

21 Little Known Growth Hacks to Skyrocket Your Inventory in 2021

We dare you to try just one of these!

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#21

Strengthen Your Foundation

Target the Right Leads With These Data Tricks

Where are you currently getting
your homeowner data from?
Here are some top sources:



List Broker



Vacation Rental Permit Data

This is a big one! In many markets, if they require vacation rental permits, you can get a list from the town or county of these owners. Due to the Freedom of Information Act, it's public.



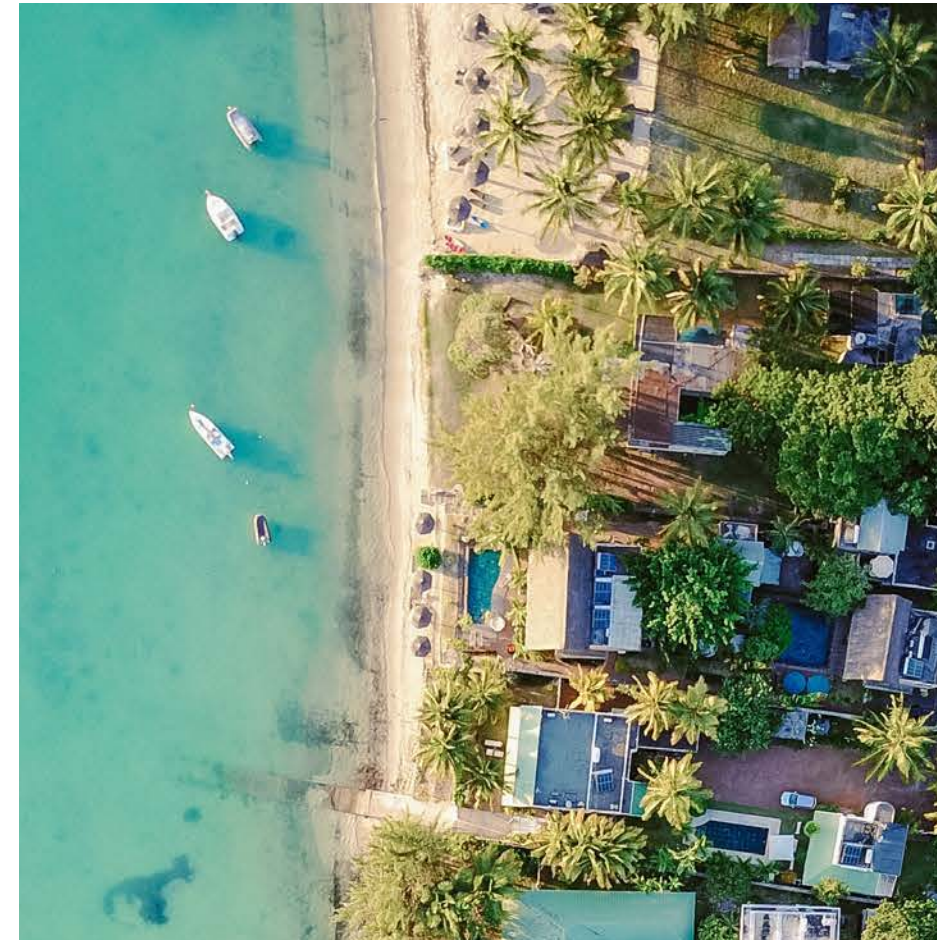
OTA Scrape



#20

Strengthen Your Foundation

Save Time & Grow Faster by Customizing Your CRM



Spend the upfront time to set-up the CRM and the workflows... **USE** the automation and customize it to your business needs.



Vintory is the only CRM designed specifically for VRM's to grow their inventory

[Learn more](#)





#19

Strengthen Your Foundation

Convert More Leads With Automation and Lead Nurturing

Use AI and automation to save you time and convert more leads while you spend your time focusing on daily operations and where you need to.

