



**Cayman Villas**  
*On island since 1970*

## A PERFECT PARTNERSHIP

Cayman Villas is Cayman's largest professionally managed vacation rental business. We are the only on-island vacation rental company that has operated since 1970 and conveniently located next to Owen Roberts International Airport. We connect owners with potential guests and offer vacationers the chance to enjoy memorable local experiences at water-front vacation rental properties all over the islands.





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More property owners trust **Cayman Villas** to market and manage their vacation rental property in the Cayman Islands than any other professional vacation rental company.

Our commitment to help our homeowners achieve the **maximum revenue potential** for their vacation rental properties, combined with our dedication to delivering an **excellent guest experience**, truly sets us apart.

We take great pride in serving our homeowners and their guests every day. Cayman Villas is the perfect partner to manage your vacation rentals, as we continually strive to make your homeowner experience with us one of individual attention and professionalism to help your property realize its full investment potential.







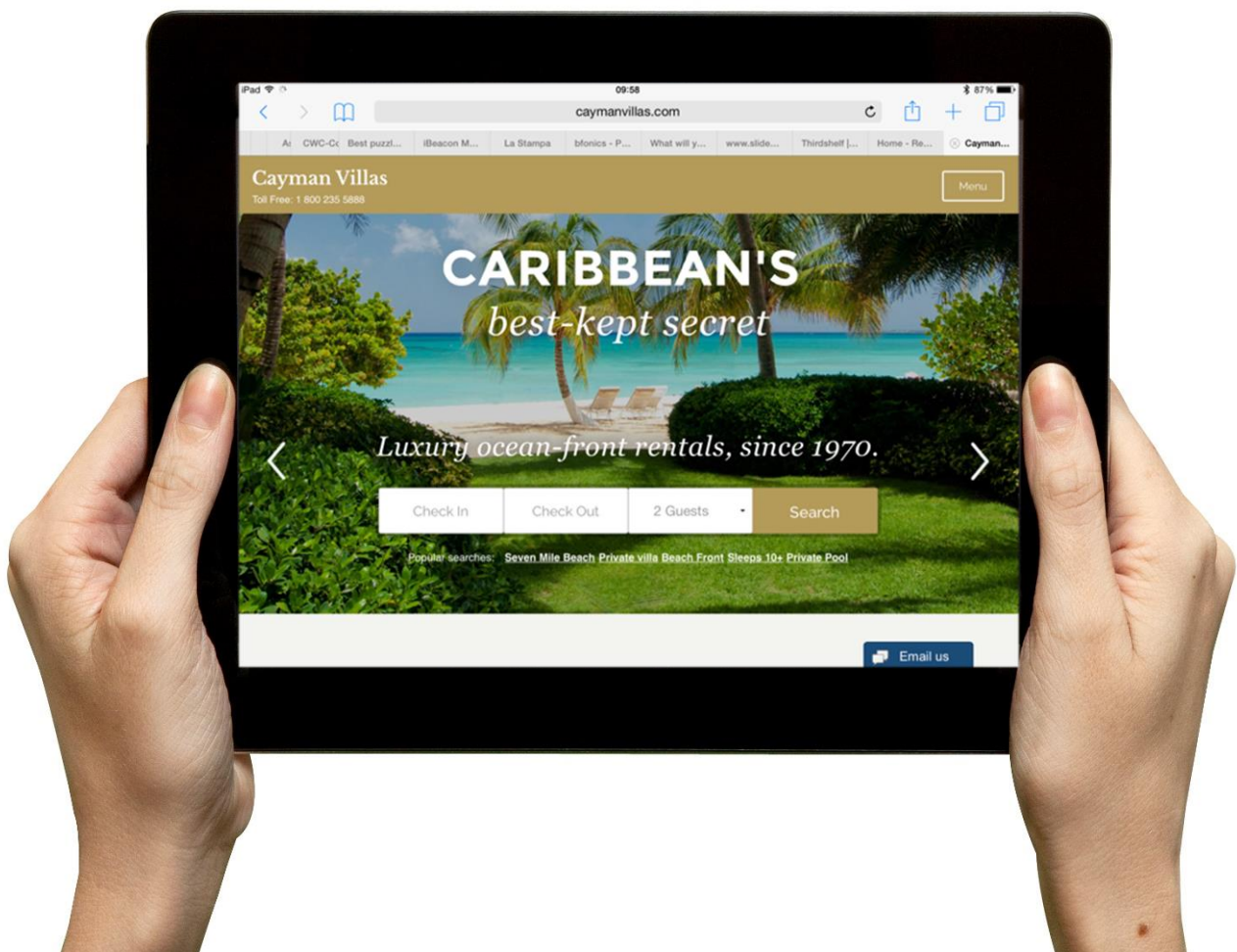
Cayman Villas has spent the last 45 years creating unforgettable vacations for over 20,000 happy guests.



