

THE BAYS

Private Seaside Living

An exclusive magazine serving the residents of Monarch Bay, Upper & Lower Three Arch Bay

Protecting
Your
Estate,
Meet
MICHAEL
HOGAN



ALSO Inside:
**A Slice of
Summer Fashion**
by Alison Barker



Protecting Your Estate, Meet **MICHAEL HOGAN**

By Alicia Arteaga

Michael “Mike” Hogan is an inventor, visionary and award winning screenwriter. He is also the owner of Motu Estate and Yacht Watch Services. Motu is an innovative company that is designed to assist you in protecting your investments, on land and on sea.

Mike started his first business as a twenty-something living in southeast Michigan. Eventually selling that company - a move he says he regretted for many years - he went on to enjoy a lengthy career as an accomplished direct marketer; owning, managing and holding key senior-level executive management positions with several prominent global advertising and marketing agencies.

An interesting fact about Mike is he was once hired to write a feature film biopic screenplay “inspired by true events” that included aliens, ghosts and even Bigfoot. Somebody apparently led a very interesting life! Due to a confidentiality agreement, Mike won’t divulge who that somebody was. But, he insists it’s not him!

Set up on a blind date by a client, Mike was introduced to his future wife, Anette, on a sailboat named *Ti Amo*. Mike and Anette have two adult sons - Seann who resides in Glendale, California and Colin who lives in Michigan - as well as a Springer Spaniel named Phoebe.

Mike and Anette have travelled together extensively, with island destinations among their favorites. Anette now suffers from multiple sclerosis and is confined to a wheelchair. Still adjusting to this major life change, they now stick closer to home and recently remodeled their house to make it more accessible. Mike saw the project as an opportunity to design and create a one of a kind property that not only leverages the indoor/outdoor living afforded by Southern California weather, but uniquely reflects their years of pursuing adventure together.

Mike’s latest adventure has been his startup, Motu Estate & Yacht Watch Services. So what exactly is a “Motu?”

Pronounced moe-too, it is a Polynesian word referring to a very small island. As for the business, Motu provides a broad array of services for owners of coastal homes, condos, boats and rental properties.

For many clients, the home, condo or boat may be their personal residence used by them exclusively. For others, their home or boat may be rented to vacationers on a short- or long-term basis.

Home watch clients count on Motu to perform regular (once, twice or four times per month) thorough interior and exterior examinations of their home while they are away for extended periods of time.

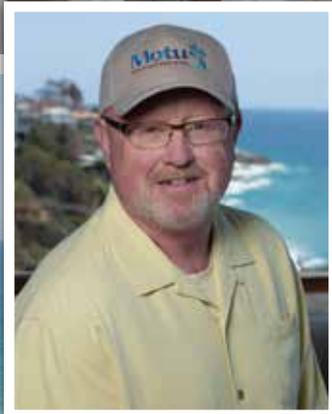
Vacation Rental (VRBO) clients, both land and water based, look to Motu to ensure that each guest experience goes smoothly—from check-in to check-out.

Owners of long-term rental properties protect their investment by enlisting Motu on an annual or semi-annual basis to conduct a property walk-through to identify issues that could become expensive problems if not addressed promptly.

Motu is excited about their newest service offering involving floating vacation rentals. Motu is now an official Ambassador for HarbourSpot, a global online booking service that connects boat owners with people looking for an overnight accommodation aboard a boat rather than a hotel or other land-based vacation rental. It’s a new concept in the vacation rental space. Vacationers can enjoy a stylish on-the-water stay in some of the most beautiful port cities throughout the world; and for boat owners, it’s a brilliant way to help cover the fixed costs associated with boat ownership.

Just as they do for their land-based VRBO clients, Motu strives to ensure that each HarbourSpot guest experience goes smoothly, from check-in to check-out.

In the two years since the company opened its doors in south Orange



Michael Hogan and client,
Gina Willner



County they've received many requests to expand into desert, mountain and other inland locations. With a tongue-in-cheek reference to tiny islands, Mike holds to his original positioning, "You don't, and likely won't, find motus in those places."

Mike says, "Our clients quickly realize that we take our responsibility for their property - whether it's their personal home or vacation rental; or a boat or long-term rental property - very, very seriously. We care. We can be trusted. And we don't nickel-dime them for the little things such as replacing a depleted smoke detector battery or tightening a loose door handle. We just do it. As a result of all of this, many of our clients become very good friends."

All representatives of Motu Estate & Yacht Watch Services are thoroughly screened and assessed as honest, honorable, reliable and of impeccable integrity. And all must abide by a strict code of conduct. Additionally, Motu maintains a strict zero tolerance policy toward illegal drug use and possession for all its employees and contractors; a zero tolerance policy toward misuse or theft of client property; and a zero tolerance policy toward misuse of clients' confidential information.

The information within every clients' profile remains secure within Motu's internal system, and all keys, fobs and other access items remain locked up and are signed out and back in by a Motu supervisor.

Following each watch inspection, a checklist report is emailed to the client; including an arrival photo and additional photos of conditions deemed problematic or noteworthy.

