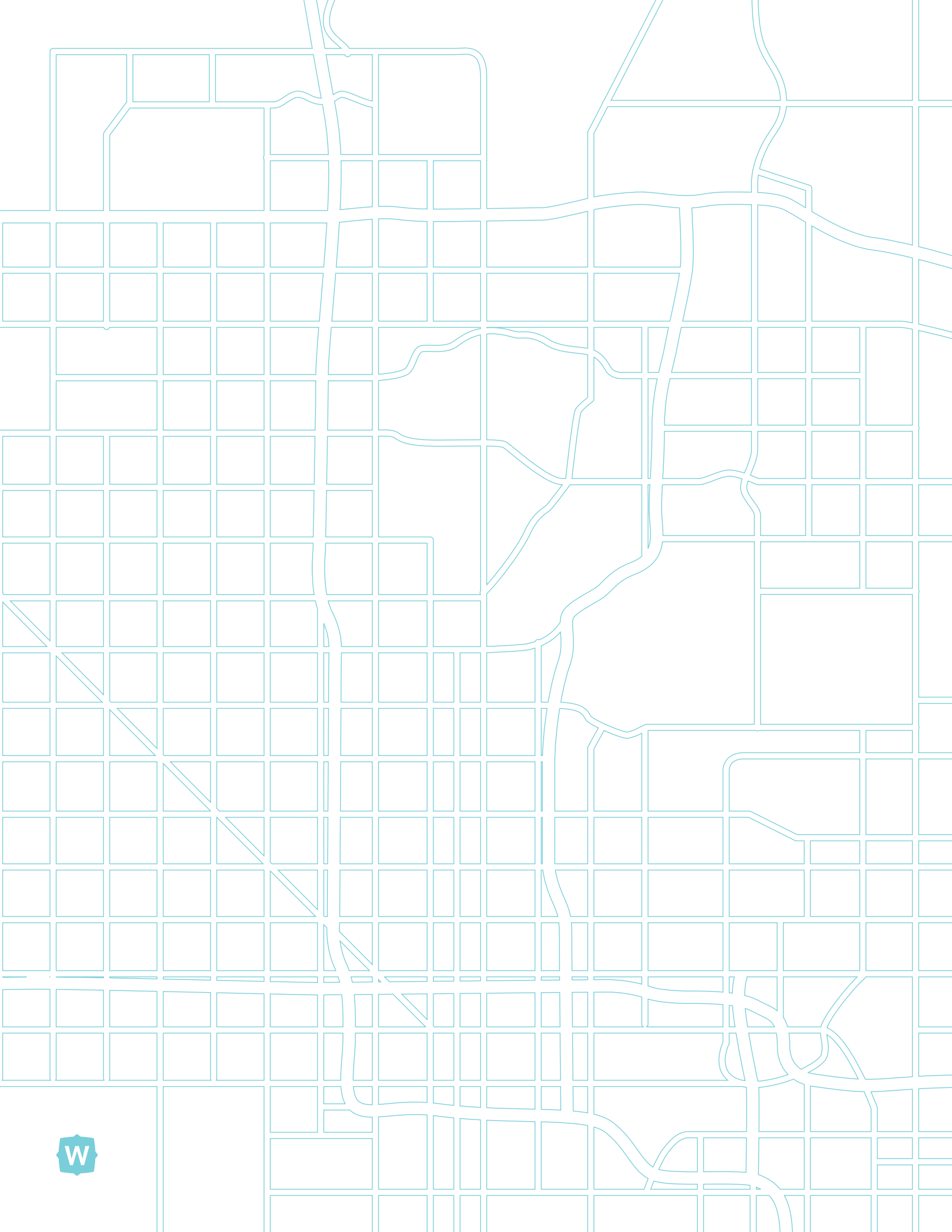


The logo features a teal shield-shaped icon with a white letter 'W' inside. To the right of the icon, the word 'NEWS' is written in a bold, teal, sans-serif font. A vertical dotted line separates 'NEWS' from 'Q2', which is written in a thin, teal, sans-serif font.

W NEWS | Q2

THE WESTBROOK QUARTERLY NEWSLETTER



LAUNCHING THE FUTURE

To say the past year has been a roller coaster ride, is probably an understatement. While the economy has created real estate opportunities for some, it has created obstacles for those of us who purchased our properties at the height of the real estate market (Jennifer and I included). While we wait out the market, the short term rental strategy has been our savior, allowing us and hopefully many of you too, to hold on to those investments.

