

# H HARRIS VACATIONS



OWNERS PROGRAM





## **Harris Vacations**

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Gulf Shores, AL 36542

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[OurGulfShoresVacation.com](http://OurGulfShoresVacation.com)



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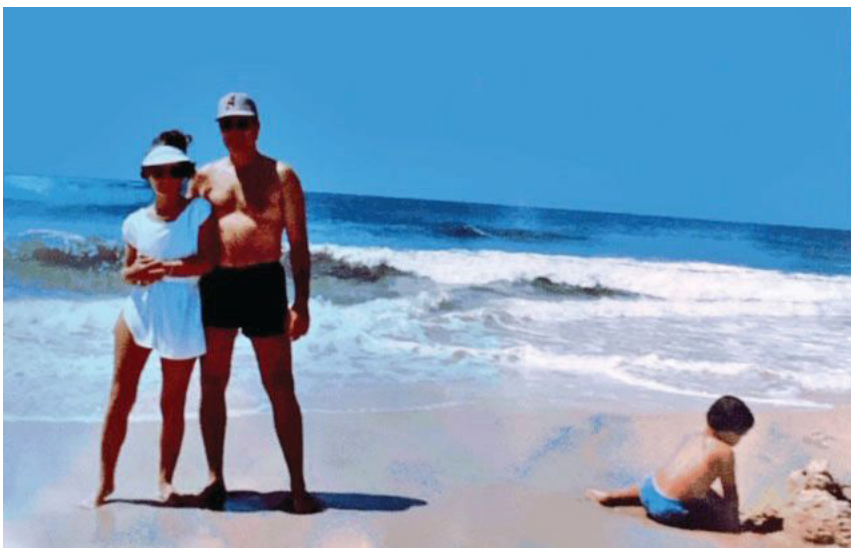






## OUR STORY

Steve and Becky Harris launched Harris Properties in 1983 with the purchase of a small beach cottage in Fort Morgan named Catalina, which they still manage today. After shadowing his parents' business, their son, Brian Harris, helped manage the company, which totaled 17 vacation homes at that time. Using his education and expertise, the company has grown tremendously and now manages more than 135 properties along the Alabama Gulf Coast. Harris Vacations strives to provide owners with the best management experience possible by working for their investors and homeowners.







"When do you start the clock?" This is my typical response when asked how long I have been in the vacation rental business. My parents, Steve and Becky Harris, bought their first beach cottage in 1983 when I was just four months old. So, if you start the clock then, I have been in the business my whole life. And what a great business to be a part of!

Growing up, I watched my parents invest in these cottages, build homes, move homes (literally) from one area of the beach to another, go through hurricanes, lose homes to storms, and rebuild, all while trying to provide a great place for families to vacation and make memories together. I grew up as an owner and investor. My family and I are still owners and investors in the coastal sand. This gives me a unique perspective on how to build upon the systems that form our business. We strive to have a better, more valuable owner experience in everything we do.

These systems include the latest in virtual tours and drone video footage, marketing on the highest-yielding online travel sites; developing our own website, and investing in digital marketing tools to continually drive our organic Google rankings; promoting properties on Facebook and other social media channels; developing in-house systems for revenue maximization; and creating a culture of teamwork and camaraderie based on team-focused monthly sales goals and our 5-Star review initiative.

I think of Harris Vacations as Jeff Bezos describes his company's "Amazon Prime" membership: Bezos said, "We want Prime to be such a good value; you'd be irresponsible not to be a member." That is what we are building here. We are working to make our systems and the value that we bring to you, the owner, so valuable it would be "irresponsible" not to be a member of Harris Vacations.

How are we doing that? I'm glad you asked!

In the next few pages, we will lay out the core systems that make Harris Vacations the perennial leader in our market. You will uncover many answers on how we handle certain situations; however, you will also have questions that still need to be answered. We are here to help, and we welcome a conversation with you. As we work together to provide opportunities for families to book their traditions, we strive to be your "perfect management company in the sand!"

