

A Dose of Amazing™

# The Tangerine Sunsets Way

WHO WE ARE | WHAT WE DO | WHY WE DO IT



*Tangerine Sunsets*

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# OUR PURPOSE AND MISSION

Why we exist: (why we came together)

**Tangerine Sunsets is built on a simple idea:**

**When you reach for your best,  
you can impact the world.**

We believe each individual has amazing potential and at Tangerine Sunsets we want to use our collective potential to create something extraordinary together in a way that serves others and allows us to grow.

We want to grow as individuals and as a company. We want to make a contribution to the world, and we want to do this with others that share our values, excitement, and commitment to high standards.

Our customers trust us and expect us to take care of them better than anyone else could. So we strive to maintain their trust and exceed their expectations when we create and deliver amazing experiences designed to delight. We call each of these experiences **"A Dose of Amazing™"**.

Our mission is to deliver a dose of amazing through every guest experience by reaching for our best to delight our guests and impact others; because we believe when we reach for our best, we can impact the world.

# OUR COMPANY

Who we are and What we do:

**Tangerine Sunsets** is a Hospitality Management Company (HMC) that specializes in vacation rental and property management services. We've amassed a growing portfolio of vacation properties and spaces in quality and luxury markets, including homes, apartments, condos, villas, suites, and rooms. We always strive to be recognized as an iconic brand of excellence and the best Hospitality Management Company in the vacation rental markets we serve.

We manage all aspects of the guest experience from booking to checkout and all aspects of property management from design and preparation to management and maintenance.

We choose only the best properties and locations to provide the best experiences and value for our guests and clients. We use our defining qualities of exceptional customer service and insightful innovation to anticipate ways to deliver amazing experiences that are designed to delight our guests.

# OUR WAY

How we do things:

**We have a core belief that everything can be improved.**

It all starts with building a team of the best people with our shared vision. And creating an environment where we are encouraged to embrace our potential so that we can do amazing things together. We support this with an unwavering philosophy of treating everyone as we would like to be treated.

For us, It is important that we love what we do, respect each other and those we serve and are fulfilled by the contributions we make every day.

We obsessively listen to our customers to anticipate their wants and needs and solve tough problems through relentless innovation. We demand the highest quality of excellence to deliver the highest quality of service. And we have fun doing it!

This is the Tangerine Sunsets Way.

# A DOSE OF AMAZING!

It's how we make guest experiences special at Tangerine Sunsets.

Our customers trust us and expect us to take care of them better than anyone else could. So we strive to maintain their trust and exceed their expectations when we create and deliver amazing experiences designed to delight. We call each of these experiences "**A Dose of Amazing™**".

Our mission is to deliver **A Dose of Amazing™** through every guest experience by reaching for our best to delight our guests and impact others; because we believe when we reach for our best, we can impact the world.

Executing our mission every day helps us achieve our vision of being the best HMC in the markets we serve and recognized as an iconic brand of excellence.

We do this when we strive to create and deliver amazing experiences designed to delight. From their very first and every subsequent interaction with us, it all starts with the best properties, exceptional customer service, and amazing experiences delivered in a way that delights our guests.

## What is “A Dose of Amazing™” and how do we create it?

“A Dose of Amazing™” is the term we use to describe how we make guest experiences special at Tangerine Sunsets. It’s our unique way of delivering extraordinary experiences to our guests based on our core values, how we’d like to be treated, and sets us apart.

Each “dose of amazing” is created using the principle of The Golden Rule and always contains 3 essential ingredients: It is design to delight, be instantly familiar, and provide real comfort and joy.

### The Golden Rule

We treat others the way we would like to be treated

1. Design to Delight
2. Be Instantly Familiar
3. Provide Real Comfort & Joy

## THE GOLDEN RULE

First and foremost, we treat others the way we want to be treated. This is our guiding principle and determines how we interact with our customers, our partners, associates, and each other.

We use 3 components to guide the design of our guest experiences to create **A Dose of Amazing™** :

# 1 DESIGN TO DELIGHT

We intentionally craft and design experiences to please and delight our guests. When implementing any new product, service, policy, or changing furniture, decor, door handles, voicemail greeting, or even a new payment method, we always start with the same question, “will this experience or proposed change delight our guests?” We only move forward if the answer is “yes”. This is only possible when you obsessively build an experience from the customer’s point of view.

# 2 BE INSTANTLY FAMILIAR

Making our guests feel right at home from the first moment is what we call *Instantly Familiar*.