Connecting With a Lead
Within 2 Minutes

10x

More Likely To
Become a Conversion



#18

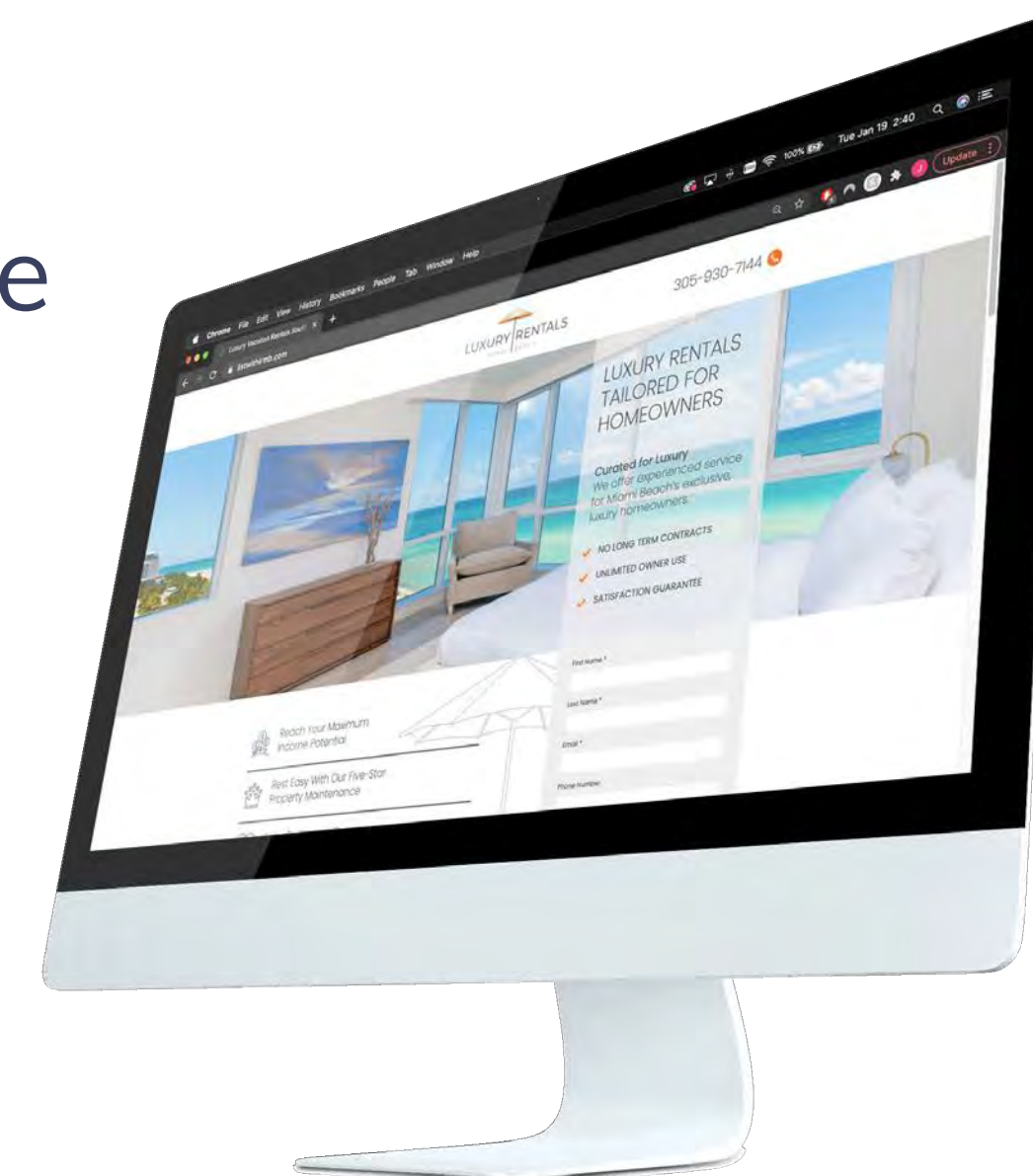
Download: [Elements of a Great Landing Page](#)

Strengthen Your Foundation

Increase Conversions by 30% With an Optimized Owner Landing Page

Updating your owner landing page is one of the quickest ways to convert more homeowner leads.

Be sure you're using Google Tag Manager to manage and deploy marketing tags on your website. A few other great tools to include on your site are a built in chat system, which is now replacing the "contact us" form as well as embedding your booking calendar right on your page.



