

HOMEOWNER GUIDE

VACATION HOMEOWNERSHIP SIMPLIFIED



northern
MICHIGAN
Escapes

A LETTER FROM THE FOUNDER



Whether you are looking for vacation rentals, property services for your home, real estate, or a career with a great company, we welcome you and hope that you will enjoy browsing our company guide booklet.

Since our company's inception, we've worked hard on our vision of becoming Northern Michigan's premiere vacation home advisory services firm. To achieve this, we strive for a culture that's based on respect, teamwork, honesty, integrity and customer service. Every day we focus on our shared passion to deliver the best experience to our employees, homeowners, guests, community, and partners.

Success for us is the level of satisfaction from our employees, homeowners, and guests. Therefore, we are constantly working to provide an enjoyable working environment where our employees have opportunities to grow. With that, we have developed

a comprehensive set of property services to assist homeowners with the lifecycle of vacation home ownership. We have also curated a set of guest services to provide exceptional vacation planning services. If we can add one extra employee benefit, predict unforeseen personalized service, and genuinely deliver one more thoughtful word to each guest, we're focusing on our vision.

Good corporate citizenship is a clear necessity, especially in a small, Northern-Michigan community. As a result, we proudly support activities that reach far beyond the workplace environment. In fact, we support numerous charitable sponsorships and involvement in the communities. Moreover, you can find our employees in classrooms, on athletic fields, in places of worship, local schools, food pantries, supporting women and children through the ladies auxiliary at the Eagles, several environmental groups, and many more worthwhile community initiatives.

The landscape of the hospitality industry continues to evolve and change. However, I am enthusiastic about the future of Northern Michigan Escapes. I sincerely hope that you will choose to be a part of our experience.

Regards,

A handwritten signature in black ink that reads "Brook Walsh". The signature is fluid and cursive.

Brook Walsh
President and Founder



With a portfolio of more than 150 properties in Northern Michigan, we have become the preferred source for Northern Michigan visitors seeking condominiums, resort residences and private home vacation rentals.

Over 10 Years of Experience

Northern Michigan Escapes provides vacation rentals, property services, and real estate services. Led by Brook and Rachel Walsh, the company has been providing services to Northern Michigan's homeowners and visitors for more than 10 years. As a result, the company has grown to be a cornerstone company in the Northern Michigan community, employing a large local workforce, servicing hundreds of homeowners and thousands of visitors annually.

Our Top-Notch Team

We are caring, dedicated, and talented. As a result, our team fosters a balanced, professional, and enthusiastic employee culture. To that end, we believe empowered employees are essential to provide our clients the best possible service.

Our ability to deliver lifelong memories starts with our local team of capable hospitality experts. Because, we come from a diverse set of experiences and backgrounds. For example, these backgrounds range from ex-teachers, former executives, technologists, and event planning. As a result, we have aligned our people, process, and technology in ways few in our industry can.

While we are unique as individuals, we share a mutual passion for people, properties, and customer service. As a result, we pride ourselves on our personal approach to real estate, vacation rentals, and property services.

STAY WITH US

OUR VACATION RENTALS



Northern Michigan Escapes offers a diverse selection of vacation rentals, all located in Northern Michigan. For additional details on each unit in our collection, visit NorthernMichiganEscapes.com.

HOW TO BOOK YOUR VACATION RENTAL



ONLINE AT
NMESCAPES.COM
We have live inventory available to book at any hour, on any day!



