

I LOVE VACATIONS

***I Love Vacations
Way Book***

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Mission Statement:

To create a luxury vacation rental brand with world-class owner and guest experience, extraordinary property care, and a proactive team exceeding expectations.

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Core Values

Culture:

- Foster teamwork
- Be proactive and appreciative
- Avoid criticism, judgement, or complaining
- Hold ourselves and others accountable

Experience:

- Create unforgettable memories
- Exceed owner and guest expectations

Owner Care:

- Deliver a world-class owner experience
- Provide extraordinary property care

Innovation:

- Adopt the latest in technology and innovation
- Streamline systems and processes

Profitability:

- Optimize revenue without sacrificing quality

Integrity:

- Uphold trust, transparency, and honesty
- Lead by example

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Core Focus:

Managing luxury vacation rentals in our elite territories providing best in class experience maximizing growth year over year.

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Our Company's Success Requires:

1. Have a "Can Do" attitude
2. Believe that we can figure it out
3. Focus on opportunities
4. Love challenges
5. Seek to solve problems
6. Persist until you are successful
7. Take risks and never give up
8. First understand then be understood
9. Readily take action
10. Always say yes
11. Habitually committed
12. Go all the way
13. Always think win/win
14. Demonstrate courage
15. Be goal oriented
16. Be on a mission
17. Have a high level of motivation
18. Be interested in results
19. Have big goals and big dreams
20. Be dedicated to continuous learning

HAVE NO FEAR: False Events Appearing Real

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EOS annual meeting:

2-day off site - Leadership Team:

1. Review previous year - goals, numbers, profit, and gross margin and last year's rocks. Black of white done or not done. Need to be clear.
2. Team health building - one thing - greatest strength and biggest weakness. Publicly in front of everyone. One Thing: Team member chooses one thing they will do better for the next year.
3. SWOT: issues list - Strengths, Weaknesses, Opportunities and Threats.

Segway:

3 greatest business accomplishment for the year
1 personal greatest personal accomplishment
Expectations for 2-day annual meeting

VTO through one year plan:

Challenge the company vision. Hard look at core values, challenge the core focus, make sure everyone is on board for 10-year target, and confirm the marketing strategy is unique and valuable to the customer. When everyone agrees on the 3-year image, put it into the VTO. Newly created vision.

One year planning: 2 hours. Don't overthink it.

Day 2:

Setting next quarter rocks
Tackle key issues.
Next steps

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Level 10 Meeting Agenda: Leadership Meeting Guidelines:

Keeping your numbers on track, rocks on track, and customers and employees happy.

Solving problems. Meetings should be passionate, intense, exhausting and never boring. Open communication among the whole team is key.

Assuming it's a 90-minute meeting then timeline below (adjust if meetings are shorter):

- 5-min Segway: Share good news and shout out's
- 5-min Score Card: High level 5-15 most important numbers in organization and make sure they are on track. Just identify but do not discuss.
- 5-min Rock Review: Company and individual rocks. Are they on track or off track?
- 5-min Customer and employee headlines: Report good or bad review.
- 5-min To Do List: Review all to do items from last weeks' meeting. 7-day action items. Keeps team on track and holds them accountable.
- 60-min IDS - Identify, Discuss, Solve. solving your issues: You are all fighting for the greater good.
- 5-min - Conclude - restate action items, confirm everyone has theirs written down. Communicate with organization if necessary and what medium. Third, everyone rates the meeting 1-10.

Weekly meeting pulse:

Meetings are on the same day and time each week. They start on time and end on time. Same weekly agenda. No exceptions. You can miss the meeting if on vacation or sick. No exceptions.

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Teamwork and Leadership Book Outline:

The Ideal Team Model: Your team needs to be:

Humble: Not a jackass, arrogant, self-centered, condescending, or disrespectful. No ego. Define success collectively and not individually. Down to earth personality. Willing to admit when they are wrong. It's all about the team and not the individual. Appreciating the team effort. Humility is not thinking less of yourself, but rather thinking of yourself less.

Hungry: Always looking for more, self-motivated, and diligent. Not a slacker. Passionate about the work they are doing and willing to go above and beyond. Very strong work ethic. Holding themselves and their peers accountable. Doing what it takes to achieve results. Ok with uncomfortable conflict and resolution. Personal responsibility.

Smart: Common sense about people. Understanding what happens in a group situation and know how to respond and react to get results. Good judgment on group dynamics. People Smart. Having the physical and mental capacity to do the work. Dealing with others effectively. Emotional intelligence. Good judgment in group situations. People smarts.