#17

Strengthen Your Foundation

Stop Missing Leads and Use an Answering Service

Updating your owner landing page may be the quickest way to gain more homeowner leads.

At a minimum, we recommend hiring a company like Extenteam to ensure you are answering every call.

Extenteam is an outsourcing team solution specifically geared for the VR industry.

Vintory also has an answer service, [email Jade!](#)



#16

Strengthen Your Foundation

Surpass Your Sales Goals With This Secret For Hiring The Right BD Rep

Use tools such as PI and CI to accurately identify if the candidate you're considering has the right skills to be successful in the BD role in our industry.



#15

Execute Omnichannel Marketing

Realize Marketing Synergies With An Omnichannel Approach

So this one is a bit of a strategy and I'm going to give you some quick hacks to go with it...

Omnichannel marketing is an approach that provides customers with a completely seamless and integrated shopping experience from the first touchpoint to the last. That means that each channel works together to create a unified message, voice, and a brand for your company.



#14

Execute Omnichannel Marketing

Stand Out From the Crowd With A Compelling Direct Mail Offer

Use a compelling offer!

- Offer great value
- Deliver a discount or a premium
- Require immediate response
- Include a strong call-to-action
- Provide a bulletproof guarantee
- Include risk reversals

Don't be afraid to use more than one!



#13

Execute Omnichannel Marketing

Convert Cold Leads Into Warm Leads Automated Outreach

TechRec
mailshake

Fill your CRM with a consistent funnel of leads by converting cold leads into warm leads and new leads into HOT leads.

So you may already be trying cold-email out-reach but my hack is two fold:

- 1) Hire a great copywriter off Upwork that specializes in email outreach to write 5 campaign templates for you that will convert
- 2) Automate your cold-email outreach using a service like MailShake

#12

Execute Omnichannel Marketing

Capture more Leads with PPC Targeted at Owner Intent

Remember to do your research. Casting a wide net on key terms & using the right key terms.

Paid search traffic has high intent to research information and take action, but the overall number of owners searching is very low: so you need to cast as wide and accurate a net as possible.

At Vintory, we typically find 50-70 unique keyword concepts to bid on in paid search.



#11

Execute Omnichannel Marketing

Capture Better Leads with List Based Retargeting

Make sure you're consistently collecting email and phone numbers from all your leads and contacts

When you have the correct information from your potential leads you can upload that list and target these contacts directly with list based retargeting through Facebook, Instagram, Twitter and LinkedIn.



List Based Retargeting Tools:



AdRoll

SharpSpring

#10

Execute Omnichannel Marketing

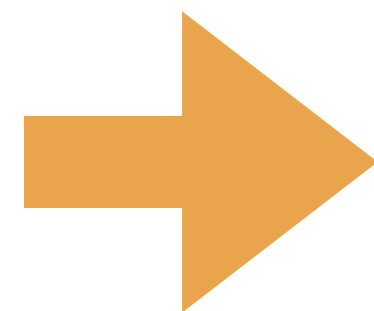
Serve up Ads Targeted to Your Leads Where They Are With IP Targeting

Here's another new marketing channel that is a game changer!

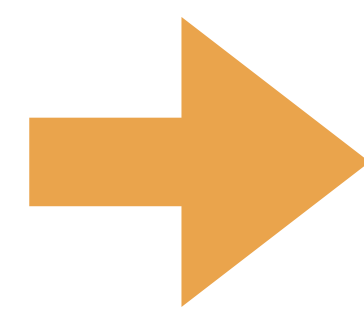
You can upload a list of your targets into IP targeting software and it searches for the IP address. Then it serves up display ads on those target's computers.

Between this and list based retargeting, for the first time ever, we're able to push out digital marketing to targets without them having to go to your website and cookie them.

Upload Address



Match Address and IP



Serve Up Direct Ads



IP Targeting Tools:

adcellerant

Simpli.fi

#9

Execute Omnichannel Marketing

Stop the Leak in Your Sales Funnel with Retargeting

We have looked at over 100 VRM landing pages, and when we leave the page the majority do not have re-targeting ads to bring quality leads back.





