

Your Story Starts Here...



Crystal Springs Lodge 404

abode
JACKSON HOLE

Abode Luxury Rentals is a truly unique company.

At Abode Luxury Rentals, we offer a collection of handpicked homes in prestigious mountain playgrounds - paired with elevated property care, personalized luxury rental & concierge services.

So in 2008, with Rob's background in tourism and real estate, Rachel's background in corporate luxury marketing, and their combined love of the mountains they set out to create Abode Luxury Rentals.

What they envisioned was a unique second-home ownership experience rooted in family values. The goal is to see things from an owner's point of view, and provide amazing, focused results for every owner who entrusts their property to us. Abode Luxury Rentals was created to share what we love so much about these small mountain communities, with a select clientele who seek the same authentic mountain experiences.



Unwavering in our values, Abode Luxury Rentals is highly respected and trusted in our industry. Our close-knit team has a rigorous attention to detail, and a penchant for creating dream vacations.

Our Approach

- Take the owners point of view on maintaining & strengthening the clients real estate investment.
- Provide simple yet sophisticated services without extra fees.
- Stay true to our values and to our commitment to provide amazing results for every owner who entrusts their property to us and every guest who books their trip with us.



Our Values

At Abode Luxury Rentals, deep roots grow strong. We're grounded in long term relationships, personalized care, and authentic experiences that stand the test of time. From valuing our team and guests to honoring our natural surroundings, we believe that true luxury means meaningful moments, thoughtful service, and a legacy built on trust, connection, and care.

What We Do

Homeowner Services

- Weekly property inspections and routine & preventative maintenance (anything under 30 minutes or \$20 is not charged to owner).
- Hot tub and spa maintenance specialists.
- Access to our true concierge services for you and your guests.
- Housekeeping services, pre-arrival & post-departure inspections for all reservations.
- Convenient online owner portal & mobile app to view bookings, manage your reservations details and more.
- Custom asset management plan to reach your unique goals.
- Luxury linen program.
- Personal care & home essentials stocking.
- Arrival-ready properties.
- Guest screening to maintain the security and integrity of your home.
- In-house sales, marketing & revenue management.

For a complete detailed list of services and for more information on how we can customize a plan tailor-made for you, please contact us at (307) 224-3444 or portfolio@abodeluxuryrentals.com.

Abode Guest Experience

- Personalized booking experiences with a local, in-house sales team that will match each guest with the perfect vacation home.
- Streamlined direct online booking experience with our optimized booking engine.
- Personal contact for each guest from the time they book until well after they depart.
- 24/7 support for special requests or maintenance issues.
- In-person check-ins to the property.
- Customized arrival preparations with a gift basket of local goodies for their stay, refreshments in the refrigerator and special request arrangements.
- Personalized true concierge service available from the time they book.
- Optional housekeeping services during their stay.
- Mobile friendly guest app, to provide information on everything from check in & property details to local recommendations & extravagant excursions.

Strategic Marketing & Branding

We are committed to making your luxury home stand out from the rest, to the most qualified guests.

Our in-house Marketing team specializes in customized yield management, SEO and digital marketing, website management, content creation, and highly targeted email and social media marketing campaigns. We work in conjunction with industry specific CRM and lead management systems to maximize every lead, cultivate valuable data and reach qualified guests at every level along their path to making their final booking. Abode Luxury Rentals is a unique and trusted brand throughout the Mountain West, leading our industry with creative and best-in-class campaigns.

- Display advertising & SEM
- Local & on-page SEO
- Listing & website optimization
- Email marketing & lifecycle communications
- Social media & content creation
- Professional photography & videography
- Public relations campaigns
- Direct sales initiatives
- Local tourism sites and third-party print & media partners



Dynamic Pricing

The demand for vacation property rentals varies greatly throughout the seasons. As such, the pricing is constantly changing to match that demand. Our goal isn't just to book the maximum number of nights possible, but to take into consideration the wear & tear on the property and adjust rates and nightly minimums accordingly to maximize revenue for your bottom line and peace of mind.



Distribution & Partnerships

We have preferred status relationships with the most important channels in the vacation rental industry, including relationships with elite travel booking and concierge services across the globe