# Locally Managed, Globally Marketed!

When you list your vacation rental property with us, you'll benefit from our global marketing, advertising and public relations strategies, all designed to drive maximum occupancy for our owners.

Cayman Villas strives to increase consumer awareness and demand for vacation rentals through high-impact promotions, far-reaching media placements and dynamic partnerships throughout the U.S. and around the world.



# Join our network today: it's simple and effective.

1



## JOIN OUR NETWORK

*It's easy, simple, effective*

Benefit from a large-scale trusted booking network, instantly optimizing your property's vacation rental visibility.

2



## 360° SERVICES

*We take care of everything*

Rest assured while we take care of your rentals, in the minute detail. Listing, booking, inspections, licensing, tax, clients... everything.

3



## INCREASE YOUR REVENUE

*A win-win formula*

The Cayman Villas formula is simple: commission-based, great value for money. A guaranteed win.



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“ We are impressed by the professionalism of Cayman Villas and by their ability to source guests and repeat guests for our property. We believe our guests benefit from the local knowledge of an agency that is based here in Cayman. ”



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## What we offer



### On-island presence and concierge office

Cayman Villas is the only vacation rental company that has a team of professionals, conveniently located next to the **Owen Roberts International Airport**, ensuring that all guests have the ability to check-in and speak with a representative in person.

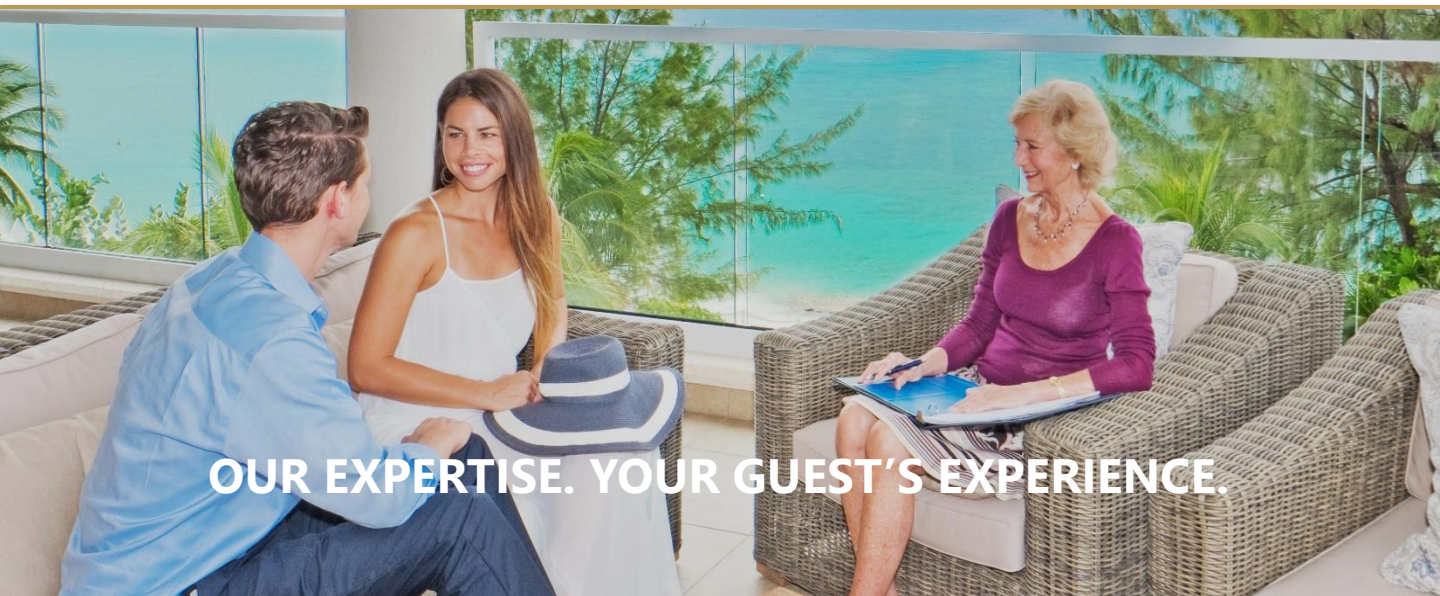
Our off-island competitors do not have a presence on-island and do not meet the **Government licensing requirements** for the guest check-in process.

