



A division of

A Letter from our President:

It Never Hurts to Talk

We at Performance Development Corporation had a vision two years ago. We wanted to create a business that catered to the existing resort market and enhance it with our group of professionals. With these goals in mind, we purchased an established resort vacation rental company from the well-respected Fraser family, founders of Sea Pines Plantation.

Our rationale for starting with an established company was to learn about the vacation rental industry from the inside-out and then make it better, not just bigger. With the benefit of more than 25 years of advertising experience in professional sports marketing, enhanced by our many years as Island residents, we knew the opportunity existed for spectacular success in the promotion of Hilton Head Island as a luxury resort destination.

Along with E.S.P. Resort Rentals, we purchased the HiltonHeadRentals.com domain name and established it as our corporate identity. We soon discovered how powerful a name can be! Mind you, we had already done the background research—our technical experts assured us that in less than one year this name would become the leader for vacation rental searches on Hilton Head Island.

During the past year, we have developed SEVM™—that is, Search Engine Vacation Marketing. This technology will soon become the standard for the vacation rental business. We have the best SEO minds from around the world; from here in South Carolina to far-away Romania, from Korea to Australia. It's with that vision and those 'hands-on' experiences that we present our company and its products as the ultimate in vacation marketing. Our motto is simply this:

Teamwork: Together We Achieve the Extraordinary.

While we have the outstanding management to take care of your property, we also have the unsurpassed marketing, advertising, and promotional tools necessary to ensure that your investment maximizes financial prosperity. Our plan is to manage and market no more than 300 vacation rental properties in order to provide each owner with the dedication and individual consideration they deserve.

Over 85% of consumers search the Internet for vacation planning. The brochures other companies put together are pretty, but as soon as they're printed they are already outdated. Our Internet-based "brochures" show real-time, accurate data across our network.

Let us be your business partner. We've learned what works. Take a look at our website at HiltonHeadRentals.com and see how effortless we have designed it to be. The online reservation system is as user-friendly as technology allows. If you feel as we do—that technology is going to be the "straw that stirs the drink"—let's talk.

It Never Hurts To Talk.

The late Malcolm Forbes once said those words to me, and I live by that philosophy to this day.

Many Thanks,

Richard Neste
Executive in Charge



Company Profile: *What We Offer*

HiltonHeadRentals.com: The Island's Most Efficient Services

WHAT WE OFFER

- Frequent communication between personnel and owners.
- Constant and consistent rapport between housekeeping/cleaning services and personnel.
- Owners have access to booking information, availability dates, and all property information.
- Dedicated, respectful, and honest personnel assisting owners and guests every step of the way.
- Low management fees, applied to the net receipt instead of the gross, including cleaning fee.
- Clear and well-designed monthly statements.
- Trademarked and incredibly effective SEVM™ technology that maintains our visibility and advertising in the top rankings on all four major search engines: Google, Yahoo, MSN, and AOL.
- Owned and operated in a family-based environment.
- Professionals divided into specialty-based departments including Customer Service, Marketing, and Property Management.



"HiltonHeadRentals.com is the second group that has handled our place and they are hands down better than the first. The 'personal service' they provide is significantly better. I am impressed with the fact that it is rented almost the entire summer. As an owner, I judge their performance as 'very good' and would not hesitate to recommend them to another owner."

**Hayden Leon
Annapolis, MD**



We appreciate your interest in our team! Performance Development Corporation, in combining HiltonHeadRentals.com and WB Property Management, places specialized professionals in each sector of the vacation rental property business. We understand that in order to achieve excellence for our property owners as well as our guests, we must concentrate on specific areas of expertise in order to produce the utmost quality in customer service, marketing and promotions, housekeeping, and return rates. Here you'll find a customer service team, for example, whose only focus is to interact with clients—and not be distracted by tasks from other divisions.



