

Design Brief for Daugherty Management

Kellee Daugherty is the president and owner of Daugherty Management. My company focuses on luxury home vacation rentals and property management. My background is in business and marketing with Microsoft and I have owned and managed my own luxury home as a vacation rental since 2009.

What makes Daugherty Management different is my attention to detail and customer service. For home owners, I conduct market analysis and spend a lot of time in marketing communications to best represent the homes look and feel and the type of experience a guest will have there. I'm a big proponent of professional photography (of the home, activities and area of Sandpoint, Idaho).

Each home is meticulously cleaned and professionally cared for by my team. I provide 24/7 concierge services and meet each guest at the home to greet them and walk them through. I'm an active person, a mom and a business person and I use these experiences to guide others on recommendations. My clients range from affluent families who want a wonderful vacation together, family reunions, executive retreats and girls getaways. I have a lot of return guests - who know they'll have a trusted and wonderful experience with me, my team, the homes and their prized vacation time.

Water and mountains are key to Sandpoint. Picture Lake Tahoe without the crowds or price tags. I do *not* want a home in my logo. I do want something that conveys affluence, trust, professionalism, vacations. Blues are great, I'm open to greens as well. Keep it natural and connected to the beauty of this area.

Go to a few of my websites and see what I do: www.vrbo.com/294150 www.vrbo.com/682790 or www.vrbo.com/508778 .

Thank you.

Kellee