#8

Use Inbound & Referral Tactics

Add Value and Empower Your Leads With Inbound Interactive Content

TechRec
CALCONIC
CALCULATOR BUILDER

Building trust and establishing expertise is one of the most important ways to develop a relationship with a high-quality lead!

One of the best places to start for interactive content is an embedded calculator on your website. If you can solve important questions for people they continue to use your website, which helps with SEO and ranking as a useful tool.

[Click to give Calconic Calculators a try!](#)

#7

Use Inbound & Referral Tactics

Build A Meaningful Realtor Referral Program

Building a strong relationship with one good realtor could give you dozens of deals per year!

Think outside the box and give your realtor contacts tools that make them more useful to buyers and sellers. If they make a sale you'll be their go-to property management referral. Make sure the tools you give them are co-branded to make it even smoother.

LUXURY CONDO PRO FORMA
1127 - 102 24th Street, Miami, Florida 33139

LIST PRICE \$1,130,000

1 HOTEL Smith beach
1 BEDROOM, 1 BATHROOM
INTERIOR TERRACE
929^{sq} FT
118^{sq} FT

PROJECTED REVENUE

	45%	65%
Occupancy	\$305	\$305
Avg. Daily Rate	\$4,175	\$6,030
Monthly	\$50,096	\$72,361
Taxes	\$250	\$250
HOA Fees	\$180	\$150
Insurance	\$150	\$1,000
Miscellaneous	\$500	\$500
Utilities	\$400	\$400
Cleaning Fee	\$835	\$1,206
Management Fee	\$3,315	\$3,686
Total Expenses	\$860	\$2,344
Monthly Revenue		

PROJECTED DAILY RATE \$305
PROJECTED OCCUPANCY RATE 55%
PROJECTED YEARLY INCOME \$61,229

REALTOR NAME
000-000-0000
realtoreamil@gmail.com

Property Managed By Luxury Rentals Miami Beach
786.358.5580 | info@lrmb.com

Guide to Short-Term Rental (STR) Permit Laws in Nashville

What Kind of Digs do you Have?

- Family Home (SFH)
- Single Family Home - HPR (two homes on one lot)
- Condo or Townhome (multi-family homes)

Do You Own Both Homes On This Lot?

- YES! Nice! Only Owner-Occupied Permits Are Available For HPR Homes. In Addition, You May STR One Of These 2 Homes. Not Both. Make Sure The One You Decide To STR Does Not Have Any STR Violations. YAY!
- NO. Sorry! You Must Own Both HPR Homes In Order To STR One Of Them. Yes, It's Silly. We Know!

Does Your HOA Allow STR?

- YES! Awesome! Does Your Underlying Land Zoning Match Any of The Zoning Listed At The Bottom Of This Page? YES! Yay! You Should Be Eligible For A Non-Owner-Occupied Permit As Long As The Home Has No Prior STR Violations.
- NO. Sorry! HOA Rules Restricting STRs Will Prevail. No Matter What The Underlying Zoning Says.

