



# Kiawah Island<sup>®</sup>

GOLF RESORT



## RESORT ADVANTAGES

*Why should I choose Kiawah Island Golf Resort to rent and care for my property?*

*We recognize that you have choices when it comes to selecting an agency to rent and care for your property on Kiawah Island.*

For over 42 years, Kiawah Island Golf Resort has been one of the nation's leading home and villa rental programs. We understand what is important to home and villa owners on Kiawah Island and have the resources to meet and exceed expectations of delivering strong revenue returns and taking the best care of your property.

*We understand how it feels to own property on Kiawah Island.*

We know how it feels to be a property owner on Kiawah Island because we are one. And, we are proud to share with you the common goal of protecting the future prosperity of the island.

Kiawah Island Golf Resort is the only rental agency on Kiawah Island that reinvests back into the community to provide world-class amenities and services. In fact, by the end of 2020 the Resort will have invested more than \$500 million into capital improvements on Kiawah Island over the course of 27 years of current ownership. As your partner, we are committed to maximizing your return on investment while taking great care of your villa or home.

Understanding who we are will give you insight into why we are the best choice to rent and care for your villa or property.

*There are a number of reasons why Kiawah Island Golf Resort is the right decision.*

### OWNER BENEFITS UNDER THE "RESORT REWARDS" PROGRAM

*As a Kiawah Island Golf Resort rental owner, you will receive many special Resort benefits.*

*Our Owner Resort Rewards Program includes the following:*

- Green fees at rates less than half of the normal Resort rates for up to ten (10) rounds per calendar year, when purchased with your golf coupons.
- Free access to the Resort fitness center.
- Unlimited bicycle rentals during the year at 50% off.
- Unlimited beach chair and umbrella rentals during the year at 50% off.
- A 15% discount on food and beverage at all Resort-owned, dine-in outlets.
- Unlimited court time rentals during the year at 50% off.
- Complimentary use of the Night Heron Park Pools and West Beach Pool.



## ADDITIONAL BENEFITS AFFORDED TO OWNERS AND RESORT GUESTS

- Bell service
- Resort-wide courtesy transportation
- 24-hour operator services and front desk
- Valet service and concierge
- Business center
- Resort-wide charging privileges
- Full-service housekeeping department
- On-island maintenance department

## EXCLUSIVE PRIVILEGES FOR RESORT GUESTS

***Guests renting villas and homes from the Resort enjoy the very best vacation experience on Kiawah Island. Only guests renting villas and homes from the Resort get to fully enjoy the Resort's world-class amenities. These exclusive benefits clearly differentiate us from our competitors and are important to our owners because they provide key reasons why guests prefer staying with the Resort.***

- Resort guests staying with Kiawah Island Golf Resort receive complimentary use of the Night Heron Park pools and West Beach Pool. Use of the Resort pools is an exclusive benefit available only to registered guests of Kiawah Island Golf Resort.
- Resort guests staying with Kiawah Island Golf Resort enjoy savings of up to 25% off every round of golf on our five world-renowned golf courses, including The Ocean Course. Preferred tee time access is available only for guests of the Resort.
- Preferential advance reservations for court time and tennis programs with savings of up to 50%.
- Preferred pricing on our extensive nature excursion programs—the only nature programs offered on Kiawah Island.
- Special discounts on Kamp Kiawah kids programs.
- Complimentary door-to-door transportation service throughout Kiawah Island is available daily from 7AM to 11PM, providing transportation to all Resort-operated venues.
- Resort guests enjoy year-round access and advance reservation privileges at restaurants at The Sanctuary and all Resort-operated restaurants.
- Resort guests enjoy year-round access to Kiawah Island's only non-private, world-class spa facility, located at The Sanctuary. The Sanctuary Spa is one of 30 in the country to have been awarded Five Stars by Forbes Travel Guide. Treatments may be scheduled at the time of booking reservations with us.
- Resort guests enjoy the convenience and luxury of a cashless vacation experience with full charging privileges in all Resort-owned golf and tennis shops, gift shops, retail outlets, restaurants, and The Sanctuary Spa.
- Our guests receive personal, professional service from over 1,000 employees, including an experienced concierge staff available to assist guests in making dining reservations, tee times, booking tennis court times, bicycles, and any other requests.
- Bell service is available to assist Resort guests with arrival or departure luggage needs.
- Resort guests also have access to a 24-hour front desk, as well as professional on-site maintenance and housekeeping staffs.