See you at the beach,

Brian Harris  
Founder/CEO, Harris Vacations  
License Partner/CEO, Engel & Völkers Gulf Shores



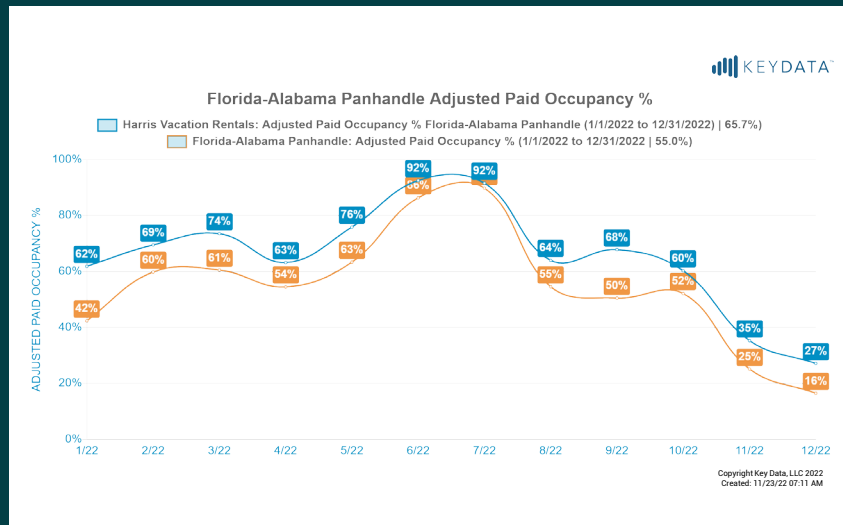
## REVENUE MANAGEMENT



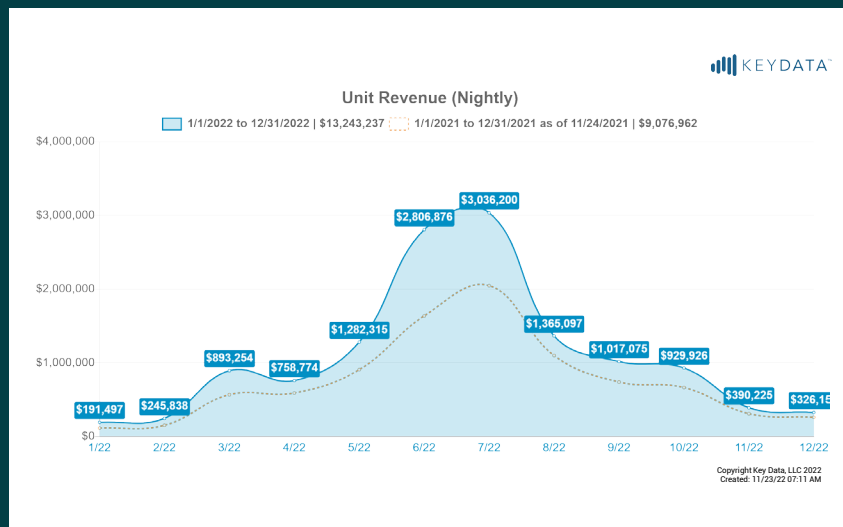
### **RACHEL ROBINSON**

In most seasonal markets, property managers operate on a "set and forget" rate structure. At Harris Vacations, we recognize that our area is marketable year-round so our clients deserve year-round attention. Rather than simply using algorithmic pricing models, we offer in-house revenue management in order to capitalize on the demand we see all year—not just during peak summer months. Our Revenue Manager, Rachel Robinson, uses proven strategies to maximize the rental revenue for your home. Having in-house revenue management keeps our occupancy consistently above the market and increases year-over-year revenue for our owners.

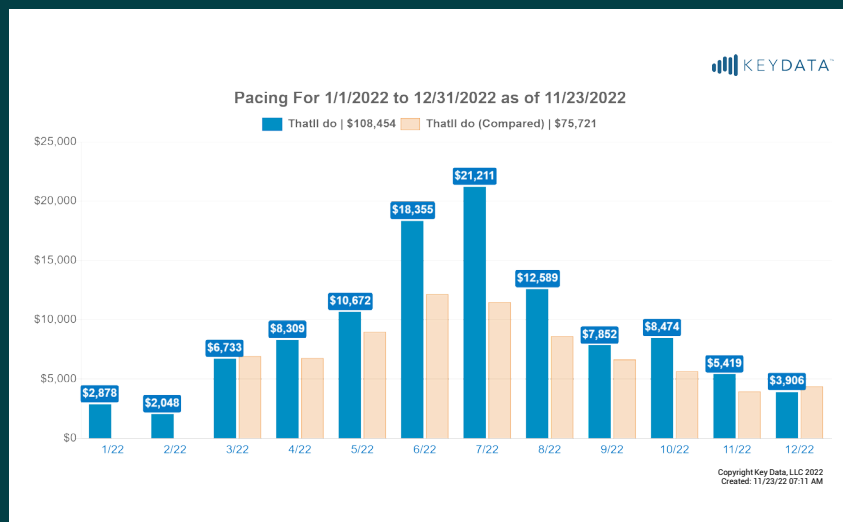




Benchmarking: Harris Vacations consistently outperforms the market.



