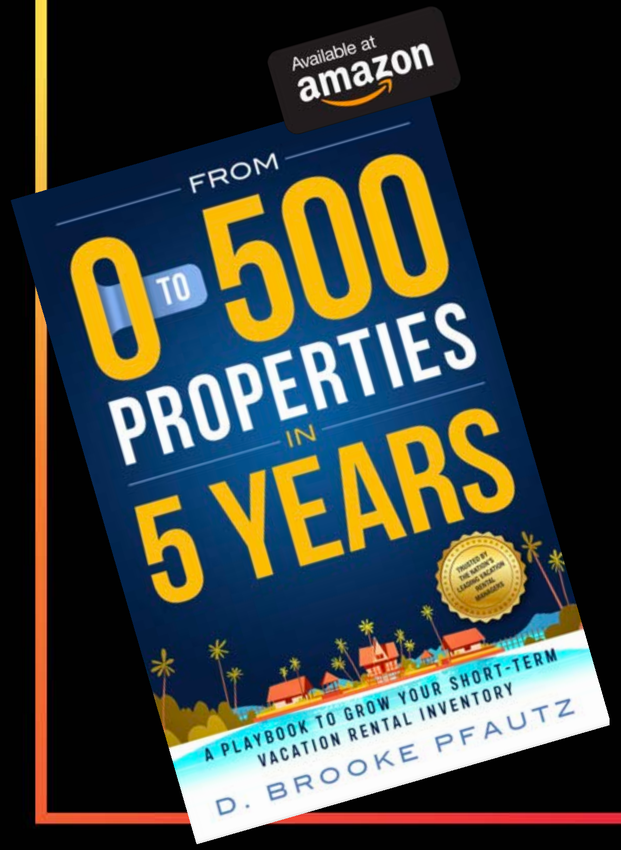
GET READY TO MAKE AN

IMPACT



Building a Sustainable Growth Machine Business

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

Presented by Vintory & PMI

GET READY TO MAKE AN

IMPACT

Building a Sustainable Growth Machine Business

Presented by

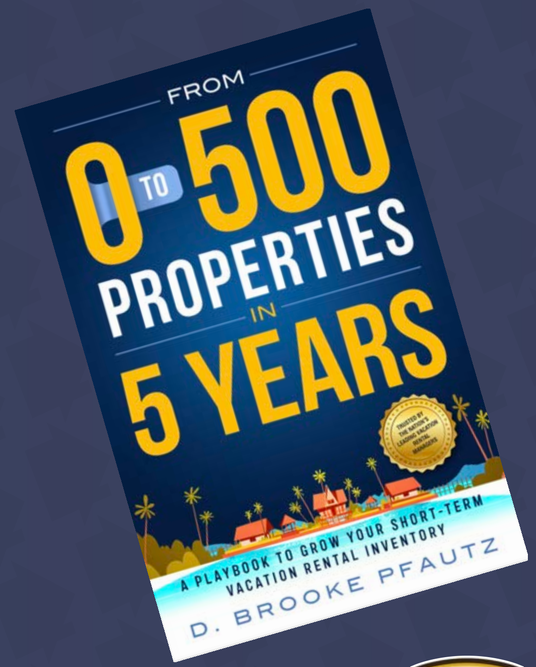
Brian Riggs
VP Business Development
Vintory

Marianne Heder
Director, Short Term Rentals
Property Management Inc.

What We'll Cover Today

vintory

1. Messaging / Positioning
2. Hire a Full Time BD Rep?
3. Landing Pages
4. Data
5. Omnichannel
6. Speed & Responsiveness Matters!
7. CRM
8. Leverage Effects
9. Inbound Marketing
10. Referral Marketing
* **BONUS!**