Need Additional Information? Call Us Today: 615-235-3416

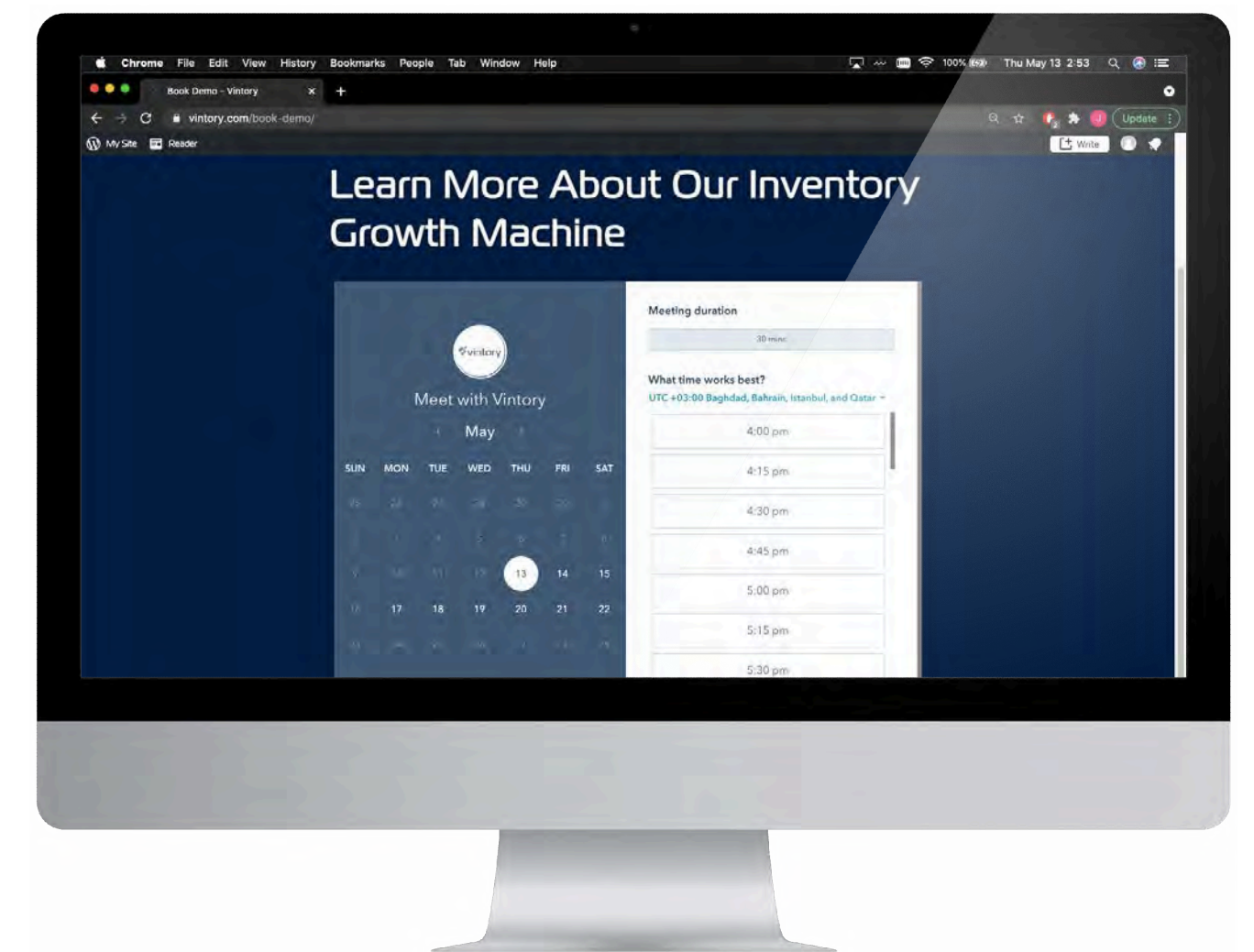


#6

Save Time with Software & Tools

Make it Easy For Leads to Meet with You

These tools will help you close more deals, achieve faster sales and be first to the punch!



