vintory

10 Simple Steps

To Grow Your Vacation Rental Inventory

FROM
0 TO 500
PROPERTIES
IN
5 YEARS

A PLAYBOOK TO GROW YOUR SHORT-TERM VACATION RENTAL INVENTORY

D. BROOKE PFAUTZ

Available at
amazon
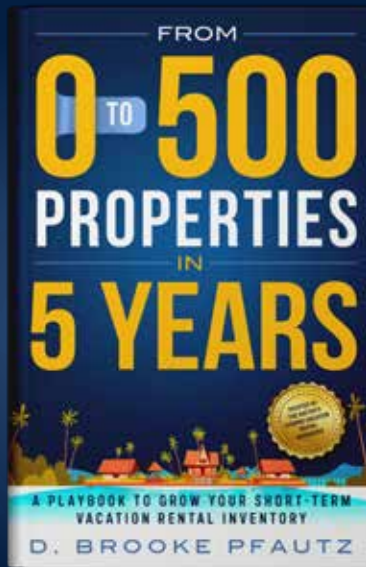
Don't want to do the work?
Let the experts do it for you!
Book a demo and get the book for free!

✉ **Sales@Vintory.com**

Vintory.com

1

Messaging

Key Message Building Blocks

Unique Selling Proposition

Features and Benefits

Trust Icons

Social Proof

Compelling Offer

Risk Reversals

Call to action
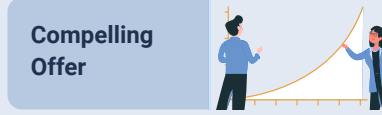
2

Hire Full Time BD Rep

Calculating Value of Inventory

Value of one property after one year

One year

Margins	Commissions	GBR
$3,600 (10%)	**$7,200** (20%)	**$36,000**

Break-Even Analysis on BD Rep

$80,000
1st Year Salary

24 Homes
1st Year Growth

✕ $3.6k

✕ $36k

< **$86,400**
1st Year Margins

< **$864,000**
10 Year / Lifetime Margins

What does the best BD Rep look like?

PI THE PREDICTIVE INDEX

Culture Index — Making Executives Effective

Captain   Persuader   Maverick   Rain maker   Trailblazer

3

Landing Pages

Increase conversions with optimized Owner Landing Page

▸ Use Key Messaging Building Blocks

▸ Build Owner Recruitment Websites - i.e. Join.VacationCo.com

unbounce

4

Data

💲 Tax Records / MLS

☑ List Brokers

📁 VR Permit Data

🗄 Scraped Data

5

Execute Omnichannel Marketing

Realize Marketing Synergies Using Omnichannel Approach

- PPC
- List Based Retargeting
- Email
- IP Targeting
- Targeted Homeowners
- Direct Mail
- Retargeting

Consistency is Key with Direct Mail

Convert Cold Leads Into Warm With Automated Outreach

lemlist

Capture More Leads With PPC Targeted at Owner Intent

SEMRUSH
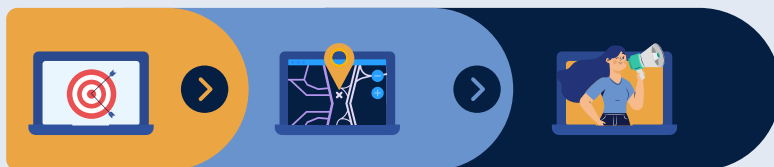ahrefs

Capture Better Leads with List Based Retargeting

AdRoll

IP Targeting

| Upload Address List of Targets | Match Home Address and IP Adress | Serve Up Display Ads on Target's Computer |

6

Speed & Responsiveness Matter

Speed Matters

- Call back within 2 minutes
- 10x vs waiting 1 hour
- 10,000x vs waiting 1 day

HubSpot   HARVARD UNIVERSITY

Responsiveness Matters

VRMs Picked Up the Phone	VRMs Called Us Back
34%	**57%**
of the times we called	of the times we left a message

Mega-Managers Always Pickup the Phone!

100% THEY NEVER MISS A CALL!

"80% of Success Is Showing Up"

7

Get a CRM With Marketing Automation

Track Your Leads With a CRM

salesforce   HubSpot
ZOHO CRM   vintory

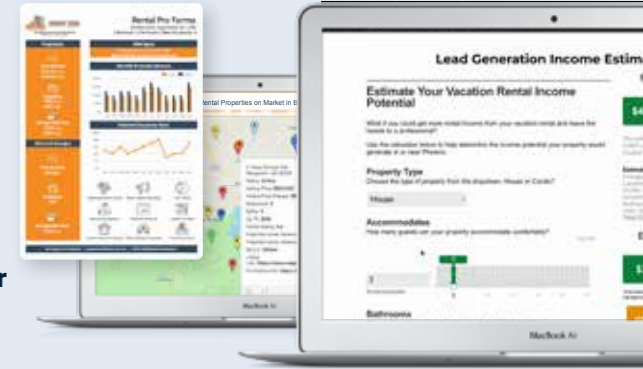**CRM with Automation**

8

Leverage Effects

CallRail   DR*FT
loom   Calendly
vintory

9

Inbound Marketing

Use Interactive Content to Add Value & Empower Leads

batchgeo   CALCONIC   vintory

10

Target Realtors & Influencers With An Omnichannel

- PPC
- List Based Retargeting
- Email
- IP Targeting
- Direct Mail
- Retargeting

Create a Realtor Lead Magnet