



**SEASIDE HOMEOWNERS FORM THE HOMEOWNER'S COLLECTION
AN OWNER MANAGED, GUEST-CENTRIC RENTAL MANAGEMENT COMPANY**

FOR IMMEDIATE RELEASE

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Seaside, Fla. (Jan. 22, 2013) — Homeowners of Seaside have formed The Homeowner's Collection, a new vacation rental agency with a portfolio of 30 upscale beach homes, cottages and townhomes.

According to Seaside homeowner Max Watson, who founded the new program, the innovative, collaborative management effort of these owners is "the only initiative of its kind in the Northwest Florida region, if not the country."

Founded in 1981, by Robert and Daryl Davis, Seaside is the much-heralded birthplace of The New Urbanism movement, which is based on rediscovered traditional town planning principles. The idyllic Gulf front beach town is well known for its stunning array of cotton candy-colored homes has become a family vacation tradition for generations of beach lovers throughout the Southeast and beyond.

Rental guests of The Homeowner's Collection directly benefit from the vested personal interest of these particular Seaside homeowners who are committed to the long-term vision and success of this endeavor. "By forming a company exclusively owned by Seaside cottage owners, the owners have more direct control over the balance of cost and quality and are better able to ensure that renters have that wonderful Seaside experience that creates a high level of repeat business," Max Watson said. The program is expected to continue to expand and grow as it adds more homes to its vacation rental roster.

Though no two white picket fences are alike on any Seaside street, every beach home here has a name if not "personality" all its own. Some of the enviable offerings in The Homeowner's Collection include charming, upscale beach homes such as "Villa Whimsey," "Southern Comfort" and "Play Therapy," which are beautifully furnished and range in size from quaint one-bedroom cottages to spacious five-bedrooms beach homes accommodating up to 12 guests.

The Homeowner's Collection is dedicated to setting the gold standard for hospitality services in the market. Guests of The Homeowner's Collection will enjoy personalized service provided by dedicated Cottage Hosts who greet their guests, provide an orientation to the their accommodations and the town of Seaside, and remain on call during their assigned guests' stay. Guests who reserve their accommodations through The Homeowner's Collection also enjoy exclusive recreational privileges and special offerings not available to current rental management companies, who are not vested owners of properties in Seaside.

The day-to-day operation of The Homeowner's Collection Team is managed by a team of seasoned professionals lead by hospitality industry veteran Amy Wise-Coble. "It's an honor to work with such a dynamic group of owners to help them bring this vision to reality. Their commitment to fostering the culture that Seaside was founded on, complimented by first class service, is the beginning of a new era in the Seaside rental experience," she said.

The Homeowner's Collection is taking reservations for the Spring 2013 season. Guests may reserve the cottage of their choosing (based on availability). Cottages are available by the daily (minimum requirement of a two-night stay may apply), weekly and for month-long extended stays. For reservations call (855) 411-1557. To check availability and book online, visit www.HomeownersCollection.com.

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ABOUT THE HOMEOWNER'S COLLECTION

The Homeowner's Collection is a newly formed rental management initiative comprised of Seaside homeowner's dedicated to providing the highest level of hospitality services for guests of it 30 charming cottages located in the idyllic beach town of Seaside, Florida.

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ABOUT SEASIDE

The Town of Seaside is a gulf front community located in South Walton on Scenic Highway 30A between Destin and Panama City Beach. Founded in 1981, by Robert and Daryl Davis, Seaside is the much-heralded birthplace of The New Urbanism movement, which is based on rediscovered traditional town planning principles. Situated on 80 acres, Seaside is a pedestrian-scaled beach town with nearly 500 residences and 60 specialty boutique retail shops, restaurants, a repertory theater, amphitheater, park, swim and tennis club and interfaith chapel — are all accessible within a short stroll or bicycle ride.

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