The Five Dysfunctions of a Team:

1. An absence of **TRUST**
2. Fear of **CONFLICT**
3. Lack of **COMMITMENT**
4. Avoidance of **ACCOUNTABILITY**
5. Inattention of **RESULTS**

Good to Great:

Level Five leadership:

1. Bring a highly capable individual. Talent, knowledgeable and skills to be a capable leader. Good work habits.
2. Contributing team member.
3. Competent Manager
4. Effective Leadership and vision. Stimulate the best in everyone.
5. Extra dimension of leadership. Humility and will. Being ambitious first and foremost for the cause, not themselves. All about the team success and not the individual

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MARKETING STRATEGY

Target Market:

Our ideal customer is the discerning and affluent traveler and/or second home owner who seeks personalized attention, values communication and transparency, and appreciates the blend of powerful national presence with local boutique charm. They prioritize loyalty in their travel experiences and are looking for the same high-end treatment across all of their travels and/or vacation rental management. Our customers are individuals or families who understand the importance of a proven track record and desire a seamless, trustworthy, and personalized vacation rental management service and/or travel experience.

Three Uniques:

Owner-Centric Mindset & Communications:

- Personal attention from a dedicated owner experience representative
- Advanced technology ensures streamlined communication and efficiency

Guest & Owner Loyalty:

- Live, responsive, local support for guests and owners. Dedicated point of contact for all owners so they are never left wondering who they will speak to next
- Over 24 years of proven excellence in guest and owner satisfaction.

Internet Dominance and SEO:

- Nationally recognized systems, processes, and online presence without sacrificing the small details.
- Multiple top-ranked websites and drive for Google search domination in all markets
- A 24-year track record of success with millions of repeat guests

Proven Process - The *I Love Vacations Way*:

Personal Service for Owners & Guests:

- Develop a customized plan aligned to provide owners and guests with an experience that suits their individual needs
- Be an eternal advocate for our owners & their needs

Implementation & Processes:

- Execute action items with our proven processes, expertise, and technology

Constant Communication:

- Keep owners informed at every step with our owner-centric approach

Optimization:

- Regularly evaluate and adapt strategies for continuous improvement

24/7 Support:

- Provide round-the-clock support for owners and guests alike

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MARKETING STRATEGY

Guarantee:

Our commitment is your peace of mind. In a Vacation Rental Market that is fraught with empty promises and unstable company dynamics, we guarantee:

- Personalized attention from our leadership team - we will be the ultimate advocates
- For our owners - A true partnership with transparent and open communication
- A local company with a proven track record of owner and guest satisfaction and loyalty

Survey and Continuous Improvement:

To address the concerns and frustrations of our customers, we will conduct regular surveys with our property owners and guests. This valuable feedback will guide our continuous improvement efforts, ensuring we stay ahead of industry expectations and consistently deliver on our guarantees.

Future Vision (3 Years):

In three years, we envision "The I Love Vacations Way" as the gold standard in vacation rental management. We aim to expand our reach nationally while maintaining the personalized and local service that sets us apart. Our systems will be further streamlined, leveraging cutting-edge technology to enhance owner and guest experiences. We will more than double our repeat guest and owner base and solidify our reputation as the go-to choice for property owners seeking stress-free, local management and travelers craving a unique and memorable stay.

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Target projections and goals:

What is our 10-year target (end of 2033):

4,391 properties and \$263,400,000 in sales.

12 established markets in the US and abroad.

5 new territories identified.

What is our 5-year target (end of 2028):

1,765 properties and \$105,900,000 sales.

9 established markets in the US and abroad.

4 new territories identified.

What is our 3-year picture (end of 2026):

1,226 properties and \$73,560,000 in Sales.

7 established markets in the US and abroad.

3 new territories identified.

What is our 2-year plan (end of 2025):

1,022 properties and \$61,320,000 in sales.

6 established markets in the US and abroad.

3 new territories identified.

What is our 1-year plan (end of 2024):

852 properties and \$51,120,000 in sales.

5 established markets in the US and abroad.

3 new territories identified.

