



## The Premier Provider of Costa Rica Vacation Rentals & Experiences

Address: #12 Centro Comercial El Jardin  
Avenida Pastor Diaz  
Playa Jaco, Costa Rica

Toll Free: 1-888-588-2736  
Office: +506 2643-1450  
Email: [info@CostaRicaDreamMakers.com](mailto:info@CostaRicaDreamMakers.com)

### PAINTED PICTURE - 2014

The following vision, which we call a "Painted Picture", is a detailed, high-level overview of what our business, Costa Rica Dream Makers, will look like, feel like, and act like by December 31, 2014. Sharing it with you here helps it become reality!

*"If it is not in writing, it does not exist"*

### WHAT WE DO

Costa Rica Dream Makers is the premier provider of Costa Rica vacation rentals and experiences. We are in the business of making dreams reality. We rent luxury condos and private homes and provide a complete vacation experience to those traveling to Central America on vacation.

We have an enormous base of extremely happy customers who refer their colleagues, friends and families. We are considered the experts in Costa Rican tourism and our expertise is sought out by clients, vendors and industry associations.

Both vendors and clients alike love working with us because of our integrity, customer service, the quality of our product, and our reputation is the best in the tourism industry.

We always exceed the customer's expectations.

We are:

- Integral
- Professional & Reliable
- Fiscally Responsible
- Excellent in Client Service
- Adaptive & Flexible
- Knowledgeable & Trained

We are a focused organization that stays focused on our core business by our ability to say no.

### HOW WE FEEL

We are an excited and successful business and there is an extremely positive energy with everything we are involved in. We feel lucky to be doing what we do. We feel appreciated by each of our clients. We are excited in every interaction we have with our clients and colleagues.



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### PRODUCTS & SERVICES

#### VACATION RENTALS

We are the largest provider of luxury vacation rentals in Costa Rica. Our commitment to service and the customer experience has rewarded us with enormous success. We take care in everything we do and pay special attention to the customer's experience. Clients are always extremely satisfied and we have an incredible number of repeat clients.

#### SPORT FISHING CHARTERS

We manage and operate numerous sport fishing charter boats. Our fleet of charter boats is sought after by fishermen wanting a charter that is a cut above. Our red carpet service has made us the most successful charter agencies in Costa Rica. From sipping champagne and orange juice as the clients leave the dock to the royal treatment they receive throughout the day, our clients feel like kings for a day when they are fishing on one of our boats.

#### TOURS & EXCURSIONS

We are careful to only work with vendor companies that share our spirit of superior quality and service. The tour operators understand they are an extension of our business and they represent us well. Clients are never disappointed with the excursions and feel they received great value.

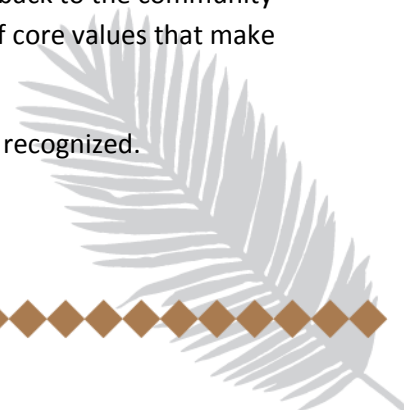
#### PROPERTY MANAGEMENT

Owners are thrilled to have us represent them and feel worry-free that their investment is being taken care of by a company that cares for their property as they would their own. The number of properties we manage has doubled in the last 3 years and we have a waiting list of owners that want us to manage their property.

### CORPORATE CULTURE

We have a tight core group of team members who are passionate about developing their careers and personal lives. We work extremely hard to make our vision come true. Our organization gives back to the community and supports worthy causes that are of importance to us. We adhere to a strict set of core values that make the organization great. All our decisions are based on these core values.

We have an extremely low voluntary team turnover rate and our top performers are recognized.





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It is incredibly difficult to get a job with Costa Rica Dream Makers because of how attractive it is to work here. We commonly receive unsolicited resumes and have many applicants for all job postings. We are considered a top employer.

#### BRAND/IMAGE

The brand resonates with people, when they interact with us; they “get it”... We are “Dream Makers”. Our look is luxurious, professional and refined. Our web presence and marketing materials all reflect this.

When tour operators and other agencies think about working with an agency they think of Costa Rica Dream Makers first.

#### LEADERSHIP

Leadership is evident at every level of the organization. We strive to develop everyone’s leadership and innovation abilities. Our people just figure it out and drive change. No one sits around waiting to be told what to do. Our staff are clever thinkers and intelligently challenge the systems to ensure what we do is effective, efficient, and economically smart for our organization.

Our reservation agents are extremely knowledgeable in our properties and the excursions they provide. They are awesome at guiding our clients as to which properties will help make their dreams a reality.

Our vendors, partners, and affiliates love to spread the word because of how good we make them look, the benefit they receive and they get thanked by the clients for making the initial introductions.

#### CUSTOMER SERVICE

Our clients say that we delivered everything we promised them and always went above and beyond. Our vendor companies feel lucky to have us helping them. Everyone who interacts with us is impressed and feels like they received great value from every interaction with us.

Our average NPS (Net Promoter Score) is +80 and each one of our clients gets a personal call thanking them for their business each time they do business with us.

Our customers may not remember what we did or what we said, but they always remember how we made them feel.





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SYSTEMS

Our business is extremely well documented in all aspects and everything has an efficient system and process for it. Our systems and processes are lean and mean and every team member is always looking for ways to make everything we do more efficient and streamlined making our lives easier than ever.

We use the latest technology to assist us with making things easier and improving the customer experience. Employees can look at our online systems and tell you exactly what is going on and where right down to every individual call, email, task and project.

MEDIA

The media regularly turn to us as the experts in this area's tourism industry. We are featured in various industry publications on a regular basis and have a very strong social media presence. The media likes to cover our organization and we regularly contribute to trade publications. Journalists like us because we allow them to write interesting and entertaining stories.

PROFITABILITY

We are the largest vacation rental and property management company in Costa Rica, and we are extremely profitable. Every member of our team is cost conscious and all expenditures have a clear return on investment. We continually re-invest in our business. Our sales earnings this year are \$5 million dollars and we intend to continue to grow by exceeding our 150% yearly growth pattern.

WORK LIFE BALANCE

We work to live, not live to work. Each employee is happy and loves their job. We are a team of very goal oriented people with a drive to succeed in everything we do. We have learned to channel stress into excitement and rely on our fellow team members for support.