Our company has also undergone many changes over the past year, including an expanding portfolio, new property management software, and a growing staff. While we have faced some challenges, as any new business does, we have succeeded in learning from our mistakes and creating new systems and policies that are allowing us to spend more time focused on getting your unit rented and servicing our renters. We appreciate all of your patience during this time.

Today, we are launching the first of our quarterly newsletters, created to bring you the latest information regarding our company and keep you updated on all of our new policies and procedures. We are gearing up for a strong peak season, and have set a company goal to be 100% occupied.



TIM WESTBROOK
CEO (Closes Every Opportunity)



SPOTLIGHT ON
**FRANK'S
MODERN
DREAM**



JENNIFER WESTBROOK
Director of Possibilities



MEGAN KRIEGER
Chief Createologist

Located in the prestigious Arizona country club neighborhood, just minutes from the exciting nightlife of downtown Scottsdale, Frank's Modern Dream was added to our portfolio in May of 2009. Inspired by the design of Frank Lloyd Wright, this property features five bedrooms and five baths within 5000 sq. feet of luxury. The property can accommodate up to 12 guests comfortably, and boasts a resort style pool with outdoor gas fire pit. Recently, this property was donated to host an autism charity event. For more information regarding this property please visit our website at www.WestbrookVacationRentals.com.



6017 E Osborn Rd
Phoenix, AZ 85018

Area: Arcadia

Pool: Yes

Bedrooms: 5
Max. Sleep Capacity: 15

1st Bedroom: King
Private Bath: Yes
TV: Yes

2nd Bedroom: Queen
Private Bath: No
TV: Yes

3rd Bedroom: Queen
Private Bath: No
TV: No

4th Bedroom: King
Private Bath: Yes
TV: Yes

5th Bedroom: Queen
Private Bath: Yes
TV: Yes

Sofa Bed: 2nd Bedroom

Washer/Dryer: In Unit

BBQ: In Unit

Balcony/Deck: Yes



FROM THE OPERATING ROOM



First off, we want to welcome everyone to the operating room. This is where you will discover new managerial details. We have made it safe and sound out of peak season with some minor cuts and bruises. As we gear up for 2009-2010 peak season again we have placed some bandaged old wounds and are making some modifications to minimize the chances of injury. We are pleased to have you all on board with us, and hope you all can sit back, relax, and enjoy the ride.

CONTACT US!

WHO

The Westbrook Development Team

WHERE

Phoenix Headquarters
3239 E. Osborn Rd. Phoenix, AZ 85018

WHEN

Monday – Friday 9 am – 6 pm
(Excluding major holidays)

HOW

E-mail (best method)
owners@wearewdp.com
(we strive to answer any requests within 24 hours)

Phone (main)
(602) 956-0669

NOTE

We do have an emergency line for our tenants, please refrain from using it unless you are occupying your unit and have an emergency issue.

IS EVERYTHING UP TO PAR?

We have been through a little trial and error with this department, but have come to find a great solution that has already been put into place. It is my pleasure to introduce our Property Services Manager (PSM), Derek. Derek will be inspecting each property after the cleaning of a unit and prior to a tenant checking in. This allows us to ensure that we are meeting the expectations of our renters. Derek is in charge of taking care of any maintenance issues such as light bulb replacement, air filter changes, pest inspection and any general minor maintenance issues.

CO\$TLY?

Some of you may have seen charges on your owner statements, and we know these things add up. We try our best to keep your costs down, but we know the number one priority is that your home is cared for. Let me introduce our new Preventative Maintenance Program (PMP); we like to think of this as a routine physical for your unit to make sure everything is in perfect working order. The PMP will include a monthly visit to your home for scheduled maintenance, regardless if your home is occupied or not. The service will include items routine maintenance such as light bulb replacement, air filters replacement, clogged toilets, appliance check, flushing of toilets, etc. The fee includes the cost of the replacement materials with these smaller issues. The cost will be \$60 per month, which will be billed on the first of each month directly to your card on file.



WE ARE THE BEST.