Performance Development Corporation (PDC) is the marketing and promotional arm, as well as the parent company, for HiltonHeadRentals.com. PDC's Chief Executive, Richard Neste, and his team of international professionals are dedicated to the highest standards in internet technology through which we advertise properties, directly target the ideal customer base, and gain rankings and ratings qualifying our company, HiltonHeadRentals.com, as Hilton Head Island's real premier vacation rental company. With our segmented divisions and concentrated efforts to maintain our rankings and PDC always comes out on top.

Property Management:

Welcome Back



FYI:

Conscientious owners replace their homes' interior items often. Maintain or replace older appliances and stay aware of new conveniences. Owners who take part in the upkeep of their rental properties tend to book more guests; updated properties will attract more bookings. Make sure to keep us informed about your home's improvements—we like to update your property's description and photos often in order to provide accurate information to potential guests. You can always call us —we love to talk to you!



"I'd send anyone to you...Relationships make the world go round, and you guys are a good example of that."

**Bill Taylor, DTS Investments
Worthington, OH**

"Your staff is extremely friendly, and the rates are extremely reasonable... I started using the company because of your staff; they have wonderful personalities... You get better personal attention...I recommend HiltonHeadRentals.com all the time!"

**Glenda Ball
Gray, TN**



We are proud to announce our partnership with **WB Property Management**. Jean Wigal founded WBPM after ending her affiliation with another local property management company, when she came up with new ideas about how to improve the business. Jean and her daughter, Lori Wigal McLain, lead a skilled team providing Hilton Head Island with a professional, family-oriented perspective on both short-term and long-term property management.

WB Property Management stands for **Welcome Back**. Jean, Lori, and their team welcome you to the highest standards of customer service, wisdom and knowledge of the rental market, integrity, and fulfilling promises. Jean, who is licensed by the state to safeguard escrow funds for owners and guests, has more than 20 years in this field, and Lori has nearly 10 years of computer technology experience; together they lead WB straight to the top of the rental industry in terms of business savvy and client relations.

WB Property Management has significantly grown in the past year; in the last four months alone the business has seen a 130% increase in properties. They have achieved a high tenant-return rate and expect to sustain that goal in the coming year as well because of their incredibly family-oriented, caring, and comfortable team whose clients always feel appreciated. WB concentrates on building relationships with their clients. Jean says it perfectly herself: "When there's competition, I get the job every time... we focus on you."

WELCOME BACK



The Crew of HiltonHeadRentals.com: *Utility Services*

Air Quality Solutions: Jack Lewis

Air Quality Solutions, Inc. was founded to provide Hilton Head Island with the highest quality of air and air systems possible. EPA Certified Technicians, Certified Mold Inspectors, Certified Mold Remediators, and HVAC Specialists make up the AQS team.

Jack Lewis provides clean, fresh air and offers nearly 20 different services aimed at eliminating poor indoor air quality. In addition, Mr. Lewis provides a variety of home services including general maintenance and remodeling. His close professional relationship with HiltonHeadRentals.com is built on his company's consistent quality performance, and his clients hold him in their highest regards.

Palmetto Electric Cooperative, Inc.

"To provide diversified, innovative energy and related services to its customers consistent with sound business practices, while always acting in a community-building leadership role."

The above mission statement expresses Palmetto Electric's exact sentiments. The company covers the Beaufort, Jasper, and Hampton counties of South Carolina, and was originally founded as a means of distributing energy to rural areas initially refused service by more urban companies. Customers are practically guaranteed satisfaction because at Palmetto Electric, customers are the owners.



FYI:

To improve your bookings, look at your competition. Beachfront residences with hi-speed internet, flat-panel TVs, private pools, and/or recent renovations will sell out quicker than an older unit with basic TVs and dial-up internet. Vacationers want luxury accommodations, and if you want their business you'll have to cater to what they'll be looking for!



"We are delighted to recommend him to anyone who needs quality work done by an honest and dependable contractor. Jack exceeded expectations. We did all of our communications via computer or phone as we live in Massachusetts, so we did not see the progress on a day to day basis. When we finally saw the unit last week we were 'blown away.'"

Sandra Heaphy

"I like what I see!...I can tell you we have worked almost exclusively with Rich Neste as a contact. He is terrific!"

