



# LUXURY LONG TERM RENTAL MANAGEMENT





# WHY CHOOSE ELITE PACIFIC?

## Our Focus is on You.

We are a team who is obsessive about our service level, always striving for 100% client satisfaction.

## Industry Professionals.

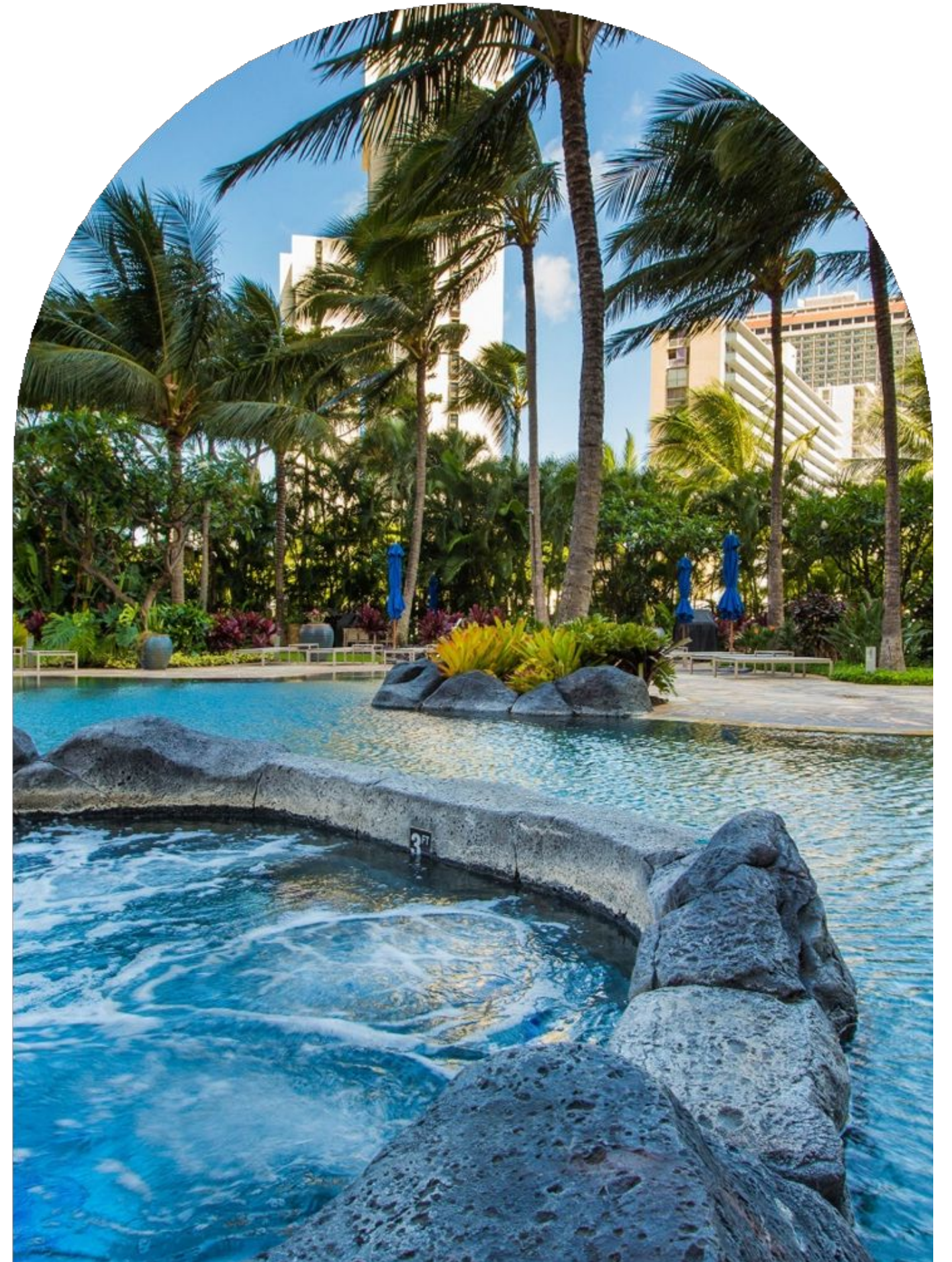
We understand how to maneuver the current rental market, and troubleshoot through property repairs and resident issues.

