



CAROLINAMORNINGS
LUXURY VACATION RENTALS

*Experiencing
the Carolina
Mornings
Difference*



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Program Overview

About Us

VACATION RENTAL EXPERTS SINCE 1997

Carolina Mornings is the longest-operating vacation rental management company in the Asheville area. As a small team dedicated to the success of your home, you can be assured of the hands-on approach we take with each property in our program.

Members of the Carolina Mornings program enjoy direct access to each department head, along with a dedicated Owner Relations department.

*I'm consistently impressed with the people, systems, and processes, and most importantly, the results of the Carolina Mornings Team.
Megan & Alan, April 2016*



Shari, Founder



Gay, Operations



Katie, Owner Relations



Mark S., Property Care



Tonya, Home Experience



Dana, Accounting



Dean, Marketing



Zoe, Reservations



Mark R., New Owners



Exclusivity

OUR CURATED COLLECTION

To best represent each property in our program, Carolina Mornings has a discerning standard of which properties are invited to join. We maintain one of the highest employee-to-owner ratios in our industry, as we want to ensure every home gets the attention it deserves.

If invited to join our program, please know that you are in good hands and that your home is being looked after with great care.

We're glad that you focus on property owners who want to give guests an exceptional experience!

-Bill & Kelley, April 2024

Our Marketing Edge

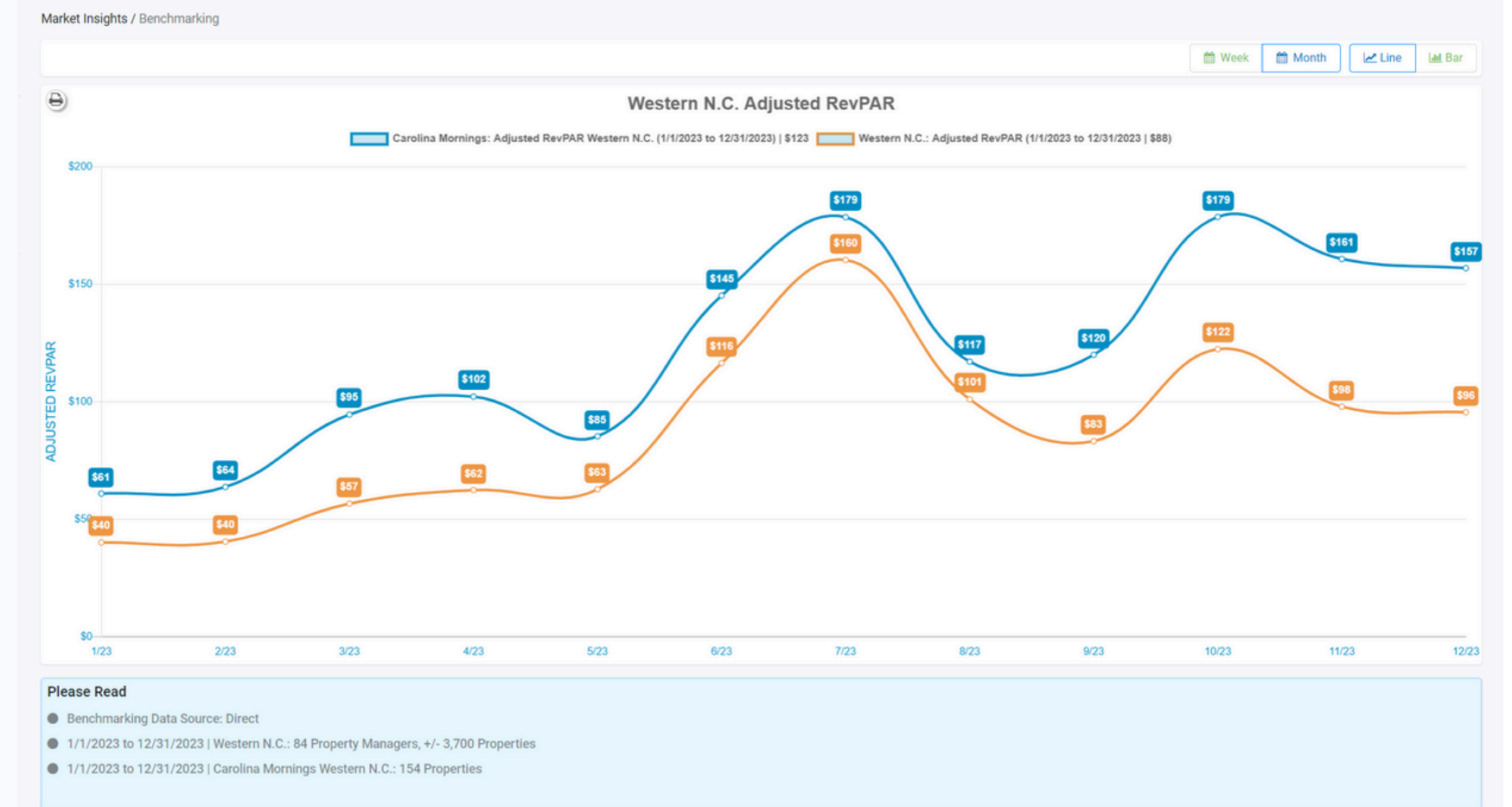
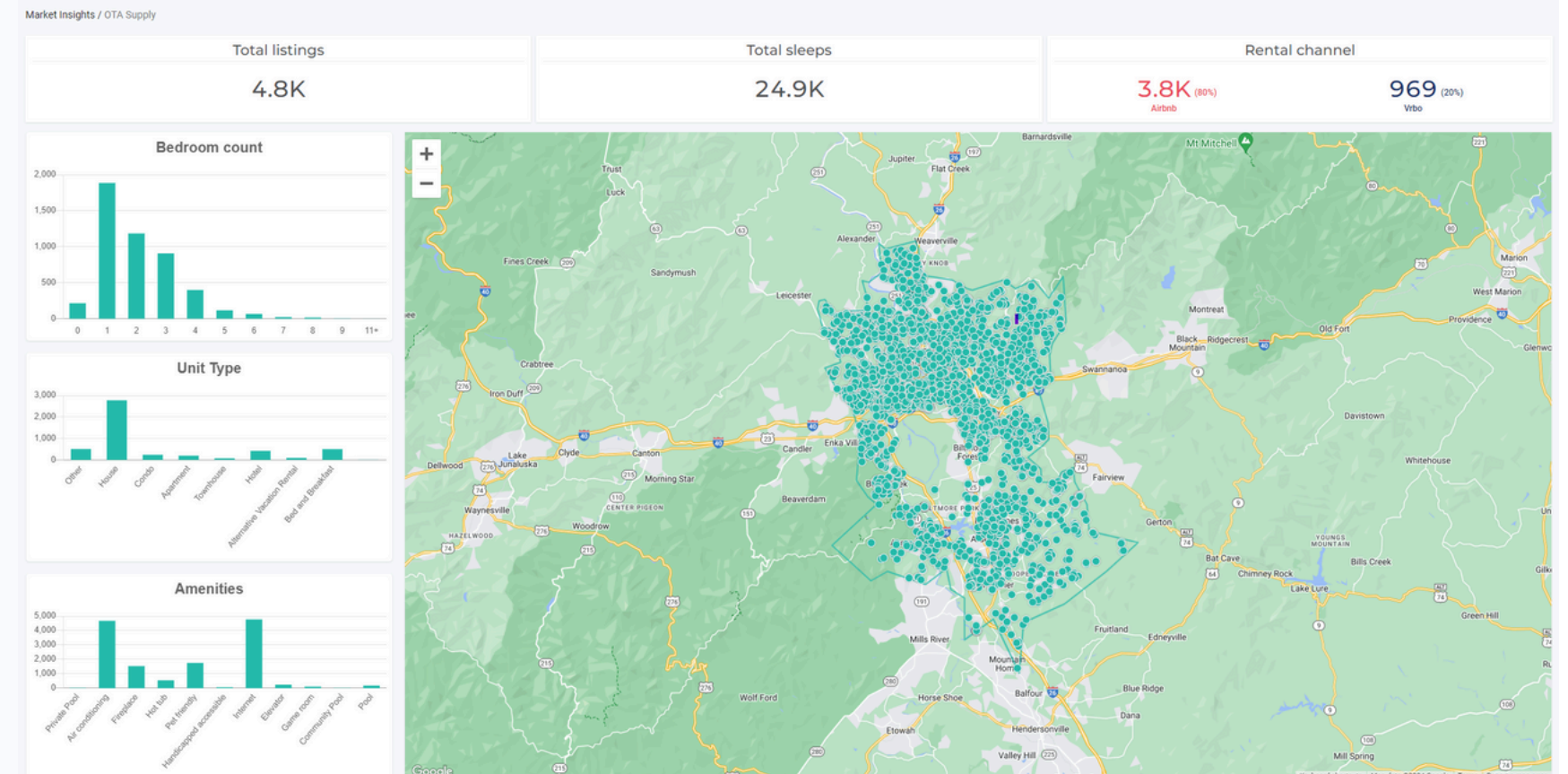
In an extremely competitive market, it takes specialized expertise and local experience to stand out from the crowd.

