

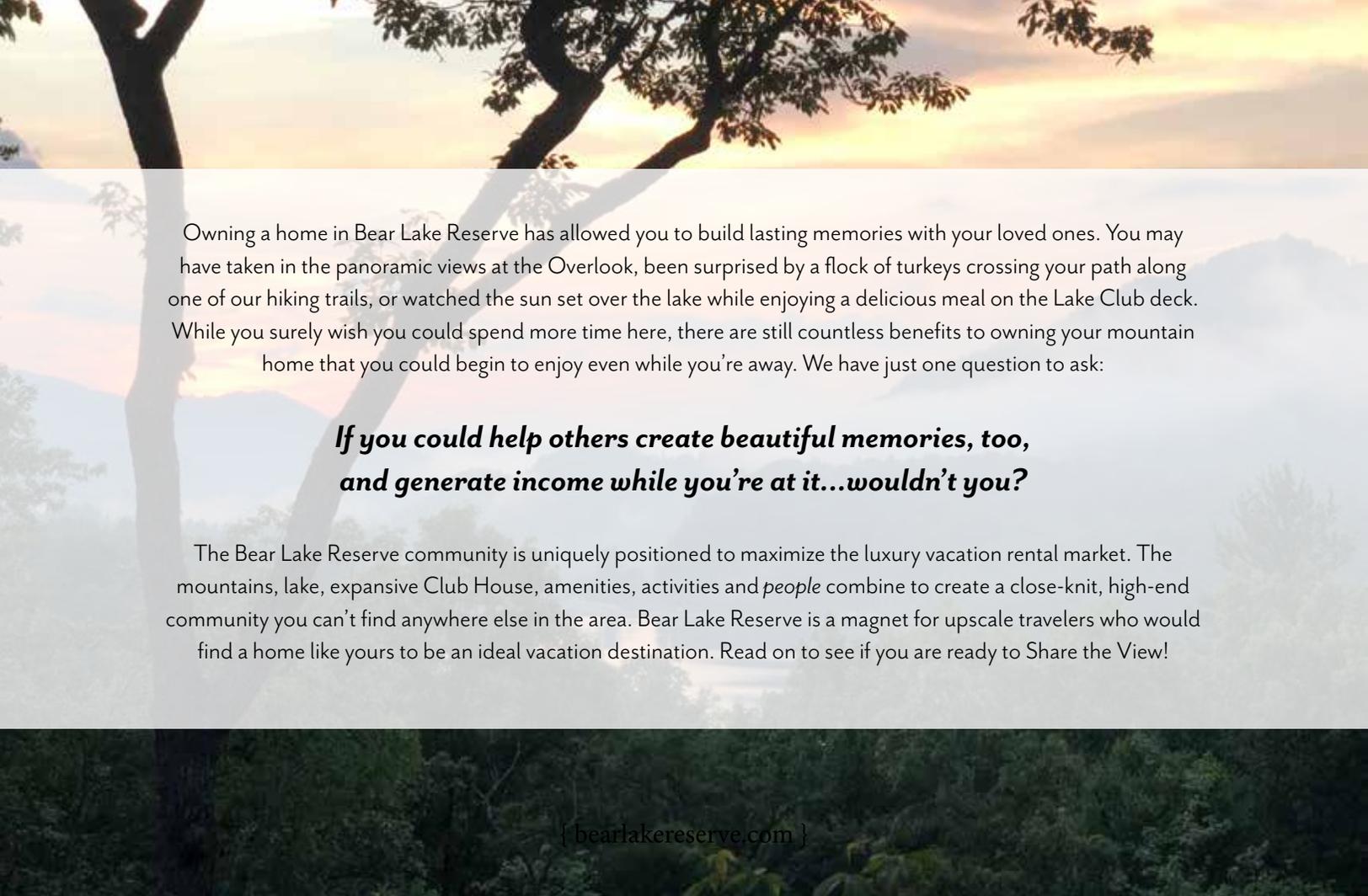


BEAR LAKE  
RESERVE



# Share the view.

*The Rewards of Renting Your Mountain Lake Home as a Vacation Paradise*



Owning a home in Bear Lake Reserve has allowed you to build lasting memories with your loved ones. You may have taken in the panoramic views at the Overlook, been surprised by a flock of turkeys crossing your path along one of our hiking trails, or watched the sun set over the lake while enjoying a delicious meal on the Lake Club deck. While you surely wish you could spend more time here, there are still countless benefits to owning your mountain home that you could begin to enjoy even while you're away. We have just one question to ask:

***If you could help others create beautiful memories, too,  
and generate income while you're at it...wouldn't you?***

The Bear Lake Reserve community is uniquely positioned to maximize the luxury vacation rental market. The mountains, lake, expansive Club House, amenities, activities and *people* combine to create a close-knit, high-end community you can't find anywhere else in the area. Bear Lake Reserve is a magnet for upscale travelers who would find a home like yours to be an ideal vacation destination. Read on to see if you are ready to Share the View!