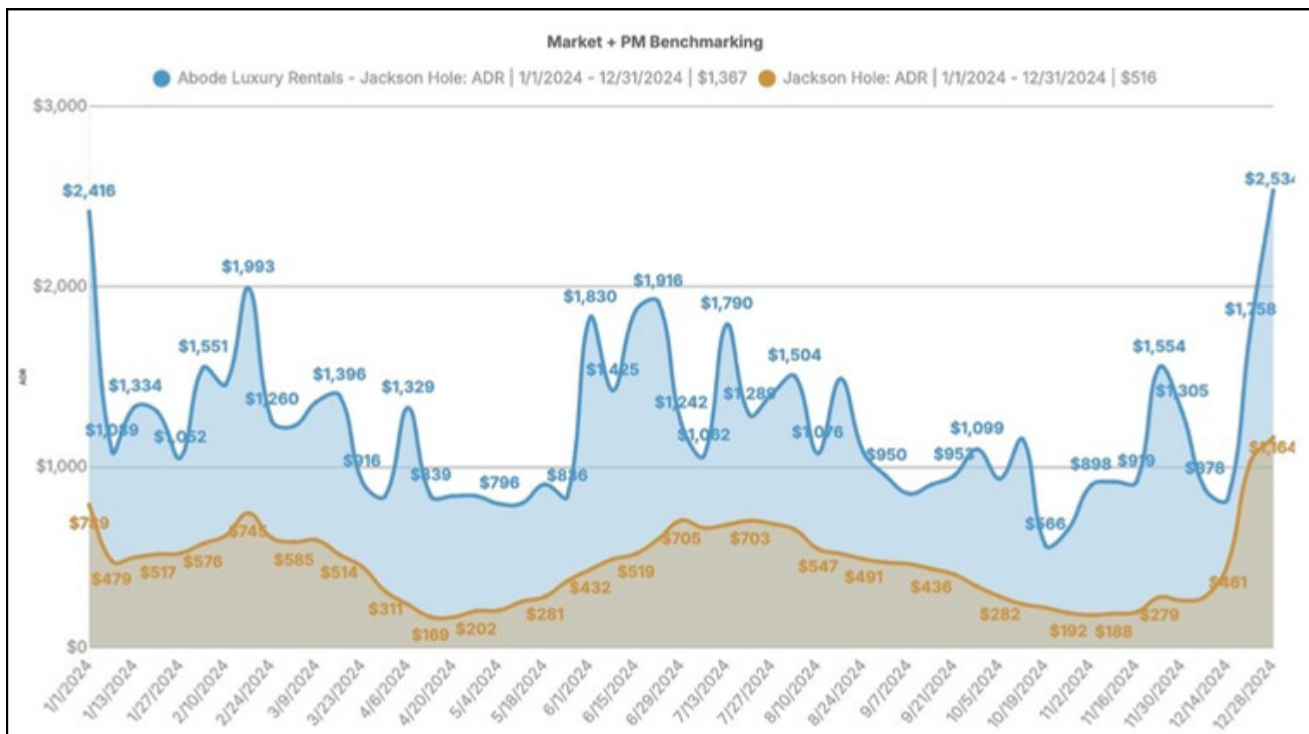
- Strong referral network
- Direct booking integrations with major Online Travel Agencies (OTAs) such as Airbnb, Vrbo, Marriott Homes and Villas, etc.
- Optimized website with direct online booking integration
- Exclusive relationships with high-end travel & concierge companies
- Relationships for corporate retreats & special events

In-House, Local Sales Team

- We don't use a reservation call center with agents who aren't familiar with the destination or who have never seen the inside of your home.
- Sales team conducts regular home tours to ensure familiarity with the property features, amenities, upgrades to consistently fine-tune our listings and marketing strategies.
- The Abode sales team is briefed on your specific requests and revenue goals.
- Our sales team connects with luxury travel agent partners and vacation lodging wholesalers.

Performance

As you can see in the graphs below, we outpace the market in ADR, earning more profit per reservation for our owners.



ADR is the Average Unit Revenue paid by guests for all the Nights Sold in a given period.

ADR along with the property's Occupancy are the foundations for the property's financial performance = $\text{Total Unit Revenue} / \text{Nights Sold}$

Why Abode?

A Bespoke Collection

With Abode, your property is not just one in an overwhelming rental pool. You can rest easy knowing that your property is a part of a curated collection and that the Abode team is giving your property the extra attention that it deserves as well as positioning it for maximum rental revenue.



True Concierge Service

To enhance every stay for guests or owners, we are happy to help with the essentials - pre-arrival grocery + stocked bar, transportation, etc. Our in-house concierge can also take care of booking chef services, restaurant reservations, private yoga, in-home spa services, gear rentals, a photographer to preserve the memory in a family portrait, unique excursions and more.

A True Family Business

Every decision that we make in regard to your property and our business directly affects our own family, and we don't take that responsibility lightly.

Abode Luxury Rentals maintains the goal of making the owners happy, preserving the integrity of the property and generating rental income.



Partnering with Abode

As the owner of a property managed by Abode Luxury Rentals you will deal directly with our dedicated, Owner Relations Team.

This business is our life and we are in constant communication with the owners of the properties we represent to make sure every detail is attended to. The Abode Luxury Rentals team is truly an extension of our friends and family. We keep our love for taking care of our owners, guests and employees close to the heart.