Our guest experiences are designed to feel *Instantly Familiar*, even to our *first-time* guests, because we anticipate ways to make everything easy to find, easy to use, and familiar from the start. We obsessively listen to our customers to understand their needs and look around the corner to anticipate and innovate ways to serve them. Whether looking for directions, things to do, how to operate the TV, arrange a cab, or call us for assistance, everything is designed to be easily accessible and instantly familiar.

# 3 PROVIDE REAL COMFORT AND JOY

The safety and comfort of our guests are paramount in the Tangerine Sunsets experience. We want our guests to feel at home, protected, and cared for so they can relax and enjoy their stay. In every decision we make, from the design and decor of our homes to interactions with our teams, services, and vendors, we ensure that comfort and joy are baked into every guest experience. We want our guests to be really comfortable, to enjoy their stay, and to have experiences they treasure and want to share.



# OUR TS STANDARDS

Our guiding principles start with The Golden Rule but do not end there.

## The Golden Rule

We treat others the way we want to be treated. Everyone is valuable and deserves to be treated with dignity and respect. This includes the way we treat each other as teammates, the way we treat our guests, associates, and everyone we come in contact with.

## Everyone deserves respect

We treat and speak to everyone respectfully. We listen attentively and speak candidly. All team members play an important role in the company's success and deserve to be heard and treated with respect, regardless of position, function or tenure.

## Relationships over transactions

We value people and building lasting relationships over short-sighted transactions. We prefer to take the high road or lose a sale before jeopardizing a valued relationship. Our policies consider our teammates, guests, and associates before profits.

## Insist on the highest standards

We have relentlessly high standards and constantly raise the bar because excellence is in our DNA. We resist any calls to lower the bar or dilute our standards. We set bold goals and create strategies to achieve them. Our work is never sloppy or incomplete. We demand the best and give our best.

## Set our teammates up for success

We are invested in each other's success and work to help our teammates succeed. If we only consider our own interests, we will fail as a team. We succeed or fail together.

## In pursuit of the best answers

We believe everything can be improved and any team member can contribute the best ideas to a solution. We respectfully challenge and debate ideas, never concerned about who is right but rather what are the best ideas. We value constructive feedback and never stop working together to find the best answers, even when it's exhausting.

## Work is personal

We believe you can tell a lot about a person by the quality of their work because "how you do anything, is how you do everything!" We believe that work is a direct reflection of who we are as individuals and take enormous pride in the quality of our work. You are a reflection of what you do and how you do it.

## Take responsibility

We always take responsibility for doing what needs to be done for the success of the company. "That's not my job" is an attitude that has no place on our team. We lead by example and would never fold our arms if we see something that jeopardizes our company's success and commitment to excellence.

## Do more with less

We are frugal and always look for ways to save the company time, money, and frustration. We strive to be resourceful, innovative and do more with less without sacrificing quality.

## Make an executive decision

We encourage taking initiative and discourage passing the buck. We are preauthorized to make thoughtful decisions that benefit the company and our guests. We first think carefully about problems and solutions and can demonstrate that we've tried to understand and fix the problem before asking for help or pulling our colleagues from other important work.

## Make new mistakes

We provide a safe and supportive work environment that encourages action. Think first then act!

We will make mistakes along the way, which is one way we will learn, but never make the same mistake twice. Be bold and don't be afraid to make new mistakes as you thoughtfully try to solve new problems.

## Stay ready

We delight our customers by anticipating their needs before they can articulate them. This means we always have to think ahead and see around the corner to provide the best solutions and avoid problems that are not immediately obvious. If you stay ready, you don't have to get ready.

# OUR NEXT MILESTONE

## 100 Properties, Superhost status.

We have set a company-wide goal of building a vacation property portfolio of one hundred properties with the coveted Superhost status on Airbnb. A one hundred property portfolio is a key component of raising our HMC status with our regional and international partners while serving as a platform to leverage our success for future growth.

The Superhost status on Airbnb is reserved for the best properties providing the best customer experiences. To qualify for Superhost status our overall portfolio must maintain a 4.8-star average (which means 80% 5-star properties), 90% response rate, and 1% cancellation rate.

Achieving a one hundred property portfolio with Superhost status is aligned with our organization's goal of being recognized as an iconic brand of excellence and HMC leader in the vacation rental markets we serve.



*Tangerine Sunsets*