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2024 Important Dates

(subject to change)

Jan 1st: New Year Day (PH)

Jan 8th- 10th: Owner Webinars (1st QTR)

Jan 11th: Company Meeting (1st QTR)

March 20th: Engagement Session

March 25th- 28th: Rock Meetings (1st QTR Review/2nd QTR Set)

March 31st: Easter (PH)

April 8th- 10th: Owner Webinars (2nd QTR)

April 11th: Company Meeting (2nd QTR)

May 21st – 22nd: Leadership Summit (Utah)

May 27th: Memorial Day (PH)

June 24th- 27th: Rock Meetings (2nd QTR Review/3rd QTR Set)

July 4th: Independence Day (PH)

June 19th : Engagement Session

July 15th- 17th: Owner Webinars (3rd QTR)

July 18th: Company Meeting (3rd QTR)

Sept 2nd: Labor Day (PH)

Sept 4th- 6th: Streamline Summit

Sept 18th: Engagement Session

Sept 23rd- 26th: Rock Meetings (3rd QTR Review/4th QTR Set)

Oct 7th- 9th: Owner Webinars (4th QTR)

Oct 10th: Company Meeting (4th QTR)

Nov 25th: Whitefish Holiday Party

Nov 28th: Thanksgiving (PH)

Dec 2nd: Texas Holiday Party

Dec 3rd: Scottsdale Holiday Party

Dec 4th: Sedona Holiday Party

Dec 6th: Park City/Support office Holiday Party

Dec 9th: Executive Annual Planning Meetings (Utah)

Dec 11th: Engagement Session

Dec 16th- 19th: Rock Meetings (4th QTR Review/1st QTR Set)

Dec 25th: Christmas Day (PH)

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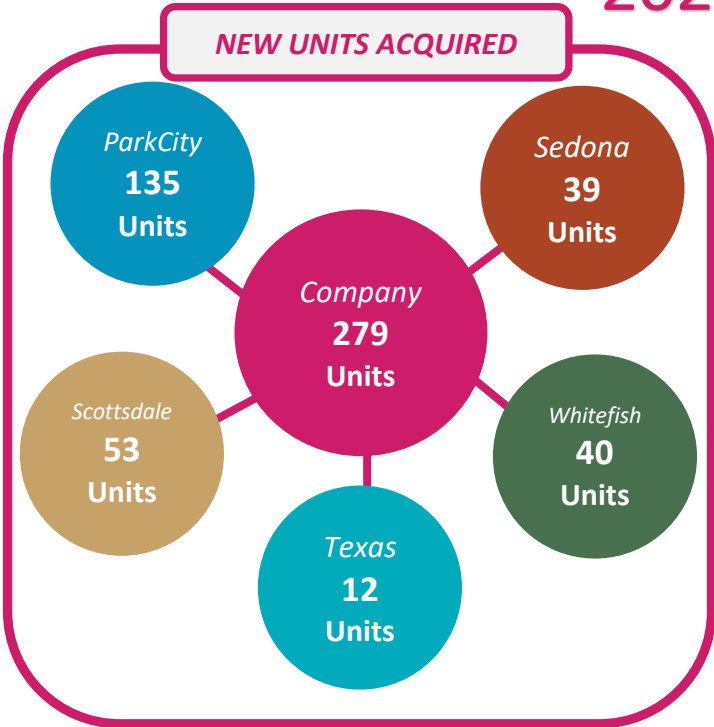
90 DAY ROCKS - Q1 2024

