



SANCTUARY

VACATION RENTALS

SANCTUARYVACATIONRENTALS.COM



welcome

T

he Monterey Bay Region is truly a special place. One that exudes relaxation and simpler times in a California coastal kind of way. For many of us, that is what brought us to the area, to live, work and play. At **Sanctuary Vacation Rentals** our mission is to welcome guests to this extraordinary area in beautiful, carefully furnished vacation properties in an effort to nurture and inspire the body, mind, and spirit.



“What is important to me is my love for people and helping to give them the best possible experience while visiting here. We are all travelers and we have all been strangers at one time or another. My desire is for everyone to feel welcome. I truly believe that people’s lives are changed for the better when they stay in one of our sanctuary homes.

We value our owners as integral partners in our ability to achieve our mission. This partnership allows us to generate meaningful revenue for our owners and have a successful, sustainable business that enriches our employees, and the overall community.

We are grateful that you would entrust **Sanctuary Vacation Rentals** to represent your property and look forward to a long, rewarding, and prosperous partnership.”

ANNEE MARTIN

OWNER / PRESIDENT / REALTOR

annee@sanctuaryvacationrentals.com

COMPANY PHILOSOPHY



Sanctuary Vacation Rentals Inc. is the premier vacation home rental agency in the Monterey Bay Region and has been providing the finest vacation homes on the Monterey Peninsula for the discerning traveler for over 15 years. Founded in 2007 by Annee Martin, **Sanctuary Vacation Rentals** boasts a team of over 25 professionals and represents nearly 200 homes across the Monterey Bay Region, including Big Sur, Carmel, Carmel Highlands, Carmel Valley, Monterey, Moss Landing, Pacific Grove, Pebble Beach®, Salinas, Santa Cruz, Saratoga, and the Highway 68 corridor near the airport and Laguna Seca.

Sanctuary's roster of homes includes everything from cozy one-bedroom cottages in Carmel and Pacific Grove to larger several-family homes that can accommodate 10 people or more, as well as luxurious Pebble Beach homes with ocean views. The majority of our homes are pet-friendly and within walking distance to the area's beaches, restaurants, shopping, and tourist attractions.

Sanctuary homes invoke a sense of peace and harmony, allowing guests to relax, revitalize their lives, reconnect with one another, and have fun. Sanctuary's goal is to provide guests with a sanctuary from all the hustle and bustle of everyday life. Its vision is to inspire and nurture the hearts and souls of guests with the beauty and magic of the Monterey Peninsula while staying in one of its vacation homes.

Sanctuary Vacation Rentals started just after the housing market crash in 2007, which forced Annee and her husband, David Martin, an architect, to rent out their own home in Carmel-by-the-Sea. Annee was immediately successful and soon was helping many friends save their homes.

Before long, she had half a dozen homes, all through word of mouth. She quickly found out that she found joy and a creative outlet for her talents and love of hospitality.

Annee's goal was to offer a warm and welcoming environment in each Sanctuary rental, with small welcoming touches, such as fresh flowers and a bottle of Monterey County wine. All the homes are fully equipped and furnished with everything a visitor may need. In fact, guests need not bring anything with them but their suitcases. Or as Annee likes to say, "We provide all the amenities and services of a 5-star resort with the comforts of home."

Since she founded Sanctuary, Annee is an active member of the national group, Vacation Rental Management Association, as well as a founding board member of the local Monterey County Vacation Rental Alliance. She serves as an Ambassador for the Monterey County Hospitality Association and is an active member of the three local chambers of commerce.

She has also become a strong advocate for the vacation rental industry, which has recently come under fire from those hoping to curtail the growing practice. She is now one of the leading voices for the vacation home rental industry, something she believes she was "called to do."

She firmly believes that vacation rentals make a positive contribution to the overall economy and community, and she also advocates for fair and reasonable ordinances and regulations to protect the neighborhoods.

The bottom line is the satisfaction she derives from making people happy.

ABOUT US



As a respected and innovative industry leader, **BEN EDWARDS** has been positively affecting the real estate and vacation rental industries for over 25 years. His experience ranges from managing small resorts, to

financial and operational auditing, to opening large scale resort developments. With his substantial industry expertise and strong industry relationships, Edwards possesses a unique and comprehensive understanding of the complex operating environment of the real estate, resort and vacation rental marketplace.