## ***Interested...but daunted?***

Bear Lake Reserve Endorsed Accommodations simplifies the process while maximizing the rewards. Our experienced on-site rental management and care team — exclusive to Bear Lake Reserve — can manage your vacation rental home skillfully and efficiently to help you make the most of your investment.

Because of this exclusive relationship, we are uniquely positioned to ensure a great experience for your guests, while protecting the private nature of the community and giving you peace of mind that your home is being cared for with utmost concern and attention when you are away. The numbers speak for themselves: we've had 63% growth in revenue since 2014.

Turn the page to meet your support team...





## ***Our Team***

In high-end hospitality, guests who feel pampered and valued will be loyal for life. It's the key to success. Attention to detail and a wonderful overall guest experience are the primary objectives of our team.

Bear Lake Reserve Endorsed Accommodations employs a variety of support staff whose goal is to provide an excellent experience for your guests, while ensuring your home is treated with the respect it deserves.

### **Greeter's Cottage**

We welcome every member to the community and assist with the check-in and check out process for all Bear Lake Reserve Endorsed Accommodations guests. On duty seven days a week until midnight, this team is also able to book reservations "after hours" and can quickly and efficiently respond to guests' requests.

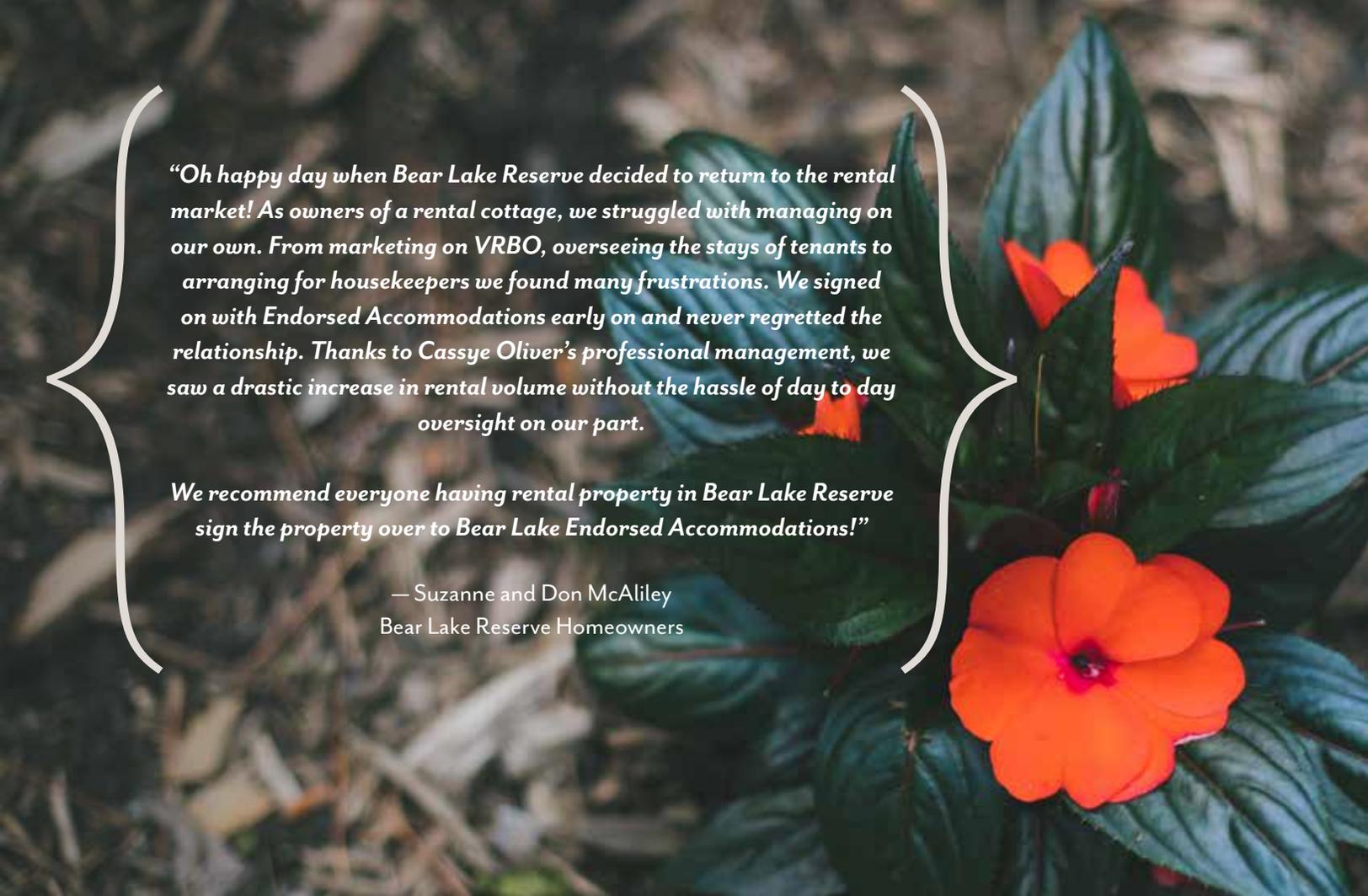
### **Housekeeping**

With a strong commitment to excellence and a proven process for quality assurance, our dedicated team of housekeepers will maintain your home in pristine condition for both you and your guests.

### **Maintenance**

Our on-site maintenance team, Bear Essentials Home Services, is always available and willing to assist with maintenance of your home. For more information, visit [www.bearlakereserve.com/bear essentials](http://www.bearlakereserve.com/bear essentials)





*“Oh happy day when Bear Lake Reserve decided to return to the rental market! As owners of a rental cottage, we struggled with managing on our own. From marketing on VRBO, overseeing the stays of tenants to arranging for housekeepers we found many frustrations. We signed on with Endorsed Accommodations early on and never regretted the relationship. Thanks to Cassye Oliver’s professional management, we saw a drastic increase in rental volume without the hassle of day to day oversight on our part.*”