## WE SHARE YOUR PRIDE OF OWNERSHIP

Kiawah Island Golf Resort is the largest landowner on Kiawah Island. We are the only villa rental program on Kiawah Island that reinvests year after year to improve the amenities, thus helping to increase property value as well as personal enjoyment of the island. While other rental companies support their rental, real estate and management operations at competing Charleston resorts, we focus solely on Kiawah Island. Our single commitment to being the best has garnered numerous awards, as well as securing a number of prestigious golf tournaments—with the most notable golf tournaments being The Ryder Cup, The Warburg Cup, The World Cup, Senior PGA Championship, the 2012 PGA Championship, and the upcoming 2021 PGA Championship.

## SUPERIOR PROPERTY MANAGEMENT SERVICE

We never lose sight of the fact that we are renting YOUR home. As an owner on our Rental Program, you will be assigned a trained and licensed property manager. They will work closely with you to help determine your specific goals and objectives for your property. We believe this system allows us to better manage all aspects of the service we provide you. And, it provides you that added peace of mind in knowing who is taking care of your investment.

- We pay you 10% commission on any business you refer to us, including a commission on any group referral you make.
- We aggressively seek winter monthly rentals and charge reduced commissions on long-term rentals.
- We allow guests to reserve your villa specifically.
- We direct-market your villa on our website with images of the property, as well as a full description.
- We offer owners the additional opportunity to have their property marketed on VRBO via our professional reservations department.
- We work closely with Kiawah Island Real Estate to assure that potential clients have the greatest access available to your home in the event you list it for sale.
- We provide a general maintenance contract that allows your property manager to concentrate on providing you the best preventative maintenance possible.
- Your property manager will get to know all aspects of your property, thus enabling them to serve as your single point of contact for any questions that you may have.
- We provide an extensive line of quality guest supplies, amenities and linens at no additional cost to you.
- We provide environmentally-friendly products for our guests, using recycled paper products, recyclable containers and biodegradable detergents whenever possible.
- You receive the assurance of partnering with an environmentally-friendly company. Kiawah Island Golf Resort has been nationally recognized and awarded for its conservation efforts and stewardship.
- All members of our Property Management Team are licensed by the State of South Carolina.

## ALL-INCLUSIVE CONTRACTS

Kiawah Island Golf Resort offers an all-inclusive contract. Rather than offer a lower management fee and then add in guest housekeeping charges, credit card commissions, uncollectable rents, reservation fees, etc., we offer a flat commission fee. Our all-inclusive contract covers these fees and thus takes the guesswork out of trying to determine what you are truly paying. We believe this straightforward approach is the ideal way to do business and makes for a better partnership. The better informed you are as an owner, the more enjoyable your experience will be.

## THE PROFESSIONAL CHOICE

Kiawah Island Golf Resort has the experienced staff and first-class amenities to enhance, care for and rent your property on Kiawah Island. From industry awards and accolades in golf, tennis, dining, conservation and stewardship, Kiawah Island Golf Resort increases the value of your investment. With over three decades of professional property management, we believe you will agree that Kiawah Island Golf Resort is unmatched in owner service.



## GOLF

***Kiawah Island Golf Resort owns 5 championship golf courses:***

- The Ocean Course (Pete Dye)
- Turtle Point (Jack Nicklaus)
- Osprey Point (Tom Fazio)
- Oak Point (Clyde Johnston)
- Cougar Point (Gary Player)

*Fully staffed pro shop at each golf course.*

***Kiawah Island Golf Resort has played—and will continue to play—host to special golf events including:***

- 1991 Ryder Cup Matches
- 1997 World Cup Golf Championship
- 1997 Shell's Wonderful World of Golf (Annika Sorenstam vs. Dottie Pepper)
- 2003 EMC World Cup Golf Championship
- 2006 PGA Club Professional Championship