Ben served as the Vacation Rental Managers Association President for three years and as a board member for eight. Ben currently serves on HomeAway's Customer Advisory Board, as well as numerous industry committees.

Bringing his experience and knowledge base to **Sanctuary Vacation Rentals** has further positioned our business as not only the premier provider of Vacation Rentals in the Monterey Peninsula, but as a leader in the industry nationally.

When not working on the beautiful Monterey Peninsula, or traveling, Ben is spending time with wife, Tiffany, and enjoying their two young children, Henry and Mills.

BEN EDWARDS

CO-OWNER/CHIEF OPERATING OFFICER

ben@sanctuaryvacationrentals.com



Annee's background includes being a therapist, professional chef, inn owner, cookbook author, interior designer, real estate consultant, professional stager, boutique owner, occasional artist, and writer (her passion).

Annee took her love and passion for creating beautiful, nurturing spaces and founded Sanctuary Vacation Rentals, which allows Annee to use many of her talents and interests. Annee also owns a small lifestyle boutique called Ami Carmel. She graduated from the Carmel Leadership Training in 2022. Annee is on the board of the Monterey Film Commission, the Monterey Vacation Rental Alliance and sits on the government relations of the Hospitality Association.

Annee lives with her husband David Martin and rescue dog Gracee and wants to make the world a more beautiful, kinder place to live in.

Before moving to California in 2004 Annee was an innkeeper and professional chef for over 20 years and founder of Cooking from the Heart Catering. Annee is a member of Les Dames d'Escoffier and the Monterey Wine and Food Association.

Annee co-authored a cookbook called "Recipes and Reflections: A journey of food and friendship from the Inn at the Round Barn Farm" in Waitsfield, Vermont.

It is Annee's desire that Sanctuary Vacation Rentals is a place of peace and prosperity for all who visit, work, and play in this beautiful place she feels so blessed to call home.

ANNEE MARTIN

OWNER / PRESIDENT / REALTOR

annee@sanctuaryvacationrentals.com

YOUR INVESTMENT

Your Monterey-area real estate purchase is one of the most significant investments you have made.

Sanctuary Vacation Rentals will partner with you to build that investment into a healthy, long-term financial investment for you and for future generations. We thank you for your consideration in working with us and we know how important your home is to you.

We hope that you and your family will have the opportunity to experience all the rewards of owning a property where everything is taken care of, freeing you up to relax and spend time with your loved ones.



OWNER TESTIMONIALS

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My wife and I are very happy with how **Sanctuary Vacation Rentals** has managed our vacation property in Pacific Grove over the last 10+ years. We are always pleased to know vacationers who stay at our home have a pleasant experience and we are even more pleased to see how well our property is taken care of when we come to stay. Thank you for running such a professional and efficient business we sincerely appreciate having **Sanctuary Vacation Rentals** on our team!

- J. S. & A. S., OWNERS OF A THREE BEDROOM HOME IN PACIFIC GROVE

”

We have been with **Sanctuary Vacation Rentals** since 2011. They have helped us to set up our home as a vacation rental and have managed it for thirteen years. Sanctuary has done an excellent job in marketing our home. They take care of details, maintain the house very well and provide a very friendly and efficient service to us and our guests. We definitely can recommend **Sanctuary Vacation Rentals**.

- U. S. & H. S., OWNER OF A FOUR BEDROOM HOME IN PEBBLE BEACH

”

My wife and I have been extremely pleased clients of **Sanctuary Vacation Rentals** since 2013. The team at Sanctuary are very accommodating and responsive and have always addressed any questions we have had. We highly recommend them to anyone needing a local manager for their rental real estate. We feel very fortunate to have such conscientious people managing our property and keeping our guests satisfied.

- G. G., OWNER OF A TWO BEDROOM HOME IN CARMEL

”

Sanctuary Vacation Rentals has managed my home for over thirteen years. Annee Martin's property management goals to bring excellence and inspiration to her guests has sincerely been met for over seven years. Her employees are dedicated, hardworking and strive to be at their best. Every aspect and detail of her business has been carefully developed to ensure that her guests are pleased. And as a homeowner of a vacation rental I am very appreciative of their hard work.