This is why our tenants love their stay with us and can't wait to return to Westbrook for their next visit. We always value feedback from our tenants, and one of the most important things we have learned from them is that consistency is key. Even though each home has its own unique qualities, there are a few items that we require from each individual property. Here are a few items required in the Westbrook line-up*:

LINENS

Every unit needs to have three sets of white sheets per bed (don't forget the sleeper sofa!) We will be ordering the sheets in bulk to keep costs to a minimum; the charges will be reflected on your owner statements.

ANNUAL DEEP CLEAN

Each property needs to have an annual deep clean performed before fall season, which starts October 1st. We offer this service at competitive rates, or you can be provided with a detailed checklist to perform your own deep clean. The cleanings will automatically be scheduled unless I am notified that you will take care of it on your own. Contact me for the cleanings directly by email at owners@wearewdp.com.

COMMUNICATION PACKAGES

Most units are equipped with Cox Communications and this needs to be utilized wherever possible. We have a package set that is required for every unit:

CABLE

- Digital expanded cable with a variety tier
- HBO
- 2 cable boxes (one with main T.V. and one in the master bedroom)

INTERNET

Internet Connection with 1.5 mbps

PHONE

Basic Phone Line (for local calls only)

This package runs approximately \$135 per month. If you do not have these services already or are unsure of what your unit is equipped with, please call our Cox representative TK Fitzpatrick at 602-694-6735. Please let her know Westbrook referred you. Also, it is important to authorize Westbrook Vacation Rentals on your account so we are able to call and troubleshoot if necessary.

*IMPORTANT NOTE

Our tenants never complain if you wish to add additional features.

THE WESTBROOK TEAM



DEREK PEARSON

Property Services Manager (PSM)



THE ART OF MARKETING

BY BRENDAN MAHN
www.b-sidedesign.com

WESTBROOK 2.0

Change is good. Westbrook is hard at work, growing and evolving with the times. They thought it was time their brand got a facelift, and B-SIDE DESIGN was up for the challenge. We started with the logo, which quickly spread to business cards, websites, and other marketing materials. The original Westbrook logo was inspired by a compass rose that was pointing west. We thought this was a good place to start, and we also think less really is more. The final result is a simple and clean execution that more appropriately represents the current Westbrook. Below are examples of the new Westbrook logo, which you will begin to see on all of their printed materials and websites very soon.



LET'S GET TECHNICAL

Barefoot Has Launched! Many of you might have already noticed that we finally launched our new software management program called Barefoot. We are so excited to have Barefoot on board and have seen a significant difference in how smoothly things are running. We recently had our first reservation booked via the online reservation system, which was very exciting! [Also you can now find us on Facebook.](#)



We are constantly asked by our tenants, "What can I do to make my rental home more appealing to potential tenants?" Well, first and foremost, we strive to create an environment similar to that of a luxury hotel, clean, simple and modern. Here are a few tips to consider.

01. UPGRADE YOUR BEDDING. Offering high quality, white cotton sheets and a nice fluffy down or down alternative duvet, is the ultimate in luxury. Nothing says relax more than a clean and comfortable bed.

02. ADD AN IPOD CLOCK RADIO & AUDIO SYSTEM TO YOUR BEDROOMS. A great amenity that allows tenants to listen to, and charge their iPods or iPhones. We are adding these to most of the new units that we design, and have gotten a lot of positive feedback from renters.

03. PAINT. Is it time to freshen up with a new coat of paint? A nice neutral color scheme or a bright pop of color from an accent wall can make a huge difference in the overall look of your home.

04. REMOVE EXCESS PERSONAL AFFECTS. Some accessories are nice, too many are overkill. Tenants want to feel like they are renting a private home, not staying as a guest in someone else's home. Keep things minimal and simple. We like to use coffee table books, succulents, trays, and a few decorative objects.

If you are interested in updating or upgrading your unit, please contact Jennifer or Megan in the design department. We offer several different and affordable design packages that can give your home more appeal.



FROM THE DESIGN DESK... HOW TO MAKE YOUR HOME STAND OUT FROM THE REST

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WHERE TO BUY:

.....

01. BEDDING

Crate&Barrel
www.crateandbarrel.com

02. IPOD CLOCK RADIO

iHome
www.ihomeaudio.com

03. PAINT

Sherwin-Williams
www.sherwin-williams.com

04. ACCESSORIES

IKEA
www.ikea.com



QUARTERLY HAPPENINGS

VRBO STAYED HERE!