***Kiawah Island Golf Resort owns the Tommy Cuthbert Golf Learning Center, located at Turtle Point:***

***Kiawah Island Golf Academy***

- Private instruction
- Clinics and corporate instruction

***Learning Center***

- Classroom
- Computerized swing analysis system
- Club-fitting systems

- 2007 Senior PGA Championship

- 2012 PGA Championship

- 2021 PGA Championship

*We employ nearly 300 team members in the Resort golf departments.*

## TENNIS

***Kiawah Island Golf Resort, named #1 Tennis Resort in the US by tennisresortsonline.com***

***Roy Barth Tennis Center***

- 19 clay courts, 3 hard courts (1 lighted)
- 41 clinics each week

*Fully-staffed pro shop.*

***Kiawah Island Golf Resort has played—and will continue to play—host to special tennis events, including:***

- 1990 Men's Clay Court Championships
- 1998 KB Fed Cup tie—United States vs. Netherlands (Women's version of Davis Cup)

*We employ nearly 20 team members in the Resort Tennis department, including instructors and pro shop staff.*

## THE SPA AT THE SANCTUARY AT KIAWAH ISLAND GOLF RESORT

***A 12-room garden-themed spa featuring treatments based upon the ocean, maritime forest and botanical gardens. There is also a sauna, steam room and whirlpool.***

The Spa's spectacular setting combined with traditional Southern hospitality is reflected in treatments derived from botanical extracts, nourishing seaweed, mineral-rich mud and natural enzymes. With gardens and lush greenery abundant on Kiawah Island, it is only natural that indigenous ingredients are a part of several specialty spa treatments. The Spa is rated Five Stars by Forbes Travel Guide.

## SHOPPING

***Kiawah Island Golf Resort offers a variety of shopping options for guests:***

In addition to our fully-staffed golf and tennis pro shops, The Sanctuary at Kiawah Island Golf Resort offers seven ultra-luxurious retail and service specialty stores.

## TRANSPORTATION

***The Resort offers complimentary, door-to-door, island-wide transportation service to all guests staying in the Resort's accommodations.***

## SALES & MARKETING

The Kiawah Island Golf Resort team includes a sales, marketing and public relations department responsible for attracting the leisure vacation, golf package and meetings markets to Kiawah Island, both domestically and internationally. The group sales department is dedicated to developing group business for the Resort from the lucrative corporate, state and national association markets. The team also includes a golf sales manager and a travel industry sales specialist who help generate leisure vacation and golf package business. Our sales efforts are augmented by several “representation firms” contracted to assist our selling efforts in key markets such as New York, Chicago, Washington, D.C. and Atlanta.

The marketing department manages a substantial Resort advertising budget, produces a series of newsletters, maintains and grows the Resort’s substantial guest database, develops extensive direct mail and e-commerce campaigns and manages the promotion of the Resort via website marketing. The Resort has a co-op marketing agreement with Kiawah Development Partners that more than doubles our advertising reach and frequency, creating additional demand to our reservations center. Our public relations arm is responsible for generating coverage of all facets of the Resort through the media. In the past five years, over \$1.5 million in ad equivalency was generated, including major features in such media outlets as *Travel & Leisure*, *Golf Digest*, *Golf Magazine*, *USA Today*, Tennis Channel, *Los Angeles Times*, etc.

We have also invested in an on-property team of reservation specialists. Our specialists provide personalized service to our guests, unlike off-site call center agents who may not understand or have visited the property they are selling.