#5

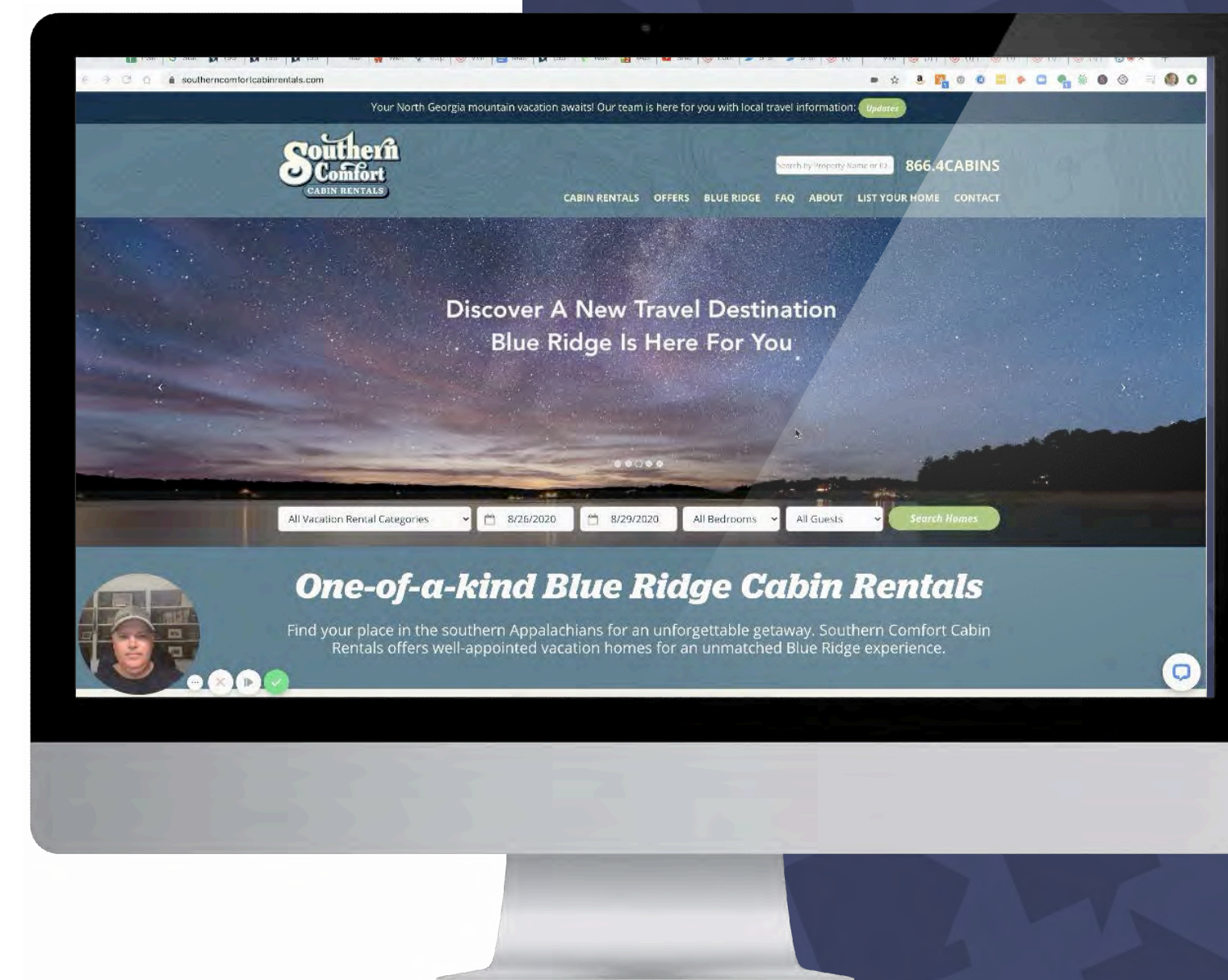
Save Time with Software & Tools

Double Your Engagement Rate with Video Email Marketing

At Vintory we used video email to do a landing page tear down of over 100 VRMs. We delivered advice in the moment for them to increase their conversions on their owner page.

We saw immediate increases in open rates, increased click throughs and more converted leads.

TechRec!



