of services to hotels, timeshare resorts, and home owner/condo associations. Kees has the experience and capability to support your hospitality operation. Whether your property is still on the drawing board or a well-established venture, we can help you reach your goals. As part of our management programs we provide the following services:

- Complete financial services
- Transparent management of HOA's
- Maintenance and housekeeping operations
- Human resources management
- Maintenance/condo fee collection services
- Resort/hotel operations management









## KEES VACATIONS MARKETING

Kees has achieved success with a unique combination of deep hospitality experience and advanced marketing tactics. We bring consumers to our rental locations using a multi-media approach. With the majority of consumers booking through a network of websites, costs are held down while giving the consumer a great experience. Each property has its own high quality website including the ability to book online. We have also created KeesVacations.com, as our own travel portal, as well as a network of focused microsites. For example, we manage several properties in the Williamsburg, Virginia area, and as a result we have created ReserveHamptonRoads.com. This allows us to showcase our properties including the attractions of their local market and creates one more channel for the consumer to book with us. Kees has used both technology and our team's knowledge of Search Engine Optimization (SEO) to rapidly increase bookings beyond what can be done in the usual channels. As a result of these efforts, our clients get the benefit of a high volume of low-cost bookings and a wealth of repeat guests for the future.

### OTHER MARKETING & OPERATIONAL SERVICES PROVIDED:

- ~ Website design/development
- ~ Website hosting
- ~ Website chat service
- ~ SEO applications
- ~ Pay-Per-Click marketing
- ~ Local Search marketing
- ~ Email/e-commerce marketing
- ~ Hotel/travel directory marketing
- ~ Call center
- ~ Revenue management

Kees Vacations is based in Newport News, Virginia with marketing/call center operations in the Shenandoah Valley of Virginia and operational offices in the Outer Banks of North Carolina and Hampton, Virginia.





# KEES VACATION RENTALS FEATURED DESTINATIONS

OUTER BANKS, NORTH CAROLINA  
[www.KeesOuterBanks.com](http://www.KeesOuterBanks.com)



## STATION ONE BY KEES VACATIONS

Situated in the middle of the Northern Beaches, Kill Devil Hills is in the heart of the Outer Banks. Wilbur and Orville Wright were successful in making four flights in Kill Devil Hills at the base of the big hill that is now a part of the Wright Brothers National Memorial. With easy beach access, Station One condos are ideal for small families or couples looking for a classic Outer Banks vacation. These Kill Devil Hills condos are centrally located just off the Beach Road, also known as Virginia Dare Trail. Located at Mile Post 8.5 in the heart of Kill Devil Hills,

Station One is close to Outer Banks restaurants, shopping, movie theater, mini golf, laser tag, fishing pier, art galleries and much more! OBX attractions such as the Wright Brothers National Memorial and the North Carolina Aquarium at Roanoke Island are also nearby.



## CAMBRIDGE COVE BY KEES VACATIONS

Cambridge Cove by Kees Vacations entices you to begin making your own vacation memories immediately. The fun and lively colors of Cambridge Cove embrace the authentic island-inspired architecture and make you want to play, and at the Elbow Beach Club and Pool you can do just that. Relax under sun-shaded fabric cabanas or take a dip in the meandering pool. The aqua slide and other water-feature amusements will delight water lovers of all ages.



### FIN N' FEATHER WATERSIDE INN BY KEES VACATIONS

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

The Fin N' Feather Waterside Inn by Kees Vacations is one of the last of its kind. Located on the Nags Head/Manteo Causeway, the Inn offers comfortable and well-appointed rooms and efficiencies overlooking the beautiful Roanoke Sound. The historic inn first opened in 1968 and closed in September of 2011 after a bout with Hurricane Irene. Now open after an extensive renovation, the Inn is perfect for anyone fishing the Outer Banks or surfing the Nags Head beaches. Nags Head continues to lure visitors more than 150 years after the first visitor set foot on these shores. Nags Head beaches allow vacationers to swim, surf, and sunbathe. Other activities available include snorkeling famous shipwrecks, sailing, kayaking or hang gliding over Jockey's Ridge.



### MOUNTAINSIDE VILLAS AT MASSANUTTEN

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

Mountainside Villas at Massanutten by Kees Vacations is a Virginian resort in the heart of beautiful Shenandoah Valley where you will enjoy vacation living at its finest. This spacious two-story resort condominiums sit atop Massanutten Mountain on the site of the popular Massanutten Resort. Experience breathtaking mountain views in close proximity to golfing, skiing, and many other attractions — all while relaxing amidst the comforts of home. Each two-bedroom townhouse-style condominium boasts a full kitchen, fireplace, sauna and Jacuzzi tub, upper and lower decks, and eight-person occupancy



### LUCAYAN RESORT

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

The Lucayan Resort is located on Ocean City's Assawoman Bay. Ocean City is Maryland's only coastal community that is situated on a barrier island. From golf, the boardwalk, and of course miles of pristine beaches there is something for everyone in Ocean City. Anglers will enjoy great deep-sea fishing. The Atlantic coast is only two blocks away, putting an endless array of water sports within easy reach. For your enjoyment, the resort has an outdoor pool and is pet friendly.





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