



CAROLINA RETREATS  
VACATION RENTALS

*Modern Hospitality & Vacation Rental Management*

## WHO WE ARE

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At Carolina Retreats, we believe a vacation should be more than just a place to stay and technology alone cannot replace people when it comes to hospitality. Ever since our founding, Carolina Retreats and our affiliate brands have earned an impeccable reputation on an unwavering commitment to our clients, guests, employees and the communities we serve.

Our singular focus has been on creating unforgettable, authentic experiences for our valued guests, and protecting our client's hard-earned assets while maximizing their income and occupancy potential.

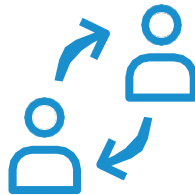
## OUR VALUES

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### **PARTNERSHIP**

We know that strong, trustworthy partnerships lead to success.



### **CHANGE AGENTS**

We stay ahead of the curve by embracing innovation and positive change.



### **COMPASSION**

We do the right thing for the people we serve, no matter what.



### **DEDICATION**

We pledge our full time and resources to your needs; nothing gets left behind.



# OUR SERVICES

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## EASY STARTUP

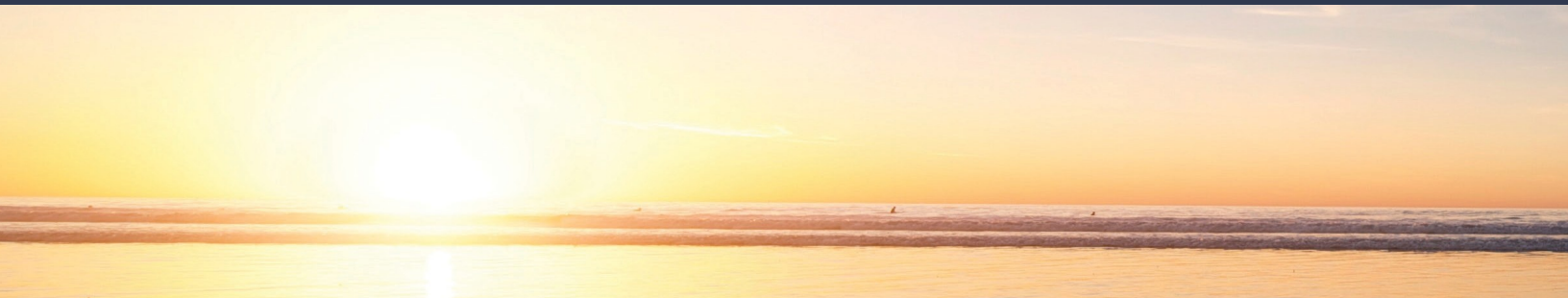
Our dedicated on-boarding team is ready to support you. From first contact through to your first booking, our team will be there every step of the way to answer your questions. They're experts on this process and focus solely on your success — not ambiguous contracts, setup costs, or vague pricing.

## POWERFUL MARKETING

Our professional marketing team will create a custom campaign for your property to maximize bookings. We use leading digital advertising, lead management, and follow-up methods to find and secure bookings. We cover every base and make sure your home is top of mind for potential renters.

## GUEST SERVICES

Guests will enjoy 5-star service while staying at your property. We cover every detail of your guests' experience, from effortless check-in to smart home amenities. We offer 24/7 emergency support to ensure guests are safe and cared for at all times. We provide a luxury experience with fresh, high-quality linens and towels. With us, your guests don't have to lift a finger.



## **DYNAMIC PRICING**

Our powerful dynamic pricing ensures your home is always listed at the optimal price. Our algorithms constantly analyze pertinent market factors and determine the price that'll keep your listing competitive while maximizing revenue. The rental landscape changes every day, so we stay ahead of the curve to bring in guests throughout the year.

## **PROPERTY CARE**

Our property care team makes sure your home is always in perfect condition. From scrubbing the floors to checking the lights, we diligently upkeep your property before and after every stay. Our professional housekeepers and maintenance staff keep your home looking and functioning its best all year round.

## **REPORTING & COMMUNICATION**

Our reporting tools give you full access to detailed information about your property. Through our custom owner portal, you'll get updates in real time. We'll keep track of all your investment's information, and even take care of your tax preparation. We'll do the work while you watch your revenue soar.





## PEOPLE + TECHNOLOGY

In today's vacation rental management and marketing landscape, technology adoption and integration is a critical component to an efficient and transparent working relationship. With our "People plus Technology" philosophy, we offer a turnkey, end to end vacation rental and hospitality management solution that gives you peace of mind knowing that your property is being cared for and marketed by local professionals. We pride ourselves on our long-term approach to client relationships and shared values.

## POWERFUL MARKETING

We're Online Marketing Pros. We create a custom listing on our website unique to your home's best qualities, and promote it via targeted online paid and organic search, custom Social Media ads, automated guest life-cycle email campaigns, and popular distribution channels, such as HomeAway, VBRO, AirBnB, and RentABeach through our integrated software.



## DYNAMIC PRICING

Many people make serious mistakes when pricing their vacation home. If your price is too high, your potential guests will move on to the next listing, and you'll lose bookings. If your price is too low, you will miss out on revenue.

