



Where You'd Rather Be

800.225.7652

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Welcome

Choosing the company that will represent and safeguard your new vacation home is a monumental decision. Such a substantial investment should only be looked after by the most trusted and caring steward—one who will manage your new property with a superior degree of professionalism. This includes securing rentals only from considerate, responsible guests, and maximizing your return through an expert understanding of the industry and intimate knowledge of the destination.

Newman-Dailey Resort Properties *is* that company.

We believe owning a vacation home should be a fun and rewarding experience. Your vacation home can become both the place *and* the means to retire, all the while providing you and your family with a vacation home and a revenue stream. As your property management company, we will provide you with both.

In business for more than a quarter of a century, Newman-Dailey Resort Properties has earned a reputation for providing both owners and guests with an outstanding experience. For our loyal following of guests, the name Newman-Dailey is a mark of quality and a guarantee of a great vacation home. For our rental property owners, Newman-Dailey means expert care, marketing, and management.

We are proud of our 96 percent owner satisfaction rating; it is the result of decades of dedication to our guests, our owners, and their properties. Whether you are considering buying a property or you already own one, we would enjoy discussing its revenue potential as well as putting the fun back into owning a vacation home.



JEANNE DAILEY
Founder and Chief Executive Officer

Jeanne Dailey cofounded Newman-Dailey Resort Properties, Inc. in Destin, Florida, in 1985, and became sole owner of the growing company in 1988. She has since led Newman-Dailey to become one of the most successful companies along Florida's Emerald Coast, specializing in resort rentals, sales, and association management in Destin and South Walton. With more than 220 combined years of experience at Newman-Dailey, the friendly team of professionals brings in-depth knowledge of the marketplace along with stellar service and warm welcomes.



*You worked hard
to get it. We work hard
to make it pay.*



Your Investment

You worked hard to get it. *We* work hard to make it pay.

Newman-Dailey will partner with you to build your vacation rental property into a healthy, long-term financial investment for you and for future generations.

We are sharply focused on understanding the market and reacting to its challenges and demands. Our expertise in association management, real estate sales, and vacation rentals gives us the advantage of having a holistic view and understanding of the entire market from supply to demand. This wealth of knowledge greatly enhances our ability to market your property and to react quickly with pricing that keeps your property occupied.

Our Rental Managers are hands-on, engaged, and involved. They work closely with the owner to analyze past performance, to fine-tune the property for peak performance, and to set new revenue goals. We go well beyond the industry standard in terms of approaching your property as though we are partners in an investment venture with you because, well, we are.

You will sleep easy tonight knowing that your investment is managed by Newman-Dailey Resort Properties.


- Revenue
- Stewardship
- Expertise

“The team at Newman-Dailey is incredibly professional, friendly and detail-oriented. They are a partner and treat us with respect whenever we have questions about our rental business. The team has a strong understanding of the local marketplace and worked with us to set a target goal, which we accomplished this year.”

— Skip and Jill Blackburn



64% of Newman-Dailey owners view their rental home primarily as an investment.



You shouldn't have
to *manage* your property
management company.

Our Partnership and Commitment

Many companies can manage your rental property. Newman-Dailey manages your rental investment. Our commitment to your investment goes far beyond linens and landscaping. We provide expert management and expert counsel, and we partner with you to achieve your financial goals.

A successful partnership means transparency, which is why we charge a flat percentage rate. We do not win your business with a low teaser rate and then try to recoup our expenses with hidden fees. With our stewardship approach to business, you are in good hands with us.

Our accounting team tracks all income and expense statements and will prepare all sales tax payments and reporting. They work with each Rental Manager to set and monitor progress-to-revenue goals, prepare financial statements, and coordinate payment collection and prompt monthly reporting to our owners.

We are committed to superior service. We believe every person who calls us should connect with a real, live member of our staff. Our friendly, well-trained, and highly motivated Vacation Specialists ensure that both our guests' and owners' expectations are always met or exceeded.