**Vanessa Mastrocinque
Poughkeepsie, NY**

UTILITY SERVICES

Our staff at HiltonHeadRentals.com retains an updated database with contact information for consistent and reputable businesses covering every aspect of home maintenance including (but not limited to):

- Air Conditioning
- Plumbing
- Appliance Repair
- Propane
- Carpet Cleaning
- Trash
- Electrical
- Utilities
- Glass
- General Maintenance
- Landscape/Pool
- Security
- Locksmith



"Everyone there was great in getting us all setup!"

Derrick DeCarlo
Atlanta, GA

"I would highly recommend them to any of our friends or anyone who would come to us. I think they've done a great job...and in keeping the guests happy."

Michele Amshoff
Louisville, KY



The Crew of HiltonHeadRentals.com: *Maintenance Professionals*



Emergency Services: *PJ Construction, Inc.*

If any owner or guest contacts the HiltonHeadRentals.com staff with emergency repair needs relating to the property, PJ Construction is our first call. Their capable technicians handle every emergency from plumbing to electrical, to quick-response structural or mechanical repairs. They also coordinate various projects year-round including custom cabinetry, commercial development, general contracting, and remodeling.

Housekeeping

At HiltonHeadRentals.com, we employ only the best housekeeping and cleaning services available on Hilton Head Island. We love our cleaners!

We require that each cleaner be bonded, licensed, and insured. All of our select housekeeping services have inspection supervisors, and we use a fail-safe re-inspection procedure as a follow-up. Frequent linen and towel replacements are also included with housekeeping services.

Consistent communication between HiltonHeadRentals.com and our cleaners ensures our owners' satisfaction that each property is cleaned and maintained to the highest of standards.



PROFESSIONALS



Owners Benefits: A Marketing Team that Ranks #1 A Property Management Team that is Second to None! *World Class Marketing*

MARKETING

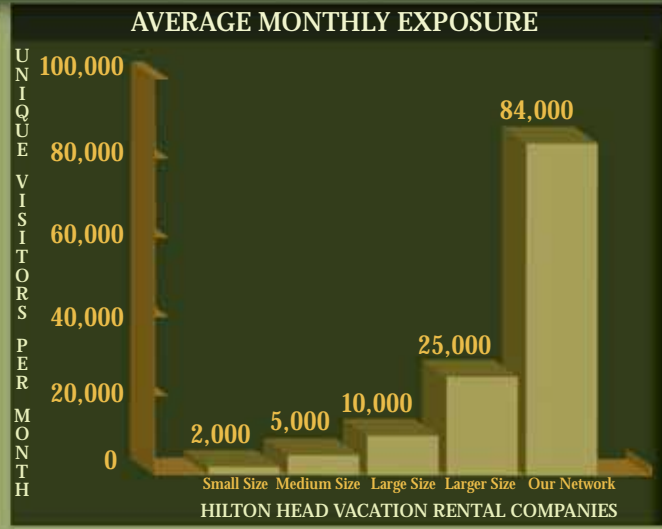
Our Approach to Vacation Marketing

Our parent company, Performance Development Corporation, has developed a unique 'search engine vacation marketing' portal. Search Engine Vacation Marketing (SEVM™) can sometimes be confusing, so HiltonHeadRentals.com's philosophy is to simplify the experience for you by explaining the intricacies of search engines such as Google, Yahoo, MSN, and AOL. Search engine marketing's indisputable efficiency is put to the test and proven each day as millions of interested and engaged customers power up searches on the Internet; this marketing requires highly-trained individuals to target these vacationing consumers. The fact is, over 85% of vacationers are now searching on-line.

*FYI:
When people plan family vacations, they often travel in large groups and need to plan farther ahead. This is why a larger home, with three to four bedrooms, might book earlier than a small, single-bedroom property. Larger homes get snapped up before condos and villas. Smaller units tend to book closer to the guests' arrival date because smaller groups require less planning, and these vacation rentals are convenient for last-minute trips.*

*Blair Bennett
Concord, NC*

"Your service is terrific...Your staff is tremendous...They are very courteous, listen well, and have followed up from items we have discussed. The phone personnel are very helpful and take the time needed to discuss matters. And I really like the internet product as I can call up my rental and view the calendar."



