



*Discover*  
RIDGE REALTY RENTALS



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# RIDGE REALTY RENTALS

A Time-Honored Tradition of Excellence for Your  
Maui Property Investment.

Celebrating **43+ Years** as the Kapalua Resort's Premier Property  
Management, Vacation Rental and Real Estate Brokerage

## A LEGACY OF TRUST

Welcome to Ridge Realty Rentals, the longest established and most trusted name in property management, vacation rentals and real estate sales in the Kapalua Resort. As a privately family-owned real estate brokerage, we have been dedicated to serving the Kapalua Resort and West Maui communities for three generations and over forty years.

## OUR CORE VALUES

Our legacy at Ridge Realty Rentals is steeped in the values of family, commitment and trust. We strive to cultivate lasting relationships and uphold the highest standards in the industry. We take pride in being more than just a real estate brokerage; we are your partners in building memories, managing investments and achieving your real estate goals.

## WHAT SETS US APART

At Ridge Realty Rentals, we believe in quality over quantity and that our size is our greatest strength. Our commitment to remaining small by design extends beyond just our property selection. By strategically limiting the number of properties we manage we can fully dedicate our undivided attention to our owners and guests, ensuring their expectations aren't just met—they're exceeded. When you work with us, you're not just another number; you're part of the Ridge Realty Rentals family.

## PARTNER WITH US!

We invite you to experience a level of property management that transcends the ordinary. Entrust your Maui property journey to a tradition of service that stands the test of time. At Ridge Realty Rentals, we deliver a close, personalized experience that goes beyond the distant corporate approach. Our owners are our partners and we take pride on building a strong, trusting relationship with each and every one.

# TOP 10 REASONS TO PARTNER WITH US!

- 01 Family Owned and Operated for Over 43+ Years
- 02 On-Site Property Management Team Focused Exclusively on the Kapalua Resort
- 03 Owner/Residents in the Kapalua Resort - Available 24/7 for our Clients' Needs
- 04 Service Which is Personal and Up-Close, Not Corporate and Distant
- 05 Maui's BEST Maintained Properties with Dedicated In-House Maintenance & Preventative Oversight
- 06 Ridge Realty's Signature Clean- Pristine Perfection, Delivered Without Exception
- 07 Luxury Guest Service Marked by the Highest Five-Star Reviews and Loyal Repeat Guests
- 08 Global Exposure on Premier Booking Platforms
- 09 Advanced Dynamic Pricing/ Target Marketing for Increased Booking Revenue
- 10 Specializing in Comprehensive Property Management (Short-Term and Long-Term), Vacation Rentals, Luxury Real Estate Sales.  
\* A FEMA Approved Direct Lease Property Management Company.

# MEET

# Our Team



## TERRY L CRAVEN

OWNER

R (BROKER), CRS #17916

TERRY@KAPALUAVACATIONS.COM

Terry Craven serves as the Principal Broker and co-owner at Ridge Realty Rentals, embodying a profound love for Maui and a dedicated passion for her clients. As the daughter of the company's founders, Jack and Johnny Nowell, Terry boasts an impressive three-decade tenure with Ridge Realty Rentals.

Renowned as the leading listing agent at the Kapalua Ridge Villas, Terry's dedication to her clients and her vibrant enthusiasm in the professional arena are apparent in every aspect of her work. Whether busy assisting clients with vacation rentals, with property management or with real estate sales, Terry is driven by that happiness that comes her way when her clients achieve their dreams.



## DIANE N LOUGHLAND

OWNER

DIANE@KAPALUAVACATIONS.COM

Diane Loughland is co-owner of Ridge Realty Rental. Diane is the daughter of the company's founders – Jack and Johnny Nowell – and has worked at Ridge Realty Rentals for over thirty consecutive years.

Her commitment to delivering exceptional service to clients is evident in every aspect of her work, reflecting both her expertise in the industry and a genuine, heartfelt approach.