- R. M. W., OWNER OF THREE BEDROOM HOME IN PACIFIC GROVE

OUR PARTNERSHIP & COMMITMENT

Our partnerships make all the difference!



The foundation of our business is in the partnerships that we have, not only with our owners, but with our guests and our employees.

Our partnership with owners is based on the trust that we will care for your property as if it were our own and provide the financial return necessary to make the relationship successful and your investment sustainable.



In turn, this allows us to partner with guests to ensure they have the most relaxing and inspiring vacation experience possible. When our guests have great experiences, they return year after year, creating a more stable and sustainable stream of business, and a lifetime of memories for the visiting families.

We also consider our employees to be partners, instrumental to our ability to execute on our mission and our commitments. **Sanctuary Vacation Rentals** firmly believes in empowering our employees to be successful and creating a culture that recognizes individual efforts and rewards team achievements.



JOSH OHANIAN was raised in the town of Sebastopol, CA, and then completed his undergraduate studies at UC Santa Barbara, where he received bachelor's degrees in multiple disciplines. He then moved to San

Diego to further his education at California State Polytechnic University, Pomona.

Josh's professional career began in the hospitality industry in 2006, working at renowned establishments such as the Royal Hawaiian Hotel, The Inn at Ranch Santa Fe, and Hotel Solamar. He honed his skills and leadership through progressive roles at the AAA Four Diamond-rated Thunder Valley Casino Resort, ultimately serving as Assistant Hotel Manager.

Driven by a passion for exceptional service, Josh leverages his extensive experience in luxury hotels to elevate the Sanctuary Vacation Rentals experience for guests, owners, and the team.

Bringing his dedication and expertise to Sanctuary, Josh ensures that our guests enjoy exceptional service, that owners receive unparalleled support, and that our team thrives in a collaborative environment. His commitment to finding win-win solutions and fostering a shared vision makes him an invaluable asset, guiding Sanctuary Vacation Rentals toward continued success.

JOSH OHANIAN

GENERAL MANAGER

josh@sanctuaryvacationrentals.com

AT **SANCTUARY VACATION
RENTALS**, WHETHER YOU
ARE A GUEST IN ONE OF
OUR HOMES OR AN OWNER
VISITING YOUR PROPERTY,
WE WANT TO ENSURE
YOU HAVE A QUALITY
EXPERIENCE WITH US THAT
NURTURES AND INSPIRES.



OPERATIONS

Guest & Owner Experience



Successfully fulfilling that commitment requires a combination of the right people, methods, and properties. Our employees are partners in our mutual success and we provide ongoing training, set high expectations, and evaluate performance. Our leadership experience in the vacation rental industry spans many decades, allowing us to use methods that are proven to be effective.

We also invest in state-of-the-industry technology that facilitates consistency in all facets of our operation — from customized mobile app-based property inspections to intuitive online sales progressions to professional accounting and reporting. **Sanctuary Vacation Rentals** is committed to being an industry leader and an owner-centric company.

THE KEYS TO CONSISTENCY

- High-Quality Housekeeping
- Automated & Customized Inspection Process
- Diligent Management of Maintenance Items
- Damage Protection
- Home Set-Up Guidance
- Concierge Services
- A full-service Operations Team

TOP 5 REASONS TO CHOOSE SANCTUARY VACATION RENTALS

1. **Attention to detail** in every aspect with our in-home management team and full management services.
2. **Exceptional owner and guest service.**
3. **Superior housekeeping** and a great team of professionals, including top-notch accounting, marketing, and public relations.
4. **We invest in branding, state-of-the-art technology, and worldwide marketing** to reach the greatest number of guests, resulting in higher occupancy and rental revenue.
5. **We take away all the stress** and in return give you happy guests, a beautifully maintained property, and peace of mind for you to enjoy your own vacation home sanctuary.

“Three generations came together in Pacific Grove from opposite ends of the country. We can’t thank you enough for this precious time together with our families.”

— The Daileys, Destin, Florida



CUSTOMER REVIEWS



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I rented a little house in Pacific Grove for a long weekend through Sanctuary and the process was perfect.

