

# RESORTQUEST®

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## Homeowner Newsletter — Keystone

### CONTACT INFORMATION

#### Robert Stenhammer

General Manager  
Breckenridge & Keystone  
970.453.4000 xt.3256  
rstenhammer@resortquest.com

#### Andru Zeiset

Assistant General Manager  
Breckenridge & Keystone  
970.547.3403  
azeiset@resortquest.com

#### Jodie Willey

Director of Operations—  
Keystone  
970.262.9845  
jwilley@resortquest.com

#### Blythe Rahm

Director of Owner Services  
970.547.6018  
brahm@resortquest.com

#### Lindsay Breece

Homeowner Liaison  
970.547.6006  
lbreece@resortquest.com

#### Sarah McDermott

Director of Property Mgmt.  
970.547.3327  
smcdermott@resortquest.com

#### Lindsay Breece

Homeowner Liaison  
970.547.6006  
lbreece@resortquest.com

#### Annette Kubek

Property Specialist  
970.547.3241  
akubek@resortquest.com

#### Owner Hotline

877.225.1226

### News from the General Manager

Dear ResortQuest Homeowner;

While Mother Nature may have given us a slow start to this winter season, we at ResortQuest have many exciting things to share with you. First of all, on behalf of our local team of hospitality professionals, we would like to welcome homeowners at BlueSky Breckenridge to the ResortQuest family.

BlueSky Breckenridge is a fantastic addition to ResortQuest's property portfolio. Located at the base of the Snowflake lift on Four O'Clock Road, this newly constructed project offers true ski-in ski-out access, over 3,500sq/ft of premium meeting space, spa, and ski & sport shop. ResortQuest will be checking-in all of our owners and guests in the Tyra/Snowflake area at BlueSky. This will greatly enhance the arrival experience and provide a world-class facility for check-in of the high quality properties in our Tyra/Snowflake neighborhood.

The addition of BlueSky solidifies ResortQuest as a company specializing in high quality properties, offering the services and amenities (regular housekeeping service, 24 guest services, complimentary on-demand transportation) that guests expect while on vacation. Our business strategy continues to be

hospitality focused, as we strive to add value for our homeowners, guests and employees.

As you are probably aware, we have launched a new and improved website, which gives us greater flexibility with images, videos, blogs, maps, enhanced functionality and control of web site optimization and search engine placement. While we do have some work to do on enhancements to the site, we are positively moving in the right direction with our web site and internet strategy.

Summer 2007 saw our ResortQuest Summit County gross lodging revenue increase by 8% over prior year. Summit County continues to grow as a summer destination and our meeting and conference segment fueled the majority of our increase from 2006.

Looking forward to winter 07/08; we are pacing favorably. ResortQuest Summit County Gross lodging revenue is 15% ahead of pace over one year ago. We know through competitive set analysis, that our bookings are surpassing the local market in both ADR (Average Daily Rate) and occupancy. Lastly, as we approach the holidays, I wanted to remind you that ResortQuest is firmly committed to being a positive part of our commu-



nity. Through partnering with groups such as the Summit Foundation, National Reparatory Orchestra, Breckenridge Resort Chamber, and other local non-profit charitable organizations, we are giving back to Summit County. We hope you are proud to partner with a company focused on the overall health of our mountain resort towns.

This year again, we are asking for your feedback through our 2007 homeowner survey. Please take just a few moments prior to January 31, 2008 to complete the survey and give us your thoughts on our performance.

Warm Regards,  
*Robert Stenhammer*  
General Manager —  
*ResortQuest Breckenridge*  
& Keystone

### OWNER SURVEY IS BACK!

**We want to know what YOU think!**

Please take a moment to visit our **Owner Survey for 2007**. We will be sending out an e-mail blast towards the beginning of December with links and instructions, so please be sure to check your inbox for more details.



