



HOMES & VILLAS

BY MARRIOTT INTERNATIONAL

- 1. HVMI – Who We Are**
- 2. Value Proposition and Proof Points**
- 3. Curation Criteria**
- 4. Business Terms**
- 5. Onboarding Timeline**

MORE POWER TODAY MORE VALUE TOMORROW

Own the Future

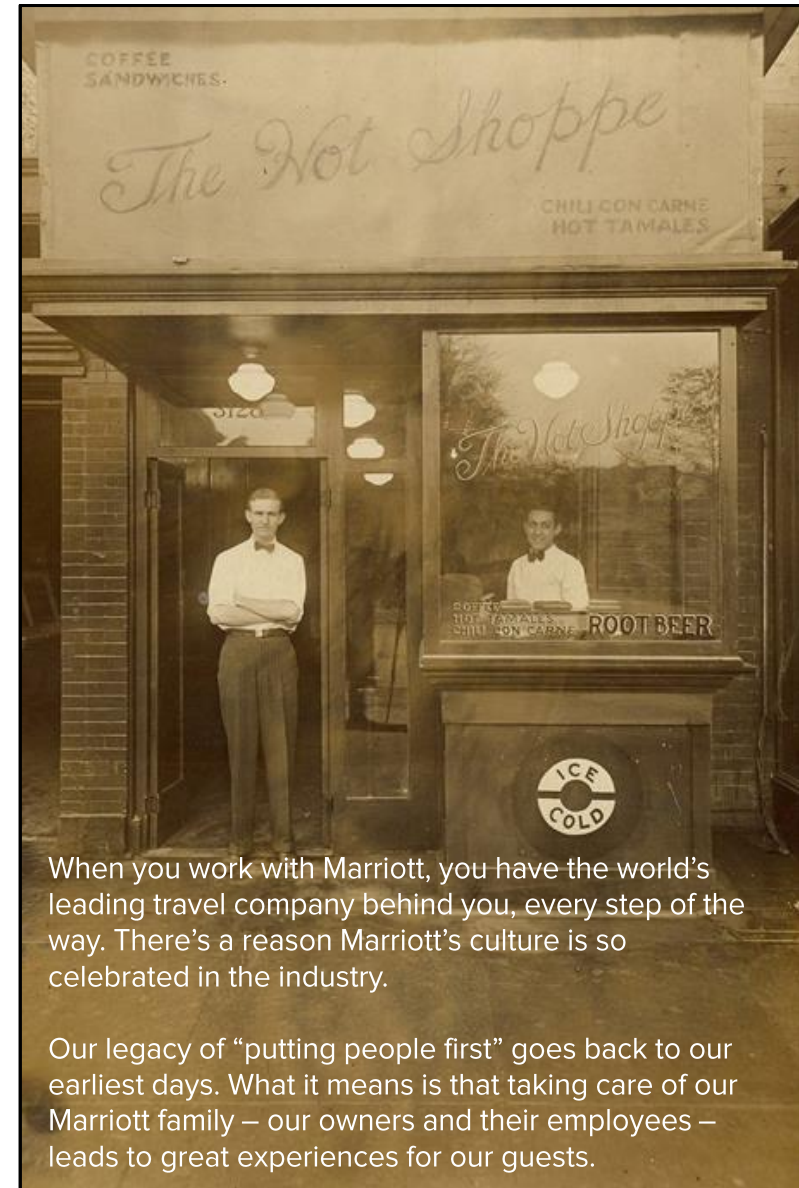
30 Brands

138 Countries & Territories

8,000+ Hotels

160+ Million Loyalty Members

95 years of Trusted Hospitality



When you work with Marriott, you have the world's leading travel company behind you, every step of the way. There's a reason Marriott's culture is so celebrated in the industry.

Our legacy of "putting people first" goes back to our earliest days. What it means is that taking care of our Marriott family – our owners and their employees – leads to great experiences for our guests.

A group of five people are gathered around a wooden kitchen island. A woman in a pink blazer is smiling and looking towards a man in a green jacket. Another woman with blonde hair is looking towards the man. An older man with white hair is on the left, looking towards the group. The kitchen has wooden shelves with various dishes and a wooden countertop with a cutting board, a knife, and some food items. The overall atmosphere is warm and inviting.