OBSERVATION PERIOD	DECEMBER 1ST 2023 to March 31st 2024 (120 day period)			ROCKS +			PROGRESS
DEPARTMENT	ROCK #1	ROCK #2	ROCK #3	ROCK #4	ROCK Plus	Notes	
ACCOUNTING	Better Allocation of Workload Between Accounting Team and Operating Team Members	Implementation of true expense review: Plan to implement a review process whereby all company expenses are reviewed daily and individual team members are addressed on a one-on-one basis	Seasonality Review: more cohesive strategy to adjust staffing levels and team utilization to ensure team members are properly deployed year-round	REVIEW CREDIT CARD CHARGES ON DAILY BASIS			
BUSINESS DEVELOPMENT	Cleanup of BD Reports	RPA Revamp	Revamp all PM web pages	Welcome Home projected: Call all owners and follow plan	Pipedrive Drive SOP	70 new properties/6 MILLION	
GUEST EXPERIENCE	Develop an "All-things Ski" shared folder	Develop a "Snow Removal Guide" to resolve common issues without involving Ops where possible	Develop "Restaurant Relations" for preferential reservations/seating	Create an updated amenities tracking process	Find a program/system to encrypt guest CC when creating reservations or other concierge services for guests.		
HUMAN RESOURCES	Roll Out QTR Engagement and Wellness Program/Assess each QTR	Create New Employee File Checklist	401K information Sheet Created and Distributed	Help Create Themes for Annual Meetings and Parties	Train GM's/Directors on Performance Counseling		
MARKETING	Online Welcome Book for all Locations (Scottsdale, Sedona, Texas, WF)	Marketing Reports: Mailchimp Open rates, sent, etc. KPI- QR scans. QTR	Mawa Integration AI- Train MAWA on content creation and updates using Jasper AI	Signature Updates/Overhaul	Annual Marketing Schedule		
ONBOARDING	Unifying Ops Procedures/ Same page Ops Meetings	Marga Integrated- Guest Sheet to get descriptions & amenities	Next Step Doc- Create a doc of BD to use to outline onboarding process	More in Depth listing shell up with 7 days	Listing manager reach out to new home emails within 2 biz hours		
OPERATIONS PARK CITY	Reduce Guest Call for issues by 55%	Reduce Project Completion time by 45%	Provide Training to increase field team skill set by 45%	Adjust expenses for operations supplies to maximize revenue from owners by 55%	Reduce owner lost for porperty care by 65%		
OPERATIONS SCOTTSDALE	Quality of tasks	Less owner credits	Audit operational functions at each house	Ongoing owner contact- Get owners on Webinar	Wellness program for the office		
OPERATIONS SEDONA	Get Cleaners on Breezeway	Hire one more Maintenance Guy	Try and get to the Homes on a regular Basis. All home we havent been in	Get Roca Vista back	re-work Breezeway Task based on Inspectors suggestions		
OPERATIONS TEXAS	Develop/Implement Inspect the Inspectors protocol	Develop Summer (HVAC) checklist/SOP	100% "Very Satisfied" in Communication for Owner Satisfaction Survey	Explore Austin Market			
OPERATIONS WHITEFISH	Property listings Breezeway/ National Park and local info/ Local info for welcome books [!]	Attend chamber functions and socials. (2 per month)	Cleaning Cost and find cleaners we can assign to homes	Inspection Training Spend 2 days of 3 hours in the field with inspector	Fall Check list in Breezeway		
OWNER EXPERIENCE	Owner Retention Goal- > less then 17	Credit on File for owner payments- 75% on file	Property Walkthoughts- 50% of homes	Touching base with HA via zoom once a week	Welcome home at least 1 home owner		
SALES	250 Outbound calls per agent (50 calls Scottsdale, Texas, & WF)	5 Struggling Property list- Focus to get a sale per month in those	New Queue 5 days no more				
REVENUE	Implement 2 night min in all locations	Annual Events sent to Marketing for MRK calendar	New peak length of stay plan. Look at all peak seasons	underperforming property, let owners know before us			
SYSTEMS AND TRAINING	Training- Advance Manager Training- Program after the Buddy Program	Manage Header & Footer, Branded the same	Lynnbrook Checkbook set up in Whitefish	Doc edit in SL to check for errors and settings	ILV University/ LMS tool		
ADMIN/ OFFICE	Alongside Debbie, Organize quarterly functions	Put Emphasis on the core values for each quarter	Build better relationships with Operations team	Get with Revenue to learn about Wheelhouse to help	Travling Trophies per monthly/qrt		
GENERAL OPERATIONS (COO)	SCORECARD & PEOPLE ANALYZER	BULK PURCHASES	REVA IMPELEMENTION	GM TRAINED ON G-SUITE	WORK FROM HOME ZOOM ROOMS		
EXECUTIVE VICE PRESIDENT	KPI(S) for GE, MARKETING, ONBOARDING & GM'S	CORP DOCUMENTATION	GM'S P&L TRAINING	TRADEMARK DISPUTE	VISIT EACH LOCATION & UPDATE LVR	CORE VALUES RECONGNITION	
PRESIDENT	Listen to this years' success books 3 times each and embrace their philosophy in our company.	Focus purely on our core values, core focus, teamwork, building leaders, and our company culture.	Exceed our company goals of 51 million sales goals, 279 new properties and not loosing more than 68 properties	Inspire true appreciation for and leadership in our team.	Territory and individual appreciation programs and healthy competition among the team	Working on running the company leaner without sacrificing growth or culture. Focusing heavily on profit and	