## In An Ever Changing Market, You Need A Professional.

Someone who will ensure your home's value increases over time, will provide constant oversight and protect your revenue stream.

## Our Guiding Principle.

"Treat each Client as we would a Friend and Each Property as we would our own."





# UNDERSTANDING YOUR GOALS

Whether you plan to sell your rental home in three years, or keep your investment as a retirement property, understanding your overall goals are essential.

**Motivation:** Why have you decided to rent your home at this time?

**Timing:** Are you ready to start renting right away or will there be a delay?

**Financial:** What are your financial goals for this property? How did you arrive at that goal?

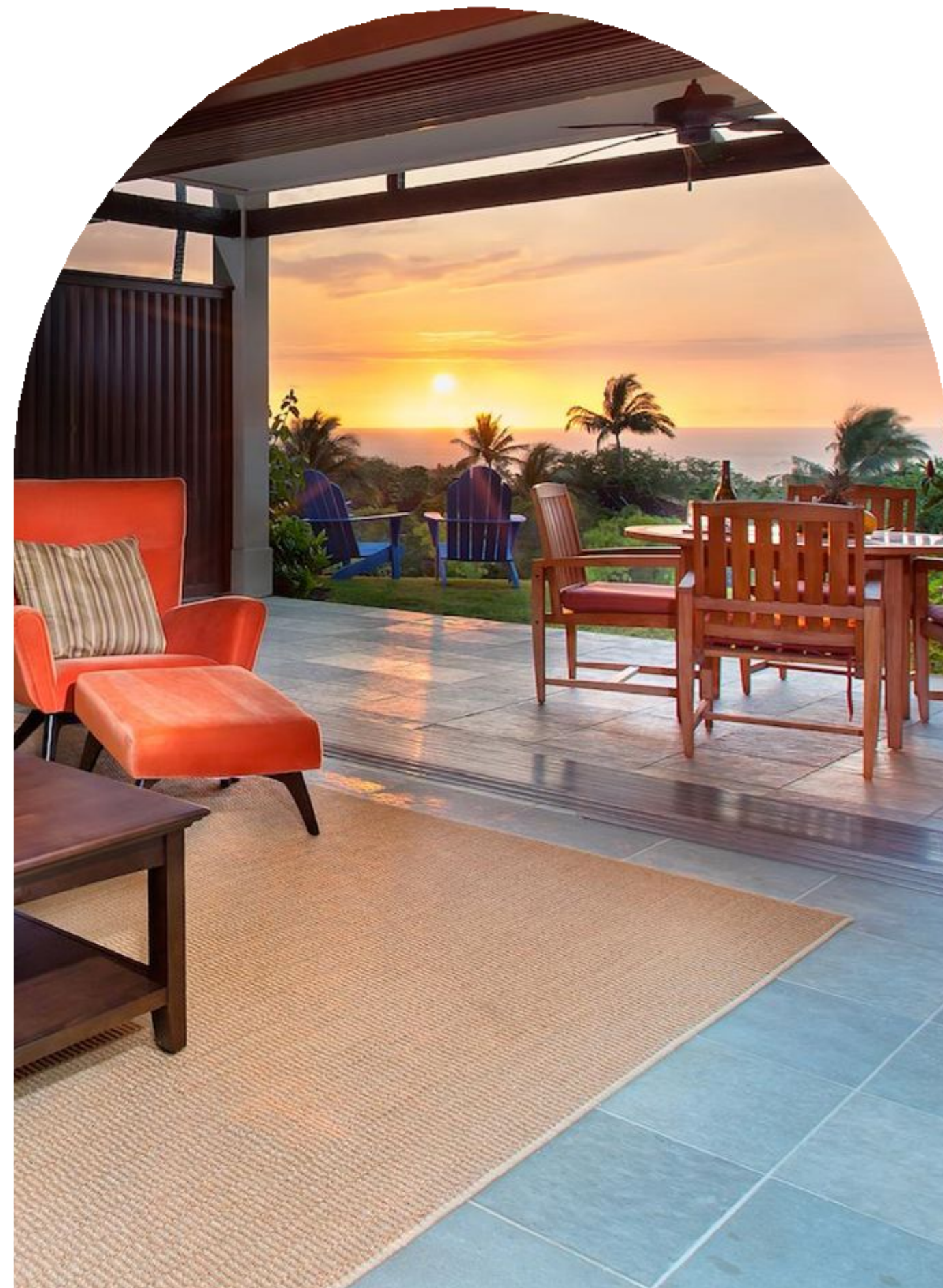
**Key Selling Points:** What are the best features of your home and your neighborhood?