Motu's services are a combination of set fees and hourly rates determined by the services performed. They do not require any long-term contracts.

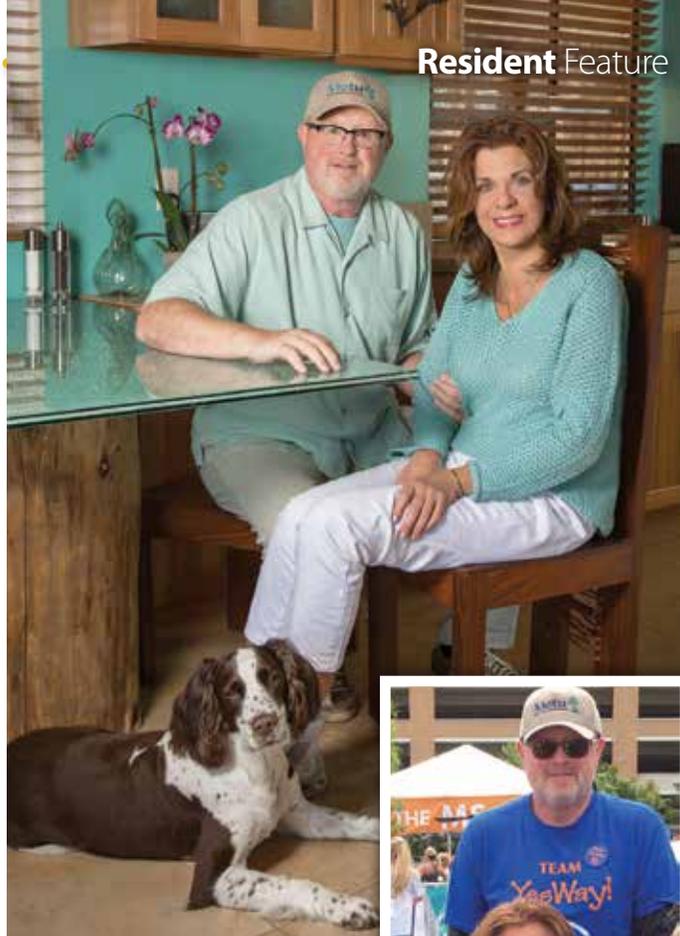
For every year in business Motu has earned accreditation by the National Home Watch Association (NHWA) meaning they also uphold and abide by the NHWA Code of Ethics and mission statement.

One could say that the value of their absentee owner services is more apparent by the rarity of disasters and devastation that occur "on their watch." More common discoveries are things like:

- finding an exterior door that had been left unsecured when a client rushed to catch a plane
- pest infestations
- rotting garbage that had not been taken out prior to a client's departure
- problems resulting from service inadequacies on the part of gardening services, pool/spa services or other third-party contracted service companies
- dead smoke detector or CO2 monitor batteries

For any of our neighbors in communities who leave their homes vacant for extended periods of time, or who are considering or currently using their property as a vacation rental, please call and ask to speak with Mike. He'll personally meet with you at your convenience to discuss how Motu can help protect your estate.

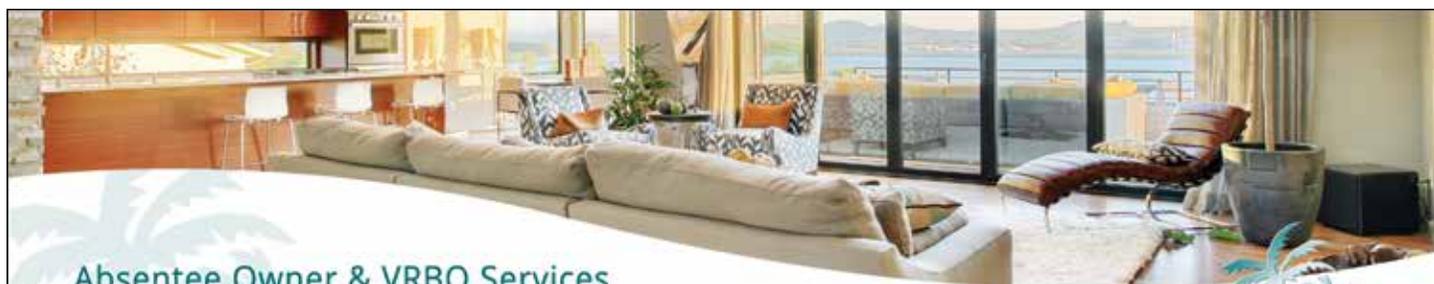
Contact Mike Hogan at Motu Estate & Yacht Watch Services, michaelh@globalmotu.com, or 949-220-3355. You can also learn more at www.globalmotu.com.



Mike, Anette and Phoebe



Do you know a neighbor who has a story to share? Nominate your neighbor to be featured in one of our upcoming issues! Contact us at aarteaga@bestversionmedia.com.



Absentee Owner & VRBO Services

Coastal vacation homes and rental properties are among your most valuable assets. That's why so many of your neighbors trust and rely on Motu.



- Absentee Owner Home and Boat Watch Inspections
- VRBO Guest Services
- Long-Term Rental Property Inspections
- In-Home Concierge Services



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