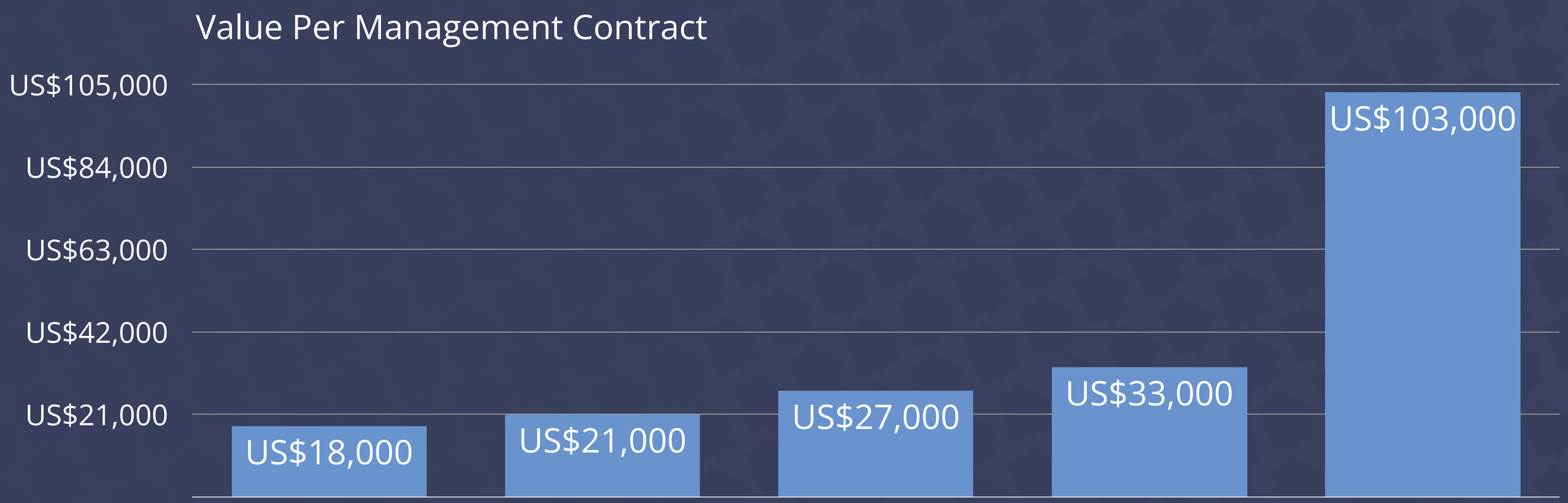


PMI

Value of Inventory… at Exit

Recent Valuations

vintory



WYNDHAM VACATION RENTALS

vacasa
Corp Dev *

SYKES HOLIDAY COTTAGES

C2G ADVISORS, LLC®

TURNKEY VACATION RENTALS

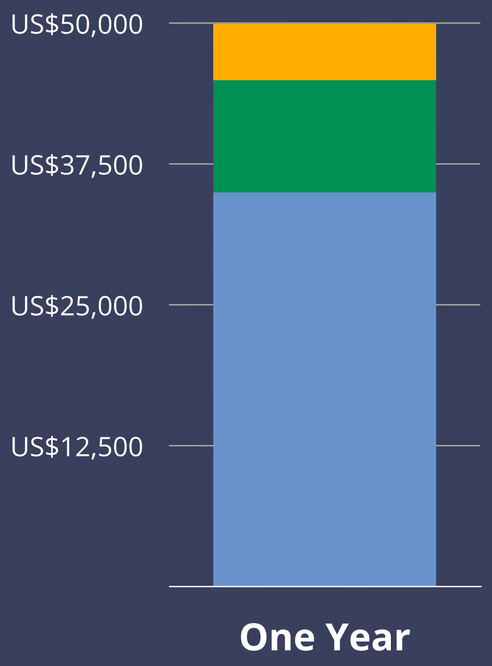
*According to Vacasa Investor Presentation on 7/21

PMI

Calculating Value of Inventory

vintory

Value of one property after **one year**



Margins

$5,000 (10%)

Commissions

$10,000 (20%)