**Condition Of Home:** Are there any problems with the property?

**Long Term Goals:** Will you be re-occupying the home at some point?

**Renovation/upgrades/redevelopment?** Roll it into a different property?

**Concerns:** Are there any general concerns you would like to discuss?

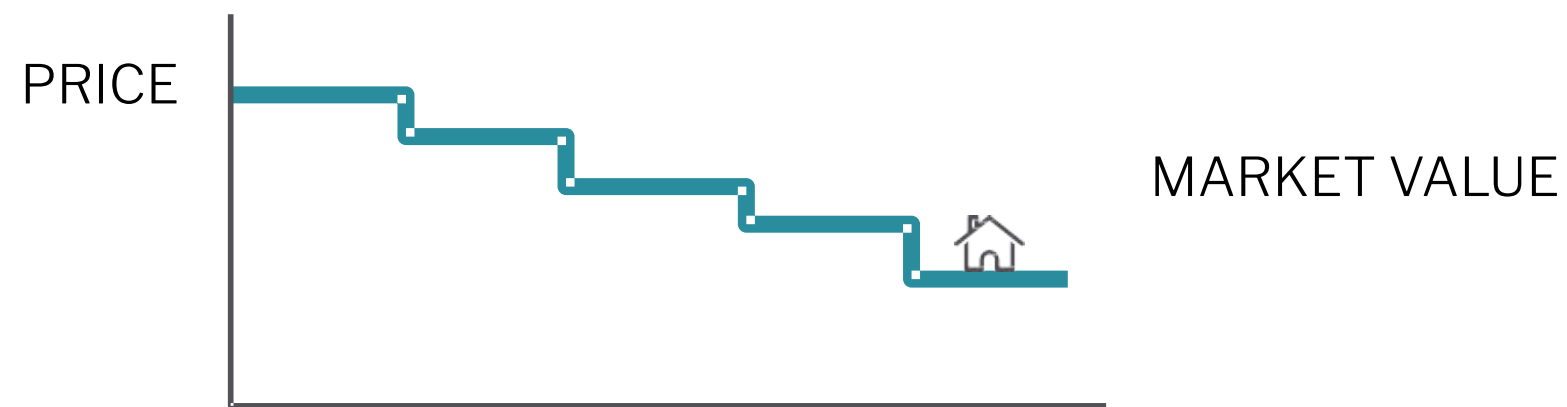




# PRICING YOUR RENTAL HOME FOR SUCCESS

## HOW DO WE DO IT?

The strategy of overpricing your rental home knowing that you can reduce the price later, might seem to make sense at first glance, however, it seldom works. In fact, owners who overprice their rental homes and then reduce the price one or more times often end up getting less than they would have if they'd priced it realistically from the start.



**Research shows** that if you market your property for a higher price than Fair Market Value, it will take longer to rent and you will ultimately receive a lower price when factoring in vacancy loss, than if the property had been properly priced to begin with.



## HERE'S WHY:

New rentals get the most attention. Renters are constantly monitoring for any new rentals in their area of interest, knowing that if a rental is priced right, it will get multiple qualified applicants right away, so they have to act fast.

Qualified renters see it first, and if priced right, put in an application. If it's overpriced, they are inclined to wait for a better priced property. Once a property sits on the market, it becomes "stale", resulting in renting below Fair Market Value.



