



**CORALTREE  
HOSPITALITY**



**VIVO RESORTS**  
OAXACAN BEACHFRONT LIVING

**General Owner Forum**  
**February 27, 2020**

# Agenda

- ▶ Introduction of Key Staff
- ▶ Structure Overview
- ▶ Survey Summary
- ▶ CoralTree Update
- ▶ Vivo Update
- ▶ Master Association Update

# Introductions

## Vivo and CoralTree

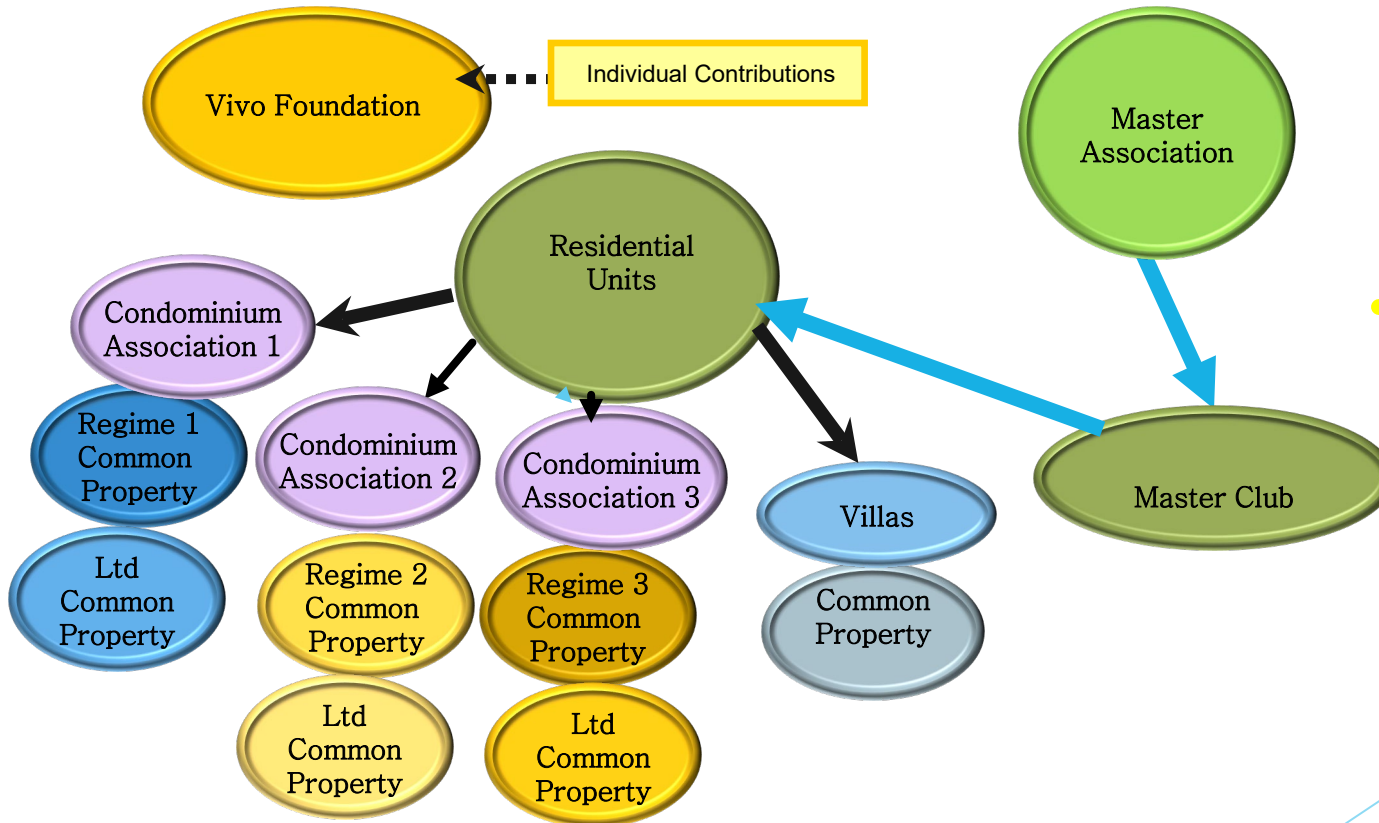
- ▶ Tom Luersen - President Coral Tree
- ▶ Shaun Beucler VP of Operations Coral Tree
- ▶ Patricia Simpson - CoralTree Advisor & Interim General Manager
- ▶ Alberto Herrera Park Hospitality Manager
- ▶ Luis Arvizu Director of Engineering
- ▶ Natalie Skokan Owner Relations
- ▶ Jorge Chinas Transitioning Condo Manager



**VIVO RESORTS**  
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# Structure

# Vivo Overview



# Vivo Resort Property

Hospitality Pays  
and manages

Coco Thai	Grand Palapa	Back of House	Bell Staff
Ernestos	Kids Club	Laundry	Transportation
Mescalinas	RE Sales Center	Development	Concierge
Pool Bar	The Market	Beach Palapa	Rental Program
Kitchen	Spa	Reception	Landscaping Commercial