Newman-Dailey is committed to the Emerald Coast; we represent properties only in Walton and Okaloosa Counties. Unlike many other property management companies, we do not place your property in competition with other destinations. Our focus is solely local.

Stewardship is paramount: We strive for a superior standard of cleanliness and maintenance—our guests expect it and your investment deserves it. Our full-time Housekeeping Managers ensure that your home or condo is kept in top

- No hidden fees
- No teaser rates
- No unnecessary maintenance

“Newman-Dailey is meeting my revenue goals because of excellent staff like Jessica. We depend on each other. I know I have to do my part and she looks out for me.”

— Pat Awbrey

condition inside and out. They oversee a loyal and dedicated team of cleaning professionals as well as a team of inspectors who perform a rigorous thirty-five-point inspection on every unit after each stay. Additionally, our team responds to all guest maintenance requests. We oversee all contracted services, such as pool maintenance, pest control, lawn service, and warranty work.

The majority of our
owners have been with
us for over five years.

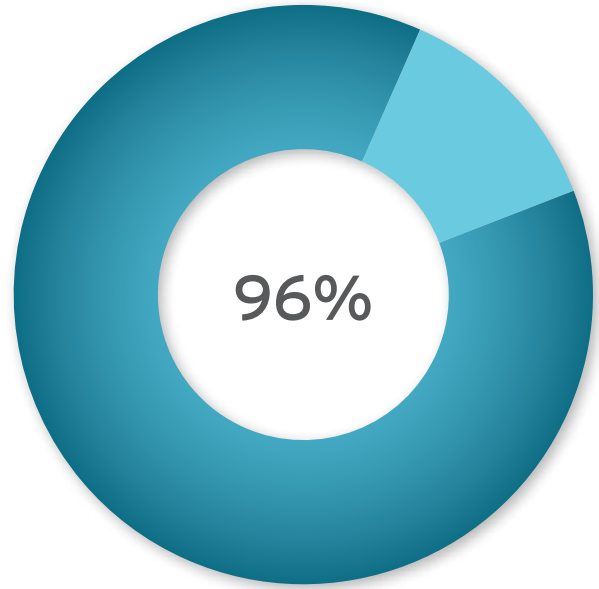


Your Satisfaction

Feedback from our guests and owners is a critical tool that we continuously use to shape and refine our management services.

More than half our owners have been with us for over five years. Several have been with us for more than twenty! They are our most enthusiastic ambassadors and the driving force behind our program—the majority of new owners come to us by referral!

When we survey our current owners and ask them what we can do better, the overwhelming response is “Just keep doing what you are doing.”



96% Satisfaction Rate

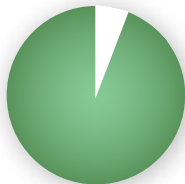
*Survey of Owners—Majority Opinion Research

Owner Satisfaction Survey



98%

Helpful and Knowledgeable Staff



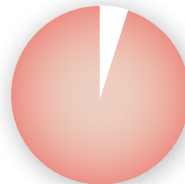
92%

Response Time / Follow-Up



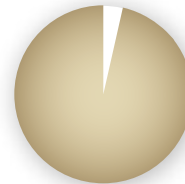
90%

Communication



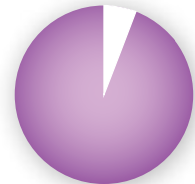
94%

Aggressive Marketing



98%

High-Caliber Renters



92%

Would recommend Newman-Dailey to friends or family



Better Business Bureau
A+ Rating



Rated Excellent on
TripAdvisor and FlipKey



I'd Rather Be
Together

NEWMAN-DAILEY
RESORT PROPERTIES, INC.

Where you'd rather be.

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Branding and Marketing

Newman-Dailey employs a professional team to market your property. This team consists of advertising agency executives, public relations professionals, and technology professionals who specialize in destination marketing of the Emerald Coast.