Carolina Mornings employs cutting-edge marketing tools and strategies, alongside hands-on rate management and tactics.

While many homeowners and managers focus on “Occupancy” or “Average Daily Rate,” we use the more accurate “RevPAR” (Revenue Per Available Rental), which tells the whole story. We consistently outperform the crowded market on a regular basis, staying ahead of the competition.

We are both very pleased with CM and all the efforts that you make for your clients. Keep up the good work!!!

- Terri & James, August 2022





Impeccable Cleaning

First impressions last a lifetime, and that is never more true than when you arrive at a vacation home for the very first time.

Our Housekeeping Department is so much more than just cleaning. They are “Home Experience Specialists” and they take their role in watching over your home very seriously.

Our process includes: Damage detection, inventorying kitchenwares, staging, hot tub balancing, and, of course, cleaning to the highest professional standards.

The cleaners at our home are probably the best cleaners we have ever seen and are just phenomenal.

-Mike & Helen, March 2024

Maintaining Peace of Mind

When choosing a property manager, confidence in their services is critical for your peace of mind. We named our maintenance service “Peace of Mind” to provide this very confidence so you know your home in the mountains is well cared for.

Every 6 to 8 weeks we will perform a walk-through, and you will receive a detailed report from our highly-skilled maintenance team inspecting and repairing everything from stopped gutters to loose drawer knobs.

We also handle all after-hours calls, guest emergencies, home repairs, and even small-medium projects for you. Rest easy with our Peace of Mind.

What we were hoping for was better communication, consistency, and less headaches. We have gotten all of that in a way that has exceeded our expectations.

-Bridget & Kenneth, November 2022





Successful Launch Program

We have created a one-of-a-kind program that ensures every home joining our portfolio experiences a smooth and successful start to their relationship with Carolina Mornings.

This unique offering provides crystal clear communication and feedback throughout your first year to ensure that everything is as it should be, and that your home is reaching it's maximum potential.

Success doesn't stop after the first year; we also maintain on-going success tracking programs to ensure a rewarding partnership, year after year.

The Carolina Mornings team has done an outstanding job of helping us launch and manage our rental! We couldn't be happier with their level of service.

-Michael & Stephanie, July 2024

The Next Steps

Our next step will be to schedule an in-person walkthrough of your home with you. During this stage, we are ensuring that our understanding of your property, amenities, location, and layout are rock solid.

This is also the time for us to get to know each other a little better! As our partnership will be built on trust and understanding, it is the opportune time to discuss any further questions in detail.

Following the walkthrough, our team will meet to discuss whether your home is a good fit for our program.

Thanks to the Carolina Mornings team for your efforts and professionalism in getting Wilderness Ridge live.

-Shevawn & Ed, February 2017

Our Onboarding Process

- Inquire about our services
- Telephone consultation
- Initial Revenue Projections
- **Schedule Home Walkthrough**
- Receive Invitation
- Sign Property Management Agreement
- Onboarding Process
- “Go-Live” on our website!
- Begin Successful Launch Program



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