# MEET *Our Team*



## JESS N CRAVEN

OPERATIONS MANAGER/ PHOTOGRAPHER/ VIDEOGRAPHER  
JESS@KAPALUAVACATIONS.COM

Jess Craven is a third generation employee at Ridge Realty Rentals and oversees property care and maintenance. His oversight is pivotal in amplifying the rental revenue and overall value of each property under his care. Known for his meticulous approach, Jess seamlessly blends warmth with expertise across his varied roles.

As a distinguished **Emmy Award-Winning** cinematographer and former producer/director of "Self Made in Hawaii," Jess brings a discerning vision that elevates our property marketing, resulting in quicker real estate sales and vacation rental bookings for our clients.



## KIMBERLY N JOHNSTON

REAL ESTATE AGENT/ GUEST SERVICES  
R(S) #86803  
KIMBERLY@KAPALUAVACATIONS.COM

Kimberly Johnston is the heartbeat behind our exceptional guest experiences and 5-star reviews at Ridge Realty Rentals.

As a third-generation employee and licensed Real Estate Agent, Kimberly brings a wealth of expertise and a deep-rooted passion for hospitality to Ridge Realty Rentals. From managing marketing strategies to overseeing guest relations, Kimberly's dedication ensures top-notch service for our owners and guests.

# MAXIMUM RENTAL REVENUE

Unlock the full potential of your property with our expertly crafted marketing campaigns. We utilize cutting-edge analytics and premium exposure strategies to significantly boost your rental income.

## Strategic Partnerships

We are partnered with an industry leader in property management software, ensuring seamless operations and maximum visibility. This innovative technology offers robust tools for booking management, guest communications and revenue optimization. This partnership ensures that your property benefits from the latest advancements in property management technology, keeping you ahead in a competitive market.

## Local Expertise

Our dedicated team deeply understands the Maui market's specific and unique characteristics. We utilize this local expertise along with dynamic pricing strategies to maximize your earnings while maintaining optimal occupancy levels.

## Dynamic Pricing

Our advanced software, combined with our extensive market expertise, ensures that your property is optimally priced to seize market opportunities at just the right time.



By analyzing current market trends, seasonal variations, airline travel, and more, our system adjusts prices in real-time. This ensures your property not only stands out competitively in the market but also maximizes your rental income. Our strategic pricing model enhances both the visibility and appeal of your property, attracting potential renters effectively.

### **Targeted Marketing**

Every property receives individualized marketing campaigns based on an extensive database of market and competitive trends. We implement tailored strategies that resonate with potential guests, utilizing robust marketing tactics and active social media engagement to maximize reach.

### **Wide-Reaching Integrations**

Seamless integration with top Online Travel Agencies (OTAs) like Airbnb, VRBO, and Booking.com expands your visibility and booking potential.

### **Recognized Excellence**

Proud to boast Airbnb Superhost and VRBO Premier Host status, reflecting our top-tier guest's 5-star experiences.

### **Decades of Trust**

With over 40 years in the vacation rental business, we have built a solid reputation for reliability and excellence. Our longstanding presence in the market has fostered a large base of repeat guests and families who return year after year, affirming the enduring appeal and quality of our properties and service.



# SAVING YOU MONEY

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## ENCHANCING PROPERTY RETURNS

There are numerous benefits to having Ridge Realty Rentals as your management company. We don't think that you should have to pay for all of them!

### **Selective Management**

We meticulously select the properties we manage, ensuring reduced overheads and increased returns for our owners.

### **Complimentary Professional Media**

Benefit from top-tier marketing with no extra cost. Our in-house *Emmy award-winning* videographer provides staged photo, video and aerial photography to showcase your property at its best.

### **No Charge Bill Payments**

Say goodbye to handling utility and maintenance bills. We cover these at no extra charge to you, ensuring a hassle-free experience. These include electric, carpet cleaning, property bills, etc

### **Transparent Pricing**

We believe in straightforward, honest pricing. No unexpected fees, no nickel-and-diming—just your peace of mind.