**CORALTREE  
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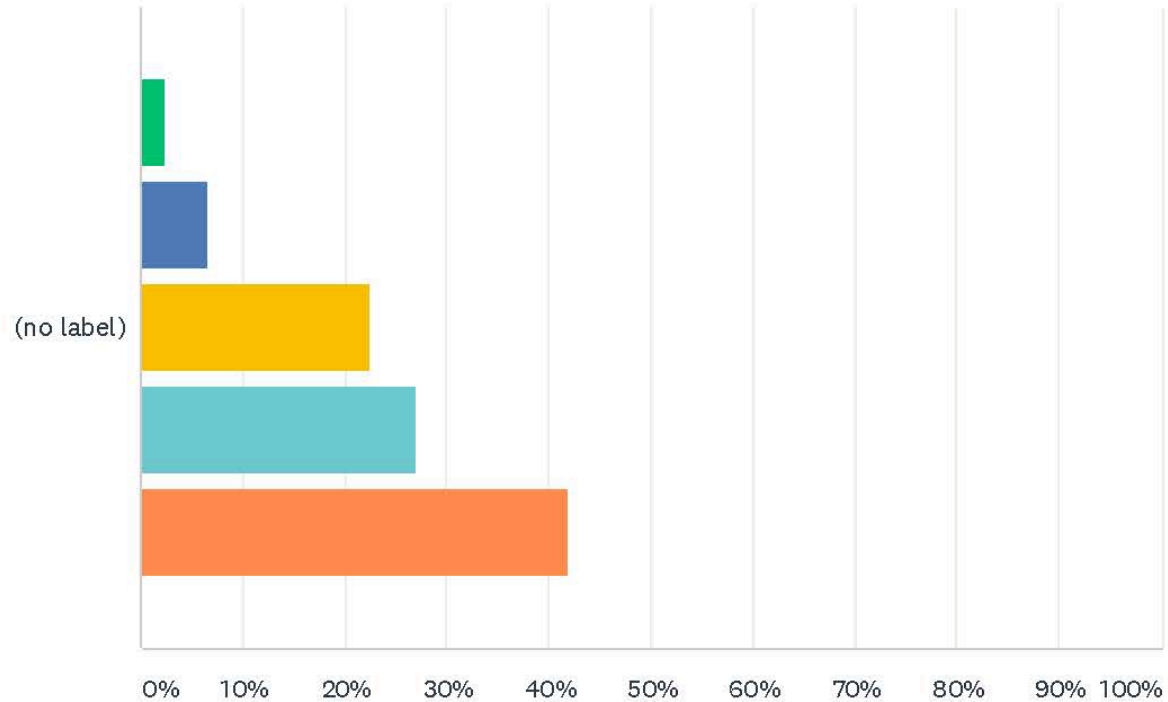
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# Survey Overview

Vivo Owners' Survey January 2020

Q32 I am pleased with my decision to become an owner at Vivo.

Answered: 170 Skipped: 17



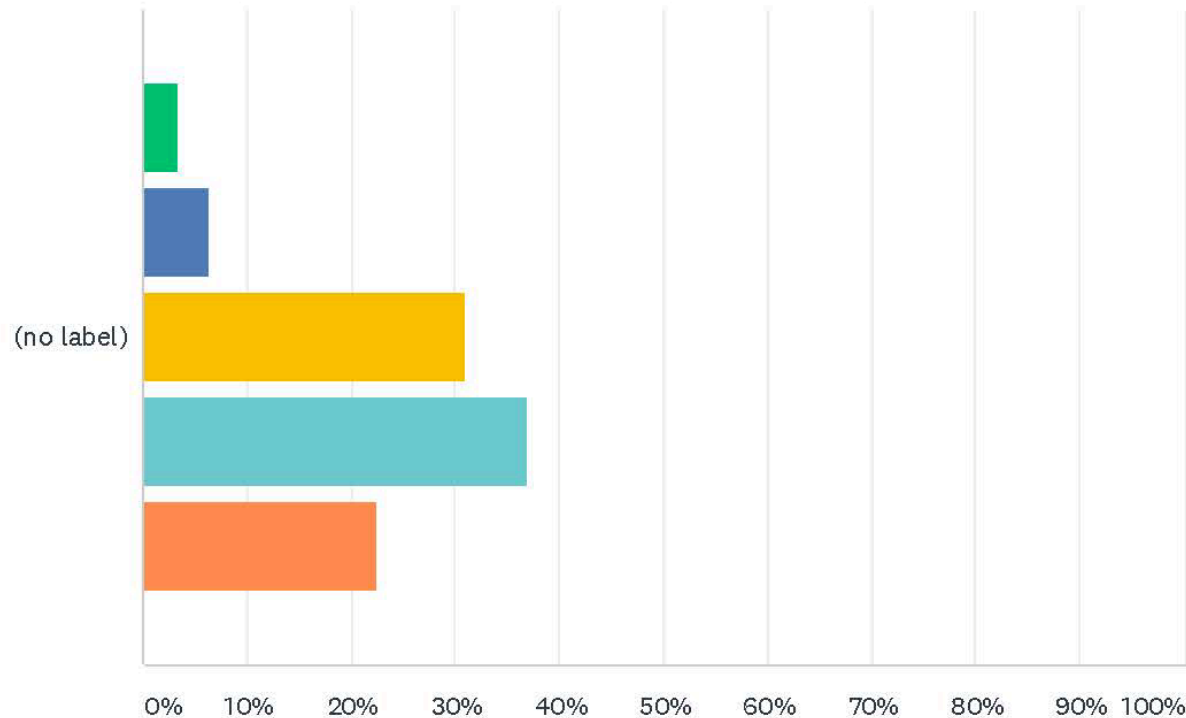
■ Strongly Disagree 
 ■ 2 
 ■ 3 
 ■ 4 
 ■ Strongly Agree

	STRONGLY DISAGREE	2	3	4	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	2.35%	6.47%	22.35%	27.06%	41.76%		
	4	11	38	46	71	170	3.99