GBR

$50,000

Computing the customer lifetime

$$\text{Customer Lifetime} = \frac{1}{\text{CHURN}}$$

$$\text{Industry Avg} = \frac{1}{10\%}$$

= 10 Year Lifetime

Lifetime Value = $50,000

IMPACT

PMI

Value of Inventory… at Exit

vintory

Multiple of Earnings

4.0 x

$5,000 EBITDA

$20,000 / property

**Assumes GBR of $36k / 10% Churn / 10% Margins*

PMI

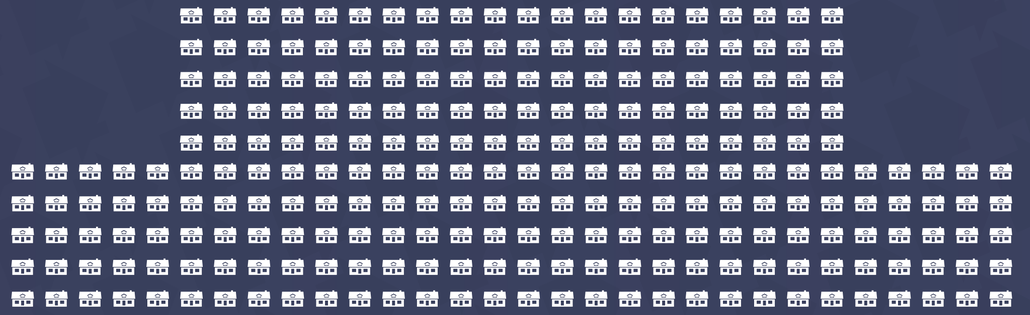
Value of Inventory… at Exit

vintory

$20,000 / property

x 50 Properties

$1,000,000



$20,000 / property

x 250 Properties

$5,000,000

$4,000,000

PMI

1

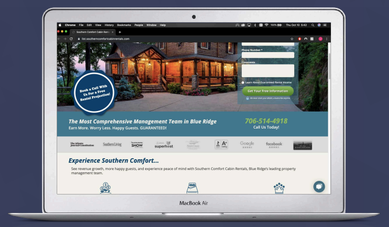
Positioning / Messaging

Positioning