# MARKET ASSESSMENT AND PRICING RECOMMENDATIONS

MARKET YOUR RENTAL HOME LIKE A PRO



Property Overview

Magnificent Hawaiian Plantation style Lanikai home with soaring ceiling and tropical views! Exquisite executive home that's a short walk to Lanikai Beach. Modern Chef's Kitchen W/ Gas Oven/range, Two Sinks, Dishwasher, Microwave, & Large Refrigerator/Freezer. Formal Dining Room and spacious living room. Spiral Staircase to the 400-sq ft ocean-view roof-top deck. Private sleeping Porch W/ Hanging Bed. Paneled, air-conditioned Study with 1/2 Bath. Kids play Loft. Pool & spa, Large professionally landscaped yard, grill, & wrap around lanai. Outdoor shower.

- COMPARABLE RENTALS - The insight you need to price your home right.
- DAYS ON MARKET - Statistics of the overall market.
- SUGGESTED MARKET PRICE - To move your home quickly, and at top dollar.
- PROPERTY STATISTICS - Highlight your homes strengths
- MARKET ASSESSMENT - Know where the market is
- CALL TO ACTION - Peak the reader's interest in your home



## ASSESSMENT & PRICE RECOMMENDATION

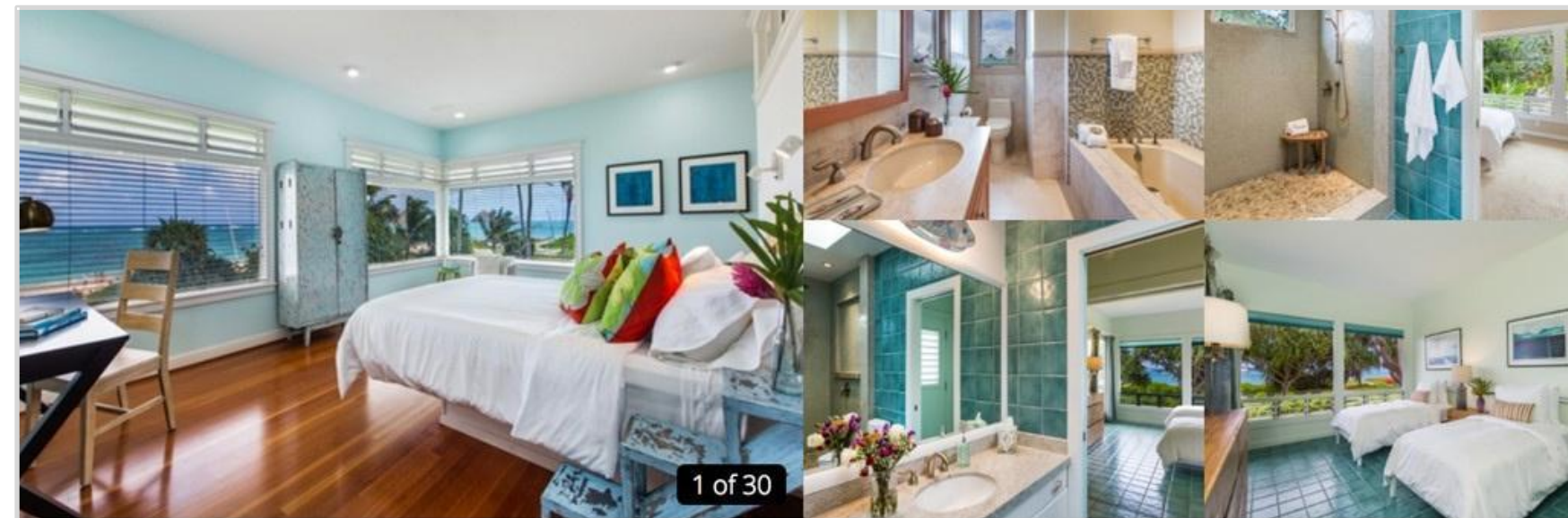
Comparable Rentals  
 Suggested Market Price: \$8650  
 Statistics - Days on Market