***Kiawah Island Golf Resort’s multimillion-dollar sales and marketing budget impacts a diverse variety of market segments, including those that provide occupancy in-season or non-peak and shoulder periods. Kiawah Island Golf Resort is the only agency with meeting facilities that allow the Resort to attract meetings business when the golf and beach seasons have ended.***

## ACCOMMODATIONS

***The Resort is the largest and most popular rental company on Kiawah Island, offering a variety of lodging options:***

- Premier Homes: a large selection of premier, luxury homes
- Villas: 1-, 2-, 3- and 4-bedroom villas
- The Sanctuary at Kiawah Island Golf Resort: a 255-room luxury oceanfront hotel rated Five Stars by Forbes and Five Diamonds by AAA

***The Resort’s support staff for the Premier Home and Villa Program includes:***

- Experienced front desk staff trained to exceed AAA Four Diamond standards
- Full housekeeping staff trained to exceed AAA Four Diamond standards
- Professional and experienced maintenance team

*We employ over 600 team members in our lodging departments, including front desk agents, reservation agents and housekeeping.*

## MEETING FACILITIES AND BANQUETS

***Kiawah Island Golf Resort and The Sanctuary at Kiawah Island Golf Resort have meeting facilities and a complete banquet department to service corporate groups and conventions:***

- The all-new West Beach Conference Center includes over 23,000 square feet of flexible meeting space, which can accommodate groups of up to 1,060.
- The Sanctuary features 18,000 square feet of exquisite event space in an unforgettable coastal setting.
- A full-service business center is located at The Sanctuary at Kiawah Island Golf Resort.
- Ocean Course Clubhouse offers 3,000 square feet of flexible meeting space and an outdoor function space with views of the 18th green and Atlantic Ocean.
- Turtle Point Clubhouse offers 5,130 square feet of intimate meeting rooms in a clubhouse setting.
- Osprey Point Clubhouse offers over 3,360 square feet of meeting space ideal for executive-level meetings and special catered events.

***The Sanctuary at Kiawah Island Golf Resort***

- Five Star Award—Forbes Travel Guide (2019)
- Five Diamond Award—American Automobile Association (2019)
- Best Resorts in the South—*Condé Nast Traveler* Readers' Choice Awards (2019)
- Accommodation of the Year—*Golf Advisor* Travel Awards (2018)

***Kiawah Island Spa (at The Sanctuary)***

- Five Star Award—Forbes Travel Guide (2019)

***Kiawah Island Golf***

***Rankings:***

- Top 100 Resorts in North America (#4 for General Excellence)—*GOLF* (2019)
- #1 Golf Course in South Carolina (The Ocean Course)—*Golf Advisor* (2019)
- Best Courses You Can Play (The Ocean Course)—*Golfweek* (2019)

***Golf Digest***

- America's 100 Greatest Public Courses (The Ocean Course) (2019)
- Best Golf Academies—Southeast (2019)
- Best Golf Resort—Carolinas (2019)
- Best Course in South Carolina—South Carolina Golf Raters (2019)

***Tournament Golf—The Ocean Course***

- 1991 Ryder Cup, 1997 and 2003 World Cups, 2001 UBS Warburg Cup, 2007 Senior PGA Championship, 2012 PGA Championship, 2013 Carolina Amateur, site of the 2021 PGA Championship

***Kiawah Island Tennis***

- No. 1 Tennis Resort in the World—TennisResortsOnline.com (2019)—No. 1 ranking 12 of the last 14 years

***Kiawah Island Meetings***

- Gold Medal, Best Golf Resort Southeast—Northstar Meetings Group Stella Awards (2019)
- Best Island Hotel—*Smart Meetings* Smart Stars Awards (2018)
- Top Service, Meeting Space, Rooms and Amenities—*Meetings Today* Best of Meetings Today (2018)
- Best for Excellence, Creativity and Professionalism—*ConventionSouth* Readers' Choice Awards (2018)

***Kiawah Island Dining***

- Forbes Four Star (Ocean Room) (2019)
- Best Hotel Dining in South Carolina (Ocean Room)—*The Daily Meal* (2018)
- Best of Award of Excellence (Ocean Room)—*Wine Spectator*

***Kiawah Island***

- 10 Most Beautiful Private Islands in the World—*Departures* Legend Awards (2019)
- Best Islands in North America (#2)—*Condé Nast Traveler* Readers' Choice Awards (2019)
- Top 10 Islands in the Continental US (#10)—*Travel + Leisure* World's Best Awards (2019)
- Top 10 beaches in America (#8)—Dr. Stephen Leatherman (aka Dr. Beach) (2019)