Our multichannel marketing plan promotes each home through Internet, television, and print advertising. Twenty percent of Newman-Dailey's annual revenue is invested into marketing and advertising to achieve your goals. This commitment to marketing provides maximum visibility for our vacation rentals and maintains top-of-mind awareness. Our advertising initiatives include print, Internet, SEO, e-commerce, social media, group marketing, and public relations. We cultivate important industry relationships with local, regional, and national partners such as the Better Business Bureau.

The name Newman-Dailey Resort Properties is well known in the industry and trusted by our owners and guests. We have built an inventory of high-quality vacation home properties and a reputation for offering first-class hospitality. In a study of Internet searches, Newman-Dailey consistently ranks high among consumers.

Another way that Newman-Dailey gives your property a competitive edge, both locally and internationally, is through our exclusive Newman-Dailey Gift Card. The card allows guests to participate in a variety of free or discounted activities, including golf, water parks and dolphin cruises. The additional value the card provides is an influencing factor in both first-time and repeat bookings.

- Web
- Television
- Print
- Social
- Mobile

“We are very grateful to have Newman-Dailey. We wouldn't change management companies for any amount of money.”

— Sandra Ervin

WEB



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DESTINSALES.COM



DESTINMANAGEMENT.COM

TELEVISION

Atlanta • Nashville • Birmingham • Houston



SOCIAL NETWORKS



60,000+ Fans
 12 Million Friends of Fans
 400,000 Weekly Reach



PRINT



I'd Rather Be
Swimming

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I'd Rather Be
Together

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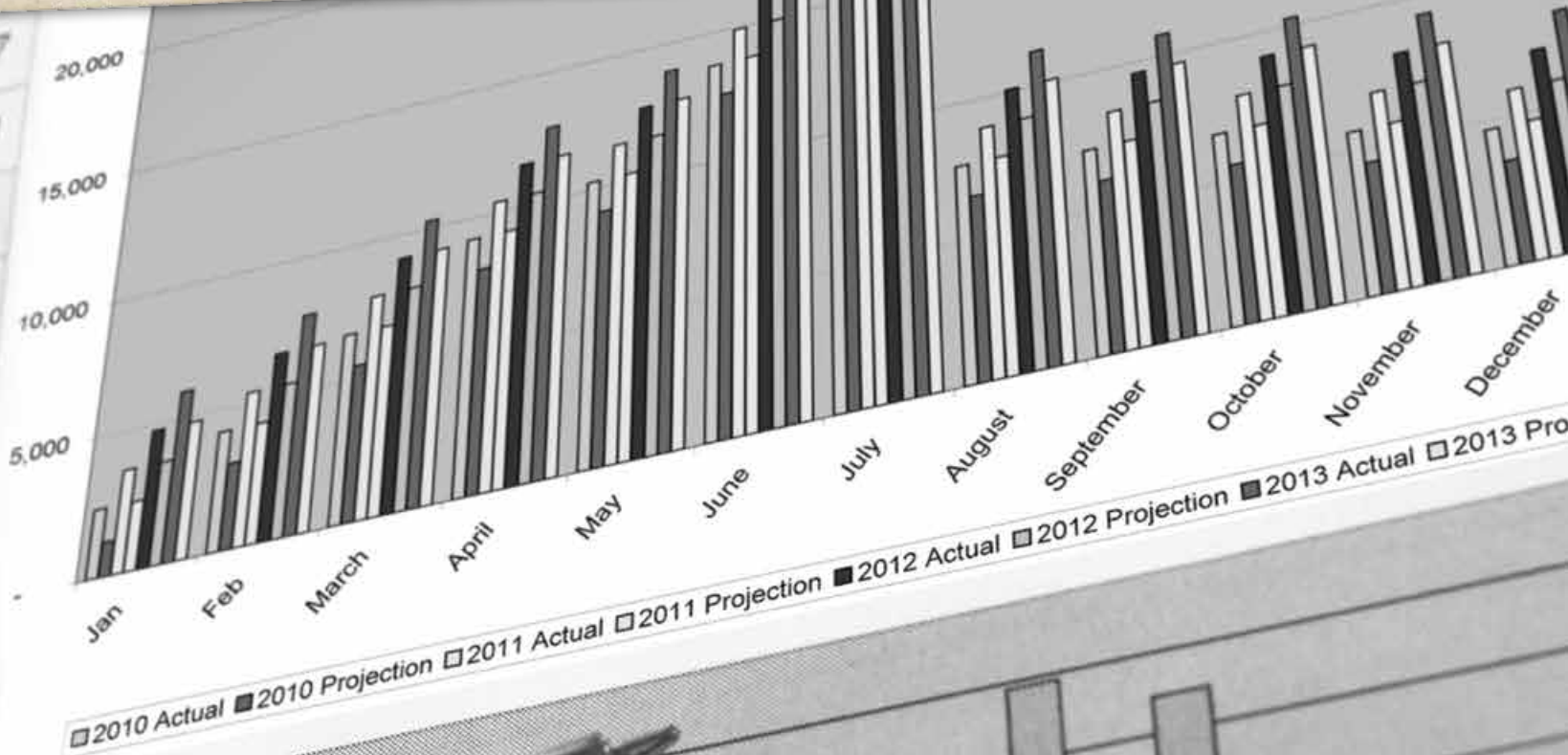
Newman-Dailey advertisement featured in Times Square