We booked the house online, Sanctuary called to confirm everything (we asked them to provide a crib for our infant which they did without hassle), and on the day the rental started we let ourselves into the house with the provided instructions.

The house was well cleaned, and exactly as advertised, and we had a wonderful weekend. I've rented from them in the past and had the same experience, I'll definitely use them in the future.

[FIVE STAR REVIEW ON YELP.](#)

”

The house we rented in Pacific Grove was amazing.

Perfect for my daughter, two children ages 3 and 5, and Grandpa and Grandma!

The house is laid out in such a way that the kids had their own wing. Plenty of space and all the amenities. We were greeted with a bottle of wine and cheese and crackers, which was very welcome after traveling from Seattle with two very active boys!

All around great house, close to everything - and the weather could not have been better. Keep your eyes out in the morning and evening for the deer traveling through the property! Kids loved that.

[FIVE STAR REVIEW ON YELP](#)

”

Felt like home ... but better!

Our family enjoyed Avrio By the Sea as our “home base” for exploring the surrounding areas. We've stayed in many rentals in many locations, but this one was extra special. You could tell it was well cared for by the owner and manager..

It felt like a home, not a rental. It was so relaxing, we skipped a few of our well-made plans for “must- sees” to enjoy hanging out and enjoying a simple walk to the beach, downtown, and back.

[FIVE STAR REVIEW ON HOMEAWAY.COM](#)

”

Comfortable, well equipped, and clean home!

Our family stayed here for a long weekend to celebrate my mother-in-law's 70th birthday. We had 6 adults and 1 toddler. The bedrooms were all large and comfortable for the 3 families. The main master suite upstairs was absolutely stunning and very large. The walk-in closet made a perfect spot for our toddler to sleep quietly! We enjoyed ALL of the dishes and pots/pans in the kitchen for our cooking and the Gas BBQ came in handy for grilling steaks.

The house felt very comfortable, welcoming, and had everything we needed. It was a short 3-5 min walk straight to the ocean and we could even hear the ocean waves from our master bedroom! Thank you for a wonderful stay.

[FIVE STAR REVIEW ON VRBO.COM](#)

MARKETING YOUR PROPERTY FOR MAXIMUM REVENUE



The Vacation Rental Industry is a very competitive business locally, nationally and internationally.

When marketing your property, we are not only competing with other local lodging options, but other experiences and destinations. Marketing is important, that's why **Sanctuary Vacation Rentals** has comprehensive and effective marketing plans to help you leverage your home to its fullest potential. We combine the comprehensive marketing with *Dynamic Rental Rate Optimization* to produce unbeatable revenue.

Getting the right guests for your home directly is a critical part of our marketing strategy. This involves a multifaceted approach of *Online Marketing*, *Direct Marketing*, *Traditional Print Marketing*, *Public Relations*, and *Dynamic Pricing*.

Online marketing is clearly the most important and effective marketing in today's business landscape. Performing well in this space is crucial. **Sanctuary Vacation Rentals** invests a large portion of our marketing budget to Search Engine Optimization, Search Engine Marketing and Social Media Marketing, driving potential guests to our state-of-the-industry responsive website where booking your home is easy and rewarding.

We invest locally and regionally with print advertisements, including advertising with local chambers of commerce, regional lifestyle magazines and travel publications.

We routinely send direct email campaigns to past guests and subscriber lists of more than 40,000 active records. However, we can also target geographically within our lists to focus our approach. For example, we may email recipients within a two-hour drive about a special promotion coming up or even email just the recipients who have inquired about,

or stayed in, a certain home to see if they are ready to book or rebook. Although email marketing is the mainstay, direct mail postcards can still be an effective tool to use as well.

We are also very proud of our public relations efforts, where we can build on our success as a local business and give back to our community and create awareness for programs and organizations that are near and dear to our hearts. This provides positive exposure for our company while we strive to be "good neighbors" in the community. We work very closely with the Real Estate community and are recognized as a leading authority on short-term rentals in our area.

Exposure and saturation through marketing efforts are only part of the process. **Sanctuary Vacation Rentals** utilizes *Dynamic Rental Rate Optimization* to ensure that when we reach potential guests we have the best product positioned at the most appropriate price. Rental Rates

are set on an annual basis, but may be adjusted up or down on a nearly daily basis to maximize the revenue per booking and drive occupancy.