**Tabular Stats Report**

(3)	Beds	Baths	Total Sqft	List Price	Prc/Sqft	Sold Price	SP/LP	SP/OLP	CDOM
<b>Min</b>	4	2	3,839	\$8,500	\$1.54	\$8,000	88.89%	88.89%	39
<b>Max</b>	4	4	5,190	\$9,000	\$2.34	\$8,000	94.12%	94.12%	126
<b>Avg</b>	4	3	4,506	\$8,833	\$1.89	\$8,000	91.50%	91.50%	71



# LAYERED ADVERTISING CAMPAIGNS



928 A Mokulua Drive, Kailua, HI 96734 [MAP](#)

5 bd, 4 ba, 4,000 Sq. Ft.

## Beautiful Lanikai Estate

Experience true island living in this stunning historic beachfront residence on the white sandy shores of Lanikai. Hale Hinano is one of the original mansions built on the best part of Lanikai Beach in the 1940's, and has been beautifully renovated with extensive upgrades to become the luxurious estate it is today.

This true Hawaiian home boasts 5 bedrooms and 4 bathrooms on sprawling grounds and lush gardens. Hale Hinano was named after the large fragrant white blossoms of the Hala tree, which is a prominent feature in the beachside yard. The most beautiful sunrise in the world can be seen from your master suite as the sun rises out of the ocean and above the Mokulua

RENT  
**\$13,000** /mo

BED / BATH  
**5 bd / 4 ba**

Contact Us

Apply Now

Share this listing:

## AGGRESSIVE MARKET PLACEMENT

Properties with a competitive pricing strategy, professional photography, and a layered advertising campaign rent for up to 10% more, and attract a higher quality resident in half the time.

With Elite Pacific's custom Marketing Campaign, you have professional advertising guaranteed to rent your home quickly to quality residents.

- Professional Photography
- Emotional Call to Action
- Marketing on 30+ sites
- Email campaigns to top Agents
- Craigslist Ads weekly
- Posted to the MLS
- Social Media Posting
- Eblast to Brokerages
- Website presence
- PPC Advertising



## PLACEMENT ONLY

We'll Find Your Tenants

**ONE**  
MONTH RENT

- 24/7 on-demand services
- Marketing and advertising
- Property showings
- Tenant screening
- Lease signing
- Funds collection
- Move-in inspection

[GET STARTED](#)

## FULL SERVICE

Our Most Popular Package

**10%**  
OF MONTH RENT

- Discounted tenant placement (20%)
- Rent collection
- Monthly financial statements
- Maintenance coordination with 24/7 emergency response
- Eviction oversight
- Annual tax statements
- Annual inspections
- Move-in & move-out inspections
- Automatic repair notification
- Preventive maintenance program

[GET STARTED](#)

## PREMIUM SERVICES

Go a Step Further

**12%**  
OF MONTH RENT

Includes all Full Services Plus:

- Video Marketing
- Additional inspections
- No Renewal Fees

[GET STARTED](#)



