



Building a Sustainable Growth Machine Business

A 10-step process for dominating your market through owner acquisition.



Building a Sustainable Growth Machine Business

Presented by

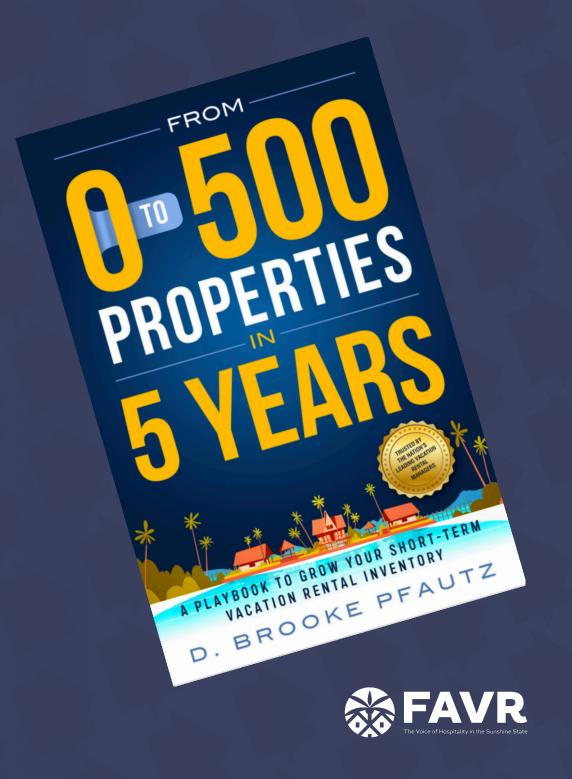


What We'll Cover Today



- Messaging / Positioning
- 2 Hire a Full Time BD Rep?
- 3 Landing Pages
- 4 Data
- 5 Omnichannel

- Speed & Responsiveness Matters!
- 7 CRM
- 8 Leverage Effects
- 9 Inbound Marketing
- 10 Referral Marketing
- * BONUS!

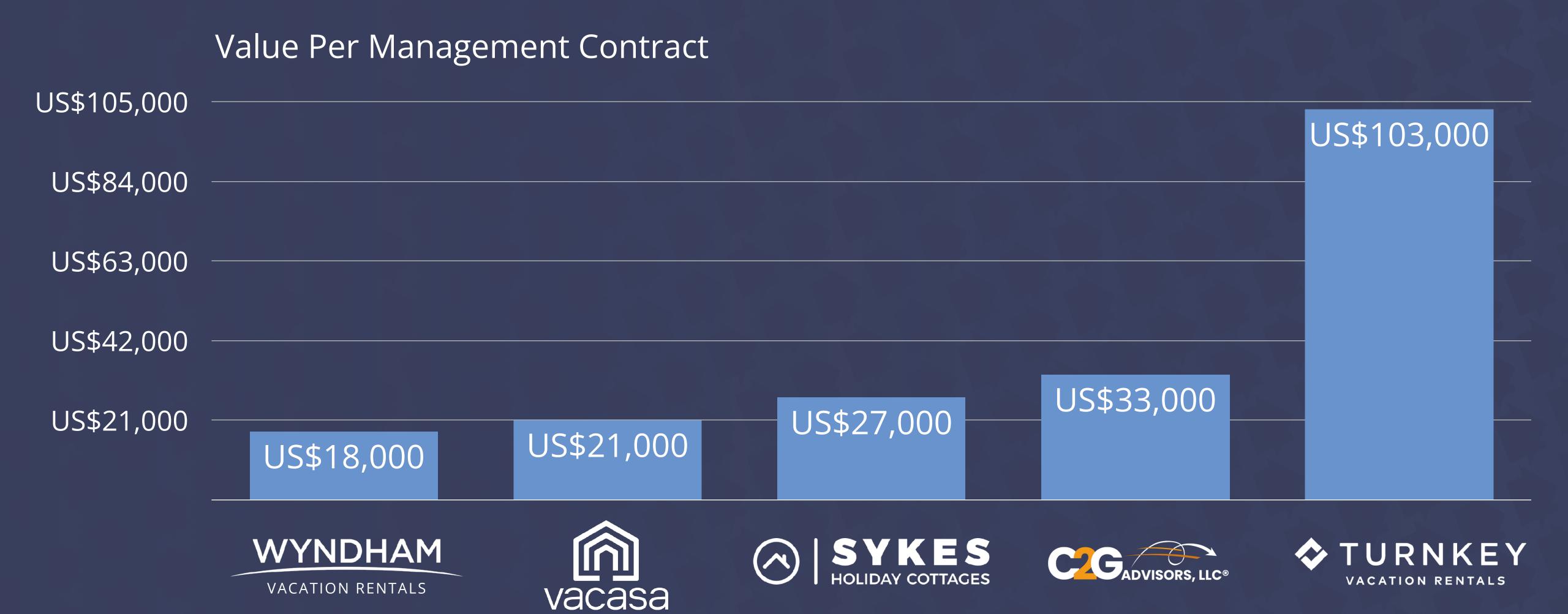




Value of Inventory... at Exit

Recent Valuations





Corp Dev *



Value of Inventory... at Exit





\$20,000 / property

x 50 Properties

\$1,000,000

\$20,000 / property

x 250 Properties

\$5,000,000









Positioning / Messaging

Positioning









Messaging



Unique Sell Propositio



Trust Icons

Key Message

To do messaging well, you need to take a step by and gain a 30,000-foot perspective. Ask yourse what do you want to achieve? Know your audig and identify their likes and dislikes. Only then you craft a message that motivates your pro

4 Unique Selling Proposition

The Most Comprehensive Management Team in Blue Ridge!

5 Compelling Offer

New owners receive a complimentary smart tech package, including noise monitoring sensors, keyless door lock, and smart thermostat.

For a limited time, new homeowners can take advantage of a 18% management fee. That's 7% lower than our normal fee.

6 Risk Reversals

No Long Term Contracts

No Start-up Fees

No Risk Guarantee

Call to Action

Call or Text us at 410.555.1212

Learn how much your property will earn!

Free Download

Key Messaging

Key Template

Report Template

Social Proof



Call to Action



■ Features & Benefits

Expert In-House Revenue Management

> Powerful Property Marketing

Direct Booking Strength

Trusted 24/7 Local Support

> A Flawless Clean

Transparent Updates and Feedback

> Trust Accounting

Effortless Reporting and Taxes

Social Proof

We've been with SCCR for over 10 years and we cannot say enough about the professionalism, service, support and friendship we have enjoyed, they're simply the best!" - Mike R. SCCR Homeowner

Trust Icons

















1 2 3 4 5 6 7 8 9 0





vintory



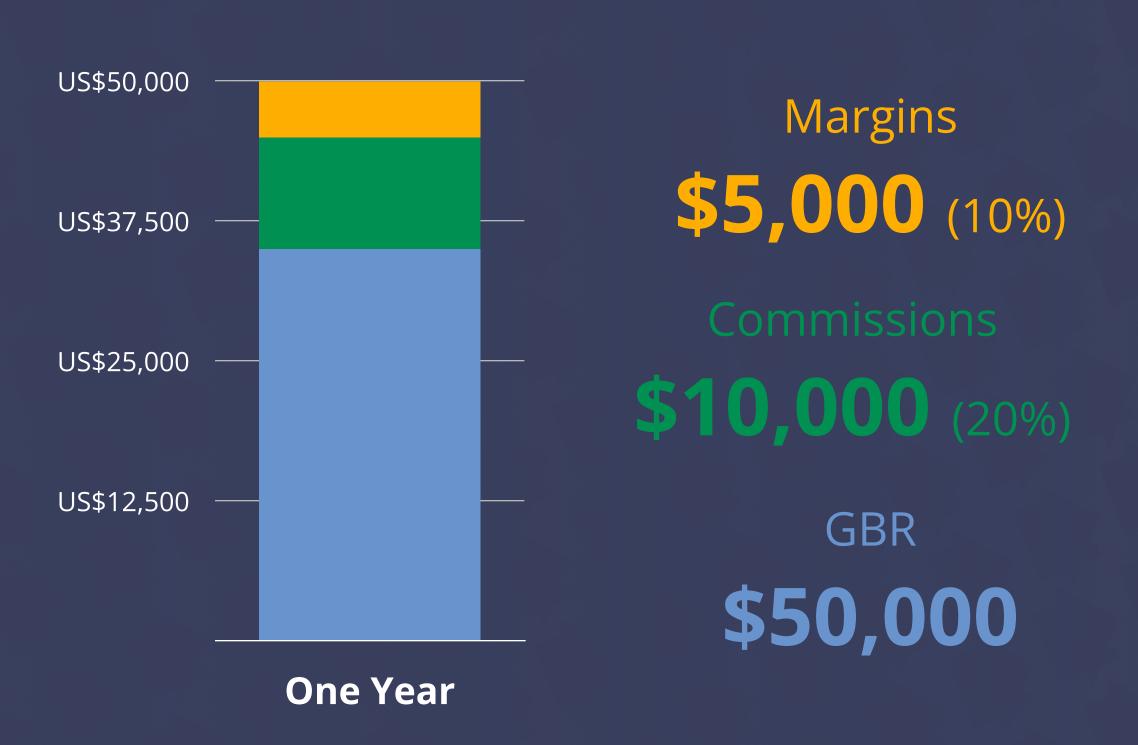


Hire Full Time BD Rep?