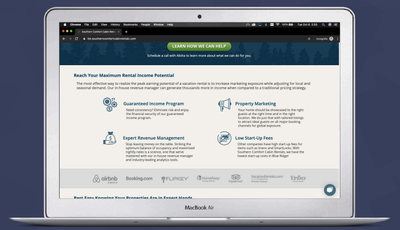
vintory

Messaging

vintory



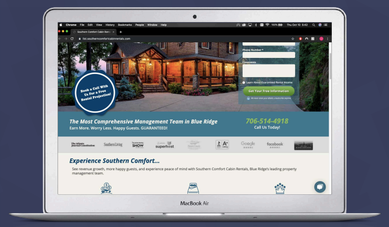
Unique Selling Proposition



Features & Benefits

Social Proof

Trust Icons

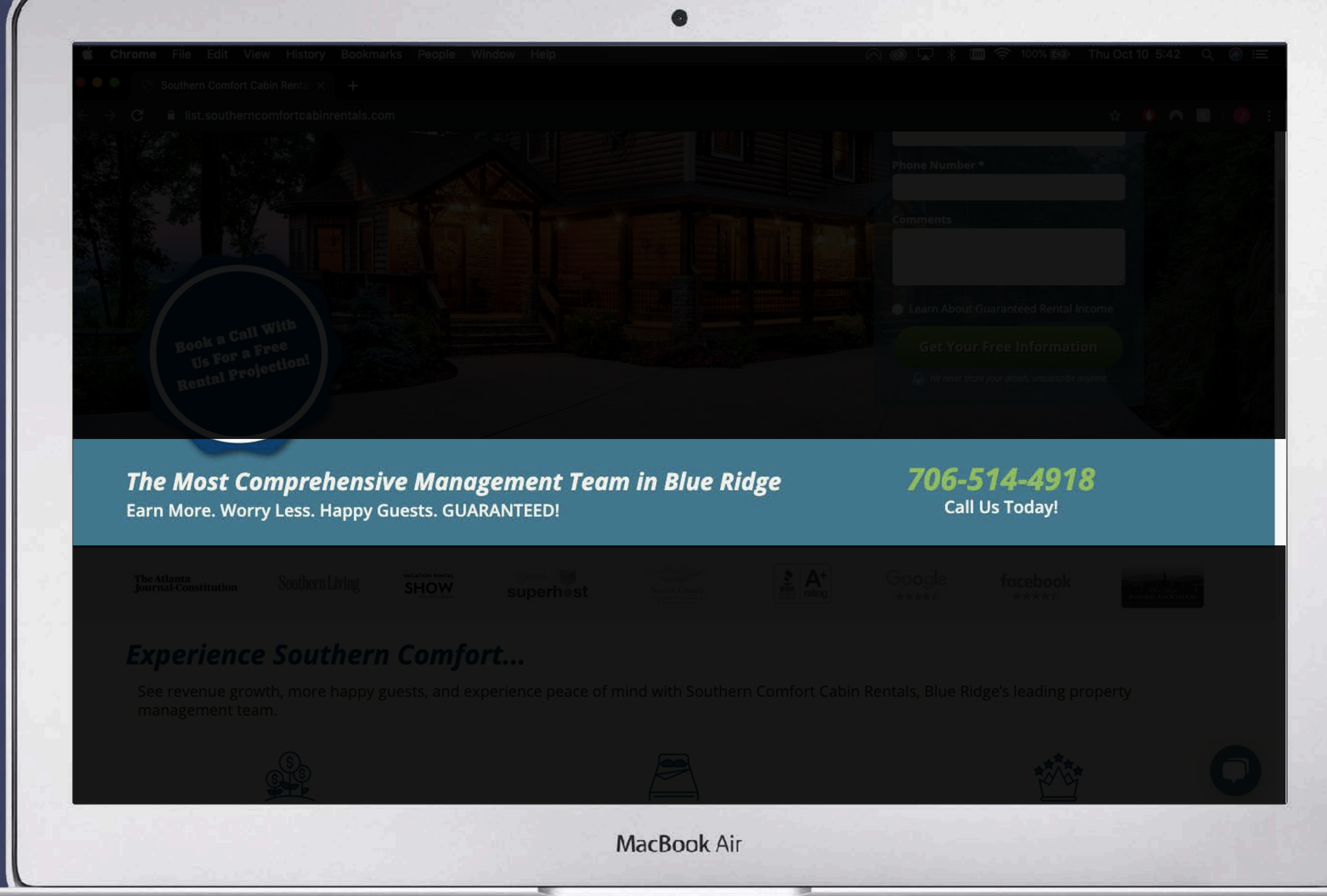


Compelling Offer

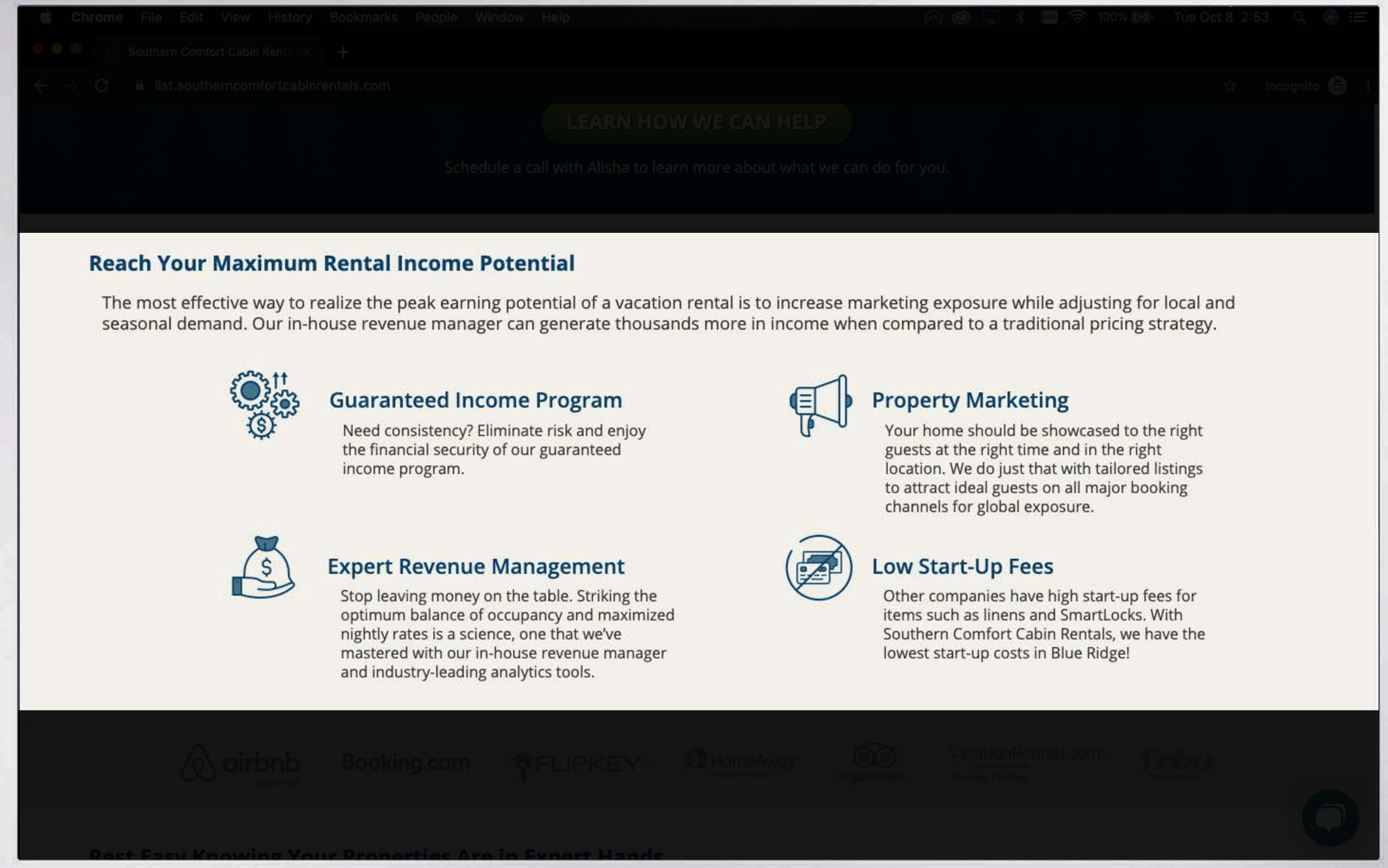
Risk Reversals

Call to Action