*We recommend everyone having rental property in Bear Lake Reserve sign the property over to Bear Lake Endorsed Accommodations!”*

— Suzanne and Don McAliley  
Bear Lake Reserve Homeowners

***While guest satisfaction is our goal, owner satisfaction is our duty. We plan accordingly.***

Our marketing team uses SEO programs, Google AdWords campaigns, CRM initiatives, a strong social media presence, our Bear Lake Reserve website, and affiliate relationships with VRBO and AirBnb. We also partner with WCU Athletics and Southwestern Community College, and are gold members of the Jackson County Chamber of Commerce.



## ***We've taken "slow season" out of our vocabulary.***

Our core marketing strategies maximize growth of rental revenue and sustainability year-round for your home in the mountains:

### **Social Media**

Targeted Look-a-Like Campaigns reach families and guests ready to spend time at our mountain lake village.

### **Weddings**

We have expanded to capitalize on the growing demand for "Mid-Week" or shoulder season weddings. This converts typically slower times into revenue-generators all year long.

### **Targeted Email Campaigns**

We continue to build our database through partnerships and referrals, promoting year-round to new and established markets.

### **Western Carolina University**

Bear Lake Reserve is a proud sponsor of WCU Athletics. We've partnered with WCU as the exclusive destination for all visitors, athletes and coaches needing a place to stay for home games.

### **Jackson County Tourism & Local Marketing**

Western NC receives 11 million visitors annually. We leverage this potential through county partnerships and local marketing.

### **MatchPoint Tennis Retreats**

We heavily market to upscale tennis communities, bringing in teams of 4-12 for sports-centered retreats at Bear Lake Reserve.

### **Holiday Marketing**

We're known for our July 4th festivities, but our vacation offers and campaigns engage rental guests for holidays all year long.

### **Corporate Retreats**

We provide a full suite of activities for companies ready to host their next Planning or Rewards Retreat at Bear Lake. Like Weddings, Corporate Retreats provide robust lodging potential: event sizes range from 10-200+ guests.



# ***What to Expect from a Partnership with Bear Lake Reserve Endorsed Accommodations***

## **Income**

Our primary focus will be to care for your home while driving occupancy to maximize your revenue stream.