I'd Rather Be
at the
Beach

NEWMAN-DAILEY
RESORT PROPERTIES, INC.
Where you'd rather be.

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Every property receives a customized annual plan with revenue goals.



Owner Benefits

Customized Annual Forecast

Our Rental Managers work closely with owners to create a customized annual revenue projection and performance plan. We set revenue goals and work hard to meet them.

Online Management System

Our online booking and management system allows owners to access their booking calendar and reserve their property for themselves, their friends, or their relatives.

Electronic Statements

We provide our owners with a detailed monthly statement of revenue and expenses sent via e-mail or post.

Direct Deposit

We offer instant monthly direct deposit to your bank account, anywhere in the United States.

Owners' Newsletters

Newman-Dailey keeps you up-to-date on the market's performance, industry trends, and all our initiatives with owners' newsletters sent out on a regular basis.

Travel Insurance and Damage Waiver

Our travel insurance and damage waiver programs not only provide financial protection to our guests, they protect our owners too. Owners are reimbursed for losses due to cancellations and property damage.



The Newman-Dailey Gift Card

All our guests (and our owners too) receive our gift card, which entitles them to free admission to water parks, dolphin cruises, golf, and other value-enhancing activities during their stay.

Professional Contractors and Vendors

Our owners have access to our network of screened and vetted professional contractors and vendors for all of their property needs.

- Customized Annual Forecast
- Online Management System
- Electronic Statements
- Direct Deposit
- Owners' Newsletters
- Travel Insurance / Damage Waiver
- Free Gift Card
- Professional Vendor Network

A partnership
of success.



What to Expect

Partnering with Newman-Dailey is a quick, easy, and enjoyable process. Our dedicated property management team will guide you through the following:

1. Introductory Meeting & Consultation
2. Rental Property Evaluation
3. Competitive Market Analysis
4. Contract
5. Launch
6. Success!

Newman-Dailey Resort Properties

Highway 98 W. (Emerald Coast Pkwy. if using GPS)
Miramar Beach, FL 32550

Office

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(850) 837-1071 local
(850) 654-1932 fax

Websites

www.DestinVacation.com
m.DestinVacation.com
www.SouthWaltonVacation.com

“The team at Newman-Dailey is very friendly and accommodating. We use our property during the winter months and have been very happy with the way Newman-Dailey cares for our condo. The housekeeping is excellent.”

— Ray Gonsior



Owning a vacation
home should be fun
and rewarding.



NEWMAN-DAILEY
RESORT PROPERTIES, INC.

CORPORATE HEADQUARTERS
12815 Highway 98 W. • Miramar Beach, FL 32550

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