CORALTREE HOSPITALITY | NEWS & RECOGNITION

CoralTree Hospitality Named 2026 Vacation Rental Manager of the Year by VRMA

National recognition celebrates CoralTree's commitment to exceptional hospitality, innovative vacation rental management, and outstanding service for homeowners and guests.

CoralTree Hospitality is proud to announce that it has been named 2026 Vacation Rental Manager of the Year (101+ Properties Managed) by the Vacation Rental Management Association (VRMA). This prestigious industry recognition celebrates excellence in vacation rental management and reflects CoralTree's dedication to delivering exceptional experiences for guests, meaningful value for homeowners, and outstanding results across its growing portfolio of vacation residences.

The award represents an exciting milestone for CoralTree Hospitality and its CoralTree Residence Collection, recognizing the people, passion, and expertise behind the company's hospitality-first approach to vacation rental management.

Redefining the Vacation Rental Experience

At CoralTree, exceptional vacation rental management goes far beyond maintaining beautiful residences. It's about creating memorable guest experiences, building trusted relationships with homeowners, and delivering the personalized service and professional expertise that define great hospitality.

With more than 50 years of experience in hospitality and residential resort management, CoralTree combines the resources of an established hospitality company with the attentive, locally driven service of dedicated on-site teams.

Through the CoralTree Residence Collection, guests discover extraordinary vacation homes, villas, condominiums, and residential retreats in some of the country's most sought-after destinations, from the beaches of Hawaii and the South Carolina coast to the mountains of Colorado and Utah.

Each residence offers the space, privacy, and comforts of home complemented by professional hospitality services, thoughtful amenities, and authentic destination experiences.

A Hospitality-First Approach That Sets CoralTree Apart

What distinguishes CoralTree is its belief that successful vacation rental management begins with people.

Dedicated local teams work closely with homeowners to care for their properties while helping maximize rental performance and preserve long-term value. For guests, these same teams

deliver the personal attention, destination expertise, and exceptional service that transform a vacation rental into a memorable getaway.

CoralTree's comprehensive management approach brings together:

- **Exceptional Guest Experiences:** Personalized service, local expertise, and thoughtfully curated stays.
- **Trusted Homeowner Partnerships:** Transparent communication, attentive property care, and a commitment to protecting each homeowner's investment.
- **Revenue and Marketing Expertise:** Sophisticated pricing strategies, digital marketing, and distribution designed to optimize property performance.
- **Operational Excellence:** Professional housekeeping, maintenance, reservation services, and on-site management.
- **Innovation and Technology:** Modern tools and systems that enhance efficiency, improve the guest journey, and provide homeowners with valuable insights.

This integrated approach reflects CoralTree's commitment to balancing exceptional hospitality with strong business performance.

Celebrating the People Behind the Recognition

While this award recognizes CoralTree Hospitality as an organization, its success belongs to the dedicated individuals who bring the CoralTree experience to life every day.

From property managers and housekeeping professionals to guest services, reservations, sales, marketing, revenue management, and corporate support teams, every team member plays an important role in delivering the high standards that define CoralTree.

Their commitment to service, attention to detail, and genuine care for guests and homeowners make this recognition especially meaningful.

Looking Ahead: Continuing to Elevate Vacation Rental Management

As the vacation rental industry continues to evolve, CoralTree remains focused on innovation, thoughtful growth, and delivering meaningful value to the homeowners and communities it serves.

The continued evolution of the CoralTree Residence Collection reflects that commitment, bringing together distinctive properties under a shared philosophy of exceptional service, professional management, and unforgettable travel experiences.

Being named the 2026 Vacation Rental Manager of the Year is both an honor and an inspiration to continue raising the bar.

To our homeowners, guests, partners, and dedicated team members: thank you for being part of this achievement.

We look forward to continuing to create exceptional places to stay, meaningful connections, and memorable experiences for years to come.

Find Your Place with CoralTree Residence Collection.

Explore our vacation residences at www.coraltreeresidencecollection.com or learn more about our vacation rental management services at www.coraltreepropertymanagement.com.