## Q18 Overall, I am pleased with Vivo Resorts.

Answered: 174 Skipped: 13



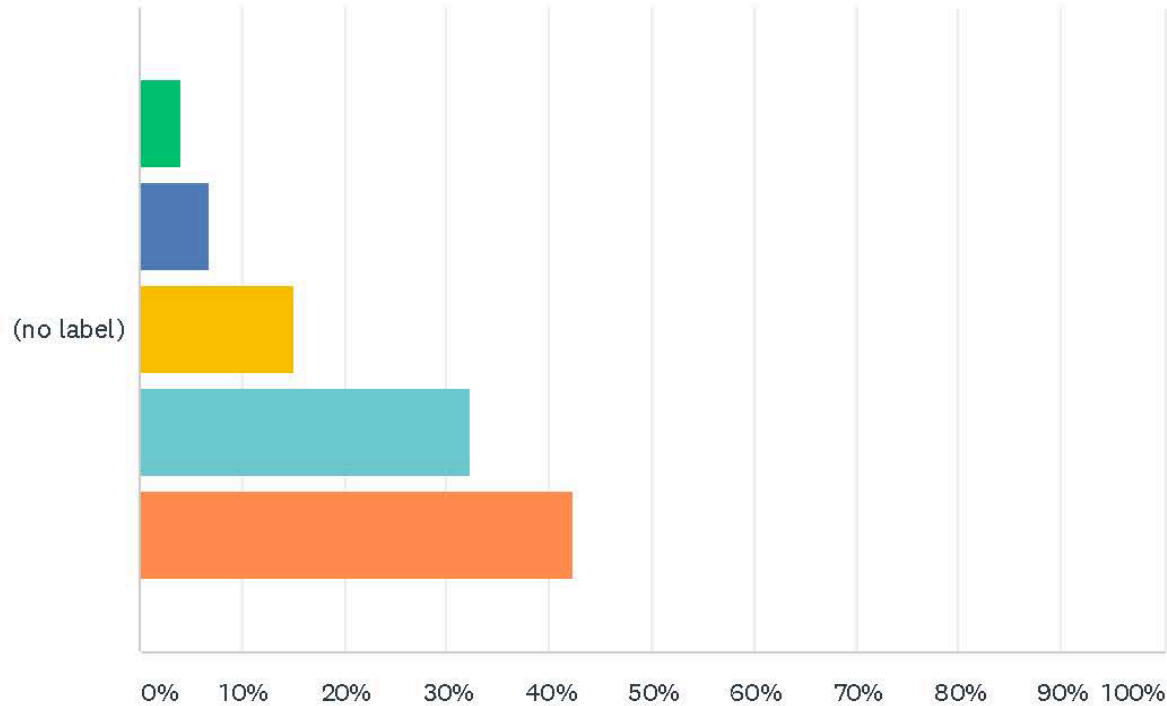
■ Strongly Disagree 
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 ■ 3 
 ■ 4 
 ■ Strongly Agree

	STRONGLY DISAGREE	2	3	4	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	3.45%	6.32%	31.03%	36.78%	22.41%	174	3.68
	6	11	54	64	39		

Vivo Owners' Survey January 2020

Q6 Checking in at Vivo always makes me feel "Welcomed Home".

Answered: 180 Skipped: 7

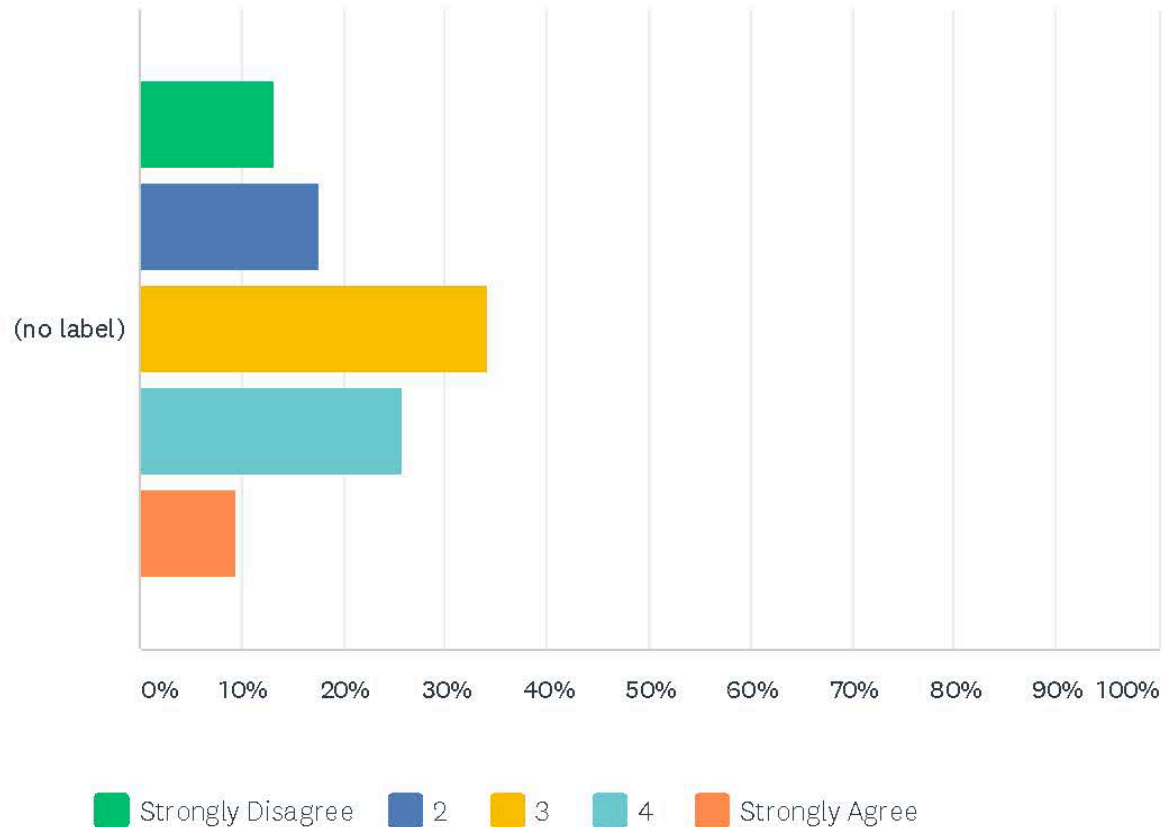


■ Strongly Disagree 
 ■ 2 
 ■ 3 
 ■ 4 
 ■ Strongly Agree

	STRONGLY DISAGREE	2	3	4	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	3.89%	6.67%	15.00%	32.22%	42.22%	180	4.02
	7	12	27	58	76		