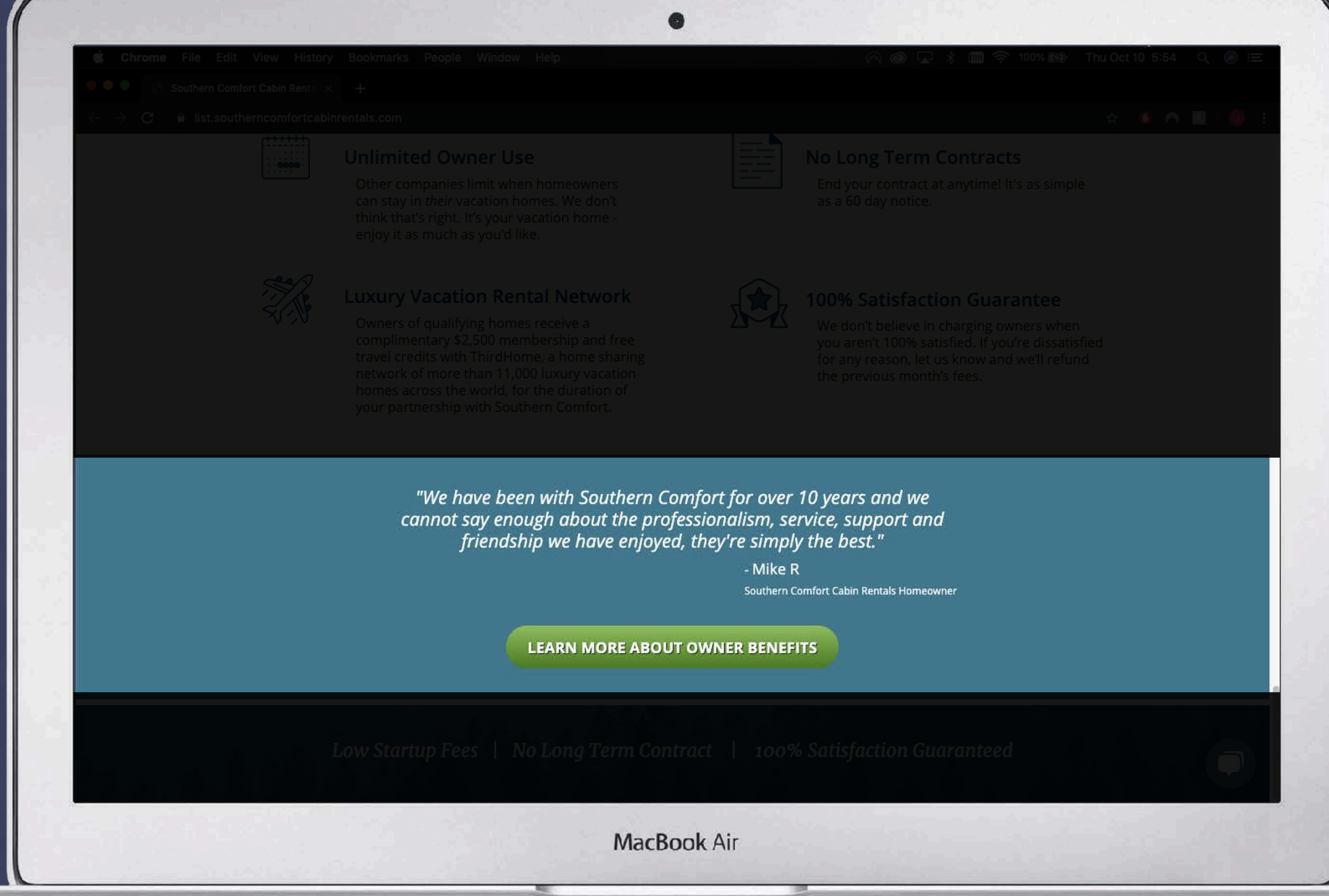
Unique Selling Proposition



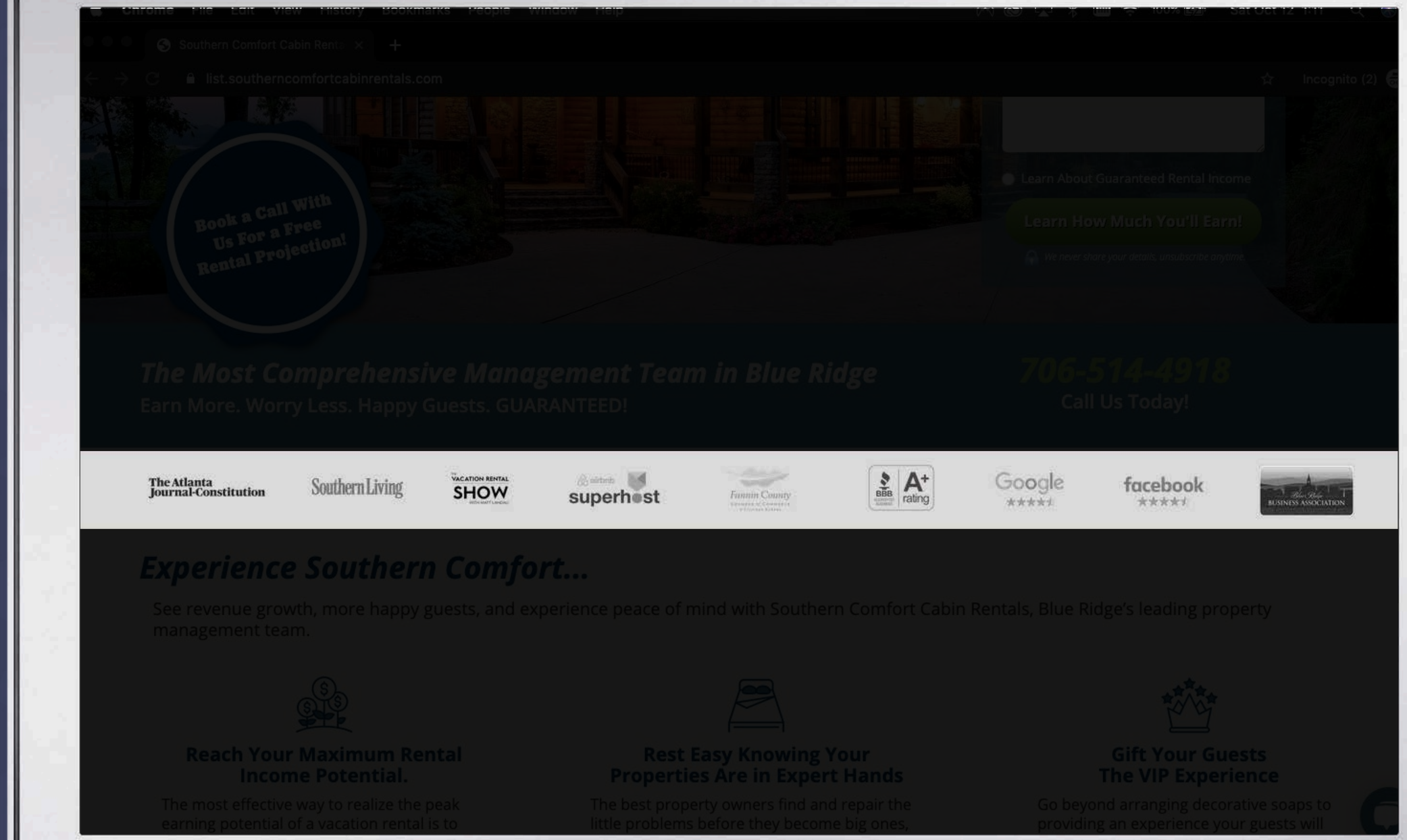
Features & Benefits



Social Proof

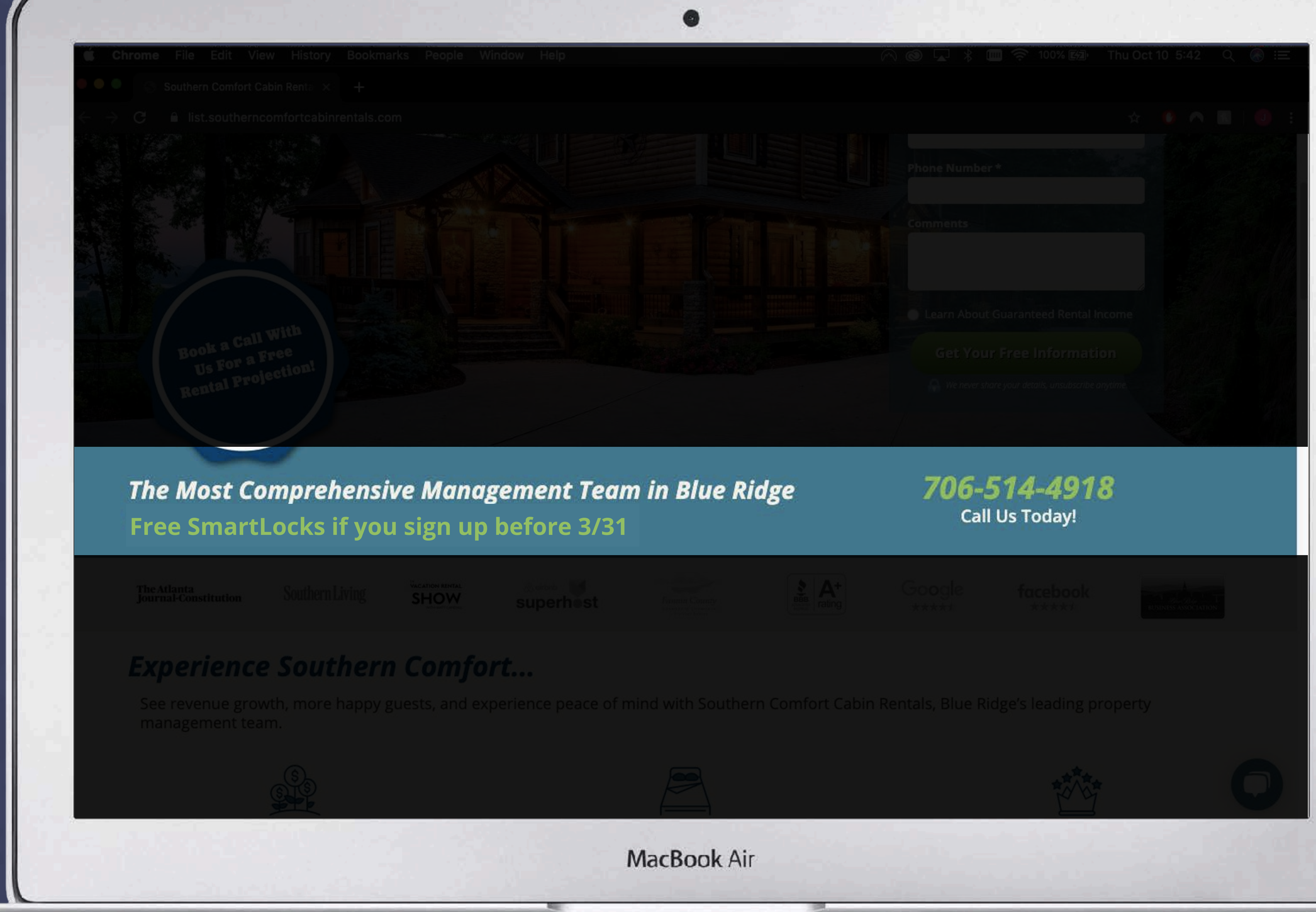


Trust Icons



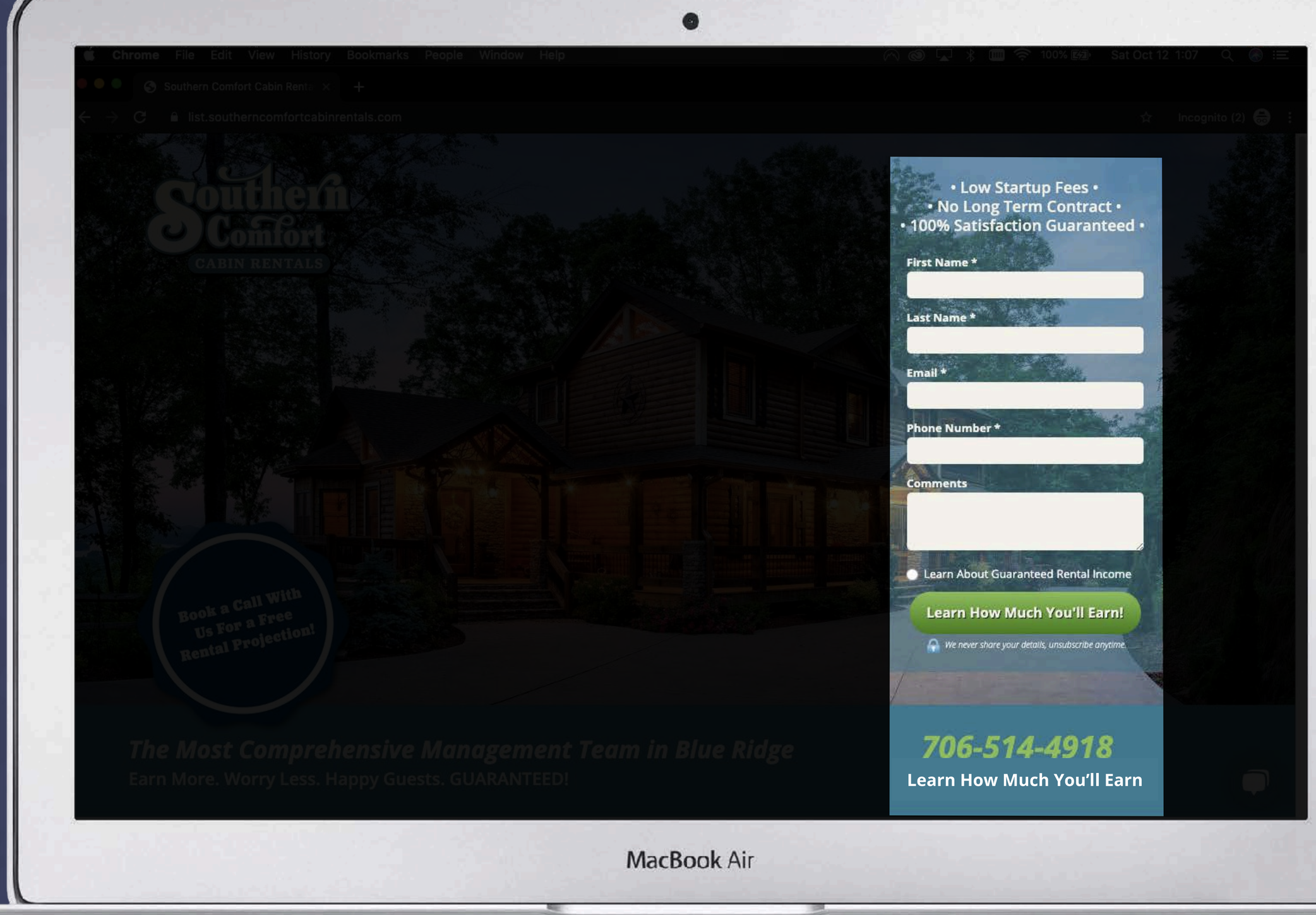
MacBook Air

Compelling Offer



Risk Reversals

Call to Action



2

Hire Full Time BD Rep?