### **Guest-Paid Cleaning Services**

Cleaning fees are directly paid by the guests, which means no additional costs are passed onto our owners. This policy ensures that your profits are not diminished by operational expenses.



# EXPERT PROPERTY CARE

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## OUR COMMITMENT TO EXCELLENCE

At Ridge Realty Rentals, we maintain the highest standards of cleanliness and maintenance, distinguishing us as Maui's top property management choice. With stellar reviews and swift maintenance resolutions, we ensure every property meets our excellence criteria, safeguarding and optimizing your investment.

### **Proactive Investment Protection**

The foundation of investment protection is a well-maintained property. Maintaining and maximizing the value of your investment property is our top priority.

### **24/7 In-House Maintenance**

Our dedicated on-site team is available around the clock to address any issues immediately, ensuring that we are on location within minutes.

### **Scheduled Deep Cleans**

Properties undergo thorough cleaning sessions three to four times a year to ensure they remain in pristine condition.

### **Dedicated Cleaning Professionals**

Each property is cared for by a designated cleaner trained to adhere to our stringent "Ridge Realty Cleaning Standard."

### **Health and Safety Compliance**

We employ cleaning practices that are aligned with the latest CDC guidelines and industry standards.

### **Rigorous Inspections**

Every property is meticulously inspected before each check-in and check-out to guarantee perfection with each and every stay – there are no exceptions.

# DEDICATED OWNER SERVICES

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## PERSONALIZED PROPERTY MANAGEMENT

At Ridge Realty Rentals, we value personal connections and offer a hands-on approach to property management. Our team knows every owner by name and treats each property with the utmost care and respect—just as we would our own. Whether you are close by or on the opposite side of the world, our goal is to make you feel fully confident and comfortable with your investment.

### **OWNER PORTAL ACCESS**

Gain convenient access to our secure online owner portal, where you can monitor all aspects of your property's performance in real-time. Track rental bookings, view financial statements and receive updates on maintenance activities, all from the comfort of your own home or while on the go.

### **LIVE CALENDAR**

Our user-friendly calendar feature allows you to effortlessly schedule your personal stays at your property. With just a few clicks, you can reserve dates that suit your schedule, ensuring that your property is available for your use whenever you need it.

### **UNLIMITED OWNER OCCUPANCY**

Enjoy the freedom to use your property as frequently as you'd like, with no restrictive occupancy limits.

### **AUTOMATED FINANCIAL REPORTING**

Our automated financial reporting system provides you with clear and transparent statements detailing all income and expenses related to your property. Easily track your finances and make informed decisions about your investment with confidence.

### **COMPLIMENTARY VENDOR BILL PAYMENT**

Leave the hassle of managing vendor payments to us. We'll take care of all property-related expenses, including bills from vendors and service providers, at no additional cost to you.

# DEDICATED OWNER SERVICES

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## PERSONALIZED PROPERTY MANAGEMENT

### TRUSTED CONTRACTOR NETWORK

Gain access to our extensive network of vetted, on-island licensed contractors for any renovation or upgrade projects you have in mind. Whether it's a minor repair or a major renovation, we'll connect you with skilled professionals who can deliver high-quality workmanship and exceptional service.

### 24/7 ON-SITE MANAGEMENT

Our dedicated team of property managers, who are also Kapalua Ridge owners themselves, are available around the clock to address any issues or concerns you may have. Whether it's an emergency maintenance issue or simply a question about your property, you can count on us to provide prompt and reliable assistance whenever you need it.

### PERSONALIZED OWNER ARRIVALS

Experience a warm and personalized welcome each time you visit your property. From the moment you arrive, our team will ensure that everything is ready for your stay, with special touches and attention to detail that make you feel truly valued as an owner.



# OWNER Testimonials

## *DAVE B*

My wife and I have owned our Kapalua condo for about a dozen years and gave it to Ridge Rentals two years ago to manage. We should have done it years ago. We couldn't be more satisfied or recommend the service more strongly. Based on how RR takes care of our property, I'm confident renters will be very happy with their experience and want to return again and again.