Harris Vacations experienced 46% revenue growth in 2022, over what was a record-breaking 2021.



Many homes on our program employed new revenue management strategies. "That'll Do" experienced over 43% revenue growth in 2022.



# PROPERTY MANAGEMENT

## Gulf Shores, Orange Beach, & Perdido Key

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### KATY HOLT

Katy Holt focuses on providing the best owner-focused property management services. Katy acts as a liaison between the homeowner and the company in ensuring your property is maintained to the highest standard. She facilitates the onboarding process from recruitment to contract.



### LEAH SANDERS

As Property Manager, Leah Sanders takes pride in providing excellent service for the homeowner and taking care of their property. She serves as the liaison between the homeowner and Harris Vacations to ensure the highest standards in managing your property.

## Fort Morgan

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### LORRIE DAVIS

As a property manager, Lorrie is responsible for the direct oversight of the rental homes she manages. She focuses on maximizing rental income, nurturing owner relationships, and ensuring each home she manages is maintained to its fullest potential. You can always depend on Lorrie for enthusiastic service with a smile.



## RESERVATIONS & GUEST RELATIONS



### **ELISABETH YOHO**

Our knowledgeable and helpful sales-driven Reservations team members are non-commissioned local experts in our area. Our team calls, emails, and texts each guest to ensure an efficient follow-up process. Customers can book online, over the phone, or through Facebook messenger. Our campaigns are specifically targeted to different rental groups, and we follow up with every lead. At Harris Vacations, we adhere to company-wide sales goals and incentives. Our goal is to maximize our property owners' revenue by booking as many calendar days as possible.



### **JAMES TANKERSLEY**

Our Guest Relations team is here to ensure the best possible guest experience. Each guest receives a pre-arrival call or text message to ensure they have everything they need for their trip. We provide concierge services for our guests, and they can book local, discounted activities. Our team is locally based and familiar with the area. We also have a 24-hour emergency line so guests can reach a Harris team member day or night.



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**We know what property  
owners want and will work  
tirelessly to provide you with  
the best owner experience on  
the Alabama Gulf Coast.**