## Q4 I think that food quality at Ernestos is excellent.

Answered: 182 Skipped: 5

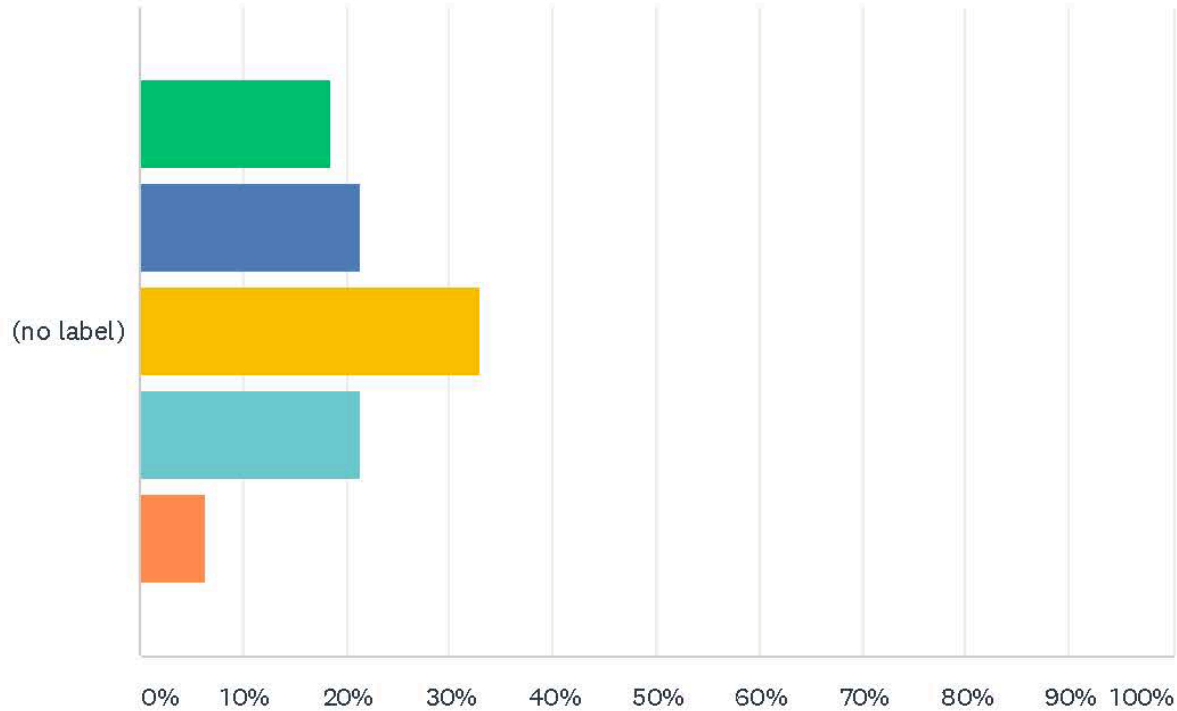


	STRONGLY DISAGREE	2	3	4	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	13.19%	17.58%	34.07%	25.82%	9.34%	182	3.01
	24	32	62	47	17		

Vivo Owners' Survey January 2020

Q20 I think the Vivo restaurant prices are fair.

Answered: 174 Skipped: 13



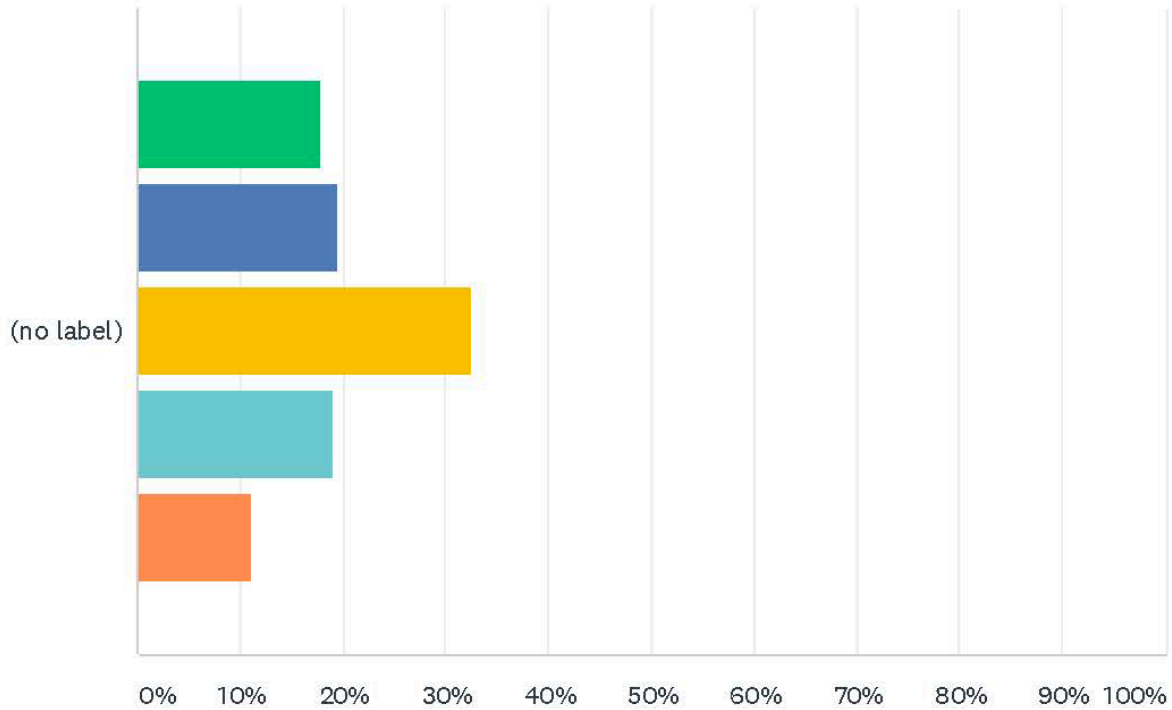
■ Strongly Disagree 
 ■ 2 
 ■ 3 
 ■ 4 
 ■ Strongly Agree

	STRONGLY DISAGREE	2	3	4	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	18.39%	21.26%	32.76%	21.26%	6.32%	174	2.76
	32	37	57	37	11		

Vivo Owners' Survey January 2020

Q8 I enjoy the buffet experience and themes.