## *JOHN AND MARY S*

We have only the highest recommendations for Ridge Realty. Terry, Diane and their team are prompt, professional and truly care about their clients and guests. They truly love the Ridge complex as we all do and make sure all are welcome and the units are well stocked and cared after all the years.

## *FRANK D*

My wife and I have been working with Diane and Terry (Ridge Realty and Rentals) for more than 30 years. Our Kapalua condo has always been in their hands. And what caring hands they have been! When we are not in residence, they care for it as if it's their own and simultaneously welcome the folks who rent it through them.

## *KEVIN M*

Our family has owned homes in the Ridge since the 1970s. We live in California and consider Maui our second home. My parents, sister and husband, and my wife and I have always had our properties managed by Ridge Realty. Speaking from experience, I can tell you that Terry and Diane have always obtained the most responsibly renters, have addressed our every need, and been available to us at a moment's notice. It really helps that they live at the complex. I will never forget the complex. I will never forget the time a pipe broke flooding the

downstairs of our place and Terry and Diane were up in the middle of the night securing a different location for our renters and supervising the cleanup crews. More than property managers, Terry and Diane are our friends just as my parents were friends with their parents. I give them my highest recommendation.

*GREG AND DORTHEA C*

It is easy for us to recommend Ridge Realty Rentals; we are pleased that they are our property managers. They are taking care of it as if it was their own. The fact that they live in the complex is a definite plus.

Communication via text or email is quick and efficient, and their in-house maintenance allows for issues to be easily fixed. Using RRR as our management agency is more profitable; they keep our villa booked at great rates. We also find the online owner's portal convenient and informative. We don't hesitate to recommend Ridge Realty Rentals for your management company.

*JOSH AND KRISTEN G*

We are very happy we went with Ridge Realty to manage our residence. We feel so comfortable and grateful for what "the sisters" do for us. When we first bought our condo, we thought that living far away (the mainland) might pose some problems. But with Ridge Realty in charge, we honestly don't need to think or worry about our place at all.

*THOMAS F*

We first discovered Ridge Realty Rentals 12 years ago while looking for a short-term rental in Kapalua. The rental process was user friendly and quite easy. Our initial rental was way above our expectations and the price was very reasonable for Kapalua. We continued to visit Kapalua for many years and utilized the services of Ridge Realty Rentals. Their services were great and our needs were always met.

*BILL*

After visiting Maui for several years, we fell in love with the beauty and mystique of the island and were fortunate enough to purchase our retirement home at Kapalua Ridge in 2000. This purchase represented a life long effort of hard work and it was a very significant financial investment for us. Since we are not able to

be present full time on Maui, we faced the task of finding a company that would take care of our home when we were absent, and to manage the property by securing visitors to enjoy it when we were away.

After interviewing several companies, we selected Ridge Realty Rentals. While one might believe that the biggest advantage of having Ridge Realty Rentals manage their home is knowing that Terry, Diane, and family also reside in Kapalua Ridge, the true benefit is that they care for our home as if it were their very own. Whenever there has been a need, it has been addressed literally in minutes, and done so with competence and loving care.

We remodeled and designed our home to meet our long term personal needs and tastes. It was never meant to be merely a rental property that we would visit from time to time, but rather, to be our Maui home that we could enjoy for the remainder of our lives. Terry, Diane, Jess, Kim and the entire Ridge Realty Rentals Team personally ensure that it is maintained accordingly, and we are fortunate that our guests have done so too. We would like to think that the loving care that is shown by Ridge Realty Rentals carries over to guests as they too can sense that this is a "home" in which they can experience the wonders of Kapalua.

Additionally, as we have grown to better know Terry, Diane, Jess, and Kim, we now consider them as part of our own family. We recommend Ridge Realty Rentals with complete confidence to meet and exceed your expectations too.