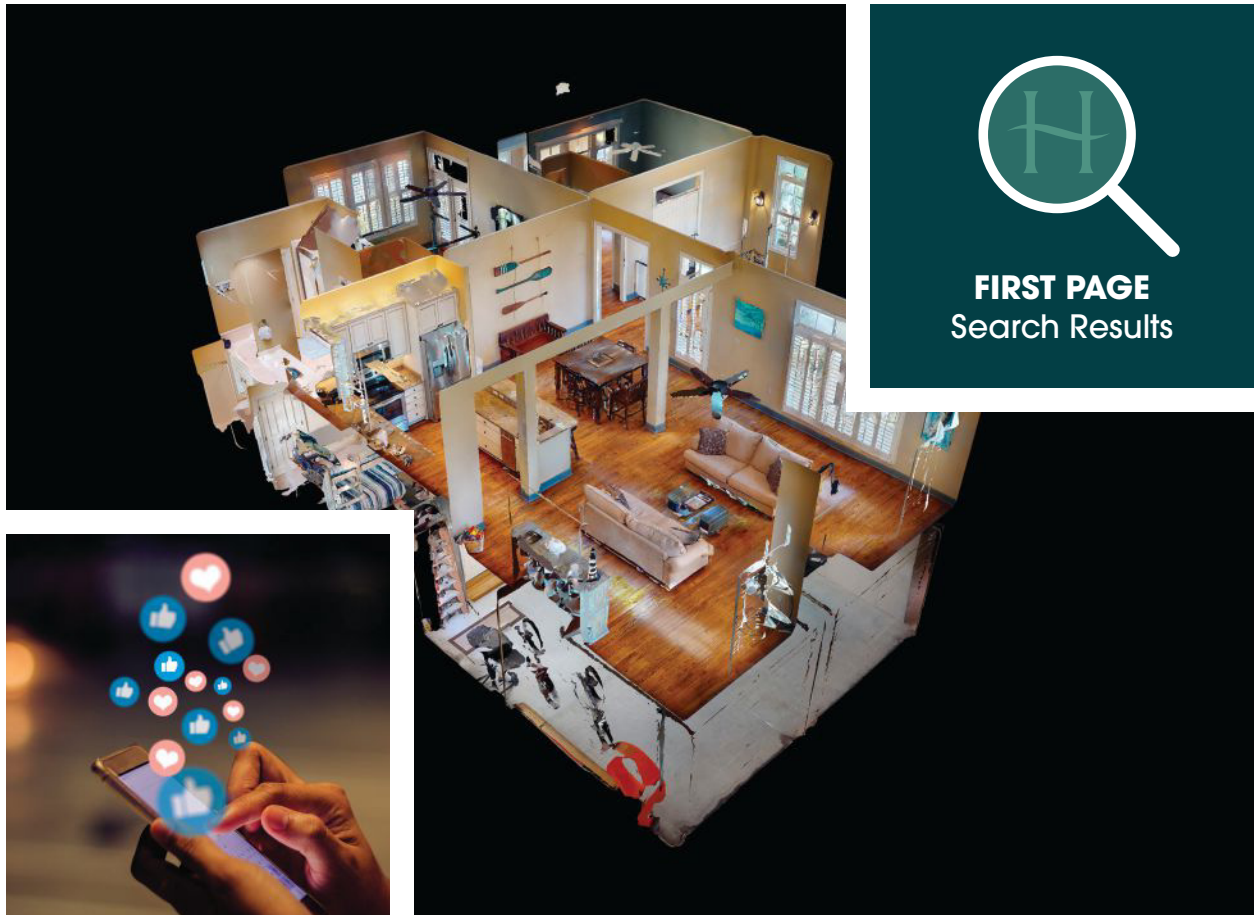
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# MARKETING







## **At Harris Vacations, we provide top-of-the-line marketing services for your investment property.**

Our marketing portfolio includes professional 4K HD photos, a 3D Matterport virtual tour (floor plans), and drone videos. Additional marketing services include:

- Property listings on the highest-yielding online travel sites
- Property will be marketed on social media channels and through email
- Keyword rankings on the first page of Google



## QUALITY ASSURANCE





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# Harris Vacations has over 1,390 5-star reviews!

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**Our goal is to provide both our owners and our guests with the best experience possible on the Alabama Gulf Coast.**

Our Quality Assurance Department is made up of three parts:

## **MAINTENANCE**

- Biannual home inspections
- Monthly HVAC maintenance & air filter changes
- Annual Safety Inspection
- 24-hour emergency line
- Free maintenance service calls\*

\*Service must be less than 30 minutes, and supplies must cost less than \$10.

## **BULK SERVICES**

With bulk services you receive the best rate possible as well as peace-of-mind knowing that your property manager will handle the following:

- Mediacom (wifi and cable)
- Pest Control
- Bed Bug Prevention Program

## **PRE-ARRIVAL TEAM**

- Our Pre-Arrival team inspects each home prior to guest arrival to ensure everything is working properly and meets Harris' cleaning standards.

## **HOUSEKEEPING**

- We have our own cleaning department, and we are able to hold our housekeepers accountable, as they are employed by Harris Vacations.
- We provide all-white bed linens that are freshly washed for every new guest.