## **Customized Home Care**

We start by creating a comprehensive manual that includes information about all aspects of your home. We list details about your home's location, service providers, electrical components, plumbing, smoke detectors, and total contents. We dive deep from the outset so we will always have a baseline standard to refer to without having to ask you for every detail, simplifying your experience.

## **Booking**

Our team is on call 8am to midnight, 7 days a week, to respond to both rental inquires and guest questions. We pride ourselves on prompt and engaging service with a personalized touch. On site check-in allows our team another opportunity to connect with each guest, providing a check-in packet with detailed instructions on how to get to the home, and how to enjoy the amenities during their stay. We even offer everyone a warm, fresh-baked cookie on arrival.

## **Housekeeping**

A clean home is extremely important. Our cleaning process and quality assurance protocol ensure that guests arrive to a home that is in pristine condition. We employ a local cleaning team that has been a part of the Bear Lake Community for over a decade and takes pride in the work they do within our community.



## *Our Promise*

No other property management firm can offer a fully integrated, memorable, top tier owner and guest experience like Bear Lake Reserve Endorsed Accommodations. Our team is passionate about Bear Lake Reserve — our members are like family. We commit to striving every day to serve you with integrity, diligence, and attention to detail, to meet or surpass your every expectation, and to offer a caliber of service that simply can't be matched by anyone else. We love what we do. We know you'll feel the difference.



# ***Benefits of Sharing the View in the Bear Lake Reserve Endorsed Accommodations Program***

## **A Proven Program**

Bear Lake Reserve Endorsed Accommodations data since 2013 shows consistent growth in revenue for its owners (just ask us if you want the historical data for homes comparable to yours).

## **Home Ownership Costs Mitigated**

This is one of the biggest benefits of having us market and manage your property for you. We are committed to your home becoming a successful investment. And with a home as beautiful as yours, someone's chance to make beautiful memories is only a booking away.

## **Earlier Purchase of Second Home**

Joining the Bear Lake Reserve Endorsed Accommodations Program and collecting the revenue that comes with that decision can allow you to purchase your second home earlier, retire sooner, and more.

## **Your home is still YOURS**

Simply let us know your preferred rental blackout dates and when you'll be at Bear Lake Reserve — we'll prepare your home for your arrival from top to bottom, so that when you get here it feels like you never left.

## **Peace of Mind through Simplified Living**

You can rest easy knowing your home is being cared for by the Bear Lake Reserve Endorsed Accommodations team at all times. From the moment you say “yes,” we begin working to protect and nurture your homestead. We establish a customized preventative maintenance schedule for your home, and if problems arise, our team handles it. We keep you informed without keeping you mired in details.



## ***Frequently Asked Questions***

### **Do you charge owners for renter daily use fees?**

Actually, as of 2014 all short-term renters are responsible for daily use fees of \$20, \$30, or \$40 depending on the size of the rental home being rented (2, 3, or 4+ bedrooms, respectively). In the case of our clients, however, these fees are handled within the revenue share program in place between the owner and Bear Lake Reserve Endorsed Accommodations.

### **How are bookings logged and reported?**

Bear Lake Reserve Endorsed Accommodations owners receive a quarterly report showing the number and dates of reservations and occupancy along with their quarterly commission payment. They also receive a 1099 form in accordance with the Federal IRS requirements, and an annual report summarizing Gross Unit Revenues, Net Distributions and Owners' Expenses for the unit.

### **How do you set the rental prices?**

A base rate will be established for each home when you join the Bear Lake Reserve Endorsed Accommodations program, and will determine the minimum nightly rental rate for your home. We also research and estimate market demand and review comparable rental and occupancy rates in the region. We then use a formula to determine adjustments to base pricing for peak, off peak, holiday and package program rates.