Calculating Value of Inventory



Value of one property after **one year**



Computing the customer lifetime

= 10 Year Lifetime



Lifetime Value = \$50,000



Break-Even Analysis on BD Rep





\$80,000

1st Year Salary



16 Homes

1st Year Growth



\$80,000

1st Year Margins

\$800,000

10 Year / Lifetime Margins



















x \$5k





What does the best BD Rep look like?

































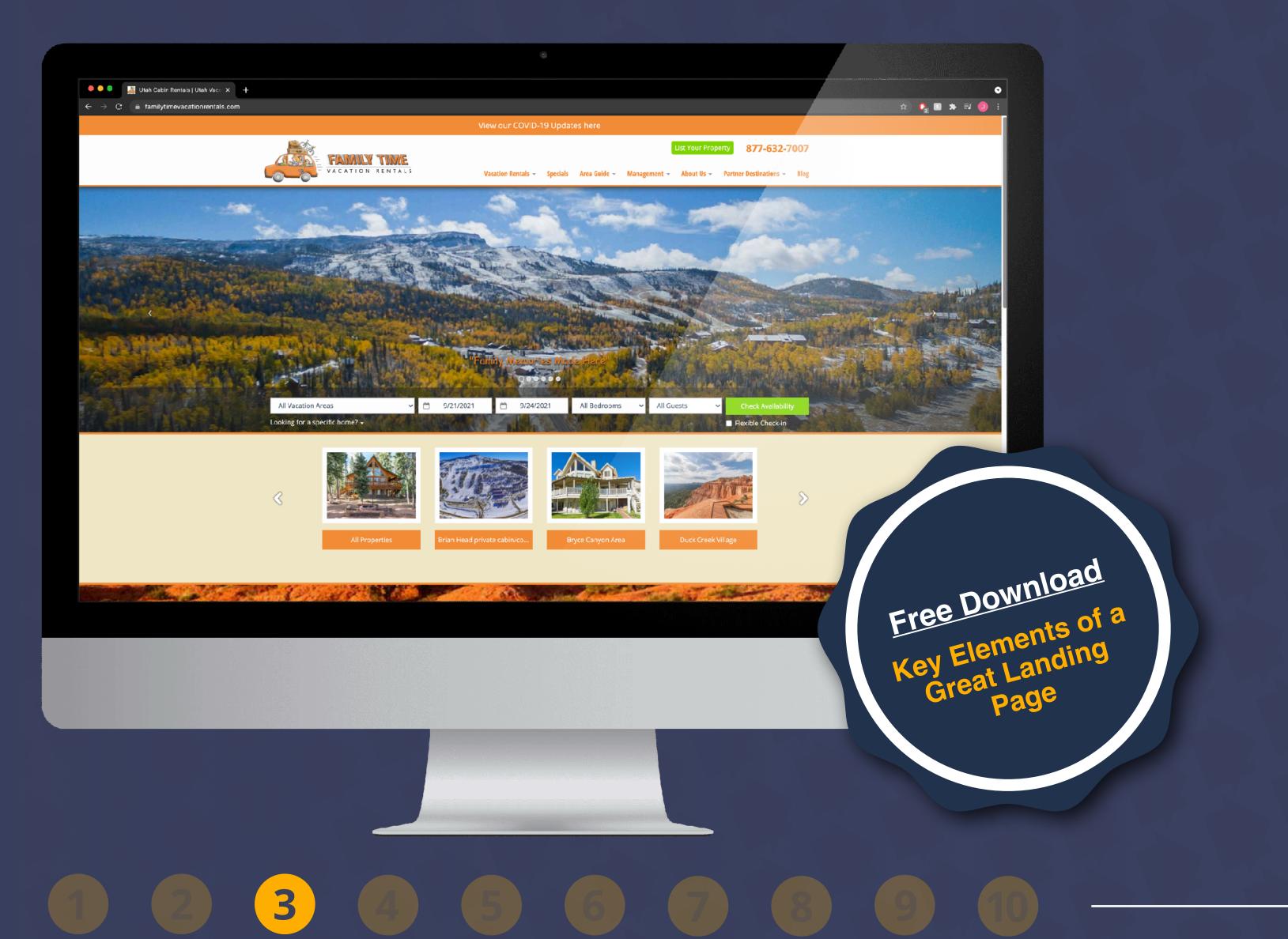


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Landing Pages

Increase conversions with optimized Owner Landing Page





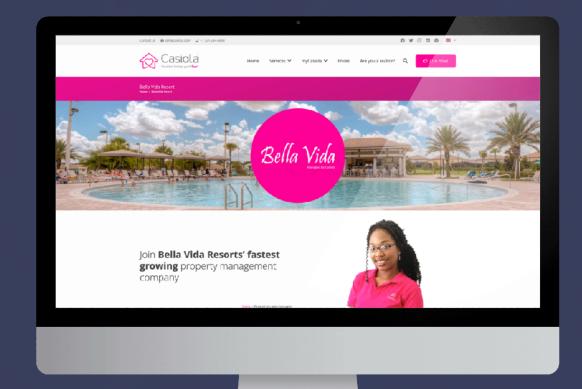




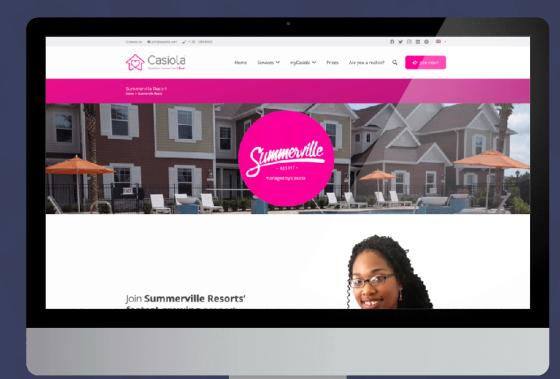
Microsite Landing Pages















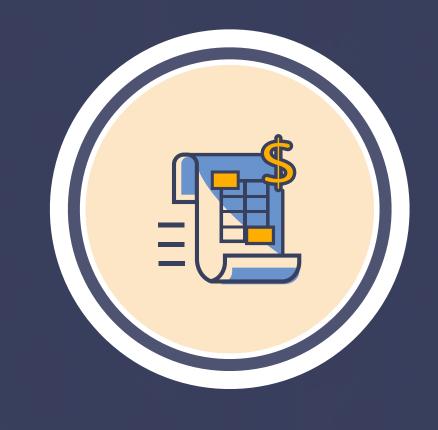




Data

Target the Right Leads with these Data tricks









List Brokers



VR Permit Data



Scraped Data

















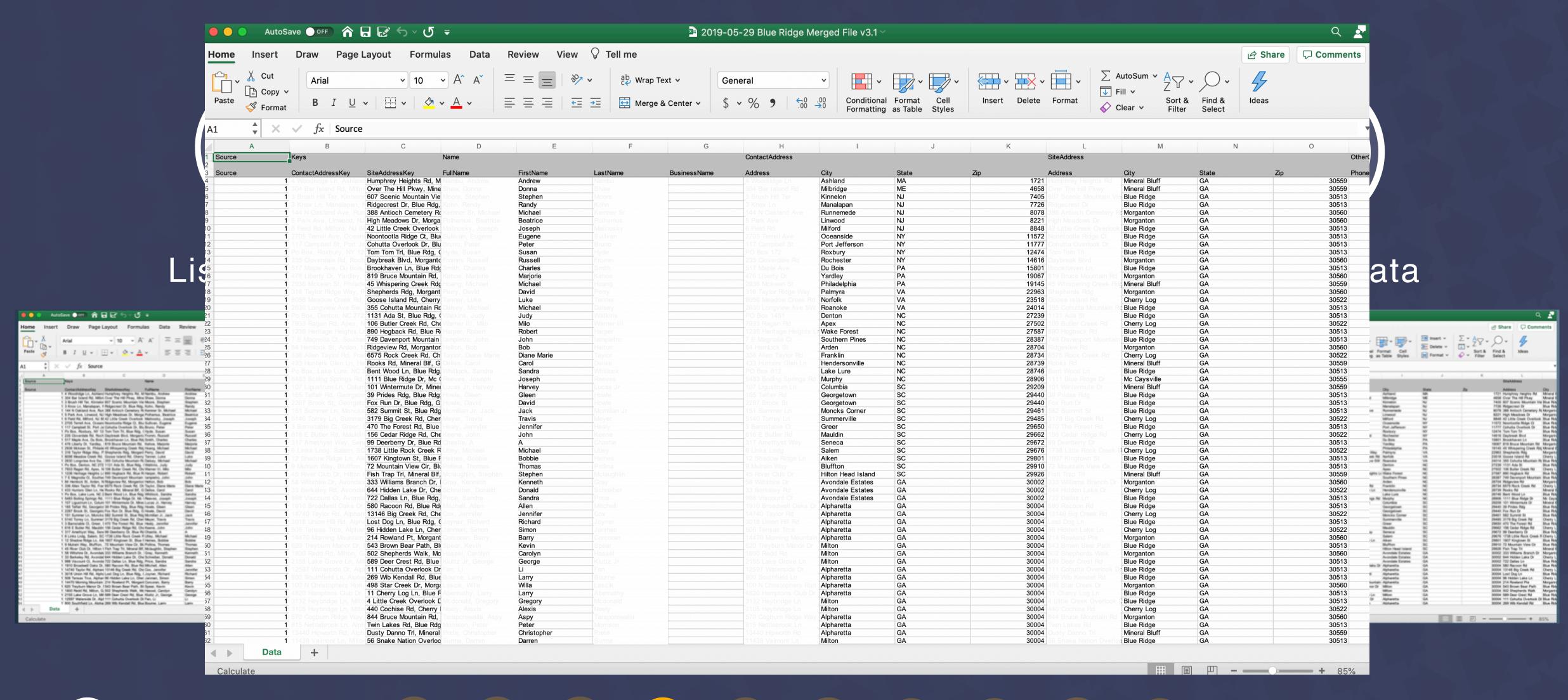






Merging Data Sources









Segmenting Data Sources by Target List













Segmenting Data Sources by Target List













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Execute Omnichannel Marketing

Realize Marketing Synergies Using Omnichannel Approach









Consistency is Key with Direct Mail







Income Potential

Coconut Condos' in-house revenue manager

compared to a traditional pricing strategy.

can generate thousands more in income when

HawaiiBusiness

VRMA≯



Google

on tripadvisor

the Best

Coconut Condos owner an

named to Pacific Business N

Leone, was named 201 Person of the Year. Coconut Try This! handwrytten







In Expert Hands

performing its best.

We treat your condo as if it were our own.