**RICHARD HODGES**  
Quality Assurance Manager



## RISK MITIGATION



**At Harris Vacations, the security of your investment is our top priority!**

*We offer the following services to ensure that your investment is protected:*

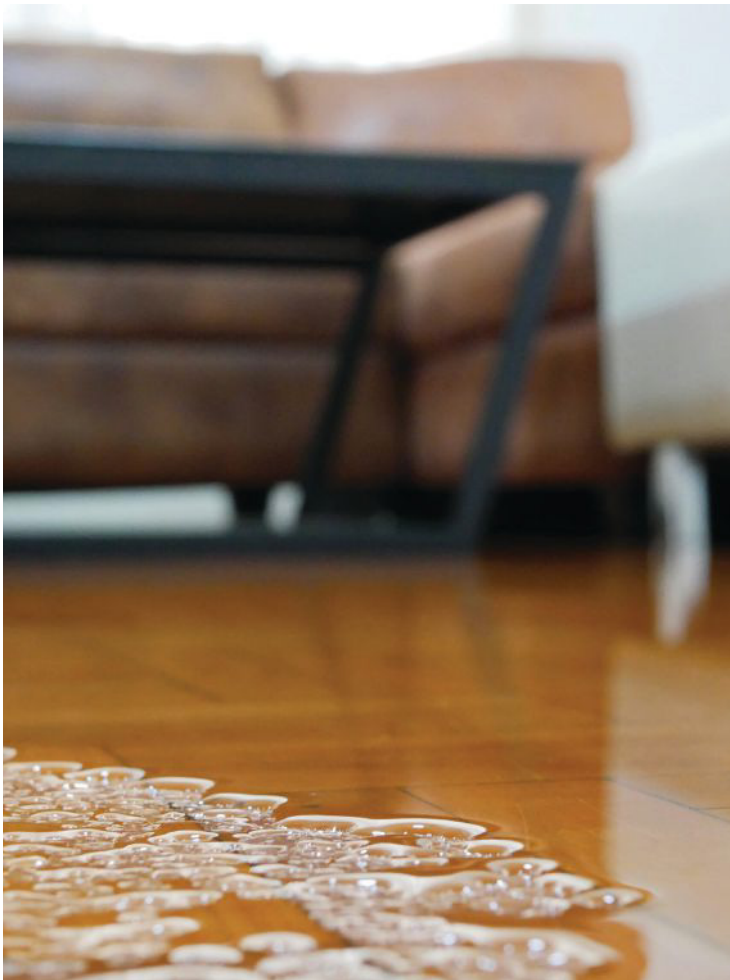
**POINT CENTRAL - SMART HOME LOCK SYSTEM\***

- Door Locks — new door codes generated for each guest; ability to lock properties remotely
- Thermostats — temperature control
- Smart Hub

(Note: The smart home system is an additional \$29/month fee, and some items may require a one-time equipment purchase.)

*\*All monitored remotely from our office to ensure security and thermostat control*