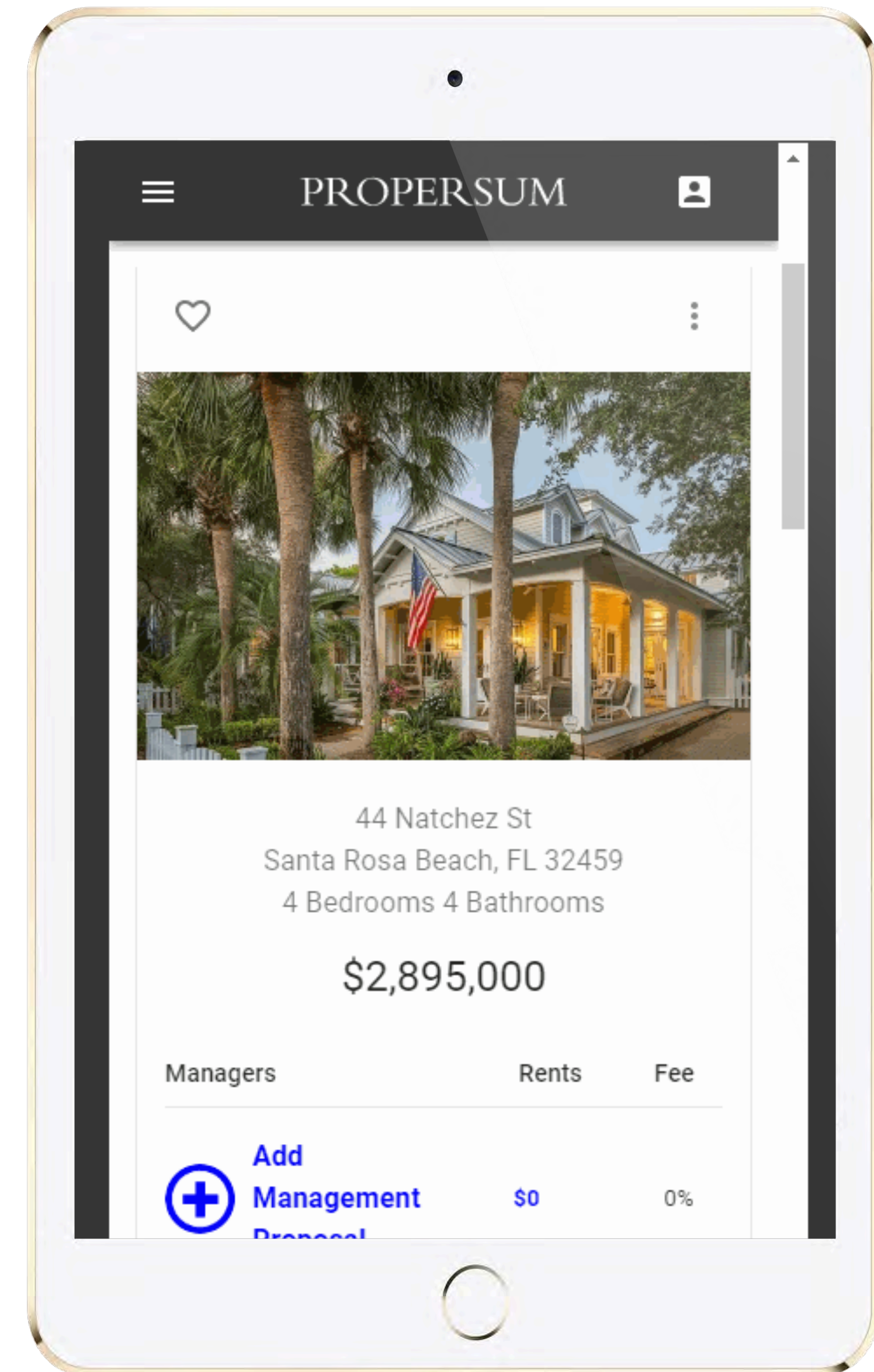
#4

Save Time with Software & Tools

Capture Leads at the BEST Time For Conversion

We all know how important timing is in life...and the same goes for the ideal time to capture a new homeowner lead to convert into a sale!

Use Propersum. Propersum puts your management company and projections on the inventory for sale so you reach more Realtors and home buyers with less effort. **Click to Visit!**



#3

Save Time with Software & Tools

Strengthen The Performance of Your Marketing Campaigns Using CallRail

Call tracking and recording is so important to make sure you have the metrics and info you need

- Every marketing campaign has a unique # to track performance
- A/B Testing is easy with this
- It records all calls for review
- It has native integrations to CRMs to start automated workflows for these leads

Vintory is proud to offer call tracking, [email Brian!](#)



#2

Save Time with Software & Tools

Differentiate Your Services Using Smart Software

This hack is about differentiating your services, giving homeowners what they're looking for and convincing them to hand over the keys to you vs. doing it themselves or going with your competitor down the road.

Have a look at these great services:



#1

Build a Great Freaking Company!

While the majority of these hacks will deliver quick wins, you need to slow down - just a little - and think about the full picture. Building a company that is truly so great, that once your marketing and growth efforts have built your portfolio, then word of mouth marketing does all the work for you.

Want To Learn More About Vintory?

Email Brooke directly at: **brooke@vintory.com**

For a personal demo email: **brian@vintory.com**

Watch a demo at your own pace: **HERE**

Need to make some time? **Schedule Demo**