Answered: 179 Skipped: 8



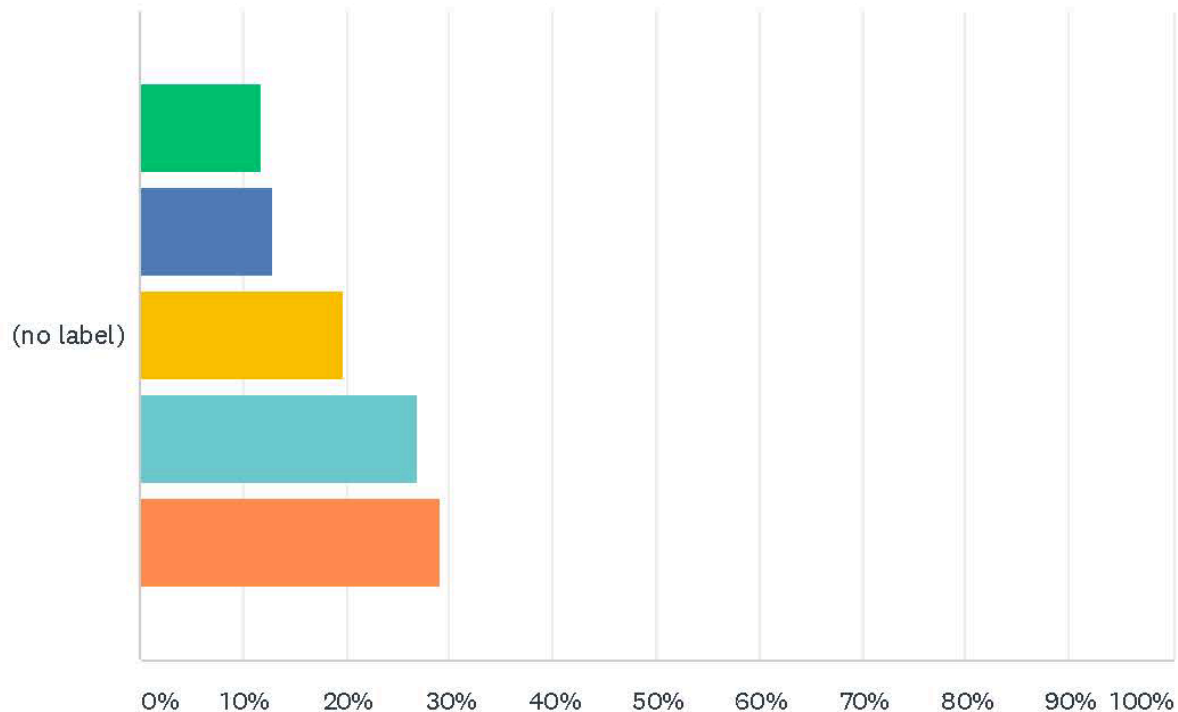
■ Strongly Disagree 
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 ■ 4 
 ■ Strongly Agree

	STRONGLY DISAGREE	2	3	4	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	17.88%	19.55%	32.40%	18.99%	11.17%	179	2.86
	32	35	58	34	20		

Vivo Owners' Survey January 2020

Q28 The owner discount encourages me to dine in the Vivo Restaurants.

Answered: 172 Skipped: 15



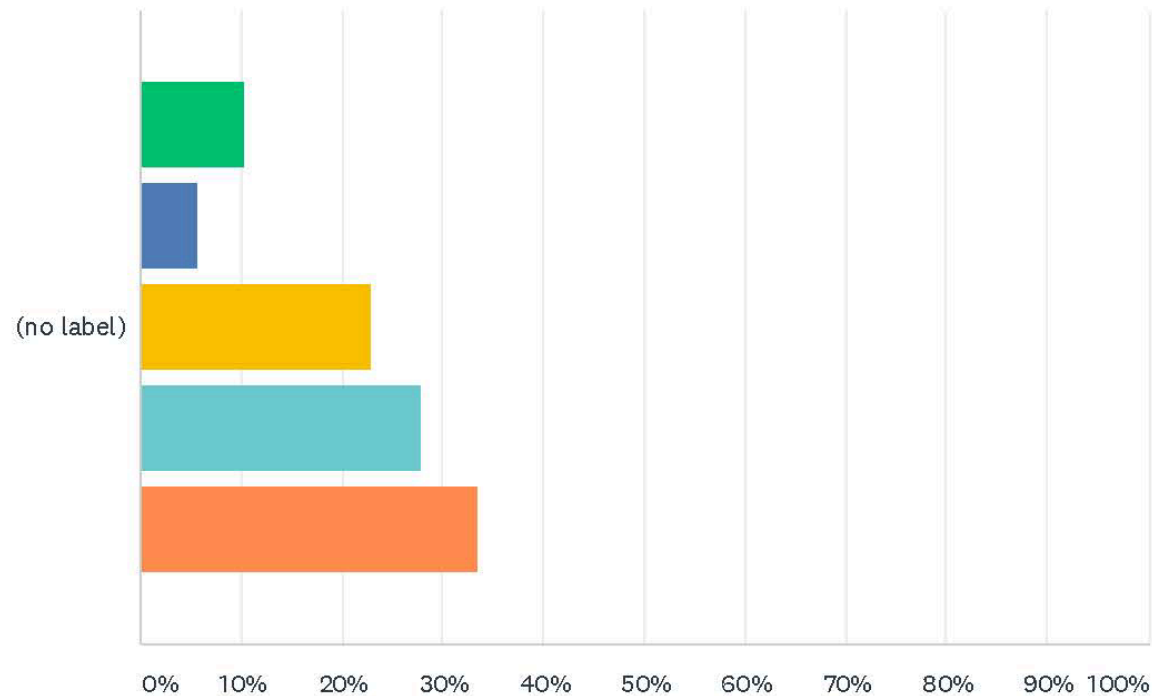
■ Strongly Disagree 
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 ■ 3 
 ■ 4 
 ■ Strongly Agree

	STRONGLY DISAGREE	2	3	4	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	11.63%	12.79%	19.77%	26.74%	29.07%		
	20	22	34	46	50	172	3.49

Vivo Owners' Survey January 2020

Q12 I believe that Vivo should target new avenues for rental revenues (weddings, family reunions and group gatherings).