TRUSTED HOMES, ANYWHERE YOU WANT TO BE

1

We only work with select property management companies who align with the high standards that guests expect from Marriott

2

Our platform offers the ability to earn and redeem Marriott Bonvoy points and work towards Elite status with every stay, which drives the buying behavior and decisions our customers make

3

Our customers have a preference for premium rental offerings that prioritize consistency, quality and eliminate the anxiety associated with choosing a home accommodation

GLOBAL GROWTH

Supply has grown exponentially at 37x since launch in May 2019
(from 2,000 homes in 100 markets → 75,000+ homes in 600+ markets)

75,000+
homes worldwide

600+
global markets







60%
destinations are new to
Marriott International



ATTRACTIVE AUDIENCE FOR HOMEOWNERS



Marriott Bonvoy Member Demographics

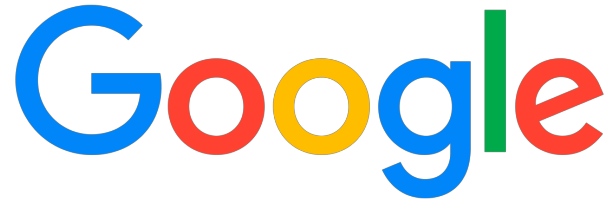
 Aged 35-54	 Parents
 College educated or higher	 Home Owners
 Married	 High earner (income of \$175k+)

- 1 Our **highly engaged** audience of 160M Bonvoy members are an **exclusive source of incremental traveler demand** that cannot be accessed via any other distribution channel
- 2 Bonvoy Points are the **currency of choice** for our members with **~55% of reservations involving point redemptions**
- 3 **Affluent, well-traveled** guests with a preference for **premium & luxury experiences**
- 4 **Indulging in longer stays** - 5.4 nights on average

90% of Homes & Villas by Marriott International bookings are made by Marriott Bonvoy members

CORPORATE PARTNERSHIPS

Exposure to **554,000 total associates** at these companies



MORTGAGE BANKERS ASSOCIATION



PROMISE OF EVERY HOME



Expertly Curated

- Luxury and premium accommodations
- High standards of cleanliness, safety & design



Elevated Standards

- Professionally managed homes
- Warm and seamless arrival
- Simple shop and book experience
- Transparent home listings: no hidden fees



Unparalleled Loyalty – Marriott Bonvoy™

- Earn and redeem reward points for every stay
- Access to member exclusives

ALL STAYS INCLUDE

We believe certain amenities should be standard. Every home comes outfitted with these best-in-class essentials for a worry-free stay.



24/7 Support



Professional Cleaning
Pre and post stay



High-Speed WiFi



Kitchen Essentials
Cookware, Utensils, Microwave



Starter Kit of Bathroom Amenities
Soap, Shampoo, Hair Dryer



Premium Linens and Towels



In-Unit/In-Building Washer



Television

HOME SELECTION CRITERIA

Prior to onboarding, every Home & Villa by Marriott International is critically reviewed against our **Home Curation Standards**. The review of each home includes features, condition & design amenities, location and additional services. In addition, each home is reviewed to ensure compliance with our **Fire, Life & Safety**, and **Cleanliness** standards.

Homes are assigned a 1-5 curation rating and only homes rated a (3), (4) or (5) will be accepted onto the HVMI platform. Homes rated a (2) will be considered for the platform at a later time once corrections/modifications are made to the home and new photo images are provided by the HMC.

Any home rated a (1) will be excluded from consideration unless major renovations or upgrades to the home are made, and new images are provided to the HVMI team for re-evaluation.

RATING	REQUIREMENTS	RESULT
5	Featured Homes: Exceed elevated elements of the Home Design standard to include unique features, condition & design, amenities, location and additional services.	Featured for unique callouts, editorials, and placement
4	Choice Homes: Meet elevated elements of the Home Design standard to include quality features, condition & design, amenities, and location.	Ready to list on platform, but identified as being more premium or entry level luxury homes
3	Listed Homes: All basic home standards are minimally met; local nuances for condition & design and location should be considered	Ready to list on platform; suggestions may be provided on how to improve the home
2	Has Potential/ Needs Work: Fundamental home standards currently met; any missing home standards reasonably achievable	Required changes identified to be listed on our platform
1	Critical standards missing; not considered	N/A

HOME EVALUATION

What Makes a “3”?

LISTED HOMES:

- Practical and comfortable feeling.
- Contractor grade materials and finishes.
- Limited artwork; mass produced artwork.
- Basic appliances.
- Community amenities such as pool & gym; not private
- Convenient location

What Makes a “4”?