What to Expect

- A customized revenue and management plan based on your goals and expectations. Our standard revenue split is 70/30, with the owner receiving 70%.
- We reconcile owner accounts monthly to determine rental revenue and we pay out by the 15th of each month.
- Following an initial property tour, we'll provide recommendations for configurations, upgraded amenities, technology, houseware inventory, furnishings, decor, etc. to maximize rental appeal to the discerning Abode guest, and determine the first available rental-ready date.
- Our Marketing Team will schedule professional photos and 3D virtual tour, with additional lifestyle staging, drone photography and asset/content creation as needed to present your property in the most thorough and appealing way possible. We will then create an optimized property listing on our website & online booking platform, as well as booking partner channels with premium placement.
- Members of all of our teams will do a thorough initial inspection of your property to become completely comfortable with every detail and your specific requests as to rentals and care of your home.

A Tight Knit Team

Our team truly understands their impact on our client experiences. We believe that luxury is personal, and an excellent partnership starts with trust. This is ingrained in every stage of your journey with Abode Luxury Rentals.

We continue to invest in the personal and professional growth of our team, and place the utmost importance on working with the most experienced partners who share the same values as us.



- Our in-house sales team will spend time touring your home to fully familiarize themselves with the details of your property allowing them to present your property to our luxury travel & concierge partners, new & loyal repeat guests and vacation lodging wholesalers.
- We are responsible for the management of your home, we will create a weekly schedule for our cleaning and maintenance team to make sure your property is checked at least weekly and that all issues that come up are dealt with immediately, utilizing our trusted network of local tradesmen, with communication to you.
- If you have a caretaker in place who you would like to continue looking after your home, we are happy to work in partnership to coordinate the management of the property and we will communicate all rental arrangements with them so that we become a team
- You will have access to our online owner portal that allows you to easily block off dates for owner or guest of owner use and check your rental revenue and bookings in real time.
- If you ever have a question or just want to meet to chat and stay in touch you have access to our Owner Relations Team.

Your Property, Only At Abode

Crystal Springs Lodge #404

What looks to be exceptional furnishings, amenities and design details, and its desirable location makes it a perfect candidate to present to our luxury travel and concierge partners who can distribute it to their global network of qualified renters, beyond our standard listing strategies. With what looks to be spacious and well-appointed bedrooms and living areas, paired with family-friendly entertainment spaces and amenities, this property seems perfectly suited for families as well as groups. This will lead to more bookings and more repeat clients.

Nightly Rental Projections

	AVG. NIGHTLY RATE (LOW):	AVG. NIGHTLY RATE (HIGH):	# OF NIGHTS:	TOTAL:
WINTER:	\$ 1,295	\$ 3,295	90	\$ 168,000
SUMMER:	\$ 1,195	\$2,395	75	\$ 109,000
SPRING / FALL:	\$ 995	\$ 1,195	14	\$ 12,500

TOTAL GROSS REVENUE = \$ 289,500

After the first year and going into the second and third years under Abode's management, we can expect a 10-20% increase in rental revenue with repeat business and more widespread distribution & visibility.

**# Nights based on available rental dates, considering owner usage.*

Maximizing Revenue

To maximize revenue and rental appeal, you may want to consider adding or upgrading some of these items below prior to listing the property for rentals, or within the first year. If you would like assistance or further personalized recommendations, please reach out and our Property Enhancement & Branding Teams would love to help!

- Set up the bedrooms to be as accommodating as possible in regards to sleeping arrangements for a variety of vacationers.
 - King beds are most desirable for adults, and we highly recommend them in each of the primary bedrooms. King or Queen beds are recommended in as many rooms as the space will allow.
 - Bunk Beds are a great option to appeal to families. Configurations such as Twin XL over Queen/Full or Queen/Queen are most ideal to also accommodate smaller groups of adults without children.
- Many travelers enjoy a TV in each bedroom (or minimally, the primary bedrooms) as well as living rooms, lofts, etc., equipped with Streaming Devices.
- Private Hot Tubs are the #1 requested amenity.
- To accommodate summer stays, central air conditioning and grill are highly recommended if possible.
- Clean, updated furnishings & decor that can hold up to heavy usage.



As the homeowner, you will always have the opportunity to reserve the property for your unlimited personal use at any time. However, as we operate in very seasonal markets with significant peaks & valleys in occupancy levels and rental rates throughout the year, if maximizing rental revenue is your primary goal you may take these tips into consideration when planning your own travel dates:

- Keep the calendar open as much as possible and as early as possible. Longer booking windows provide a much higher chance of booking than last-minute availability
- Keep in mind these peak travel times and high value dates for our destination when considering your own travel plans and property usage:
 - December/Winter Holiday Season
 - President's Day
 - Spring Break
 - July/August



Discover the Abode difference and
unlock the potential of your real estate
investment.



portfolio@abodeluxuryrentals.com
www.abodejacksonhole.com

With over 17 years spent as purveyors of exceptional experiences in prestigious mountain playgrounds we have learned what makes each community unique. These places share a common spirit to inspire lasting stories.



It's time to live your story...



Contact us to start creating one of a kind stories & exceptional revenue.

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