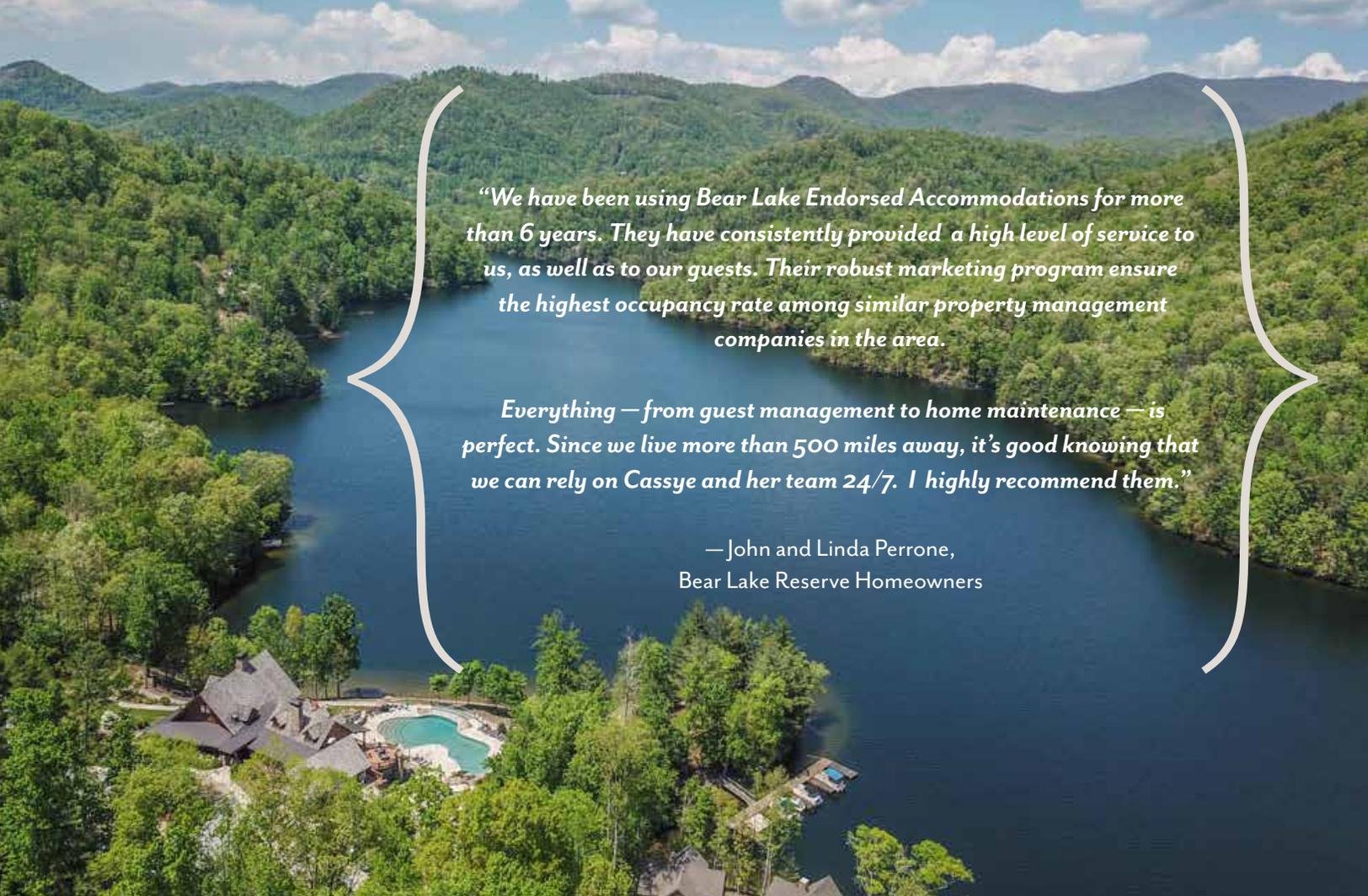
### **Do you handle regular property management?**

Yes! If an issue arises in your home, we can call on Bear Essentials Home Services, our partner company on-site, to assess the situation, provide you with details and estimates, and arrive at a plan of action. When you have given your approval, we move forward with repairs.

### **Who pays taxes for rentals?**

Guests pay for all State, Occupancy, and County taxes. Bear Lake Reserve Endorsed Accommodations collects these taxes and remits them on your behalf. You are not responsible for paying, collecting, or accounting for any of these taxes.





*“We have been using Bear Lake Endorsed Accommodations for more than 6 years. They have consistently provided a high level of service to us, as well as to our guests. Their robust marketing program ensure the highest occupancy rate among similar property management companies in the area.*”

*Everything — from guest management to home maintenance — is perfect. Since we live more than 500 miles away, it’s good knowing that we can rely on Cassye and her team 24/7. I highly recommend them.”*

— John and Linda Perrone,  
Bear Lake Reserve Homeowners