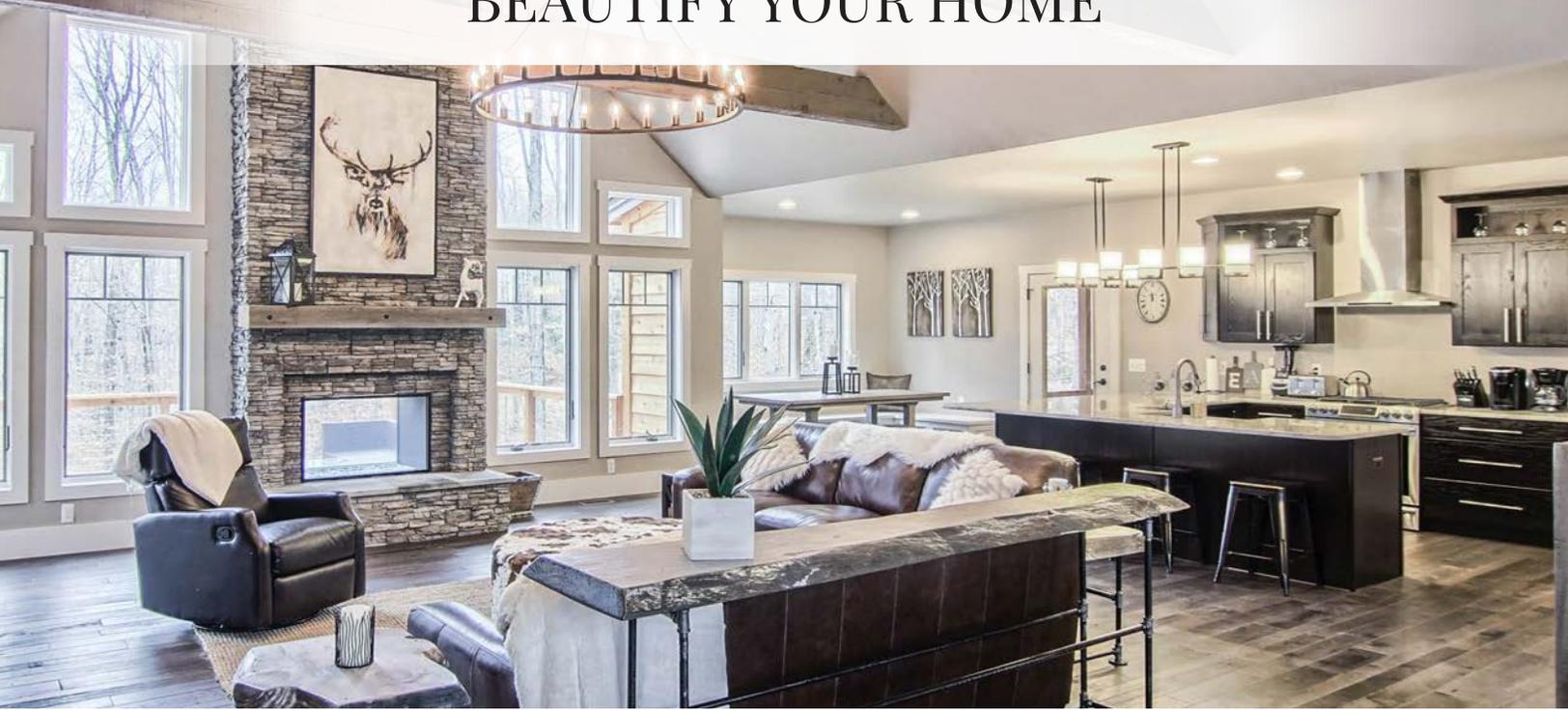
EMAIL
RESERVATIONS@NMESCAPES.COM
Ask questions and get quick answers from our team of reservations specialists!



SPEAK WITH A SPECIALIST AT 231-459-4257
We can help you choose the perfect rental.



BEAUTIFY YOUR HOME



Whether you have a well-loved home in need of a refresh or you're brand new to the world of vacation rentals, we're happy to help your vacation home stand out and earn the highest return.

Our philosophy is to create a design that will help increase rental revenue and your enjoyment of the space – mutually beneficial! We have three packages to pick from, so you can choose what fits your needs and budget best.

GUIDED DESIGN PACKAGE

We select the items together and give you tips and tricks for setting it up yourself.

CURATED DESIGN PACKAGE

For owners looking for a larger scope of service, we'll work together to define your style and set a budget, then our team will take over. We manage all of the details, including purchasing, shipping, and assembly of all of your items.

FULL-FURNISH DESIGN PACKAGE

Our team will outfit your entire home, from pillows to pizza cutters, from sofas to shower curtains, and you can choose to be as involved as you'd like in each selection.



Before



After

VACATION RENTAL SERVICES



We offer professional rental management services for Northern Michigan condos, homes, and homeowner associations. Our rental program allows homeowners to generate income with short-term rentals and still enjoy their home.

VACATION RENTAL MANAGEMENT

Northern Michigan Escapes offers the following services all included in one simple commission structure:

- Professional sales team with a proven track record of generating rental revenue
- Live booking capabilities on NorthernMichiganEscapes.com
- Listing on 25+ major booking websites, including VRBO, Booking.com, AIRBNB, and more
- Extensive marketing reach supported by a six-figure annual budget
- Premier guest and owner amenities including housekeeping, concierge services and 24/7 support
- Property management and maintenance
- Protection under fully licensed and insured management

FRACTIONAL RENTAL MANAGEMENT

Do you own a fractional residence in Northern Michigan, and would you like to earn revenue from your unused weeks? If so, then our Fractional Reservations Team can be of service. Because, we currently manage more than 300 fractional weeks, and offer the following services:

- Comprehensive reservations management handled by a dedicated Fractional Reservations Manager
- Live booking capabilities on NorthernMichiganEscapes.com
- Listing on other major travel websites
- Targeted marketing of your available week(s)



You shouldn't have to manage your property manager. You need a partner who has an intimate knowledge of the area and the vacation rental industry. The team at Northern Michigan Escapes is that partner.

PREPARED FOR ANYTHING

The Northern Michigan climate offers unique challenges to property owners. After a decade of managing properties in this area, our team and processes tackle those challenges head on. We adjust our staffing for seasonal surges in maintenance needs and assign personnel to cover emergencies 24 hours a day. Our equipment and supplies are field tested for effectiveness in northern Michigan's harsh environment, and our property managers anticipate and act on annual maintenance tasks.

PROTECTING YOUR INVESTMENT

At our core, we are property managers. In fact, we think of ourselves as asset managers, similar in many ways to investment portfolio professionals. And we recognize that your property is an asset and has most likely cost a substantial amount of money to acquire. As a result, our team helps protect your investment and maximizes your revenue.