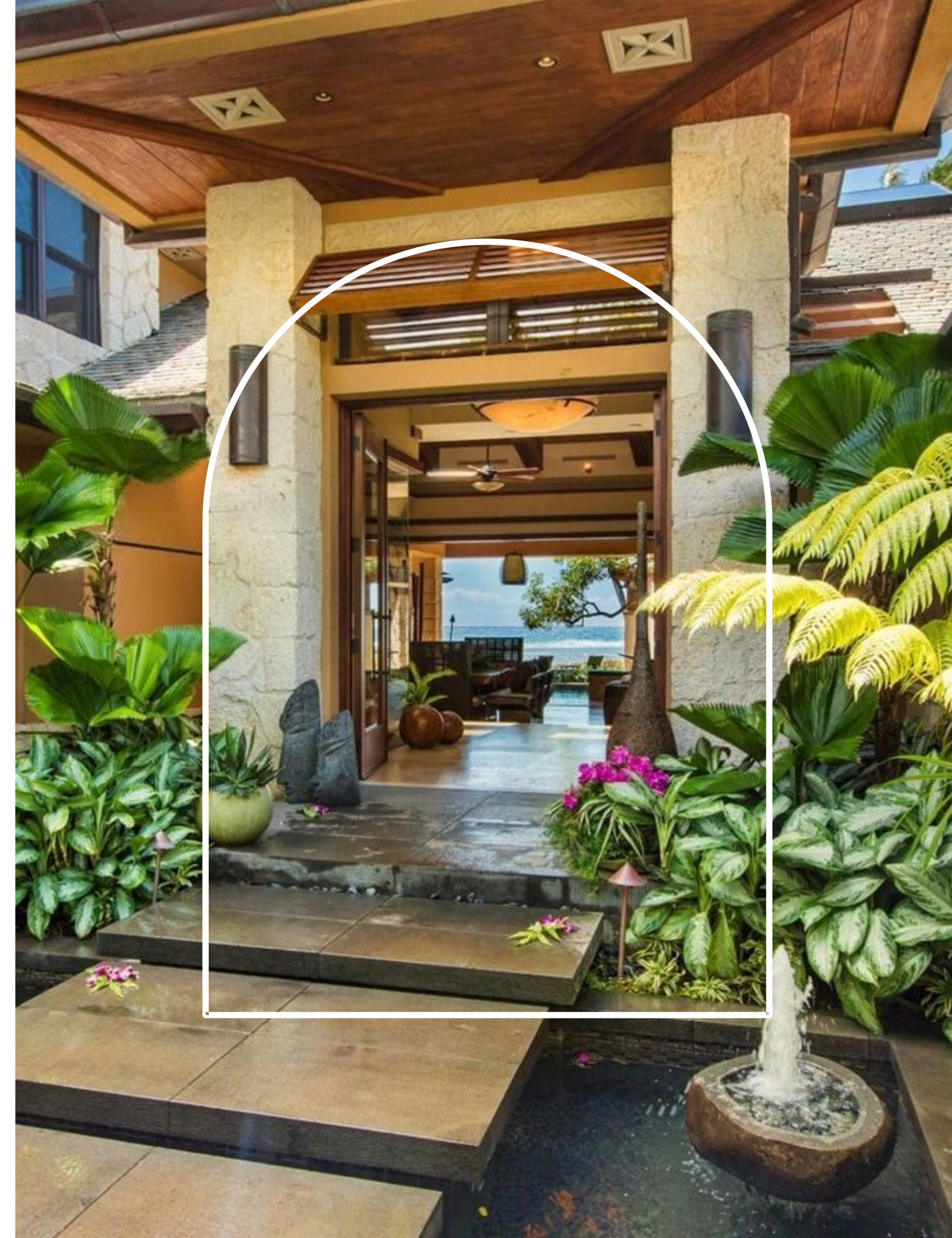
# A SOLUTION FOR YOUR NEEDS

Put your home in the hands of professionals, and welcome the weekends!

SERVICE PLAN	PLACEMENT ONLY	MANAGEMENT
Marketing Fee	\$250	Included
Leasing Renewal Fee	One Month Rent	10%
Monthly Management Fee	N/A	10%
If selected, GET Submission	N/A	\$50 per filing