# PREMIER GUEST EXPERIENCES

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EXCEPTIONAL CARE AT EVERY STEP

At Ridge Realty Rentals, we believe in providing our guests with an unforgettable experience that exceeds their expectations. From the moment they book their stay to the day they check out, we go above and beyond to ensure that every aspect of their visit is seamless, stress-free and truly extraordinary.

## **PERSONALIZED COMMUNICATION**

We believe in building meaningful connections with our guests. That's why we communicate with them every step of the way, from the moment they inquire about their stay to following up after they've departed. Our dedicated team is always on hand to answer any questions, address concerns, and provide assistance, ensuring that our guests feel valued and supported throughout their entire experience.

## **HYPER-LOCAL GUIDES**

Our guests are provided with comprehensive, hyper-local guides to Maui's top experiences, curated by our knowledgeable team. From hidden gems to must-see attractions, we ensure that our guests have access to the most unforgettable experiences during their stay.

## **CUSTOMIZED WELCOME GIFTS**

We believe in the power of the personal touch. That's why we go the extra mile to provide each guest with a customized welcome gift. Whether it's a decadent box of chocolate covered macadamia nuts or a vibrant bouquet of tropical flowers, we ensure that every arrival is greeted with a thoughtful gesture, making each guest feel truly valued and appreciated.

## **HASSLE-FREE CHECK-IN AND CHECK-OUT**

Guests experience seamless arrivals and departures with our contactless

# PREMIER GUEST EXPERIENCES

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## EXCEPTIONAL CARE AT EVERY STEP

check-in and check-out process. With no waiting required, guests can enjoy a hassle-free transition to and from their vacation rental.

### **SPECIAL REQUESTS**

Fulfilling our guests' desires is of utmost importance. Whether it's arranging a traditional lei greeting, crafting a romantic ambiance with flowers, wine, or champagne, or even facilitating grocery or baby item delivery, we excel in making every wish a reality. From special occasions to enhancing everyday stays, we're dedicated to providing a seamless experience—all part of our commitment to exceptional hospitality.

### **COMPLIMENTARY CONCIERGE SERVICES**

We're pleased to offer our guests complimentary concierge services through our partnership with Maui Locals Guide Concierge Service. Guests enjoy tailor-made itineraries that cater to their preferences and the convenience of securing all their bookings in one place. From luaus, snorkel cruises, or an in-home massage — Maui Locals Guide will handle all the details.

### **ON-SITE SUPPORT**

At Ridge Realty Rentals, we're committed to being there for our guests whenever they need us. That's why we have dedicated staff and maintenance available on-site 24/7 to promptly address any needs or concerns that may arise during their stay. As owners ourselves in the Kapalua Resort, we can provide immediate assistance with care and efficiency.

### **TRACK RECORD OF PROVEN EXCELLENCE**

We strive to earn our guests' trust and loyalty through unparalleled service and hospitality. Boasting over 1,500 5-star reviews and growing, our proven track record speaks volumes about our commitment to excellence. We are dedicated to constant improvement and surpassing expectations, guaranteeing that each guest enjoys an unforgettable and exceptional experience with us.

# GUEST Testimonials

## *KATHERINE N*

This was by far the BEST vacation our family has ever had. We have stayed in Kapalua many times but have never experienced such exceptional service and will never go anywhere else. The property was immaculately clean and from start to finish we were treated with a warmth you just don't find these days. They provided great information before and during our trip and were quick to respond to any questions we had. Ridge Realty truly emulates the Aloha spirit!

## *DEITRICH AND SUE*

There are many reasons why we have been coming to the Ridge for over 25 years! It is our Maui home. Everyone associated with Ridge Realty over the years have been great. The team, location, the appearance of the properties and the units themselves are all first rate! We have never needed or wanted anything more. Thank you so much for everything!