How Do We Use This Technology to Benefit You?

Achieving high rankings in natural (organic) search results isn't a matter of luck—it's an art. We call this technique "organic search optimization." Using our expertise to make constant, consistent, and timely updates is essential; this ongoing process produces dramatic results and sharply increases our rankings.

This alone will not get the job done. To catch the vacationing consumer's attention in this competitive world of paid search engine vacation marketing, it takes more than writing catchy phrases or owning the top sponsored positions on Google or Overture.

One of the primary aspects of organic search engine optimization is our web-linking strategy with our vacation and travel industry partners. This assures a consistently high organic ranking for hundreds of targeted keywords and phrases.

Our success is derived from a holistic approach leveraging countless, very complex variables in order to produce optimal results.

Our goal is to be your vacation marketing partner, focused exclusively on maximizing results for your vacation rentals.



Frequently Asked Questions:

All you need to know!

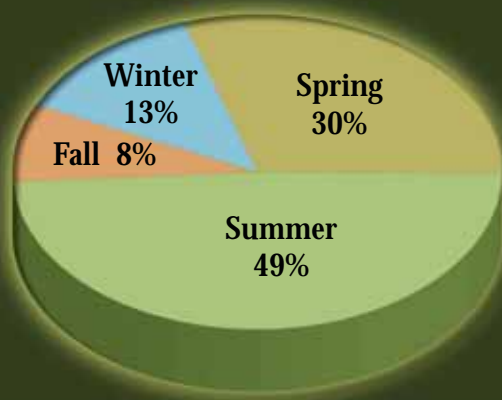
Q: How will my property be advertised?

A: As discussed in our approach, HiltonHeadRentals.com is a division of Performance Development Corporation, which has trademarked a new technology referred to as Search Engine Vacation Marketing (SEVM™). With SEVM™, our search engine optimization (SEO) experts use specific techniques to target the ideal vacation customers and bring them to our sites. We use specific keywords and phrases throughout our websites, among other techniques, in order to acquire more hits from searching Internet customers. HiltonHeadRentals.com consistently ranks within the top five sites in searches for over 200 keywords/phrases on Google, AOL, MSN, and Yahoo search engines. Also, HiltonHeadRentals.com properties are promoted on all of our network's sites, which include HiltonHeadIslander.com, HiltonHeadRentalGuide.com, HiltonHeadAccommodation.com, and GemProperties.HiltonHeadRentals.com, to name a few.

Q: Should I expect the same number of bookings throughout the year?

A: Because of the island's 'warm paradise' reputation, most vacationers tend to visit in the warmer months. This means that, while your unit may receive more bookings during the summer, it is normal to expect lower occupancy during fall and winter. We do, however, target off-season rentals to our "snowbird" visitors.

BOOKING PERCENTAGE BASED ON SEASON



Q: Do I need to set up a landline for my property?

A: Yes, HiltonHeadRentals.com requires residential telephone service for each property. In case of emergencies, we cannot assume that all guests have mobile phones. For your protection, we also require that owners block long-distance calling.

ALL YOU NEED TO KNOW



Frequently Asked Questions:

Continued

Q: Do you limit the number of occupants permitted in my property?

A: Yes! Each property clearly states the maximum number of guests allowed, and we will not permit exceptions.

Q: Are guests allowed to smoke in my unit?

A: No. HiltonHeadRentals.com does not allow smoking in any properties. This is clearly stated in our Guest Rental Agreement.

Q: How do we determine what rate to rent my property for?

A: Suggested rental rates vary from property to property based on many factors such as location, proximity to the beach and/or pool, amenities, view, condition and more. A property with all-new appliances, recent renovations, flat-panel TVs, and a private pool tends to rent for more than a dated property lacking modern conveniences. Also, rates vary from season to season: vacation, sport, fall, and winter.

Q: Can I book my own property?

A: Of course! We have a convenient login system for our owners to view their properties' availability to avoid double bookings.

