



Brother's Cove
LOG CABIN RENTALS
by NATURAL RETREATS

YOUR BOOTS ON THE GROUND | Natural Retreats has established itself as the preferred cabin management company in Brother's Cove, and for good reason. Our entire operations team is located in the Brother's Cove Community, just minutes from your cabin. This allows us the opportunity to provide our guests, house cleaners, and vendors with detailed information as to the layout of Brother's Cove, how to respectfully navigate the community, and unique identifiable cabin access codes.

NATURAL RETREATS IS INVESTED IN THE BROTHER'S COVE COMMUNITY | As property owners in the community, we are personally invested in Brother's Cove through our own HOA dues and community maintenance. Additionally, each of our guests pays into the HOA fund, helping to offset the costs of major work at Brother's Cove, which annually averages \$25,000. Further, our maintenance team maintains and supports the daily work of keeping the community roads clean and navigable. We also assume the cost of seasonal decorations, beautification of the on-site office, and maintenance of the pool area and facilities.

CONTROLLING OWNER COSTS | Our trained onsite team can personally address maintenance needs and guest requests in a timely manner. There is no need to call 3rd party vendors, who will charge minimums to come to your property when it is convenient for them. We furnish all guests and owners with lockout service, as well as after-hours customer service and emergency support at no cost to our owners. Additionally, Natural Retreats controls costs to owners by providing the below services at no cost to the owner:

- Linens and towels
- Paper products, high-quality soap, shampoo, conditioner and lotion
- Damage waiver protecting owner from accidental guest damage up to \$1500
- Exclusive garbage service for owners and guests.

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BROTHER'S COVE SALES CONTINUE TO RISE | Vacation sales for Brother's Cove properties has risen by more than 18% to-date (YoY increase in 2017 was 8%). Revenue has also increased by more than 18% to-date, and \$318,584 YoY (YoY increase in 2017 was 11% and \$181k)



MORE REPEAT GUESTS COMING TO BROTHER'S COVE | The central element to our service model, our Xplore Team, is paramount to providing the best guest experience available in the Smoky Mountains. Attention to detail, investment in getting to know our customers, and unmatched level of hospitality led to 17% of total sales being loyal guests. As a result of our 2018 Loyalty Plan, we have converted guests that 'like' your rental cabin into advocates for your home.



A LOT OF LOVE FROM THE LODGE | The Lodge continues to be a significant revenue driver for Brother's Cove cabin rentals. Over \$148,000 of 2018 cabin rental revenue is directly attributable to Lodge events. In 2019, we anticipate a revenue increase in excess of 15% driven by events at the Lodge, via increased web presence and supplemental event package offerings. Moreover, cabin bookings associated with Lodge events are expected to result in double the average lead-in period, which means guaranteed earnings more than 200 days in advance. With the additional services and amenities provided, Lodge visitors offer a higher likelihood of being loyal repeat guests. The Lodge is available to reserve quarterly for HOA events at no charge, as well as reservation by homeowners with significant discount applied to renting the space for individual weddings or events.



DIGITAL MARKETING EXPERTS | Natural Retreats drove over \$1.3 million in online sales in this year for Brother's Cove (BrothersCove.com, AmericanMountainRentals.com, and NaturalRetreats.com).



ON MORE STORE SHELVES | Natural Retreats led the way in direct booking with HomeAway, Airbnb, Booking.com, SmokyMountains.com, TripAdvisor/Flipkey, and many more. Through direct integration with more online travel agencies, no one provides a better opportunity to reach potential renters.



PUBLIC RELATIONS MUSCLE | With the strength of the Natural Retreats' national brand, Brother's Cove cabins gain significant exposure through local, regional, and national print/digital publications. Natural Retreats reached over 6 million potential bookers via a variety of articles and mentions specifically for Great Smoky Mountain cabin rentals in 2018 alone. To round out a comprehensive PR plan, Natural Retreats allocated over \$30,000 in 2018 towards local sponsorships and strategic partnerships with tourism-related businesses.



MEET THE TEAM

DAVID WALDEN - GENERAL MANAGER

For the last 14 years, David held the Director of Operations position at Eagle Property Management, Cabins USA and Smoky Mountain Property Management, respectively. During his tenure with these companies, they reported significant increases in occupancy, revenue, reservation performance, and repeat guests.

JOANN DITULLIO - RETREAT MANAGER

JoAnn has worked for American Mountain Rentals for 12 years. She made the decision to move to the Smoky Mountains from Pennsylvania, after vacationing here for 10 years.

JENNIFER MAPLES - RETREAT COORDINATOR

Jennifer has been working for the retreat for 4 months and absolutely loves it. She has worked in the hospitality industry for the past 6 years. Prior to this, she worked in the the medical field.

WILLIAM EWELL - ASSISTANT HOUSEKEEPING MANAGER

Bill has lived in Pigeon Forge for 13 years, and has extensive experience in the industry. He previously held various positions at local resorts, including Lead Houseman for Dollywood's DreamMore Resort.

ALEXANDRA WAMPLER - RETREAT COORDINATOR

Alex has been employed at Brother's Cove Resort for the past 14 years. Her previous experience includes 5 years as an executive assistant. Originally from Malta, Alex moved to the US 13 years ago and has been a Smoky Mountain local ever since.

MATT BLANCHARD

Matt Blanchard is our Maintenance Technician at the Brother's Cove Resort. He has an impressive background in home remodeling and repair.