## *SUNG BIN*

From booking to check-in, Kim made everything effortless with her professionalism and quick communication. Choosing Ridge Realty Rentals was truly the best decision. The condo was spotless, comfortable, and perfectly maintained. We stayed two weeks and never lacked a thing. Afterward, we spent five nights at a hotel in Wailea. Honestly, we missed Kapalua the entire time. Next time we're in Maui, this is the only place we'll stay. What makes it truly special is the people. Ridge Realty Rentals combines the reliability of a professionally managed property with the warmth of a family business. Kim and her family genuinely care, always checking in and helping right away with even small things. It felt like 7-star service wrapped in real family hospitality.

## *CLAUDE*

We are definitely coming back here again..best experience for lodging in the 100s of trips we have taken to the islands!

### *SHAY AND BEN*

Ridge Realty was such a wonderful company to work with while my husband and I stayed on Maui for the winter (about 3 months total). During that time, we stayed in 3 places by Ridge Realty and one by another property management company. I experienced a big difference in warmth, communication and service from Ridge Realty. It really does make an impact when you have a good relationship with the people you rent from.

### *JASWINDER*

One of the best stays! No words can describe the beauty, hospitality and the perfect stay we had at our villa! The property is beyond beautiful and the services provided by the hosts make you so welcome and at home. The views are gorgeous and everything is taken care of for you. We had the best first trip to Maui!! Thanks to Ridge Realty and for being-the wonderful hosts! Can't wait to go back already.

### *ED*

Ridge Rentals is absolutely the best rental agency I've ever used, their service is absolutely outstanding with no detail left untouched! The unit we stayed in was even better than described with each and every detail perfectly in place! I love this company and I loved the unit we stayed in. Thanks Ridge Rentals.....you guys rock!

### *ETHAN*


Loved the team members who help manage this property. Excellent communication and really cares for every need. We were needing help for someone to assist with our gender reveal and they came in ten minutes to help. Excellent service, communication and polite staff. Very genuine staff.

### *MORGAN*

We've stayed in places all over the world but nothing has ever compared to this experience. The property itself was spotless and so well cared for but what really blew us away was the way we were treated. You can honestly feel the heart and love they put into everything they do. From the moment we arrived, we felt like we were their absolute top priority. We can't wait to come back!

### *LAWRENCE*

The Ridge Realty team has been amazing for every trip we have made to Maui! We love The Ridge and feel like we are coming "home" every time we come back to Maui! We feel like the team is family, and they treat us likewise!



# TIPS FOR SUCCESS!

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## GET YOUR PROPERTY VACATION RENTAL READY

Discover the essential tips to transform your property into a standout vacation rental. From optimizing interior comfort to adding thoughtful touches, we'll guide you through each step to ensure your space delights guests and keeps them coming back for more.

### SHOWCASE HIGH-QUALITY PHOTOS/VIDEOS

- In the competitive vacation rental market, eye-catching photos and videos are crucial. All our owners receive complimentary photos and videos from our in-house Emmy award-winning photographer and videographer, ensuring your property is showcased in the best possible light.

### WARM AND INVITING DECOR

- Refine your vacation rental's ambiance with warm and inviting decor. Incorporate elements like throw pillows, artwork, and lamps, along with a cohesive color scheme throughout the property to establish a welcoming and comfortable atmosphere for guests. It is beneficial if your décor also reflects your surroundings of the tropics. Going with a mountain or desert theme can be off-putting for guests, as they are looking to be fully immersed in Hawaii. Just be careful not to go too over the top, as little touches go a long way.

### INVEST IN DURABLE PIECES

- To ensure your vacation rental remains both stylish and durable, it's essential to select decor pieces that can withstand wear and tear. Invest in high-quality, sturdy furnishings that are also easy to clean. This approach not only enhances the longevity of your decor but also ensures the space is always guest-ready, minimizing maintenance and replacement costs.

### UPGRADE APPLIANCES

- Enhance guest satisfaction by updating outdated appliances, ensuring they're functional and modern.