Break-Even Analysis on BD Rep

vintory

$80,000

1st Year Salary

16 Homes

1st Year Growth

x **$5k**

$80,000

1st Year Margins

x **$50k**

$800,000

10 Year / Lifetime Margins

What does the best BD Rep look like?

vintory

THE PREDICTIVE INDEX

Culture Index™

Making Executives Effective

3

Landing Pages

Increase conversions with optimized Owner Landing Page

vintory

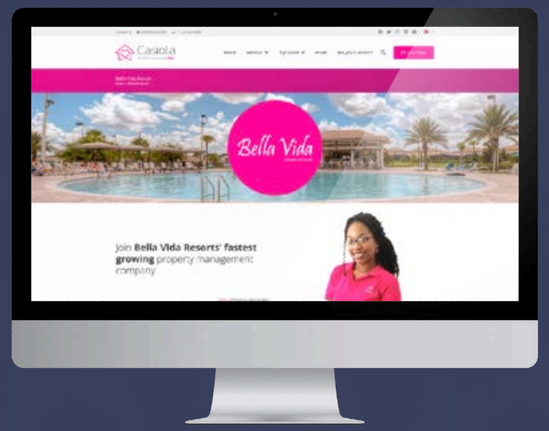
Free Download

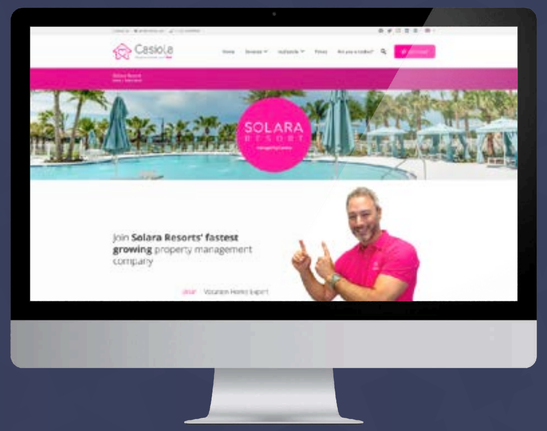
Key Elements of a Great Landing Page

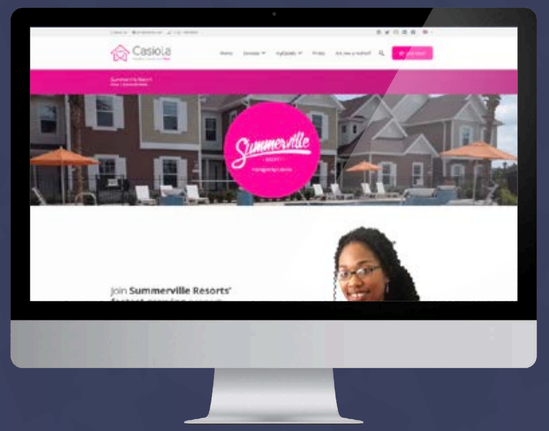
Microsite Landing Pages

vintory

Casiola
Vacation homes you'll love







vintory

4

Data

Target the Right Leads with these Data tricks

vintory

Tax Records / MLS