Answered: 176 Skipped: 11



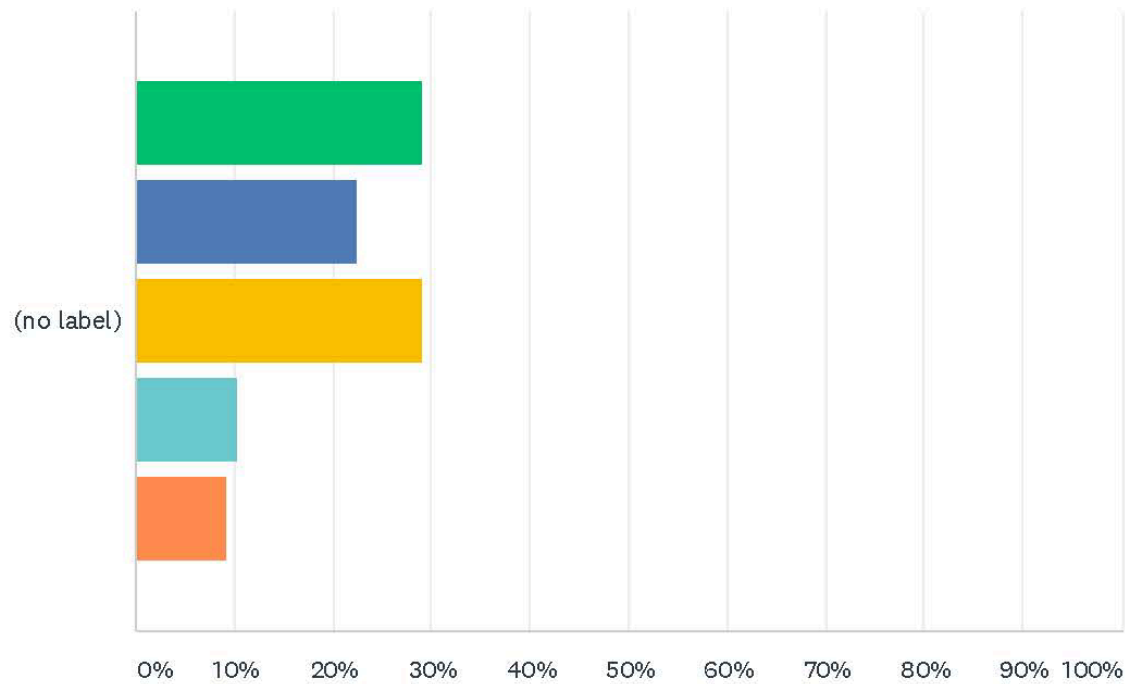
■ Strongly Disagree 
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 ■ 3 
 ■ 4 
 ■ Strongly Agree

	STRONGLY DISAGREE	2	3	4	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	10.23%	5.68%	22.73%	27.84%	33.52%	176	3.69
	18	10	40	49	59		

Vivo Owners' Survey January 2020

Q14 I would like to see less renters and keep Vivo more of an Owners community.

Answered: 175 Skipped: 12



■ Strongly Disagree 
 ■ 2 
 ■ 3 
 ■ 4 
 ■ Strongly Agree

	STRONGLY DISAGREE	2	3	4	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	29.14%	22.29%	29.14%	10.29%	9.14%		
	51	39	51	18	16	175	2.48





# CORALTREE HOSPITALITY

CoralTree Updates

# Strategies Overview

In the 5 months that CoralTree has been at Vivo a lot of progress is being made but it is behind the scenes. We are working on getting the core right so that everything else can flow properly from there.

We recognize, as we have said many times, it will take some serious time to get it all right.

The following slides list many but not all of the initiatives and strategies implemented or being addressed.

# Operations -Implemented

Conducted Owner Survey

Implemented Eco-Friendly Linen Reuse Program

On-boarded New Front Desk Manager and Recreation Manager

Implemented VIP Arrival Experience

Created New Registration Card to Incorporate Condo and Master Assoc. Rules & Regulations

Implemented Help Desk Service Department & Accountability Process

Activities Brochure & Display Communicating Social Events

Rollout of New Menus in All Outlets

Developed Breakfast Buffet

Implemented Rotating Themed Nights

Increased Wine List Offerings

# Operations Forthcoming

- Develop Owner Check-In Process to Improve Sense of Arrival
- Housekeeping Training Manual Update and Recertification
- Redevelop In-Room Information Binder
- Develop Consistency with Scripts & Templates to Respond to Owner & Guest Issues
- Third Party Analysis on Kitchen Infrastructure & Food Safety Process
- Concept and Design New Poolside Outlet
- Develop Additional F&B Social Events & Holiday Programming
- Server and Bar Training Manual Update and Recertification
- New Pool Furniture (Sourcing Complete/Pending Approval)
- New Aerobic Fitness Center Equipment (Sourcing in process)
- Update Employee Cafeteria & Menu

# Engineering

## Strategies Implemented

Completed Annual Permitting by Civil Protection

Completed Annual Maintenance for Kitchen Fire Suppression

New Ramp for Clubhouse Evacuation Process

Designed Evacuation Route for Individual Condominiums

Buildout of Ernesto's Buffet Line

Installation of Emergency Lighting

Installation of Smoke & Carbon Monoxide Sensors

## Strategies Forthcoming

Upgrade to Entrance Gate

Robot for Pool Cleaning Maintenance

Automatic Sprinkler Systems

Seal Floor in Pool #3

# Information Technology

## Strategies Implemented

New computers & server installation

Installation of Dedicated Operations Network Connection

Fiber Connection to People Services/Construction Building

## Strategies Forthcoming

ISP Circuit Installation

Property wide Camera System (Due Diligence Complete)

Fiber Connection to Resort from Puerto Escondido (Due diligence Complete/Pending Approval)

Fiber Connection to Individual Units (Due Diligence Complete/Pending Approval)