# TIPS FOR SUCCESS!

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## GET YOUR PROPERTY VACATION RENTAL READY

### ATTENTION TO KITCHEN DETAILS

- Ensure your kitchen is fully equipped with the comforts of home, creating a seamless culinary experience for every occasion. From casual cocktails to festive holiday meals, provide your guests with an array of matching flatware, plates, glasses, coffee cups, wine glasses, placemats, and serving ware. Guarantee that every necessity is at their fingertips for preparing and enjoying meals with ease.

### PERSONALIZE THOUGHTFULLY

- Adding personal touches can make a space feel inviting, but it's important to avoid family photos to help guests visualize themselves in the property. This fosters a sense of ownership and comfort, making the rental feel more like a home away from home.

### ILLUMINATE WITH GOOD LIGHTING

- Create an inviting ambiance by optimizing lighting throughout the property, enhancing its appeal in photos and in person. A simple lamp in the right space can add so much warmth to a room.

### REFRESH WITH FRESH PAINT

- Transform dull spaces with a fresh coat of paint, breathing new life into the property's interior.

### MAXIMIZE LEISURE AND WORK SPACE

- Cater to the diverse needs of your guests by optimizing your property's layout to seamlessly accommodate both relaxation and productivity. Recognizing that many guests may blend work with leisure during their stay, consider incorporating a dedicated workspace, such as a desk, to enhance their experience.

### CREATE A COMFORTABLE OUTDOOR LIVING SPACE

- When guests visit Maui, they want to make the most of their time outdoors. Enhance their experience by offering a thoughtfully arranged outdoor living area. Equip your patio with comfortable furniture perfect for relaxation and social gatherings. Ensure there's a welcoming dining space where guests can enjoy meals al fresco, surrounded by Maui's natural beauty.

# TIPS FOR SUCCESS!

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## GET YOUR PROPERTY VACATION RENTAL READY

### INVEST IN COMFORTABLE BEDDING

- Enhance guest comfort by investing in high-quality mattresses for all beds, including pullout sofas. Providing comfortable, supportive bedding ensures a restful experience for every guest, addressing potential concerns and improving overall satisfaction.

### ENHANCE SECURITY AND CONVENIENCE

- Upgrade security and convenience by installing smart locks, providing keyless entry for guests and streamlined access management for owners.

### OPTIMIZE COMFORT WITH AC UNITS

- Installing air conditioning units in bedrooms and living areas maximizes guest comfort and increases rental revenue by appealing to a wider range of guests.

**We're here to assist you every step of the way. With our expertise and strong vendor relationships, we ensure your villa is perfectly prepared for vacation rental success. From organizing painters and stocking pantries to updating furnishings, we can handle every detail so you don't have to.**



# COMPETITIVE PRICING

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## OPTIMIZE YOUR VACATION RENTAL RATES



Every property is unique, and our pricing strategy is designed to highlight the distinct qualities of your property to maximize your returns.

### **Understanding the Market**

To set competitive rates for your property, it's crucial to understand the local market trends, including the average rental rates and the typical duration it takes to book a property in your area. This market awareness helps us aligning your pricing competitively.

### **Property Upgrades**

The condition and amenities of your rental significantly affect pricing. Properties with recent upgrades and modern amenities can command higher rates. Properties featuring air conditioning systems, remodeled bathrooms and kitchens, and aesthetically pleasing interiors often command premium rates.

Additionally, exceptional attributes such as sweeping ocean views further enhance your rental's appeal and value. The more you have to offer to guests, the more you can charge per night.

### **Seasonal Variations**

Rental demand fluctuates throughout the year. Prices typically peak during the summer, holidays and winter months when demand is highest. Offering discounts or incentives during the off-peak seasons, can attract more bookings during slower periods.

# NEW PARTNER TIMELINE

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## BASIC OVERVIEW FROM START TO FINISH

1

### CONSULTATION

- Contact our team for a consultation.
- Schedule a meeting to discuss your property.

2

### AGREEMENT & DOCUMENTATION

- If we mutually agree to partner, we will send you the property management agreement and other relevant documents.
- Complete the documents and receive your owner portal login.