Sanctuary Vacation Rentals consistently outperforms the competition with quality reservations and higher revenue.



**ONLINE
MARKETING**



**DIRECT
MARKETING**



**TRADITIONAL
PRINT MARKETING**



**PUBLIC
RELATIONS**



**DYNAMIC
PRICING**

DISTRIBUTION PARTNERS



Although booking guests directly is often less expensive for the rental management company, the owner and the guest, in order to compete in today's market, your property needs to be fully distributed.

Sanctuary Vacation Rentals has strategic partnerships with the leading distributors and networks that ensure your home is reaching as many of the right guests as possible. The vacation rental industry is changing and becoming more accepted and mainstream, which means guests want to book the same way they would a hotel. Distributors of traditional hotel inventory such as Expedia and Booking.com want vacation rentals to offer. As mentioned, there are typically additional fees, or net rates, offered to distribution partners, but the enhanced exposure and increased bookings more than make up the difference. In addition, once a guest stays in your home from a distributed source we now have added them to our database for direct marketing efforts.

SANCTUARY VACATION RENTALS



OWNER BENEFITS



Owning your second home and investment property should be rewarding, and when you partner with Sanctuary Vacations Rentals, it will be!

With our industry-leading experience and expertise, we can make owning and renting your property a worry-free endeavor. **Sanctuary Vacation Rentals** has highly efficient reservation and accounting systems, committed to thorough property care, and other owner benefits.

The reservation process is streamlined and efficient, not only for the guest's experience, but for the owner as well. You will have access to our online website interface, allowing you to check on bookings or reserve a stay for your family. You will receive notifications when your home is booked with stay dates and revenue detail. On a monthly basis, you will receive an electronic statement detailing all of the activity for your property, including; reservations, maintenance items and other detail. Also, on a monthly basis **Sanctuary Vacation Rentals** will automatically and electronically deposit your rental proceeds into the banking account of your choice.

Travel insurance is one of the best ways to protect the guest, owner, and rental manager, in the case of a sudden cancellation. Our optional travel insurance program provides extensive coverage for many unavoidable or unforeseen events, and allows the guest to cancel without penalty, while still providing the owner and rental manager with the anticipated revenue.

Protecting your home is of the utmost importance to us, so we invest significantly in comprehensive property care. We offer our guests a Property Protection Plan that

provides financial protection for accidental or inadvertent damage that protects both the guest and the owner. Our inspection process is thorough, detailed, and customized to your home. After each departure, and before each arrival our team of inspectors utilizes an industry-leading mobile application to ensure a thorough, and consistent inspection each and every time. We partner with only the best local cleaning vendors and monitor the inspection process to ensure quality.



Sanctuary Vacation Rentals is available 24 hours a day in case of emergency or significant maintenance issues. When maintenance issues do arise, we have in-house staff that can address issues quickly and efficiently. For more significant maintenance issues, we have access to preferred contractors, and vendors and will work with you to coordinate the necessary repairs.

Owners in the **Sanctuary Vacation Rentals** program also receive a newsletter keeping owners up to date on our operations as well as local events and community matters.

WHAT TO EXPECT



CONTACT INFORMATION

SANCTUARY VACATION RENTALS, INC.
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Carmel-by-the-Sea, CA 93921

phone (831) 264-0393
web SanctuaryVacationRentals.com
email info@SanctuaryVacationRentals.com

PARTNERSHIPS



At Sanctuary Vacation Rentals, we believe partnerships are everything!

We have hand-selected our favorite places to eat, drink, shop, relax, pamper your four-legged friend and more. Whenever possible, we partner with our favorites to offer special promotions or discounts for our guests and owners. Ask us for the current list of our favorites and about any special offers.



CHARITABLE ENDEAVORS



WE RISE BY LIFTING OTHERS

At **Sanctuary Vacation Rentals**, we believe in giving back to the community in which we live and work. We are committed to giving back to those in need of housing, warmth, and food, including our four-legged friends. Giving back to the community builds hope and self-worth, teaches us compassion and acceptance and results in a better community for everybody. Presently we are supporting Animal Friends Rescue Project (AFRP) as our charity partner and have in the past supported organizations such as **The Fund for Homeless Women**, **Dorothy's Kitchen**, and **The Food Bank for Monterey County**, along with many others.