**Suggested Service Plan: One Year Service Plan**

\*All Management Fees are subject to General Excise Tax



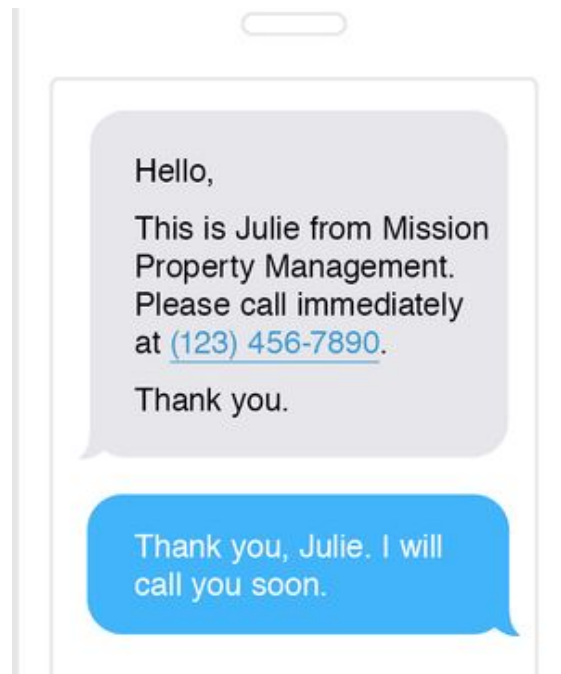


# CUTTING EDGE TECHNOLOGY

Live Marketing feeds - real time advertising in one central location

Listing Site	Placement	Status
fe The Rent	Free	Live Now
entLove	Free	Live Now
194 C Kamahale Street	Free	Live Now
sCribz	Free	Live Now
edAds	Free	Live Now
ent	Free	Live Now
s (Zillow Rental Network)	Free	Live Now
.com (Condo.com)	Free	Live Now
194 C Kamahale Street	Free	Live Now
so	Free	Live Now
a	Free	Live Now
194 C Kamahale Street	Free	Live Now
j	Free	Live Now
194 C Kamahale Street	Free	Live Now
cus	Free	Live Now

System Texting - communication in one convenient location



Unparalleled advertising to gain you top dollar with minimal vacancy loss

**928 A Mokulua Drive, Kailua, HI 96734** [MAP](#)  
5 bd, 4 ba, 4,000 Sq. Ft.

**RENT \$13,000 /mo**  
BED / BATH: 5 bd / 4 ba

[Contact Us](#)  
[Apply Now](#)

Share this listing:  
[Twitter](#) [Facebook](#) [Pinterest](#) [Email](#)

Resident Screening: credit, criminal, sex offender history & mortgage history

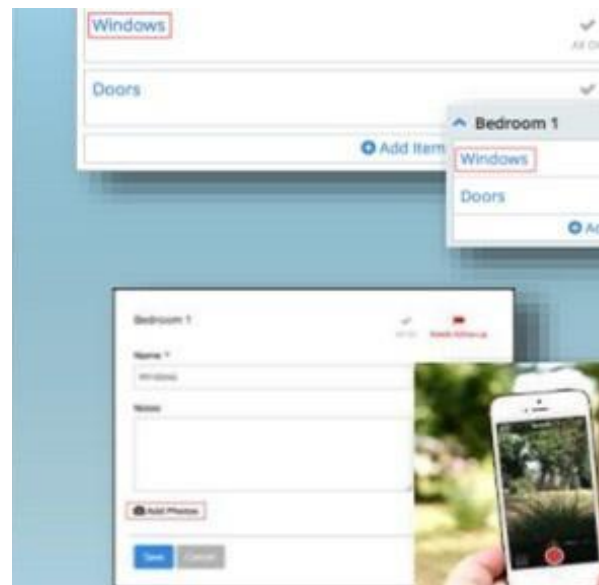
**480** The credit report includes 3 potentially negative items.

TRADER	TYPE	LAST UPDATED	STATUS	WIDE BALANCE	PAST DUE AMOUNT	CURRENT BALANCE
BANK OF AMERICA	Revolving	01/12/2013	Past Due	\$3,173	\$468	\$2,173
BANK OF AMERICA	Revolving	01/27/2013	Past Due	\$2,706	\$289	\$2,706
CHASE	Revolving	02/04/2013	Past Due	\$8,200	\$122	\$1,778

**4** The RentBureau report includes 4 potentially negative items.

NEGATIVE TRADES SUMMARY (1)	DATE	STATUS	TOTAL OUTSTANDING
Apartment Company	07/07/2012	White-Off	\$50
Complaint Home at Tenants	01/07/2012	White-Off	\$1,10
Collection Agency Name	08/05/2012	In Collections	\$1,00
Collection Agency Name	03/07/2012	In Collections	\$1,10

Mobile Apps keep you up to date no matter where you are



Owner Portal to store statements, invoices, documents and make contributions

Statements Contributions Documents

**Megan Arita**  
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Thank you!  
Q & A