3

### ONBOARDING PROCESS

- Conduct a property walkthrough to evaluate its current condition.
- Ensure the property is equipped with essential vacation rental items.
- Establish pricing and devise a marketing strategy.

4

### ADVERTISING PREPARATION

- Complete any necessary cleaning or repairs to prepare the property.
- Organize the professional photo and video session.
- List the property on our website and other listing websites (OTAs).

5

### GO LIVE!

- Your property goes "live" on our website and partner platforms.
- Monitor performance and adjust strategies as necessary.



# FAQS

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## YOUR QUESTIONS ANSWERED

### **Q: What is your property management fee?**

Our management fee is 25% of the rental income. This fee covers comprehensive property management services including marketing, booking, guest communication, maintenance coordination, 24/7 oversight of your property and more, ensuring your property is professionally managed and achieves maximum occupancy and returns.

### **Q: How do you handle damages?**

Ridge Realty Rentals has the right to charge the credit card on file to pay for any charges due to the misuse of the unit and its contents. If the reservation is made through an outside vendor charges due to misuse will be taken from the deposit required by their booking service.

### **Q: When do I get paid?**

Books are closed and payments made by the 15th of each month.

### **Q: Do I receive the revenue generated specifically by my property, or is it pooled with others?**

Each property owner retains the revenue generated by their own unit. We do not pool revenues across different properties.

### **Q: Can I sell my property while it is under management with you?**

Absolutely! You have the freedom to sell your property at any time. As a full-service real estate brokerage, we not only manage your vacation rental but can also expertly handle the sale of your property. We ensure a seamless process, allowing your property to remain available for rentals even while it's on the market. This unique dual service maximizes your investment's potential by keeping it income-generating throughout the selling process.

# FAQS

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## YOUR QUESTIONS ANSWERED

### **Q: Can guests reserve a specific villa, or is one assigned to them?**

Guests have the freedom to book the specific villa they prefer. We honor each guest's reservation for the chosen villa and do not move guests to different villas unless there is an emergency that necessitates such a change. This policy ensures that our guests' preferences and expectations are fully respected during their stay.

### **Q: Can I book my own villa for personal use whenever I wish?**

Yes, as an owner, you are welcome to book your villa as much as you would like. We simply request that you provide us with as much notice as possible. We recommend blocking out the dates you expect to stay, particularly during the holidays, for over a year to ensure they are reserved for you. If your plans change, we can always open these dates. Providing as much notice as possible helps us manage reservations efficiently and guarantees your preferred dates are secured.

### **Q: Do I retain ownership of the videos and images taken of my property?**

All images and videos taken of your property become the property of Ridge Realty Rentals. This includes any media created to enhance the listing and attract bookings. Owning these materials allows us to maintain a high standard of marketing and ensure consistency across our platforms.

### **Q: Do you communicate every charge to owners?**

It is industry practice and our standard policy to address emergency issues, basic upkeep (such as missing/damaged plates, towels, linens etc), and maintenance and safety concerns with charges under \$500 without prior approval. However, any charges exceeding this amount or those unrelated to emergencies, upkeep, or safety will always be communicated to our owners in advance.

We are dedicated to maintaining transparency with our owners, ensuring they are always informed about every step we take.

# ALOHA FROM OUR OHANA TO YOURS!

At Ridge Realty Rentals, we are proud to be the longest established and most trusted name in property management at the Kapalua Resort. Our heritage is built on values that drive us to deliver exceptional, personalized service. With meticulous care and deep local knowledge, we ensure your property is managed to the highest standards.

We invite you to become part of our enduring legacy of excellence. Partner with Ridge Realty Rentals and harness over four decades of unmatched expertise!



L-R: Diane Nowell Loughland (Owner), Reagan Johnston, Riley Johnston, Kimberly Nowell Johnston R(S), Terry Nowell Craven (Broker/Owner), Jess Nowell Craven