keep your property in top condition and







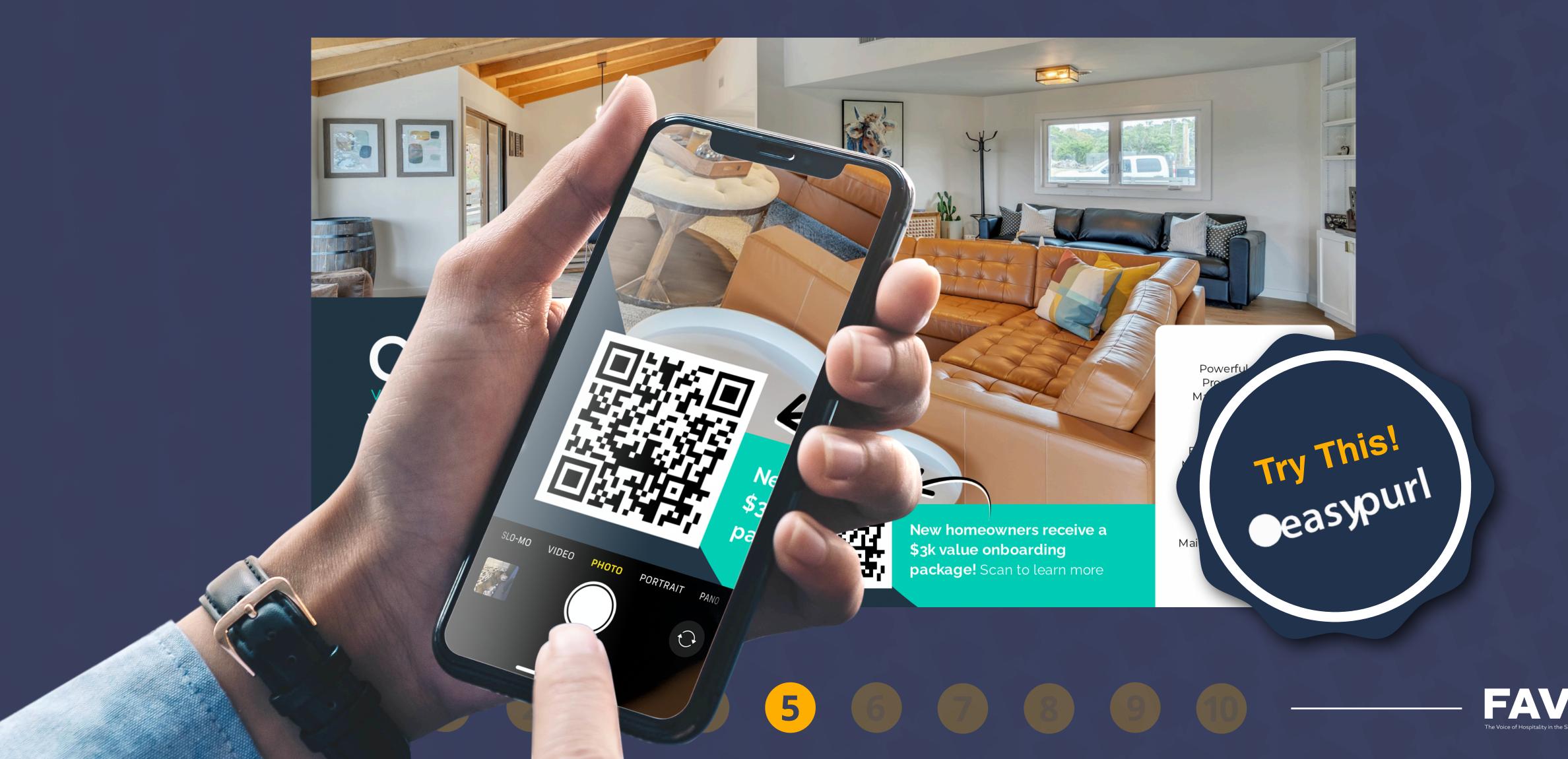






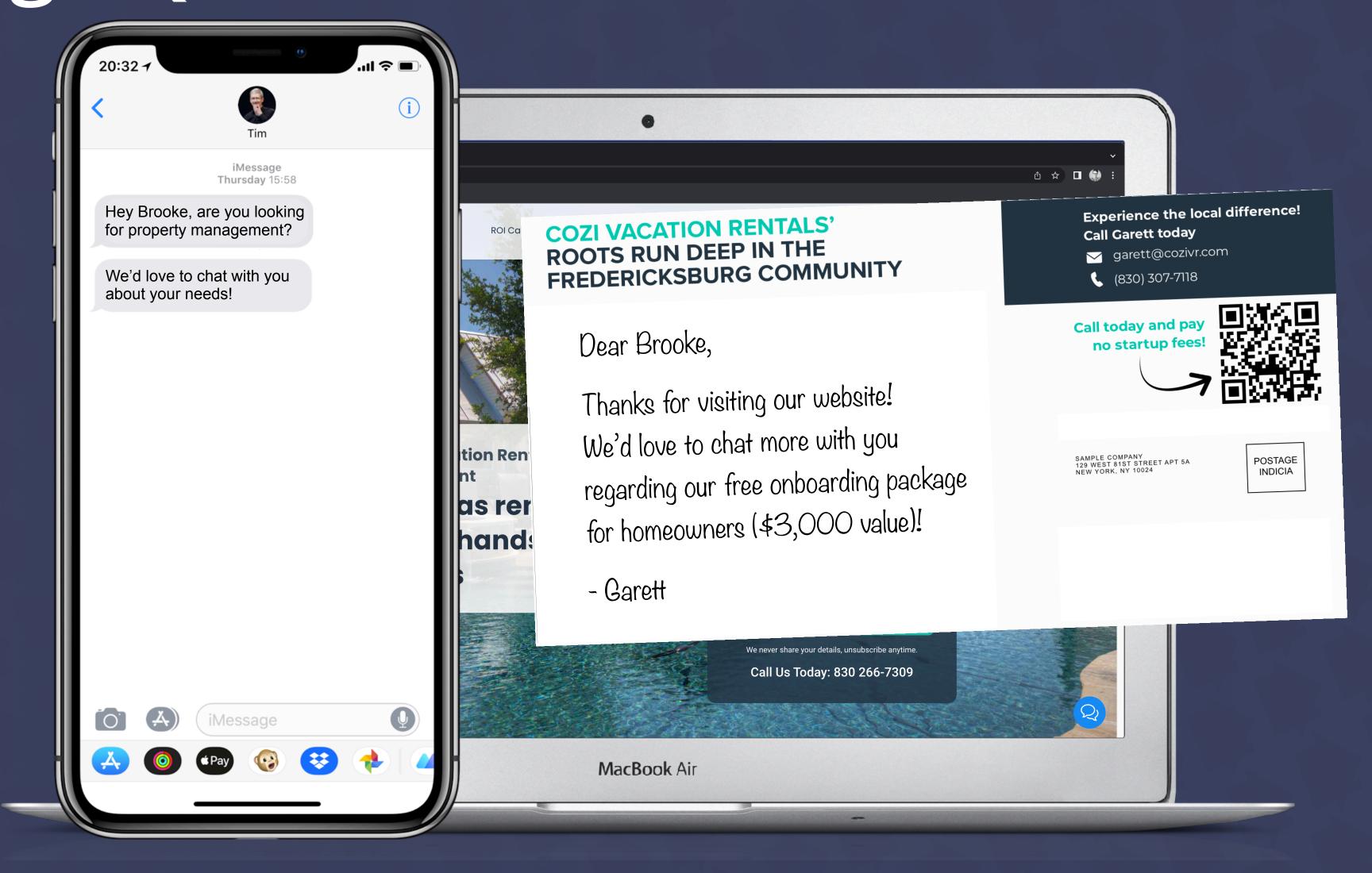
Leverage QR codes / PURLS





Leverage QR codes / PURLS























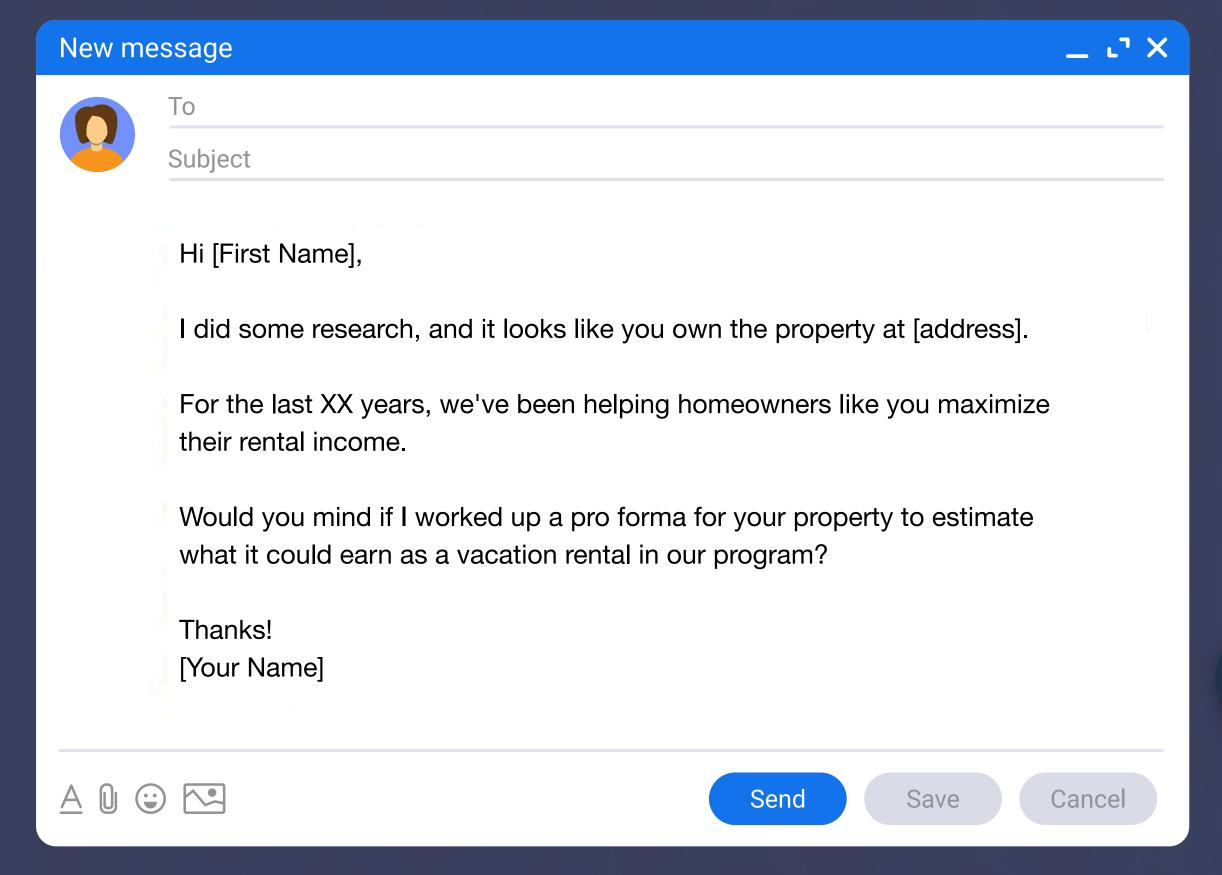






Convert Cold Leads Into Warm With Automated Outreach



























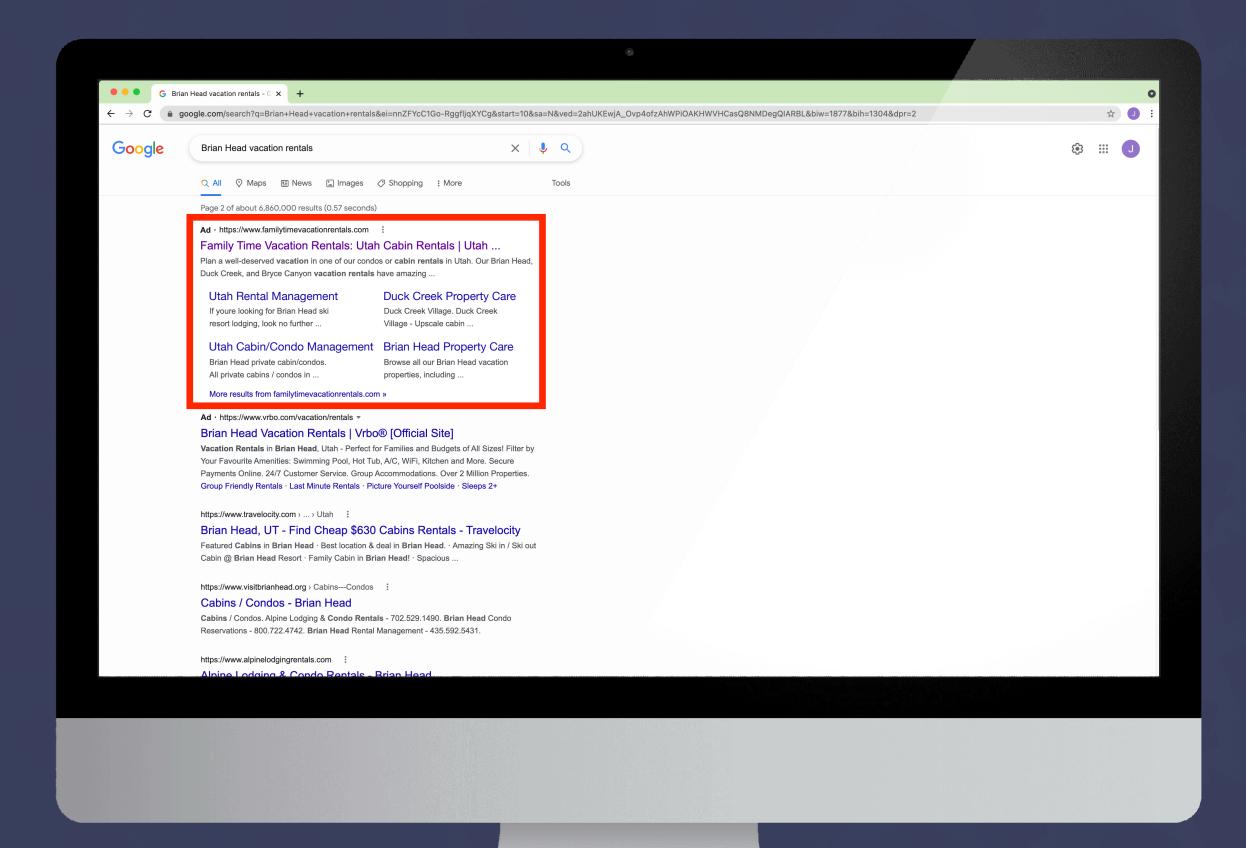






Capture More Leads With PPC Targeted at Owner Intent





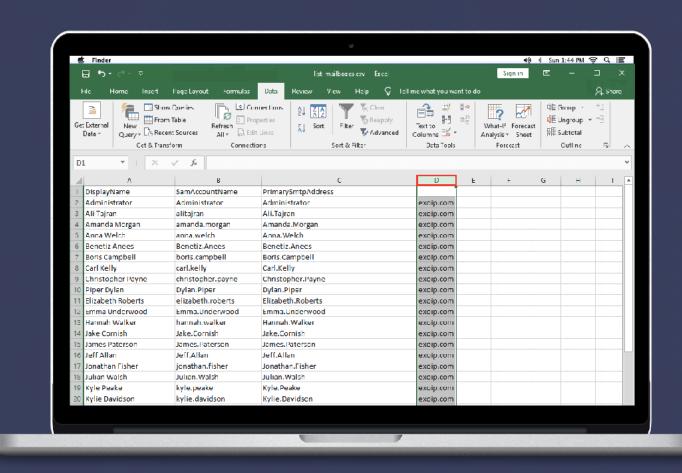






Capture Better Leads with List Based Retargeting











Matched Audiences