We are fully staffed from Monday to Saturday, with after hours coverage for guests, located at Avis Airport car rentals, and provide an auto-responder service to capture every lead in a timely manner!

Our Cayman Islands experts are your guest's vacation gurus, from choosing the perfect rental, to recommending the best local events, meals and adventures. They will experience the island like a local with our Cayman expertise!

From landing to "goodbyes," our Cayman concierge is the ultimate partner in shaping a seaside experience your guests won't forget.

**We save you the time, hassle and learning curve** of dealing with guest questions and recognizing phishing/spam inquiries, price negotiations, requests, cancellations, key instructions, etc..



**OUR EXPERTISE. YOUR GUEST'S EXPERIENCE.**



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# What we offer



## Online calendar

Cayman Villas will take care of all the hassle of managing inventory, utilizing their specialized industry software that includes an online calendar, fully integrated with [caymanvillas.com](https://caymanvillas.com). Your property descriptions, rates and availability sync real-time.

Owner access easily enables you with the flexibility to view monthly statements, bookings and block owner stays 24/7.



## Accounting, Commission & Fees

At the onset of our agreement we help determine a base rate that will be your rental income. We build the customer rate on top which includes our booking agent fees (credit card, marketing, administrative) and the Tourism Accommodation Tax.

Cayman Villas processes all guest payments based on the rental agreement terms. We provide and enforce rental contracts, representing your interests, handling all guest interactions including the enforcement of rental contracts, credit card charges, refunds, extra charges, disputes, etc.,

Owners receive advance revenue from guest deposits and the balance upon check-out reflected in your monthly statement.



## Owner perks and incentives give you on-island discounts for personal use or property improvements.

Cayman Villas has on-island partnerships to provide added value to owners.

Property benefits such as; Interior design discounts, maintenance and contractor rates.

Personal benefits such as special rates on; **MooreMarine** boat rentals, **Avis** Car rentals, **Cayman Airways** flight discounts, excursions and amenities. Please ask how you can utilize them!





# What we offer



## Property licensing, positioning & price

Thanks to Cayman Villas deep knowledge of the market, we help identify the optimum rental rates for the property and advise on improvements to make the property more marketable.

- Example: suggested home improvements, tried and tested décor improvements (based on other unit's successes). Connecting with financing opportunities, if required.

We provide **tailor-made listings** including **professional photography** and **custom descriptions** by our vacation rental copywriter adapted to all platforms and listing requirements utilizing keywords identified in our Search Engine Optimization (SEO) strategy.

Cayman Villas facilitates mandatory **Licensing and Inspections** as per the Cayman Islands Hotel Licensing Law to ensure its licensed for legal vacation rentals.

A professional sign is installed on your property, if needed.



## Rental strategy, revenue management & reporting

Our team of experienced professionals personally handle all rental inquiries, offer guest services, maximize rental revenue, maintain properties to the highest standard, and report maintenance issues proactively.

We create a **personalized rental strategy** based on your property and your individual needs; determining rates, minimum stay, seasonality and per person fees.