# People Services

## Strategies Implemented

Established 25 Job Descriptions for Operating Department Training Tools

Hired & Onboarded 71 New Team Members

Conducted CoralTree Hospitality Service Training Sessions

Completed a Team Member Engagement & Transition Survey (97% Participation)

Lifeguard and Lifeguard Supervisor Certification

## Strategies Forthcoming

Training for Service Consistency

First Aid & CPR Training for Certified Emergency Technicians

Selection and Ordering of New Uniform Package

Creation of VIVO Fitness Nutritional Program

Revamp People Services & Operations Training Manuals for all Departments

# Sales & Marketing

## Strategies Implemented

Digital Marketing Program Implemented

New Website Launched in English & Spanish

Revenue, Sales & Marketing Team Assembled

Established Weekly Revenue Meeting

New Group Sales Manager for Mexico Market

Property Welcome & Activity Information Collateral

## Strategies Forthcoming

Development of Website with .MX Domain for Domestic Market

Placement of Targeted Media for Domestic Market

Create New Wedding Package

Build-out of VIVO Vacations Eco Travel Program

Participation in Tourist Industry Events

Host Sales Executive Incentive Trip



# Revenue Management

## Strategies Implemented

New Room Type Pricing & Naming

Launched Cyber-Sale & First Email Blast

Signed up for New Distribution Channels such as Best Day Travel & Hotelbeds, Bonotel, etc.

## Strategies Forthcoming

Planning and Training for Springer Miller Installation (August)

Changing Central Reservation System (Oct)

Flash Sales such as TravelZoo, Groupon and Luxury Escapes (5-7 LOS Nights Australian Travelers)

Changing Banking to Allow for Monthly Payments

Establish & Implement Resort Fee

Creating Packages such as Girls Getaway & Breakfast

# Condo Initiatives -Implemented

Weekly Call with Regime 1 Board

Developed Structure & Governance Presentation

Developed Standard Fiduciary, Governance & Administrative Policies

Partnered with Legal Counsel to Develop Bylaws for Regime #2 & #3

Wrote a FAQ for Condominium Ownership

Adapted Condo Management Agreement

Revised Scope of Work Docs for Boards of Regime #1 & #2 & #3

Developed 2020 Budgets for Regimes

3rd Party Reserve Study

Revised Rental Management Agreement (Pending Approval)

# Condo Initiatives -Forthcoming

Finalize 2020 Master Association Budget

Successfully Onboard & Train Condo Manager

Establish an Organizational Structure for the Villas

Develop Capital Reserve Strategies

Unit Care Agreement

A La Carte Services Sheet

# Finance

## Strategies Implemented

Implemented Utility, Water & Waste Treatment Allocation Methodology

Presented & Approved Costa Esmeralda 2020 Business Plan & Budget

Completed Recruitment Process for Director of Finance (Offer Pending)

## Strategies Forthcoming

Establish Finance Support Team & Separation of Duties (Hospitality/CA/MA vs. RE/Construction)

Implement Monthly Financial Business Reviews

Partner with Legal to Open Regime #2 & Regime #3 Bank Accounts

Recruitment Process for Assistant Controller



**VIVO RESORTS**

OAXACAN BEACHFRONT LIVING

# Master Review

# Vivo Master

## MEMBERS

VIVO CONDO OWNERS

Villas

Developer Operator

Regime 1 Units

Regime 2 Units

Regime 3 Units

# Vivo Master Club Amenities

Monuments

Signage

Music System

Pool Furniture

Beach Furniture

Master Area Irrigation

Master Landscaping

Beach Services Lifeguards

Tennis Courts

BBQ Area/Equipment

Sports Courts

BBQ Area Bathrooms

Fitness Center

Library

Pool Bathrooms

Master Lighting

Master Walkways

Entrance Fountains

Security Entrance

Road from Security Gate

Entry Road

First Aid

Related labor, tools, utilities, reserves and supplies for housekeeping, administration and maintenance of this area

# 2020 Initiatives

- ▶ Better enforcement of pool rules and regulations
- ▶ Additional pool chairs, lounges and umbrellas
- ▶ Pool area repairs and sealing of deck.
- ▶ Road Grading Plan
- ▶ Upgrade Fitness Center Equipment
  - ▶ Enhanced signage for fitness center





**VIVO RESORTS**

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Vivo Updates



# VIVO RESORTS

A community that celebrates life

## 2019 recap Hospitality:

- Attracted CoralTree Hospitality - specialists in residential property management and hospitality management for over 40 years
- 92% overall Customer Alliance rating
- Defined front desk control processes to improve owner and guest experience
- 4.5 Star rating from TripAdvisor
- Achieved 3 Diamonds by AAA (This helps the Rental Program credibility and rating)
- Awarded the “Distintivo H - Hygiene Certification”. We are the only ones certified in Puerto Escondido
- Emergency Response plans were created for: ERP, Hurricane, Earthquake, Tsunami and Evacuation crisis communication
- Developed Resort Operations manuals for housekeeping, front desk, food & beverage, kitchen, spa and maintenance
- Certification attained for Drinkable Water Quality by new higher official Mexican standards
- Obtained National Certification of National Swimming Pools Foundation (met standards of hygiene, chlorination and water quality)
- Launched a new Vivo Vacations website

## 2019 Recap Construction:

- Completed Laguna building
- Great progress with Marino and Nautico buildings
- At “Nuevo Escondido” (Vivo 2), we obtained our environmental and municipal permits for the resort community, brought in the powerline, drilled a well and installed water lines to our 45 oceanfront villa lots. We also started construction on our first oceanfront villa at Nuevo Escondido!
- Nearing our sales target to begin our first Botanica condominium build
- Contracted Vogel & Associates to enhance and improve the Vivo Master plan

## Homeowner Assistance:

- We attracted and contracted Patricia Simpson to help us with our condo regimes and Master Association. She is a professional having worked with numerous HOA's over the past 40+ years! We're excited to have her helping us structure and advise the Associations
- We assisted our owners by reselling a record number of move-in-ready villas and condominiums in 2019
- We welcomed great new villa owners and pre-sold to several more forthcoming condo owners

# Vivo Resorts Purpose

We enhance  
properties that  
enhance lives.