Q: How do you decide which property to book first?

A: HiltonHeadRentals.com does not play favorites. We do our best to find the perfect match for each of our guests. Our websites rotate featured properties in every category for equitable exposure.



Frequently Asked Questions:

Continued

Q: How will my property be protected from guests' damages?

A: Our Guest Rental Agreement is very explicit to protect our properties from more than normal wear and tear. HiltonHeadRentals.com is proactive when it comes to protecting your property! We require the guest's credit card number as security before they enter your home.

Q: What is HiltonHeadRentals.com's cancellation policy?

A: Guests will receive a refund, less \$100 and reservation processing fees if they cancel more than 60 days prior to arrival. If they wait until after the 60-day mark, their deposit will be forfeited unless the property is re-booked at the same rate. We discuss extenuating circumstances with the owner of the property to determine the best course of action when documented family or medical emergencies arise.

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ALL YOU NEED TO KNOW



Frequently Asked Questions:

Continued

ALL YOU NEED TO KNOW

Q: How does HiltonHeadRentals.com take care of maintenance problems?

A: We have solid working relationships with reputable local maintenance professionals who are qualified to fix any problem, as quickly as situations arise. For significant issues, we immediately contact you for approval.

Q: Do you allow pets?

A: Unlike other rental companies, we do have a few pet-friendly properties. We always require notification of intent to bring an animal at the time of the initial reservation, as well as a pet deposit.

Q: Why should I choose HiltonHeadRentals.com over any other rental company?

A: There are many reasons. Our owners enjoy the most comprehensive benefits offered by any vacation property management company on Hilton Head Island. Our trademarked technology enables us to advertise and promote your property locally, nationally and internationally more efficiently than any other company on Hilton Head Island. Our team members regularly update your property's individual web page to attract the most attention from vacation-planning consumers. We're in constant contact with our owners, requesting feedback, as we strive to improve every aspect of our business. Most importantly, we develop friendships with our owners and respect and care about them as well as their valuable properties. Our property owners aren't strangers adrift in our system, they are our friends and we treat them as such. We'd love to get to know you, too!



"To be a rental property owner is to be a risk-taker; are you sure you're getting the maximum return on your valuable investment?"

"HiltonHeadRentals.com is the most popular and most visited website on Hilton Head Island."

"HiltonHeadRentals.com is consistently in the top 10 websites overall for the state of South Carolina."

"Our #1 goal is the satisfaction of our owners so that every need is met and the owner always has the final say in the treatment of their vacation home or villa."

Dear Rich,

We are most grateful to you for all of your efforts in increasing the rentals at our Sealoft unit in Sea Pines....Having it rented really helps with the expenses incurred....We are also most appreciative of the assistance your staff has given us with our recent improvement project on the unit. It is most difficult to achieve a sense of confidence for such a project without being there, but your communication with us along with your recommendation of contractors has been remarkable.

Thank you for going the extra mile, it has made all the difference.

Kind regards,

Sandra M. Heaphy
Beverly, MA

Dear Rich,

Shirley and I want to take this opportunity to thank you and your staff for such outstanding service...your team has fulfilled EVERY promise you made when we signed up with you and HiltonHeadRentals.com.

Rich, we have owned our Hilton Head Island beachfront home for over 18 years....Your company promised to sell out our home and not only did you do it, but it happened so quickly I had to turn away PGA Ryder Cup captain Tom Lehman (that was tough) who has stayed at my home over the past years. I had to tell him it was gone....

The company has exceeded our expectations. I never expected to almost double my bookings, and seeing our home on your GEM website makes us extremely proud....Once again, many thanks for a job well done.

Sincerely yours,

Bob and Shirley DeLong
Center Harbor, NH

"I think your site is well designed for users and compares favorably with other similar sites....I have found the staff of HiltonHeadrentals.com very friendly and willing to help...The monthly statements are clear and well designed."

Janeth Welch
Aiken, SC



**It's Your Home.
It's Our People.
It's Our Technology.**

You are our most important asset. Let's work together.