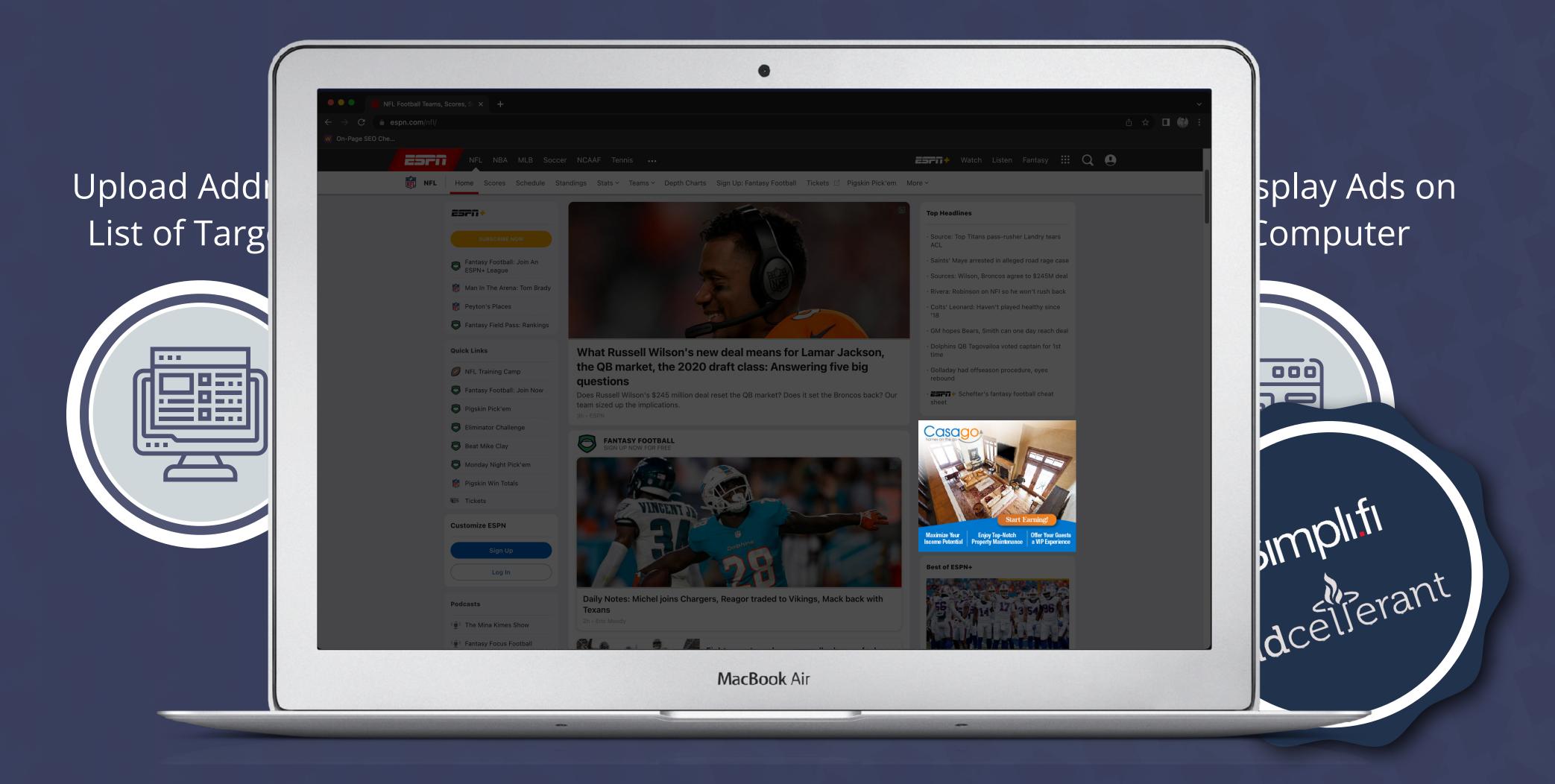






Ads Targeted to Your Leads, Where They Are





1 2 3 4 5 6 7 8 9 10





Stop The Leak in Your Sales Funnel With Retargeting





1 2 3 4 5 6 7 8 9 10

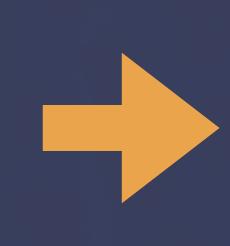




Direct Mail Retargeting



Prospect Visits
Your Website



Match Home Address and IP Addresses



Mail a Postcard to Your Target











Speed & Responsiveness Matters

Speed Matters





Call Back Within 2 Minutes

10x Vs Waiting 1 Hour

10,000 Vs Waiting 1 Day

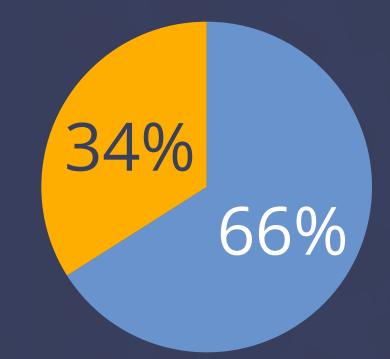




Responsiveness Matters

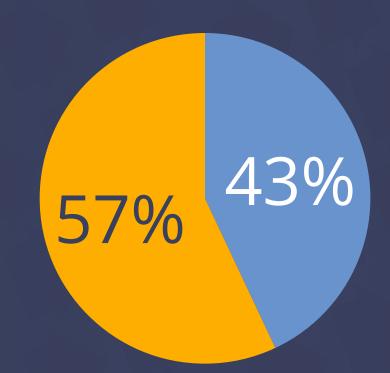






34% Of the Times We Called

VRMs Called Us Back



57% Of the Times We Left a Message























Responsiveness Matters



Mega-Managers
Always Pickup the Phone!



THEY NEVER MISS A CALL!











Get a CRM With Marketing Automation

Track Your Leads With a CRM















CRM with Automation



ActiveCampaign >>

HubSpot

Customer Acquisition

My Campaigns

Get More Customers

Customer acquisition campaigns help you to produce more "hot" sales leads who are ready to engage.