**SurveyMonkey.com**  
because knowledge is everything



36 Hours of Keystone returns

## Homeowner Services Update — Q & A

### Q. Why does the new ResortQuest owner log in look different?

- A. ResortQuest recently launched new location specific websites. Please visit the new sites at [www.resortquestkeystone.com](http://www.resortquestkeystone.com) and [www.resortquestbreckenridge.com](http://www.resortquestbreckenridge.com) and click on the OwnerLink link at the bottom of the homepage. If you are having any difficulty logging on to the new owner site, please feel free to call the owner services hotline at 877-225-1226 and we will be happy to assist.

### Q. Why is my owner login not working?

- A. With the new website, your owner login and passwords were changed. We did mail each owner a copy of their new login information, however, if you did not receive this, please contact us right away for the updated information. Once you have logged in to your account, you are able to customize your password.

### Q. Why am I having a hard time viewing upcoming reservations on the new ResortQuest website?

- A. The new website allows owners to view future reservations in two ways. The “calendar” feature and the “reservation report” features both allow owners to view upcoming reservations. To view any reservations past January 1, 2008 you must select the year 2008 from the drop down menu located at the top of each of these pages.

### Q. Why does the new site not show gross rental amounts associated with reservations?

- A. This feature was removed from each ResortQuest website. We have requested that this feature be added back to the websites, however, this may take some time. In the interim, you will still receive a list of upcoming reservations, including rental amounts associated with each reservation, in your monthly homeowner statement. If you have questions regarding a specific reservation, please call your owner services representative, and they will be happy to assist.



*Blythe Rabm*

## Headlines from your *\*NEW\** Keystone Manager

Greetings from Keystone! We are so excited that Keystone Mountain opened up one week early this year so that we can all take some early turns.

There have been a lot of changes this year in the Keystone office and I am excited for a fun and profitable year. First off, let me introduce myself. I was born in Boulder, Colorado and have a degree in Restaurant and Resort Management from Colorado State University. I was previously with ResortQuest for several years as Reservations Manager and have been in the county since 2000. In mid-August 2007, I took on the role as Director of Operations for Keystone.

This summer, I found a fantastic and energetic Front Desk Supervisor— Lyndsay Haywood. Lyndsay comes to us from Colorado Springs and graduated from Colorado State University in 2006. Lyndsay has been on skis since she was 3 years old and has a great knowledge of the area as she and her family vacationed several times in Summit County before she moved here in September.

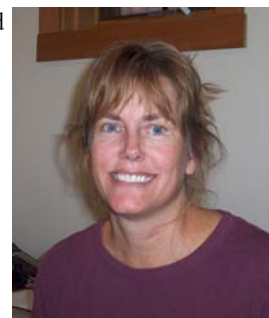
We are also happy to welcome a new Housekeeping Supervisor. Barbara Lalor has been in the county for over 14 years and she has a great enthusiasm for the area and her new job. Next time you are in town stop in and say hello.

Please do not hesitate to contact me if you have any questions or comments. I look forward to meeting each of you this season.

*Jodie Willey | Director of Operations | ResortQuest Keystone  
p. 970.262.9845 e. [jwilley@resortquest.com](mailto:jwilley@resortquest.com)*



*Jodie Willey*



*Barbara Lalor*



*Lyndsay Haywood*

## What do our owners have to say?

*"Thanks for your help. Your front desk has been fantastic also! I have a condo at the Iron Horse in Winter Park and they don't even compare to you guys!!" - Brian Roach*

*"I just want to pass along a good word for Todd and his maintenance people. They are courteous and want to please. We have been with ResortQuest for many years with more to come!" -Larry Booth*

*I want you to know that Tony and I feel the current management team is doing a better job than any previous since we have been owners and we appreciate your hard work I don't want you to think that your efforts go unnoticed. Keep up the good work!" - Lori Naes*

## Sales & Marketing Update—ResortQuest Launches New Website

### Group Sales & Conferences

Hello from the ResortQuest Breckenridge & Keystone Sales Department! We have recently re-structured the Sales and Reservations Department and are looking forward to another amazing season with our incredible staff.