.....

SKYLINE RETREAT
OPTIMA CAMELVIEW VILLAGE

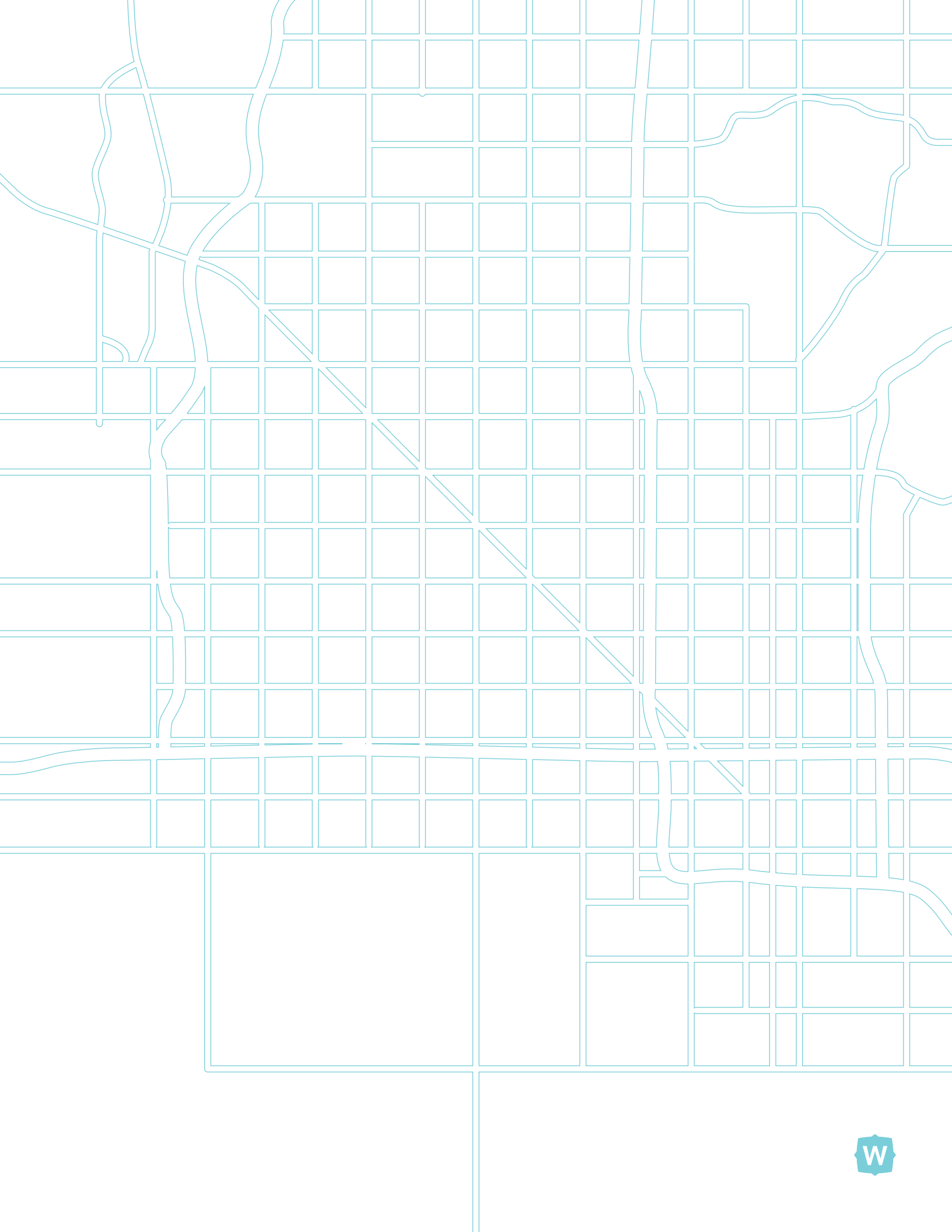
7177 E. Rancho Vista Dr.
Scottsdale, AZ 85251



REFERRAL PROGRAM

Do you know someone who has a property that they are considering making a short term rental? Westbrook is offering current owners a \$150 referral bonus paid out on your monthly owner's statement for each signed contract that you refer to Westbrook. Offer not valid on past referrals.







WESTBROOK

WELCOME HOME.