How To Use Data To Ignite Your Inventory Growth Success





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"If you cannot measure it, you cannot improve it."

- Lord Kelvin

What We'll Cover Today



Value of VR Inventory

- Annuity
- Value at Exit



VR Inventory Target Data

- Where to Get It
- How to Optimize It



VR Inventory Metrics

- 6 Key Metrics
- How you Compare vs Competitors







Annual Gross Bookings - 1 Property



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Value of New Inventory

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Computing the customer lifetime

Customer Lifetime =

Industry Avg =

CHURN 1

10%

= 10 Year Lifetime



Value of New Inventory

Value of one property after one year





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Actual =

= 4.6 Year Lifetime*

22%



*Assumes GBR of \$50k / 10% Churn / 10% Margins





Lifetime Value = Gross Booking Revenue (GBR)



Property Does **\$50k** GBR Has **\$50k** Lifetime Value



Property Does \$100k GBR Has \$100k Lifetime Value

*Assumes industry averages of 10% Churn / 10% Margins



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*Assumes GBR of \$50k / 10% Churn / 10% Margins



Value of Inventory... at Exit





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Multiple of Earnings 5.0 x \$5,000 EBITDA

\$25,000 / property

*Assumes GBR of \$50k / 10% Churn / 10% Margins



Value of Inventory... at Exit



\$25,000 / property

x 10 Properties x 20 Properties x 40 Properties \$250,000 \$500,000 \$1,000,000

*Assumes GBR of \$50k / 5 X Multiple / 10% Margins



Value of Inventory... at Exit











*According to Vacasa Investor Presentation 7/21 **According to Jacobie Olin - IMN ST Conference Austin 6/22



Valuation Calculator

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VIIICOLY	com/ma-consulting
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VR Inventory Target Data





Vacation Rental Target Data









Merging





Segmentation



Visualization



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Omnichannel Approach







Segmenting Data Sources by Target List

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Ideal Customer Profile (ICP)











Segmenting Data Sources by Target List

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Ideal Customer Profile (ICP)











Segmenting Data Sources by Persona

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🞯 Data Targets & Personas

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The cost to generate a new customer





Customer Acquisition Costs (CAC)





Response Rate



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Conversion Rate

CAC = \$1,000

Customer Acquisition Costs (CAC)

CAC vs Monthly Margins

\$50,000 GBR

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*Assumes GBR of \$50k / 10% Churn / 10% Margins

Customer Acquisition Costs (CAC)

Cash Impact of a Single Property (1 Year)

\$4,000 \$3,000 Months to Recover = 2.4**Breakeven Point** \$2,000 \$1,000 \$0 CAC Jan Jul Feb Mar Apr May Jun Aug Sep Oct Nov Dec -\$1,000

*Assumes GBR of \$50k / 10% Churn / 10% Margins

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+\$4,000



Customer Acquisition Costs (CAC)

Cash Impact of a Single Property (10 Year)



*Assumes GBR of \$50k / 10% Churn / 10% Margins

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Can I Make More Profit From my Customers Than It Costs Me To Acquire Them?





Return on Investment



CAC Recovery

Customer Acquisition Cost



LTV : CAC

Lifetime Value to Customer Acquisition Cost

* Doesn't include staffing or onboarding costs into calculations





For Every Dollar I Invest in Inventory Acquisition, How Much Do I Make in Profit?

First Year ROI: Target: 1.0x Top Co's: 10.0x

Five Year ROI: Target: 4.0x Top Co's: 20.0x

* Doesn't include staffing or onboarding costs into calculations





How Many Months Does It Take To Recover our Customer Acquisition Costs?



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+\$4,000

CAC Recovery (AKA - Months to Recover CAC)



Target: Less than 12 months

Top Co's: Less than 4 months

* Doesn't include staffing or onboarding costs into calculations





The Lifetime of Profits of a Property Vs. The Cost To Acquire Them

Key Factors:

Profit Margins I Churn

Acquisition Costs

CAC: \$1,000

Lifetime Value: \$20,000

Target: 20:1

Top Co's: 40:1



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Unit Economics Summary

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	Goal	Тор
ROI (1 Year)	1.0 x	4.0 x
ROI (5 Year)	10.0 x	20 x
Months to Recover CAC	12	4
LTV : CAC	20:1	40:1



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Customer Acquisition Cost (CAC) \$1,000-\$3,000

Cost Per Lead (CPL) \$200-\$300



Interactive Calculator

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Bottom Line Takeaways



- 1. No Better Investment than Adding New VR Inventory
- 2. Lifetime Value of 1 Property = 1st Year Gross Booking Revenue
- **3.** Invest in Solid Database Upfront
- 4. Execute an Omnichannel Marketing Plan
- 5. Know Thy Metrics
- 6. Aim for a LTV:CAC Ratio of 20 or greater
- 7. Try our Interactive Calculator & see how you Compare vs. Competitors
- 8. Now is the Time to Grow Your Inventory!

Thanks for Attending!

Claim Your Free Inventory Growth Starter Pack at <u>vintory.com/darm</u> and get:

- Free Homeowner Data File (Up to 500 Records)
- Free Homeowner Landing Page
- 60-Day Money Back Guarantee of Vintory Software
- Link to Interactive Calculators



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