Nicole Wilson, previously the Reservations Supervisor, has been promoted to Reservations Manager. With all her experience as the supervisor these last couple of years, Nicole is charging full steam ahead and has not missed a beat.

Meredith Long, the Sales and Marketing Coordinator, is phasing out of the Sales side of her responsibilities and will be concentrating 100% on the Marketing efforts under Annie Turri. We are very excited to now have Meredith's skills and knowledge concentrating on all the marketing programs.

Michael Johnson has just joined the team as the Conference Services Manager to step into Meredith's sales role and taking on the duties of servicing all our groups, leaving Rafi Fernando, Group Sales Manager, and myself to concentrate on actively selling and booking new business.

This new structure is going to lead to an even greater increase in all our marketing programs and group business.

The 2007-2008 winter season is already shaping up to be one incredible season. Even with the drop in April business due to an early Easter holiday, we are currently pacing 15% ahead of last year in overall revenue, Nov. 1<sup>st</sup>, 2007 – April 30<sup>th</sup>, 2008. The biggest influence on this increased revenue is attributed to the National Brotherhood of Skiers group staying with us in January, as well as the continued improvement in web bookings and a 15% growth in ADR for our Wholesale segment.

If there are ever any questions or concerns, please feel free to contact me anytime at [ppaul@resortquest.com](mailto:ppaul@resortquest.com) or at 970-547-6004. I welcome all comments and am looking forward to a fabulous Winter Season!

*V. Peyton Paul | Director of Sales | ResortQuest Breckenridge & Keystone*

### Marketing and Web Updates

With the sale of ResortQuest from Gaylord Entertainment to the Leucadia Corporation, we have undergone a re-structure of the corporate marketing philosophy, including a re-design of all web-sites. The new ResortQuest philosophy is focused on giving the majority of control in the marketing and web field back to the destination market directors. The corporate marketing team still remains in place as a support role for search engine optimization, co-op web buys, e-mail blasts and corporate partnerships. The backbone of the new web design is rooted in this decentralization philosophy, in that we now have the ability at a local level to make immediate changes to text and layout without delays for corporate approval, as well the ability to tailor the site to our specific market needs.

The web launch was complete on October 22, 2007 for the Breckenridge and Keystone markets and since that date we have been working diligently on correcting any bugs for owner or guest usage. Over the next few months you will see a number of enhancements, including increased use of flash technology, video, blogs and virtual tours. In the fall of 2007 we also completed advanced virtual tours with the SuperTour Travel / EveryScape company, allowing for interactive virtual tours of our Main Street Station property. EveryScape has completed documentation of the town of Breckenridge and will be composing a "virtual" world for perspective visitors, allowing them to tour the town shops and lodging facilities from the comfort of their own home. For more information, visit [www.everyscape.com](http://www.everyscape.com).

If you have any suggestions or concerns, please feel free to contact me at [aturri@resortquest.com](mailto:aturri@resortquest.com).

*Annie H. Turri | Director of Marketing | ResortQuest Breckenridge & Keystone*

### 1099-M Reminder!!

ResortQuest's homeowner fiscal year is 12/1/06 -11/30/07. This fiscal year is used to ensure revenue is only reported to the IRS for monies physically received by the homeowner in the 2007 calendar year.

All Homeowners with over \$600 in Gross Lodging Revenue in that time period will be receiving a 1099-Misc form and Income Summary in the month of December.

If you have any questions on your 1099, please contact Faren Harris at 970.547.5990 or [fharris@resortquest.com](mailto:fharris@resortquest.com) by 1/31/2008.