The truth is, the best price for your home is always changing. That's why we deploy powerful algorithms combined with our local knowledge to pay close attention to the market so that your home's rates are always optimized for success!

## HOW DOES IT WORK?

*To create the perfect price for your client's home, we collect tons of data and market research:*

1. The rates and availability of the nearest 200+ comparable rental homes
2. The current trends on the world's best booking sites (Airbnb, VRBO, HomeAway, etc.)
3. Important factors like local events, conventions, concerts, seasons, weather, days of the week, length of stay, and more!

Then, we crunch the numbers using our powerful algorithms to determine the ideal price of your rental each night.

**UP TO 30%**

AVERAGE REVENUE INCREASE

**240+**

UNIQUE RATES EACH YEAR

**365**

PRICE UPDATES PER YEAR



***We go above and beyond to deliver a turnkey vacation  
experience for your guests***





## **PROPERTY CARE**

When you leave your home with Carolina Retreats, you're leaving it in good hands. Our Property Care team makes sure your property is operating and looking its best every single stay!

### ***Exceptional Housekeeping***

We know guests only want to stay in a perfectly clean home. That's why we only use a team of professionally trained housekeepers who make sure that your home is looking its absolute best. We take cleanliness seriously, so your guests respond with excellent reviews.

### ***Turnkey Bedding & Bath Package***

Let's face it, nobody likes bringing their own linens and towels with them on vacation. With our own in-house commercial laundry facility, we provide every guest with a hotel like experience with fresh, high quality linens and bath towels, with beds made before arrival!

### ***Thorough Inspections Before & After Every Guest***

Using our internal Mobile App, we check off that everything is perfect for your next guests. We make sure your home meets our standards for cleanliness and check the lights, electronics and appliances so that everything is working smoothly.

### ***Preventive and Emergency Maintenance***

Our maintenance experts keep your home in perfect working condition. If there is ever something our team cannot handle, we will consult with you and our list of approved contractors and equipment suppliers to solve the problem ASAP.

## REPORTING & COMMUNICATIONS

Everything you need to know about your client's investment – whenever you need it! We understand how important it is to keep an eye on your investment. That's why Carolina Retreats has created helpful reporting tools so that you have all of the financial information you need at any time.

## ONLINE REPORTS

We pride ourselves on always being 100% transparent with our owners. Owners will have access to our customized owner portal where you can find all the information about your vacation home:

- Real-time rental performance, including bookings and income 12 month occupancy calendar
- Current and past statements
- Completed work orders
- Ability to add owner blocks and guest stays

## FINANCIAL SERVICES

We can keep your client organized and tax compliant, down to every penny.

### *Monthly Activity Statements*

End of Season Tax Preparation and 1099's Vendor Payments



## OUR LEADERSHIP

### ***MIKE HARRINGTON / FOUNDER & CEO***



Carolina Retreats is led by Founder & CEO, Mike Harrington. Mike has over 13 years of experience in executive management at some of the largest and most well-respected vacation rental firms on the coast of North Carolina. Before founding Carolina Retreats and acquiring Topsail Realty Vacations as the company's first brand, Mike was the CEO at Resort Realty on the Outer Banks. There he oversaw the daily operations and marketing of more than 600 vacation rental homes, ranging from 16 bedroom estates, to cozy cottages and waterfront condos, five offices, and more than 100 full time employees and Real Estate agents.

Extremely active in the overall vacation rental industry, Mike recently served as President of the Board of Directors of the global Vacation Rental Management Association (VRMA), as well as President of the North Carolina Vacation Rental Manager's Association (NCVRMA). He is frequently asked to write and speak at seminars and conferences all over the country on the latest vacation rental management trends in marketing, operations, and strategy.

Mike holds an MBA from East Carolina University, as well as a Bachelor's Degree in Business Management and serves as an Advisory Board member for East Carolina's School of Hospitality Leadership.

He resides in Wilmington with his wife Holly, and their three children, Jordan, Vance, and Emery.

## **STUART PACK / VP & COO**



After beginning his real estate and vacation rental management career on Hatteras Island, Stuart joined Resort Realty of the Outer Banks as General Manager and was promptly promoted to COO, then CEO in 2015. Under Stuart's leadership, Resort Realty grew to over 600 vacation rental properties under management, and spearheaded a merger of their Real Estate Sales division with powerhouse real estate firm, Keller Williams Realty. Stuart left Resort Realty in 2019 to rejoin Mike Harrington as Carolina Retreats new Vice President and Chief Operating Officer, in charge of improving and executing the company's operational and growth strategies.

Stuart has held various roles throughout this career as Director, Executive Vice President, General Manager, COO, and CEO, from Florida to North Carolina. In addition to over 17 years of executive management experience in the vacation rental and real estate industry, he has also served many volunteer and non-profit industry boards. Most recently he sat on the Outer Banks Association of Realtors Board of Directors as Treasurer, as well as the Outer Banks Tourism Board.

Stuart holds a Bachelor's degree in Economics and Finance from Union University. He and his wife, Suzanne, who is a High School math teacher, have four children together, Benjamin, Tyler, Joshua, and Emily, along with one grandson, Baker.



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