

Get more

with... **ASI** AMENITY SERVICES, INC.

ASI Amenity Program Benefits:

- Increases Revenue
- Increases Occupancy
- Reduces Discounting
- Differentiates You From The Competition
- Increases Referrals And Repeat Business
- Increases Call Conversion



MORE Value = MORE Guests = MORE Profits

Amenity Services, Inc. (ASI) is the nation's leading provider of FREE-to-Guest amenity programs. ASI partners with the best activity providers in the area and offers these services to vacation rental management companies in one convenient, easy-to-use program.

- **Are you discounting rate to entice or retain guests?**
- **Have your rates remained the same for the last 3 years or more?**
- **Would you like to make more money for you and your homeowners while improving guest satisfaction?**

Since 1996 ASI's FREE-to-Guest amenity programs have added value while increasing occupancies and reducing the need for discounting. ASI has a proven track record of developing a higher ADR by adding value for your guests.

If you truly want to be the best in your market, add value, exceed your guest's expectations and generate more revenue, ASI's the answer.

***WHERE WOULD YOU RATHER STAY?
A PLACE WHERE YOU GET MORE OR YOU GET LESS?***

BE IN THE KNOW:

According to PhoCusWright's U.S. Vacation Rentals 2009-2014: A Market Reinvented

- 67% of guests search for a vacation rental online.

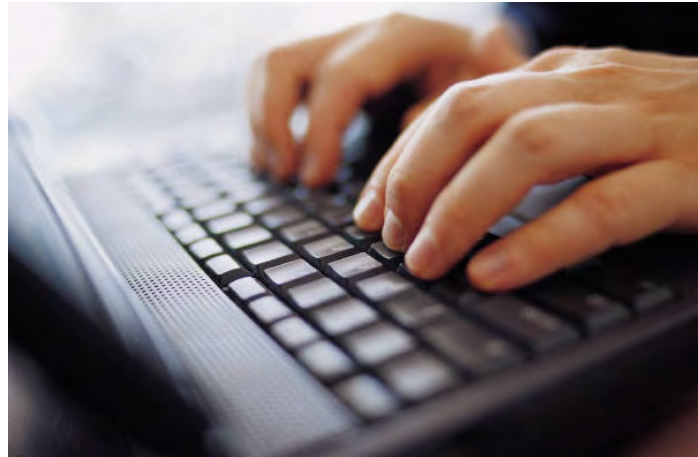
How will you stand out?

- Value for money was the 3rd reason for choosing a vacation rental over other accommodation types.

How do you add value?

- 50% of guests rate information about local activities/attractions as very or extremely influential when researching a vacation rental online.

Guests like discounts but they LOVE free!



Why would you NOT choose a WIN, WIN, WIN?

GUEST SURVEY

The following guest survey was conducted by an ASI client wanting to know what their guests thought of the amenity program. The property was a self-managed condominium with a substantial amount of repeat business.

	YES	NO
Question 1: Did you use any of the ASI amenities?	87.5% (154)	12.5% (22)
Question 2: Did you find it valuable?	90% (158)	10% (18)
Question 3: Would it sway your decision to return if it were discontinued?	71% (124)	29% (51)

(27 out of 51 had no children)

Get More Customer Service

ASI understands the need to provide exemplary customer service and a memorable vacation experience for your guests. The following are ancillary benefits of the ASI program.

*...At ASI we provide complete service to you
on any level you choose to participate to
every operating partner at no additional cost!*

Training

ASI has a skilled team of professionals who train reservationists and front desk staff resulting in higher call conversion and more satisfied guests. Call monitoring and grading are used for quality assurance. A script is provided as a supplement to existing company training. In addition, amenity training manuals that are company specific are provided.

Treasure Chest Program

ASI provides a Treasure Chest Program designed to be the first line of defense to help resolve guest issues. This program saves homeowners and management a substantial amount of money, while building a strong foundation of customer satisfaction and guest loyalty.

Two examples of how this program can benefit you are: When a guest shows up early and a home is not ready for occupancy, you can exceed the guest's expectations by providing a Free-to-Guest service. Another example is an air conditioner is broken. Instead of giving back a healthy portion of your earned rent, you can provide a guest with extra tickets to an amenity to help diffuse the situation. By the time they return their unit is cool and ready to use.

Call Center

As part of our program any service that requires a reservation is directed to the ASI Customer Service Call Center for the best experience possible. All calls are recorded for quality assurance.

Marketing

ASI's marketing and graphics department provides all the necessary materials to market and administer the program. In addition, we provide eblasts and other marketing assistance at no charge. ASI will work with you to brand your amenity program specific to your business.

Just wait and see what ASI will do next...

More service, marketing, amenities, advertising and...

*You guessed it...much **MORE!***