PEACE OF MIND DOG RESCUE

In 2024 Sanctuary Vacation Rentals will donate \$5 per pet-friendly rental up to \$5,000 to Peace of Mind Dog Rescue. The donation program was inspired by Gracee Blossom Joy, a 6 year-old shelter puppy that owners Annee and David



adopted after she was found wandering the streets of Salinas in pretty bad condition. She was given a tremendous amount of attention, love and care from her foster parent family and their five dogs, so much so

that she has no fear of anyone or any dog and wags her tail at everyone she meets. Gracee has been proclaimed the Sanctuary ambassador of goodwill and joy because everyone she touches is left feeling better. It is in her honor and all pets of our staff, owners and guest that we partner with Peace of Mind Dog Rescue.

peaceofminddogrescue.org

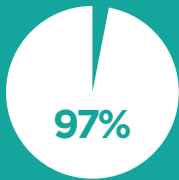
KINDNESS MONTEREY

The campaign for Kindness Monterey began with two good friends sharing an idea for a worthwhile cause. Annee Martin and Maren Elwood discussed how they missed going out to their favorite restaurants and how to support them during the pandemic-induced closings. She learned from Executive Director Moe Ammar, that the Pacific Grove Chamber of Commerce had purchased 25 gift certificates from their restaurant members and delivered them to business members experiencing hardship due to the COVID-19 health crisis. He told Annee that it really lifted their spirits and that he was going to purchase another 25 the following week. That small but meaningful action inspired Annee and Maren to start a campaign to purchase gift cards from restaurants and distribute them to those in need. Annee decided to adopt one of her favorite restaurants, Mezzaluna Pasteria & Mozzarella Bar in Pacific Grove, and began ordering takeout for her family and friends. She reached out to a team to develop an internet platform for gift card giving and information used social media as a platform to spread the word and find sponsors. With a lot of teamwork and many late evenings, KindnessMonterey.com was born. Today it continues to grow and expand with the love and support of the community.

kindnessmonterey.com

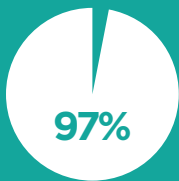
OWNING A VACATION HOME SHOULD BE FUN AND REWARDING.

WHEN OUR OWNERS WERE ASKED THE FOLLOWING QUESTIONS



Sanctuary Vacation Rentals is knowledgeable, friendly and efficient.

- 97% of the respondents answered that they Agreed or Strongly Agreed



Sanctuary Vacation Rentals is prompt, reliable and friendly.

- 97% of the respondents answered that they Agreed or Strongly Agreed



Sanctuary Vacation Rentals brings in a high quality renter.

- 95% of the respondents answered that they Agreed or Strongly Agreed



We are pleased with our overall experience with Sanctuary Vacation Rentals.

- 92% of the respondents answered that they Agreed or Strongly Agreed



Monterey Peninsula Vacation Rentals

Sanctuary Vacation Rentals represent a wide variety of beautiful homes on the Monterey Peninsula.

Sanctuary Vacation Rentals homes have been described as somewhere between a fine resort or a hotel with many of the same amenities and all the comforts of home.

Everything a guest could need and more can be found at each Sanctuary home. Guests need only arrive with their suitcases and the anticipation of a great vacation.

A fully stocked kitchen and coordinated place settings turn an ordinary meal into an experience guests will delight in. Luxury linens, bathrobes, and spa amenities are included, along with the basics such as iron, ironing boards, hairdryer, rain umbrellas, TVs, cable and Internet.

A day at the beach with towels, blankets, plastic ware, coolers, totes and more are found in most of our homes, encouraging guests to take advantage of the many beautiful beaches and parks close by.

You may go directly to **sanctuaryvacationrentals.com** to see more details about each home, including availability. Book online or call to speak with one of our friendly and knowledgeable Reservation Specialists. We look forward to hosting you.

SANCTUARY VACATION RENTALS

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PACIFIC GROVE
CHAMBER OF COMMERCE
& TOURIST CENTERS



SANCTUARYVACATIONRENTALS.COM