Provide a **Quarterly Performance Report** highlighting key performance indicators (KPI's). Through the analysis of your owner performance report and guest feedback, our team will recommend adjustments and/or tweaks to your unit to help you ensure top performance standards.

Cayman Villas takes care of all Tourism Tax reporting requirements. 13% is included in the rate and is payable to the Cayman Islands Government. By working with Cayman Villas you are only required to charge based on the 'base rate' which saves everyone money.



We offer our owners the opportunity to take advantage of special discounts on retail purchases, property related services and recreation opportunities from top-name companies nationwide.

**AVIS**<sup>®</sup>

 **Cayman Airways**

 **red sail sports**

  
**LEISURE**  
BOAT CLUB



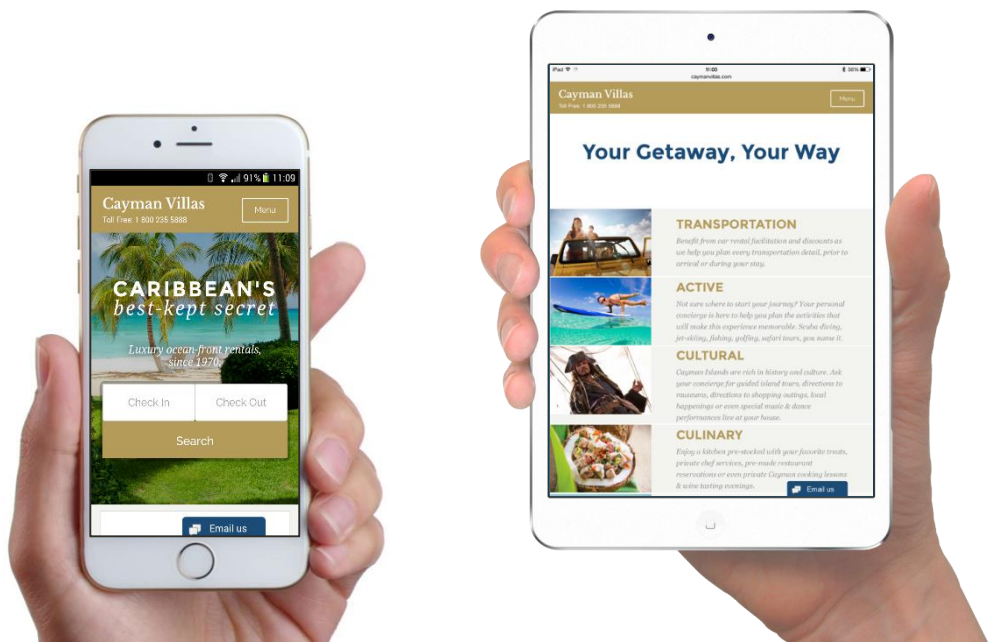
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# Superior marketing and customer expertise

With superior knowledge of the market, target audience, and local and international network, we leverage successful marketing channels through online strategies and personal connections to reach out to our potential customers.

- Our recently re-launched website utilizes the latest technology, matching today's user needs for ease of search and booking needs.
  - ✓ Fully responsive across all platforms and devices, including a specific **enhanced mobile experience** for ease of booking through a mobile device.
  - ✓ User friendly with the latest customer engagement techniques: **social sharing, urgency marketing, online chat engagement.**
  - ✓ SEO strategy is deployed including paid campaigns on Google and Social Media channels to ensure maximum reach.
  - ✓ Ability to search availability real-time and make bookings online.
  - ✓ Your vacation rental property will be featured on our website and we invest additional funds annually to connect your property with our expansive networked affiliates such as Expedia, VRBO, Flipkey and TripAdvisor, as well as online travel agents such as HomeAway®, and independent luxury Travel Agents, increasing your exposure and significantly enhancing opportunities for maximized occupancy and revenue.