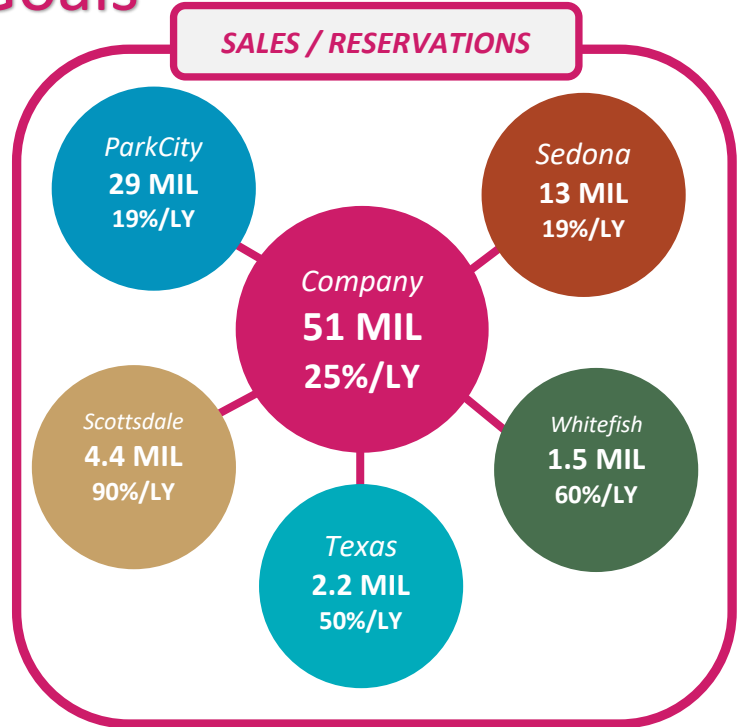
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2024 Goals

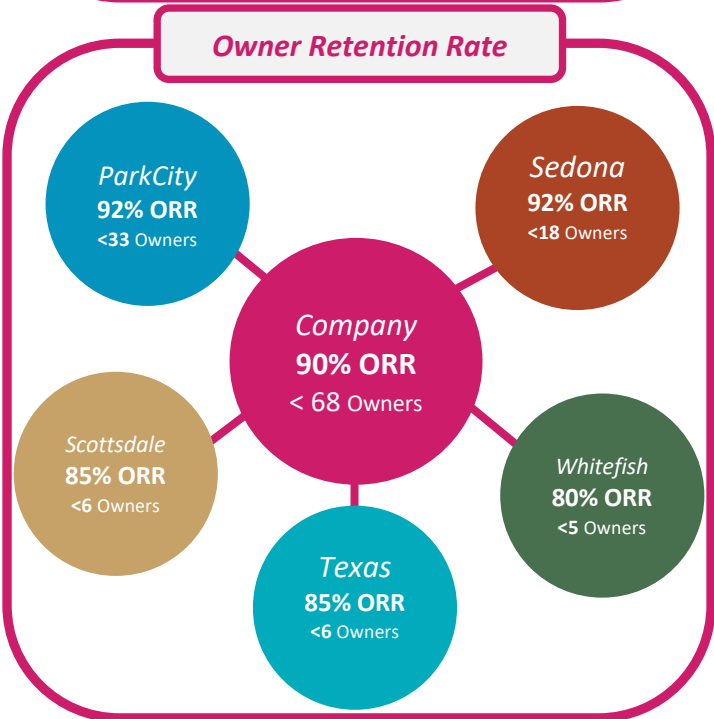
NEW UNITS ACQUIRED



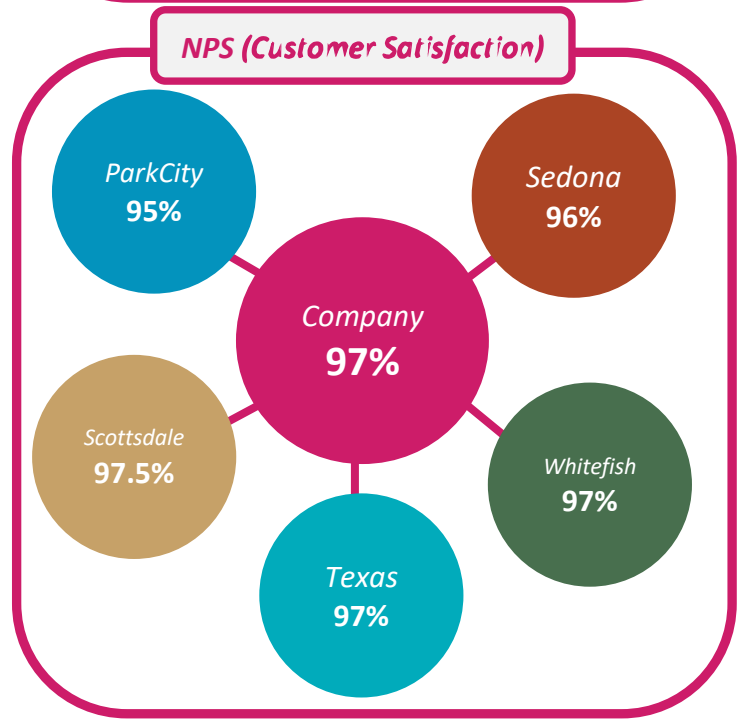
SALES / RESERVATIONS



Owner Retention Rate



NPS (Customer Satisfaction)



Total Units