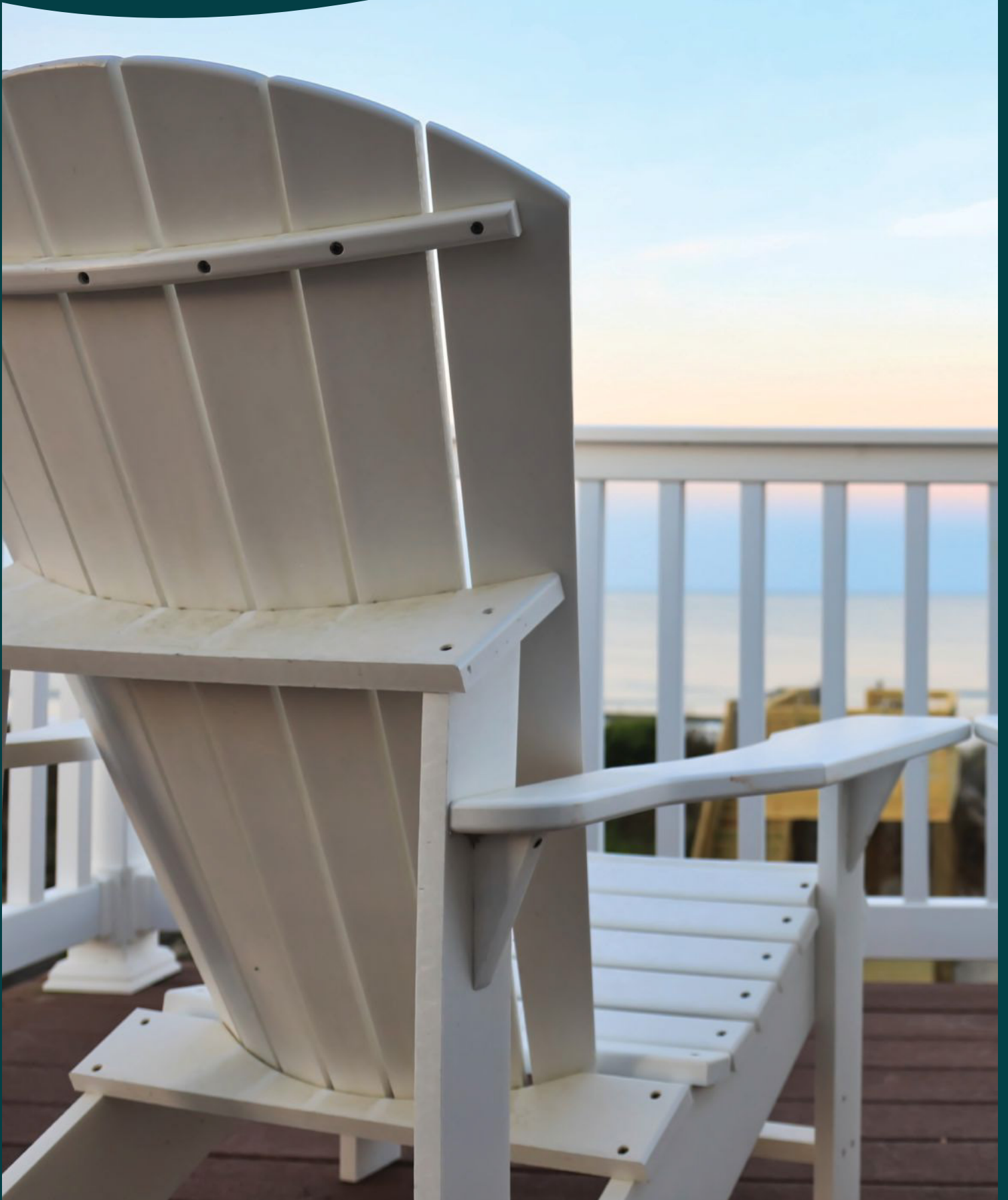


### DAMAGE WAIVER

- Harris Vacations will cover accidental damage of up to \$1,500 caused by guests.
- Damage waivers vary depending on home size, with some larger homes being covered at higher levels.



## TESTIMONIALS







"We've worked with other property management companies in the area and switched to Harris because of their smaller size and personal attention. I am confident I can pick up the phone anytime and speak to either the owner or a member of management if I have a question or an issue that needs to be resolved."

Kim Moore  
Owner, Blue Parrot #3 & Nemo's Grotto



"We've been with Harris Vacations for about two and half years now. Having one of the business owners come out and meet you personally was a game-changer. We like nice, kind, genuine people, and that's just really what it felt like. . .When you can literally trust somebody and not fly down to look at your property, that's profound."

Christie Watkins  
Owner, Latitude Attitude





"I certainly don't feel like just a number at Harris Vacations, When I call them up they know who I am, what I'm looking for, and the important thing is - if it's important to me it's important to them."

Gene & Gail Bridges  
Owners, All About That Beach



"We are up 30% over our previous best year. One of the main things is Harris works to fill up the time in the off-season."

Allen & Sarah Henry  
Owners, West of Eden



"I wanted you to know what a breath of fresh air it has been to work with you all so far. We have had more correspondence with your company in the past week than we did with the previous management company the entire time we were with them, it is much appreciated. Keep up the good work!"

Mark Clausen  
Owner, Easy Day



# H HARRIS VACATIONS GIVES BACK

As part of the Gulf Shores community for over 35 years, Harris Vacations takes pride in making a positive impact through charitable giving.



## Fort Morgan Volunteer Fire Department

As part of our commitment to give back to the local community, we donate \$1 per booking reservation to a charity fund supporting the Fort Morgan Volunteer Fire Department. This donation helps ensure the fire department has the necessary supplies and resources to keep locals and visitors safe. Last year, Harris Vacations raised \$5600, enabling the department to repair a life-saving water rescue device.



## South Baldwin Literacy Council

Harris Vacations founder, Brian Harris, is actively involved in making an impact in Baldwin County by working with the South Baldwin Literacy Council to provide free educational literacy programs, specifically financial literacy.

Engel & Völkers Gulf Shores, the real estate arm of Harris Vacations, has committed to donating \$100 per real estate transaction to support this effort.





## HELPING FAMILIES BOOK THEIR TRADITION

Rita Alderson first met Brian Harris when he was just seven years old. For close to four decades now, Rita and her family have trusted Harris Vacations to help "book their tradition."

On the family's 30th year booking with us, we surprised them with an all-expenses-paid trip!



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