# Superior marketing and customer expertise

We stand apart by:

- Marketing your property, leveraging through our extensive knowledge of the vacation rental industry and the target audience.
- Working closely with real estate partners, Department of Tourism, Luxury off-island travel agents and global travel partners.
- Email Marketing: Utilizing our vast database of previous guests to promote vacation rental offers and news through email marketing and customer relationship management, keeping your property top of mind.
- Social Media Strategy: Facebook, Twitter, Instagram and Pinterest position Cayman Villas as the go-to source for booking vacation rentals. The content strategy provides property spotlights – highlighting individual properties, in addition to on-island activities, fun facts and contests which engage potential guest.
- We manage your Trip Advisor Review program including solicitation and publication of positive reviews.
- Vacation Rental Listings: for added reach Cayman Villas provide and manage paid subscriptions on popular sites such as; VRBO/Homeaway, Expedia, Flipkey (TripAdvisor booking engine), and marketing sites such as CaymanIslands.ky, Finest Luxury Vacations and listings in the annual Travel Planner for the Cayman Islands.
- Seasonal promotions and yield management: participation and coordination with annual promotions such as; 'Only In Cayman' Summer Promotion, 'Fall into Cayman' and optional inclusion in one-off promotions.



Some things are just  
**BETTER LEFT UNSHARED**



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## Your all in one vacation rental business solution

- ✓ Website Custom Listing
- ✓ Professional VRBO and HomeAway Listing
- ✓ Trip Advisor Listing (FLIPKEY)
- ✓ Online Calendar/V12 booking software with owner access 24/7
- ✓ Professional Photography
- ✓ Professional Descriptions
- ✓ Access to Guest Network (through email marketing)
- ✓ Social Media - Listing/Property Spotlight
- ✓ Villa Concierge Book
- ✓ Guest Welcome Pack upon check-in with added value
- ✓ Guest Auto-Responder
- ✓ Live Chat subscription



# The best relationships begin with trust

For added peace of mind of our mutual guests, we stand by an exclusive Vacation Bill of Rights. A list of **six commitments** that assures our guests that resources are in the hands of caring professionals.

While customer-oriented, the Vacation Bill of Rights also speaks to the care, professionalism and dedication that we apply to our owner partnerships.

Our guests have the right to:

Work with an experienced hospitality company they can **trust**.



Choose from a diverse **selection** of distinctive water-front vacation properties.

Assistance from a dedicated customer **service** team before, during and after your stay.



Book confidently in **real time** and pay online via compliant + secure portal.

Easily **search** from property descriptions that are detailed and accurate.



A clean, regularly **inspected** vacation rental legally licensed by the **DOT**.



We strive to ensure that our owners and guests always have trust in us.





## Meet Cayman Villas' management team



**Penny Cumber**  
Founder Managing Director



**Ann Whiting**  
Office Manager & Travel Specialist



**Noelle Kelly**  
Travel Specialist

### A love story - *Words by founder Penny Cumber*

*"The reason I've loved my business from the start is because it's so much fun! We deal with enthusiastic owners who have invested in our Islands, and excited guests who look forward to a holiday filled with all the delights of a beautiful warm and friendly Caribbean vacation. And "friendly" is the key word, as the people of Cayman are the friendliest, most hospitable, happy people anyone could ever meet... and so very pleasant to do business with!*

*I'm also extremely lucky to have such a conveniently located office on the Airport Road, staffed by a team of the most knowledgeable, dedicated, conscientious and efficient ladies who enjoy their days as much as I do! The perfect place to do business and meet and greet our clientele. The mix of this delicious tropical cocktail is just full of fun and happiness. This is not a job, it's a joy and a privilege to be part of these wonderful and spectacular Islands!"*

## Now is the Time for Cayman Villas to Work for You!

At Cayman Villas, our success as a vacation rental company begins with the trust our owners place with us. We work relentlessly to help our owners get the most value possible from their investment. Our fantastic team of detail-driven staff take personal pride in inspecting, understanding and promoting each property.

If you're looking for personal service, powerful marketing, deep market knowledge and exceptional vacation rental management for your water-front property in the Cayman Islands, we welcome the opportunity to speak with you.

Contact our local office on

Toll Free: 800 235 5888 or +1 345 945 4144

email us at [info@caymanvillas.com](mailto:info@caymanvillas.com)



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177 Owen Roberts Drive • George Town, Grand Cayman  
[caymanvillas.com](http://caymanvillas.com)