# Vivo Resorts Purpose

We add value to real estate by creating beautiful spaces, where joy, great relationships & better health can happen more often.

# Vivo Resorts Purpose

## World Class Resort (Product, Service, Experience)

- ▶ An atmosphere/environment of happiness, positivity and community
- ▶ Amenities and services fostering a happier, healthier more connected life
- ▶ Professional and comfortable rental experience
- ▶ Price for price real estate value or room night value - we are world class rated by our customers and compared to our competitors.

## Enhancing People's Lives (Why)

- ▶ We strive to enhance the lives of our owners, guests, team members and local communities.
- ▶ We have a mission to improve perceptions, preconditioned judgments, and bring North Americans together. To love and befriend all, with positive, friendliness and caring.
- ▶ We help people live their best life
- ▶ We encourage people to live your legacy AND leave a legacy.
- ▶ We are inspired because we are doing good making a positive difference for others
- ▶ We produce environments to share your life's greatest moments together
- ▶ With the Vivo Foundation we are expanding our positive impact in the local communities

# THE VIVO VOICE

1. We treat others as we would like to be treated
2. We value and respect others and we speak with respect and appreciation for different perspectives.
3. We are consistent with our friendly temperament, and we can be friendly with reasoning that supports our position.
4. We CARE about the best decisions and data and we will be passionate and ask the difficult hard questions. We will strive to do so in a manner that challenges for the best outcomes, but also respects the individual.
5. We strive to be able to go back to any interaction (whether live, telephone or electronic) and be proud of our caring high performance communication.
6. We strive to inspire others when we communicate



# THE VIVO VIBE

1. We are, we hire, and we attract: Excited, Positive, Friendly people

# Vivo Resorts Vision Statement

To be a Globally  
recognized world  
class Brand of  
Resorts and  
Residences that  
Enhances People's  
Lives.

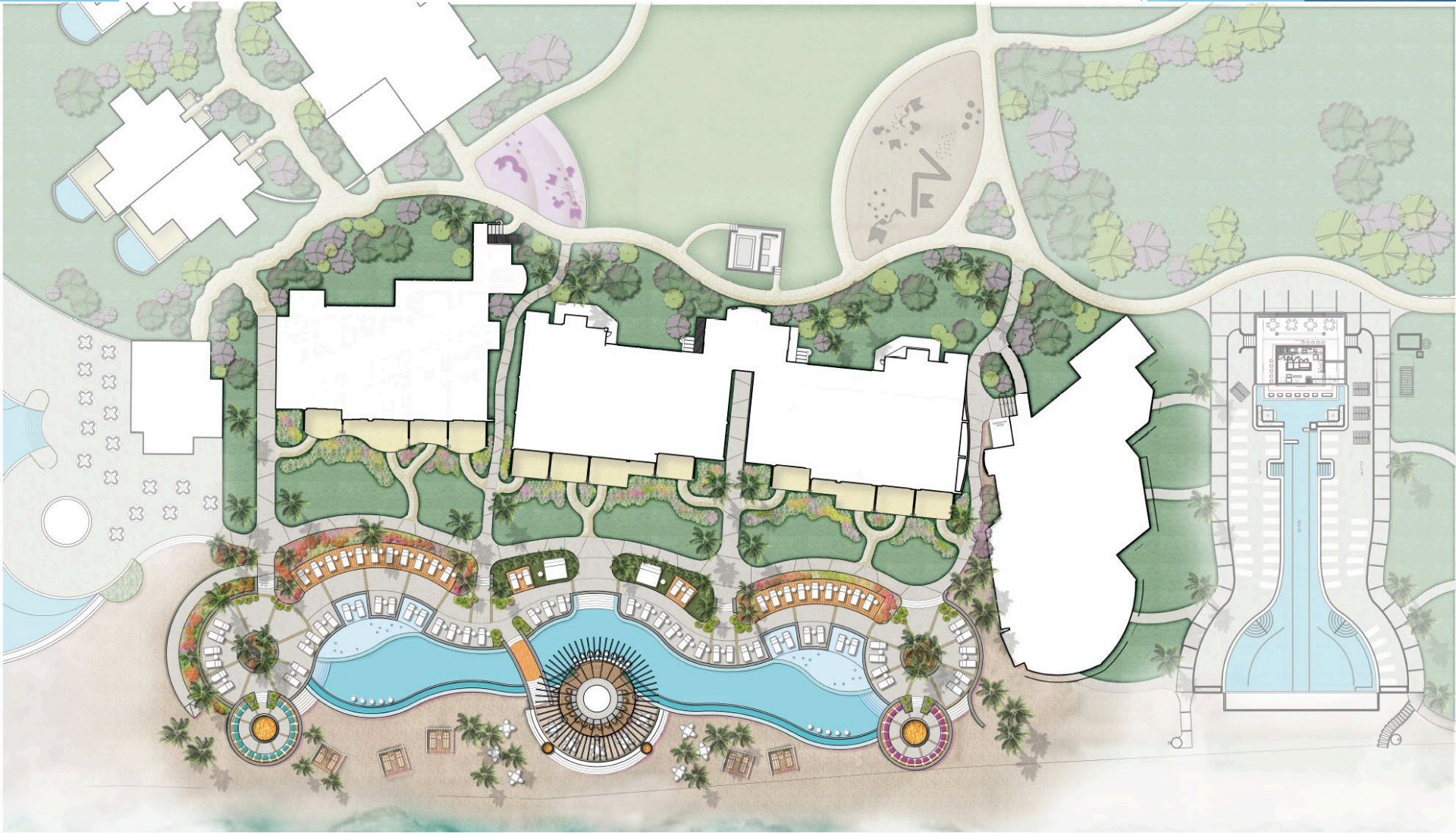
We invest in emerging  
locations, & we then  
add value to that real  
estate

We add value to real estate through our  
planning, permitting, promotions,  
marketing, sales, development,  
construction, management & resales.

We add value to real estate by creating  
beautiful spaces, where joy, great  
relationships & better health can happen  
more often.















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Owner Forum