CHOICE HOMES:

- Thoughtful artwork
- Thoughtful outdoor gathering spaces and landscaping
- Strong curb-appeal
- Quality finishes and appliances
- Welcoming, practical décor
- Cohesive design with a comfortable feeling throughout the home
- Premium amenities
- In-demand, sought after location

What Makes a “5”?

FEATURED HOMES:

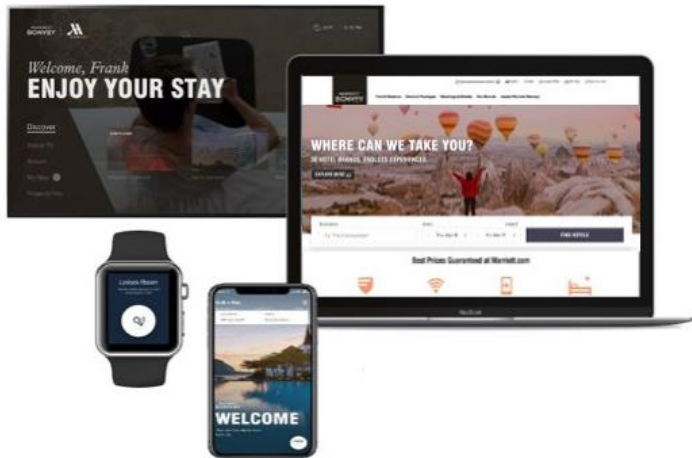
- Unique/unusual architecture
- Bespoke/timeless artwork
- Creative outdoor spaces (l.e. private infinity pool, exquisite landscaping)
- Unique indoor spaces with high-end finishes, appliances and design elements (l.e. chef kitchen)
- Professionally decorated
- Luxury bedding
- Film worthy with attention to detail
- High-end appliances, technology and amenities
- Unique, distinctive location



A POWERFUL DIGITAL ECOSYSTEM

High Customer Engagement: **5M clicks a day on Marriott.com** - some of the highest email engagement (open/click rates) for the Marriott International enterprise

Marriott.com



One of the world's **largest travel websites and mobile apps**

Homesandvillasbymarriott.com

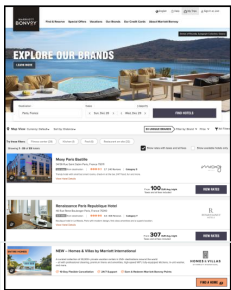


Continuous **innovation and personalization**

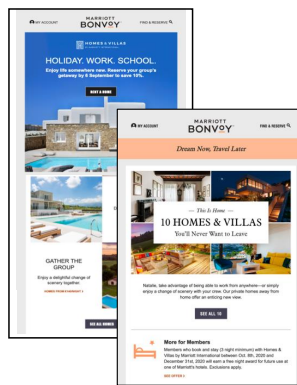
HYPER-TARGETED MARKETING

We know our customers well and have a hyper-targeted, data-driven approach across all channels based on demographics, interests, booking behavior, source market, member tier and more.

Marriott.com



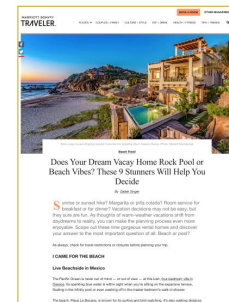
Emails



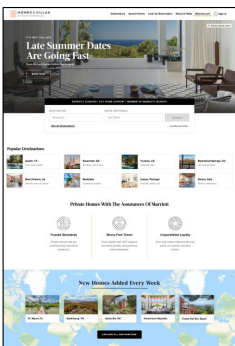
Public Relations



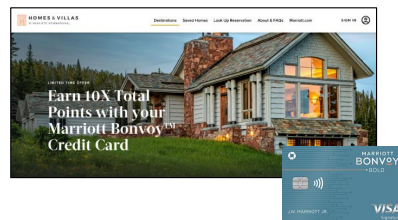
Marriott Bonvoy Traveler



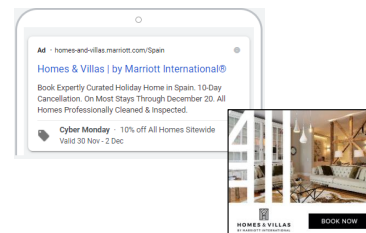
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Partnerships & Promotions



Paid Media



Social Media (Instagram)