Name	Total	Active	Completed	Replied	Reply %	Status	Campaign ID
1. Form Submission New Lead	1	1	0	0	0.00%	Published	JdyfEJDOG8ZyflbctBh5
1. Initial Nurture	3	0	3	0	0.00%	Draft	01abOpb5mAr5ISEMLDiF
2. Appointment Confirmation and Reminders	0	0	0	0	0.00%	Draft	N4vU74iCXelOfmTYW6E5
3. No Show	0	0	0	0	0.00%	Draft	2RsJ1lgeBw02pukl6RsP
4. Negotiation	0	0	0	0	0.00%	Draft	0tiKUg1x0mCRbU8PVTzb
4. Negotiation	0	0	0	0	0.00%	Draft	TkwSQpwYQd0qV3QpIFzl
5. Gone Dark	0	0	0	0	0.00%	Draft	oLtdcny70yFXuXo6u00G
5. On Hold	0	0	0	0	0.00%	Draft	6sHbJMArXALRvxCHSMnF
6 Long Term Nurture	0	0	0	0	0.00%	Draft	93aoWAEdOSrlyr8R IOK I









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Leverage Effects

Track Your Campaign Calls



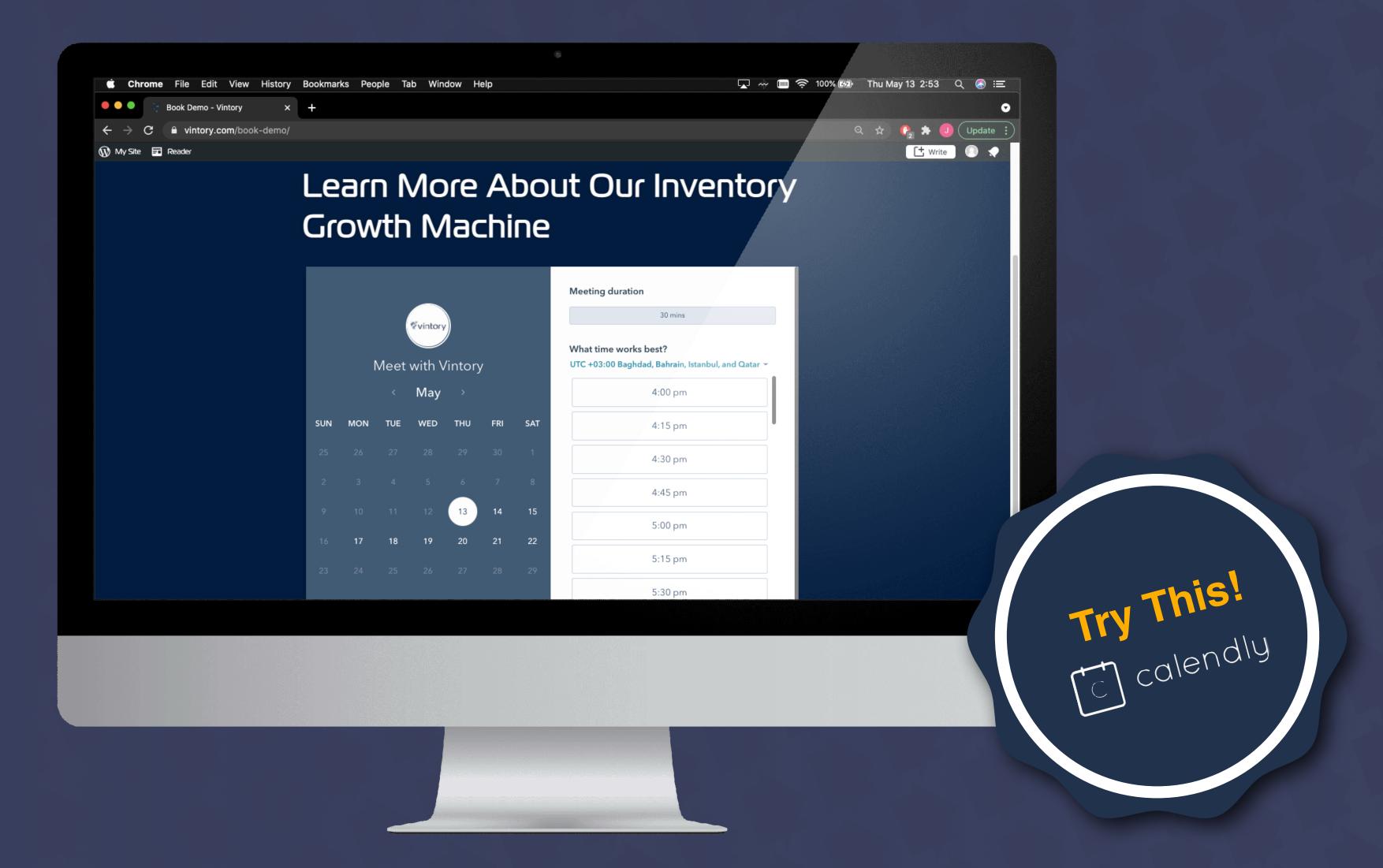






Make it Easy For Leads to Meet With You



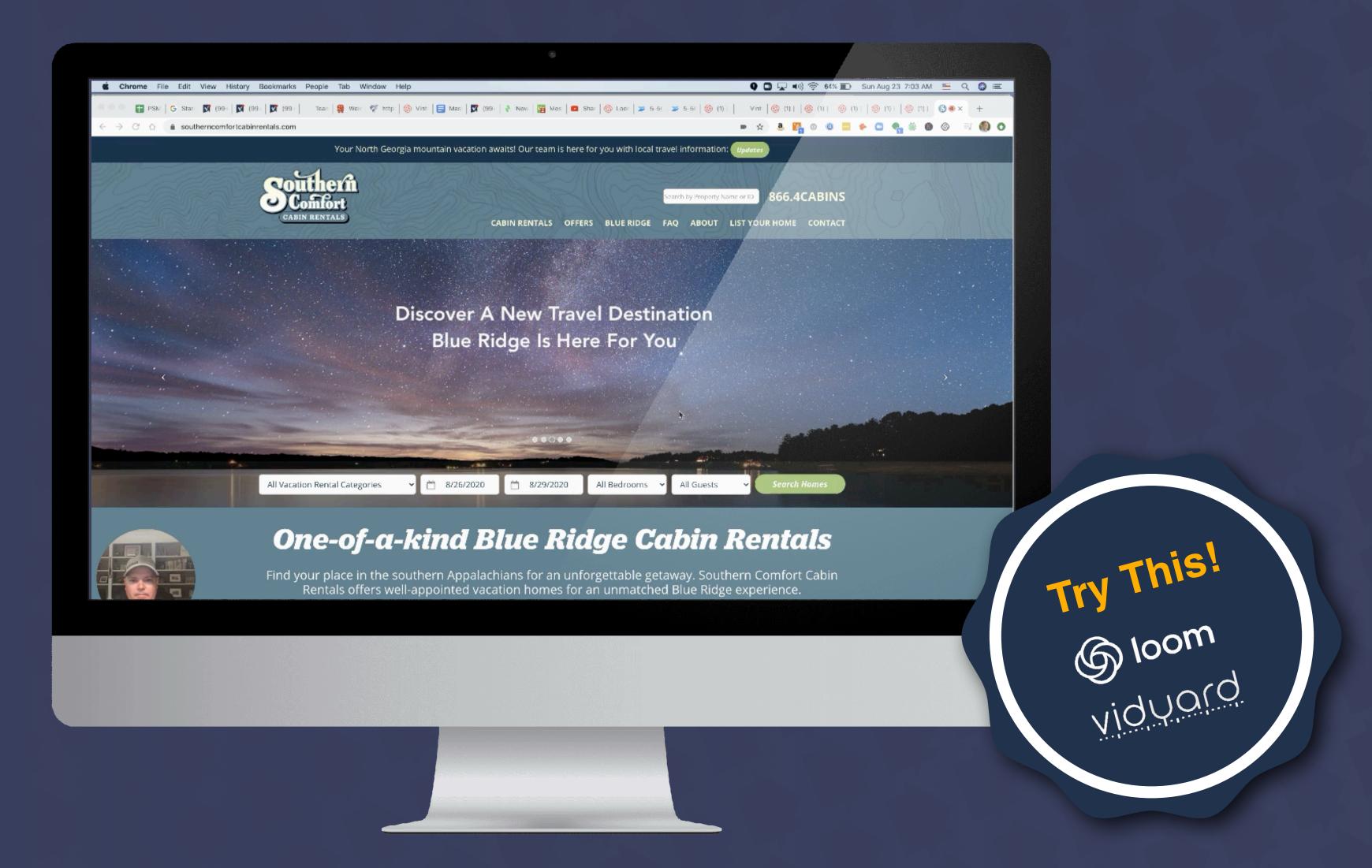






2x Your Engagement Rate With Video Email Marketing



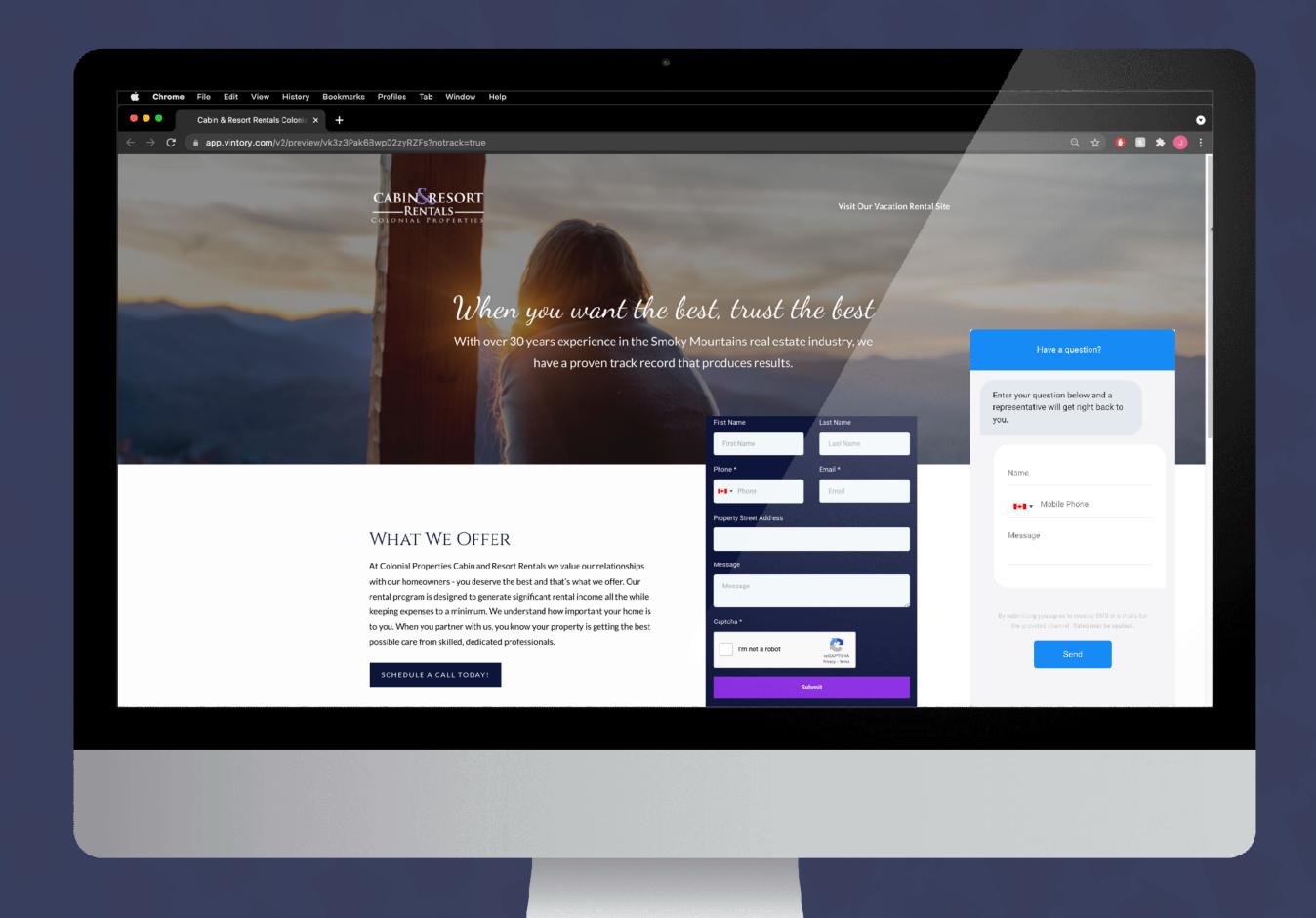






Convert Visitors Into Customers with Chatbots









Increase Leads through GMB









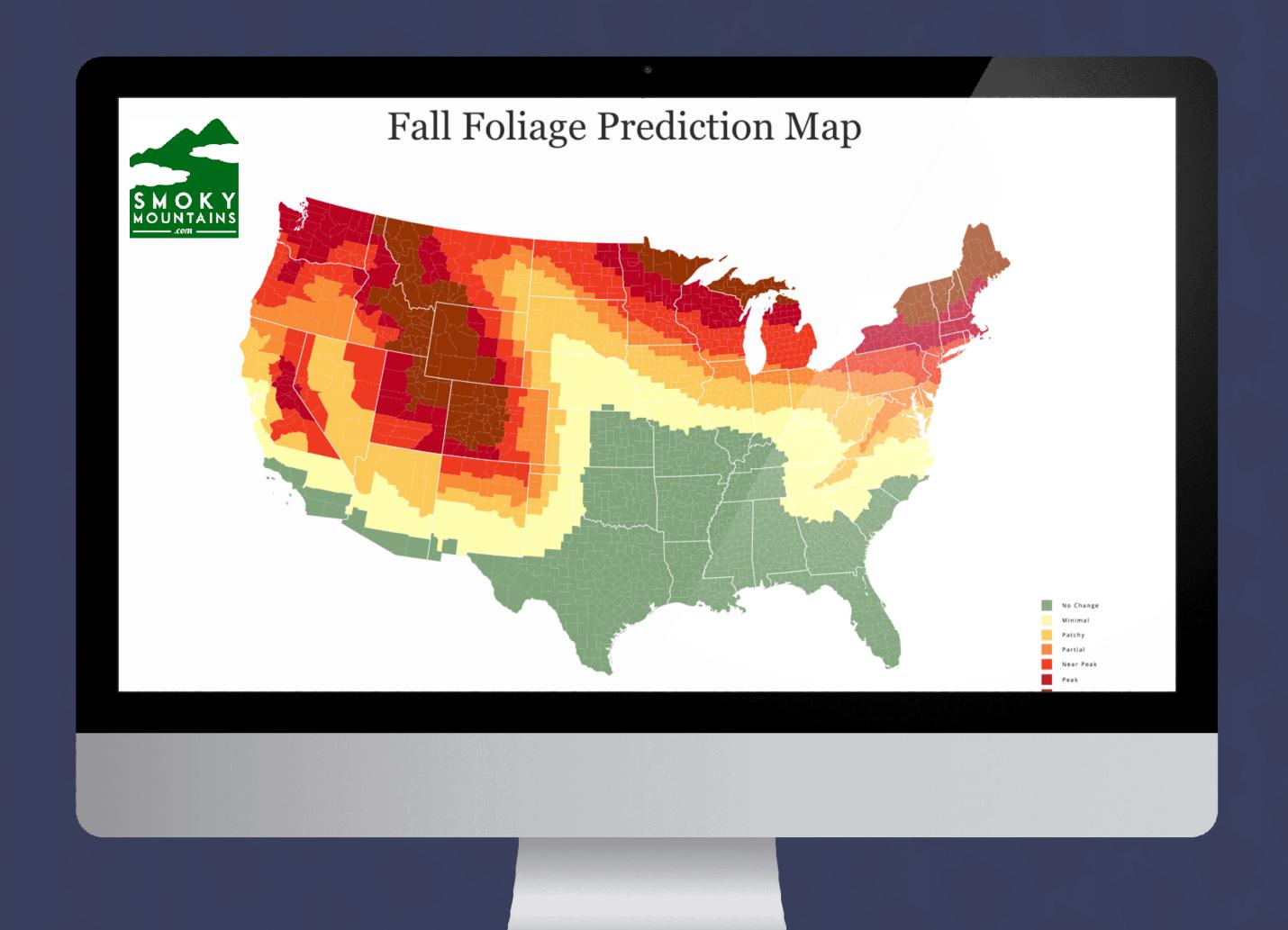




Inbound Marketing

Use Interactive Content to Add Value & Empower Leads



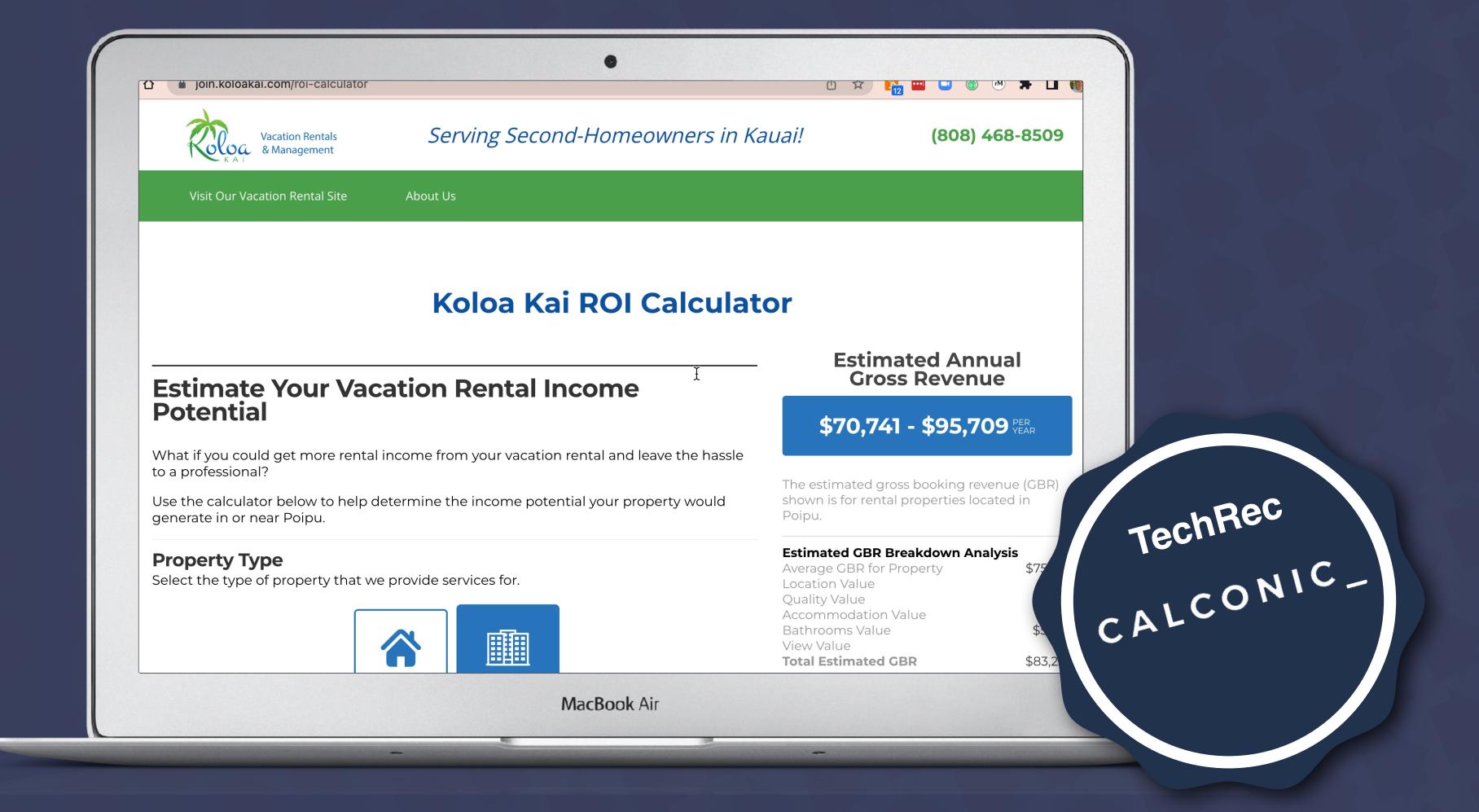






Use Interactive Content to Add Value & Empower Leads



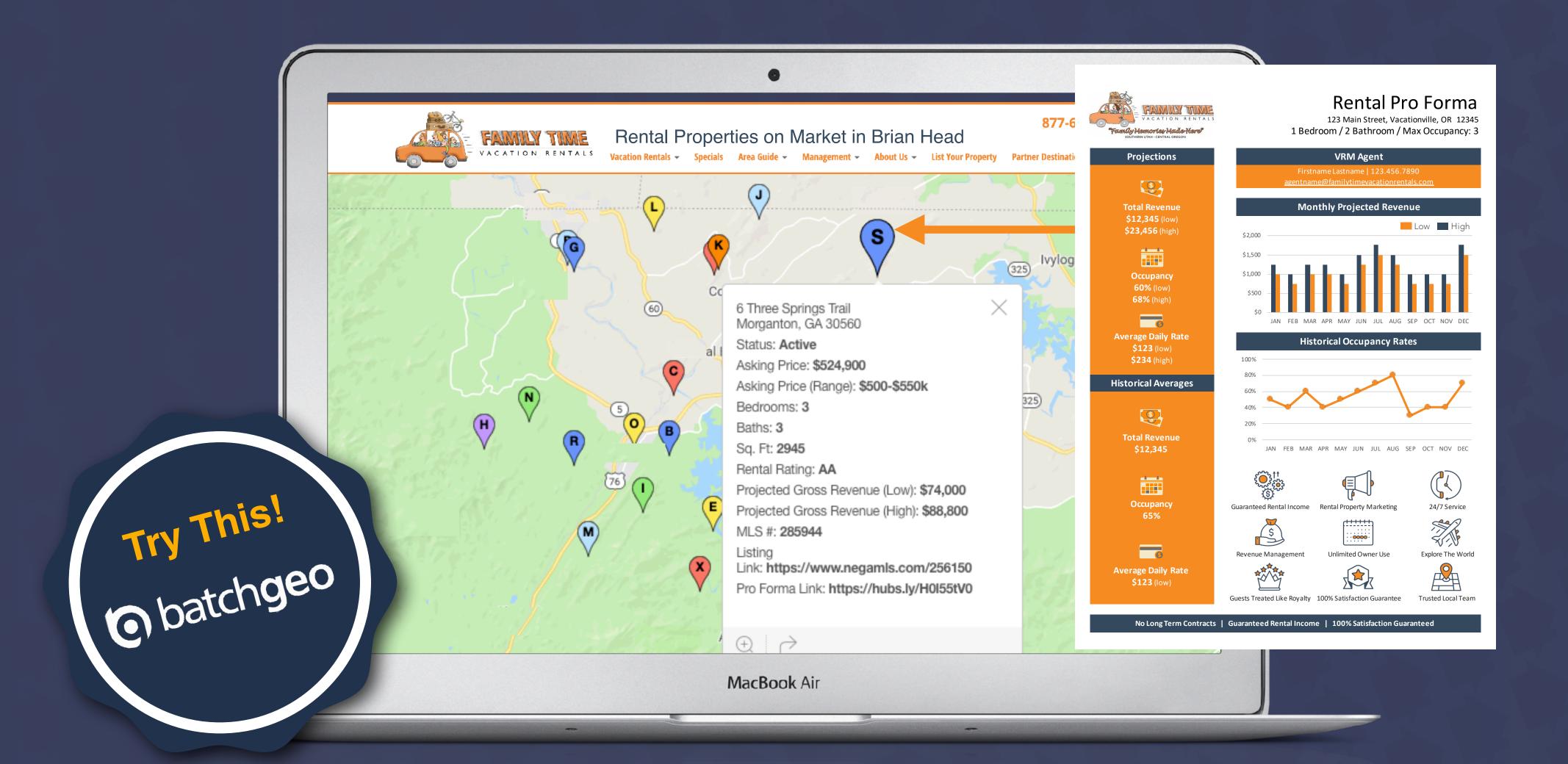






Use Interactive Content to Add Value & Empower Leads













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Referral Marketing

Target Realtors & Influencers With An Omnichannel







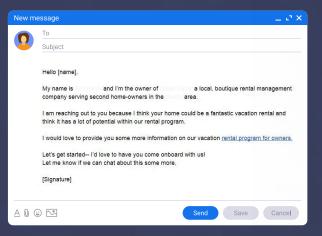


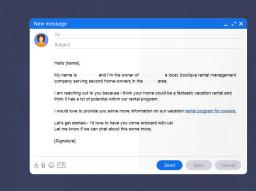
Realtor Lead Machine























The #1 Strategy...

BONUS!





Build a Great Freaking Company!

Thanks For Attending!



Go to Www.Vintory.Com/FAVR and Get:

- Free Homeowner Data File (Up to 500 Records)
- Free Homeowner Landing Page
- Try Vintory's Software Risk Free for 60 Days!









Questions?





Thank You! Get in Touch!