### ResortQuest in the Media



The exclusive ResortQuest Snow Guarantee™ continues to be a big hit with national media. Check out our ever-growing list of media placement:

Morning Call July 22  
Dallas Morning News July 13  
RealVail.com Sept. 10  
Steamboat Online Sept. 10  
Vail Daily Sept. 10  
SkiSnowboard.com October  
Skiing Magazine Jan/Feb 08  
Chicago Daily Herald Oct 15  
Aspen Times Weekly Oct 29  
Summit Daily Oct 31  
EarthTimes.org Oct 5  
FirstTracksOnline Oct8  
Mountaincommunity.com Oct 8  
BreitBart.com Oct 8  
Forbes.com Oct 8  
Bizjournals.com Oct 8  
YahooFinance.com Oct 8  
PR News Now Oct 8  
CarveAir.com Oct 10  
PR Web Oct 11  
4 Hoteliers Oct 14  
Marianna Snow Blog Oct 15  
Black Financial News Oct 15  
SkiVacationTime.com Oct 22  
UPRealty.com Oct 22  
RealEstate.com Oct 22  
eMediaWire.com Oct 22  
TravelEverywhere.com Oct 22  
FinanceVisor.com Oct 24  
TravelAgentCentral.com Oct 24  
Jetsetterblog.com Oct 29  
Outside Magazine Jan/Feb 08  
Boston Globe, Nov  
Boulder Daily Camera, Nov  
New York Times, Nov

For more details on the program, visit: [snowguarantee.com](http://snowguarantee.com)



# RESORTQUEST<sup>®</sup>

REAL ESTATE

## FEATURED LISTING



### Briar Rose Restaurant

Well-established restaurant and bar housed in a Victorian-style building in the busy downtown historic district. New deck and convenient to parking. Great business opportunity.

### Our Team



Darcy Lystlund



Jon Brode



Keith Kirchner



Roman Nowakwisky



Scott Grow



Derek Gamburg



Roe Schardt

**For more information Real Estate, contact us:**

**Breckenridge**  
505 South Main Street, Ste. C2  
Toll-free: 800.821.1365 Local: 970.547.3300

**Keystone**  
70 River Run Road, River Run Village  
Toll-free: 800.821.1365 Local: 970.262.9845

**E-mail: [brecksales@resortquest.com](mailto:brecksales@resortquest.com)**

## HOMEOWNERS !

PRESENT THIS COUPON FOR **30% OFF**  
ANY SKI OR SNOWBOARD TUNE OR REPAIR,  
AND **30% OFF** NON-SALE RETAIL WARES.



Valid till 12/20/07 at ResortQuest Ski and Sport Breckenridge & Keystone only. May not be combined with any other promotional offers. One coupon per customer.

## CONGRATULATIONS TO OUR STARS OF THE MONTH!

### May 2007

#### Meredith Long Marketing & Sales Coordinator



"Meredith takes on every task with full energy and focus, making sure every detail is covered and taken care of. She really deserves recognition for her diligence and consistent follow through in the excellent job she performs."

### June 2007

#### Tamara Monks Maintenance Administrator



"Tamara makes work for those around her as seamless as possible. She always goes that extra mile to help any co workers in need. She has done an amazing job keeping the maintenance work orders in line and flowing accordingly."

### July 2007

#### Alan Bullock Tyra HOA Maintenance



"Maintenance is a hard place to get noticed, but Alan is a diamond in the rough. He always puts 110% into his work to keep our properties shining and for that I feel that he deserves this award."

### August 2007

#### Eric Markgren RML Maintenance



"Much of Eric's job operates behind the scenes and he deserves to be recognized for the value he contributes to our company. Eric can always be counted on to take care of all requests in a timely manner, no questions asked."

### September 2007

#### Scott Gregurich RML Guest Services



"Scott is consistently outstanding. His schedule does not allow many to see the kinds of things he does to keep the guests happy, and the premises secure. He can be counted on to help with large projects and support the desk in every manner."

### Leader— 2nd Quarter

#### Hollie Headrick Reservations Manager



"Hollie is always there to assist the front desk, sales & marketing and reservations when and if there are any issues with groups or with FIT reservations. Numerous times I have seen her go above and beyond the call of duty to assist other - always with a positive attitude. She has no problem training front desk personnel when they have issues, or helping new sales & marketing hires get a hold of how we do business."