OUR COMMITMENT

We are committed to servicing our homeowners 24 hours a day, seven days a week. Our staff is ready to handle all property management tasks, no matter how large or small, with our own highly experienced staff instead of a third-party vendor. Don't take our word for it. We've received countless stellar clients reviews for our quick response time, follow through on each request, and personalized attention to each homeowner.

HERE FOR YOU

We hope that you have the opportunity to enjoy your Northern Michigan home away from home as much as possible. But when you're away, you can rest assured that Northern Michigan Escapes will provide excellent property care year after year.



We've been managing properties and homeowner associations of all sizes in Michigan and Colorado for years. As a result, we're one of Northern Michigan's most experienced and trusted property managers.

WHAT MAKES US DIFFERENT?

We're locally owned, with a regional focus. In addition, we are experts in property rental and management services in the Boyne City, Charlevoix, East Jordan, Petoskey, Harbor Springs, Traverse City and Boyne Falls markets. With our broad range of experience managing all types of properties - small to large, affordable to luxury - our seasoned team of property management professionals provide unrivaled personal attention to our clients.

BENEFIT FROM OUR KNOWLEDGE

Well-maintained and well-managed investments produce the highest return to our clients. For that reason, we deliver on that knowledge every day.

OUR SERVICES

- Accounting & Financial
- Asset Management
- Human Resources & Staffing
- Marketing
- Operations
- Planning & Reporting
- Professional Services & Administration



NORTH SHORE INN
TRAVERSE CITY, MICHIGAN

Located at the shallow end of East Bay, this beach is ideal for families. Enjoy walking the beach and viewing Northern Michigan’s spectacular sunsets. The 27-unit resort offers a perfect setting to enjoy the four-season beauty of the Grand Traverse region.



POINTES NORTH INN
CHARLEVOIX, MICHIGAN

Uniquely positioned between Lake Michigan and Lake Charlevoix, this condotel is located steps away from quaint shops and exceptional restaurants. The surrounding area offers beaches, golf, hiking, biking and more, as well as destinations ideal for easy day trips.



WATER STREET INN
BOYNE CITY, MICHIGAN

Steps from downtown Boyne City on the shores of beautiful Lake Charlevoix, this all-suites condominium hotel offers all the comforts of home, including a kitchen and fireplace, with the added benefit of a private beach and spectacular sunsets.

LAWN AND GARDEN SERVICES



We continue to build on the number of ways we can lend a helping hand to maintain and beautify our homeowners' outdoor living environments.

LAWN MAINTENANCE

We are committed to making sure your lawn looks its very best. Our lawn maintenance services include:

- Yard Mowing
- Leaf Removal
- Spring Cleanup
- Lawn Edging
- Gutter Cleaning

LAWN CARE

Our commitment to your lawn goes farther than just mowing and raking leaves. We want your lawn to be the best on the block. Our lawn care services include:

- Fertilization
- Weed Control
- Core Aeration
- Lawn Dethatching
- Lawn Repair

LANDSCAPING

We understand that it takes more than a well-manicured lawn to create a beautiful yard. But our team can bring your yard to life. Our landscaping services include:

- Hand Weeding
- Mulch Care Services
- Trimming & Pruning
- Lawn Irrigation

CONTACT US

To find out firsthand what a difference we can make for your lawn. Call us today for a free customized estimate at 231-459-3322.



We wouldn't be in Northern Michigan if we didn't love our fair share of snow. And, when the weather makes conditions treacherous for homeowners, we're here to help.

SNOW PLOWING

At our Boyne City headquarters, we spend our winter months constantly monitoring the weather. We carefully maintain our fleet of snow plow trucks and other snow management equipment. As a result, we ensure our trained field operators are ready to go the second a storm rolls in.

SNOW BLOWING AND SHOVELING

Northern Michigan Escapes trained field operators are ready to blow or shovel your walks and steps the moment winter makes its move. Now's your chance to make this winter one to remember, for all the right reasons.

ADDITIONAL SERVICES

Some of our other winter care services include roof raking and ice control.

CONTACT US

Winter is too long and life is too short. For the full scoop on our snow removal and other winter-related services call 231-459-3322.

Remember to order early as spots are limited and fill up fast every winter!

A LIFECYCLE OF SERVICE FOR YOUR SECOND HOME



Owning a second home shouldn't become a second job.

Any reputable, full-time, licensed real estate agent can navigate you through the home buying or selling process. We do things a little differently.

Here at Northern Michigan Escapes, we take real estate services to the next level. The combination of our family-owned real estate, vacation rental, and property management businesses enables us to serve our clients on a much deeper level. Exploring the costs of improving, maintaining, expanding and upgrading a home before the purchase helps our clients make informed decisions about their purchase. Understanding the true cost of owning a home is an added bonus.

Our goal is to be your trusted source, before and after the sale. We know that your needs will change over time and with that, so will your home. We are here to help at every stage of the ownership lifecycle. Our services are designed to protect your investment, maximize your enjoyment, and ultimately help you "Realize the Value in Your Home."

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