List Brokers

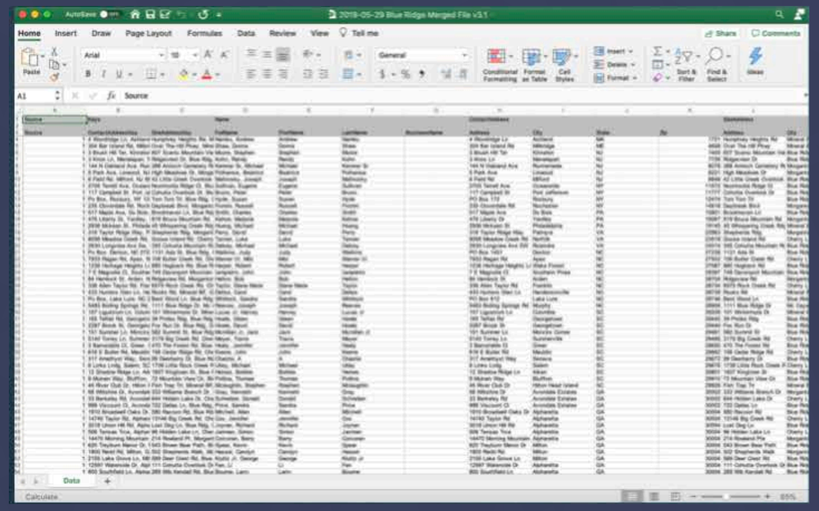
VR Permit Data

Scraped Data

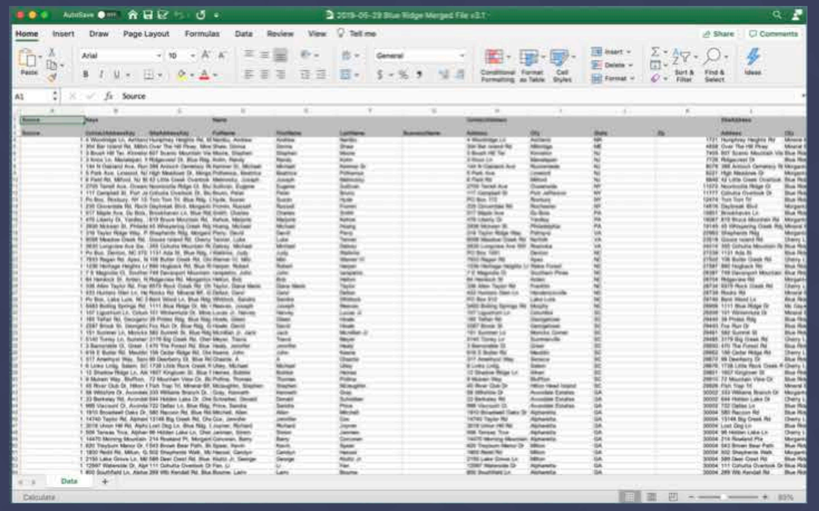
Merging Data Sources

vintory

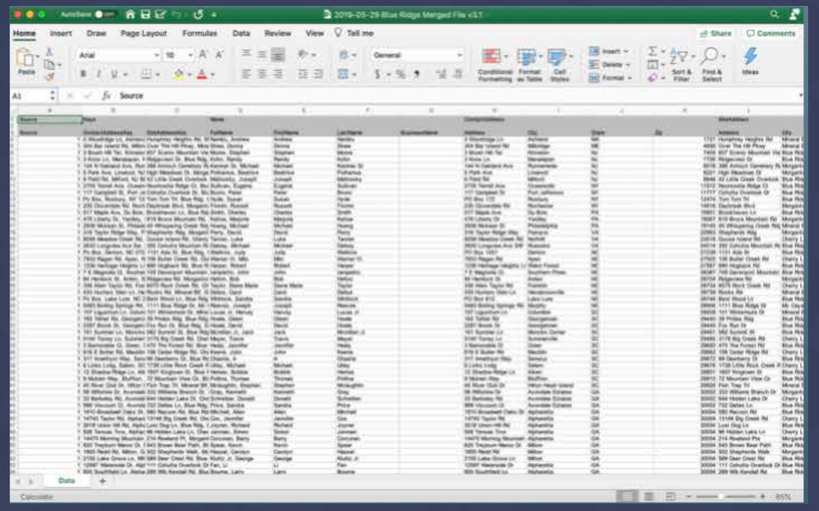
List Brokers



VR Permit Data



Scraped Data



Segmenting Data Sources by Target List

vintory

A Targets

Monthly

B Targets

Quarterly

C Targets

Annual

Segmenting Data Sources by Target List

vintory

Super A Targets

Monthly

Direct Mail | Email | List Based Retargeting | IP Targeting | Swag

5

Execute Omnichannel Marketing

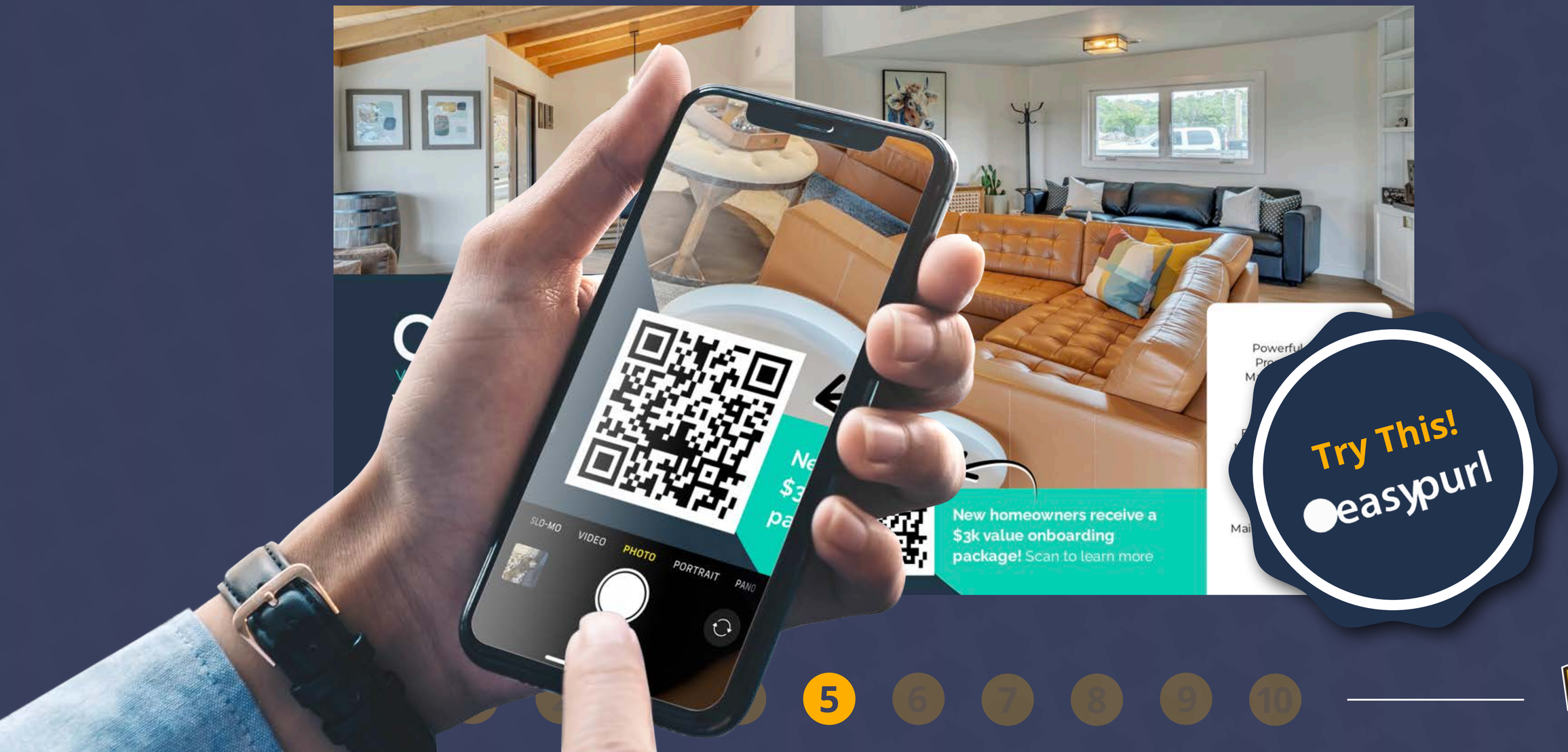
Realize Marketing Synergies Using Omnichannel Approach

vintory

Consistency is Key with Direct Mail

Leverage QR codes / PURLS

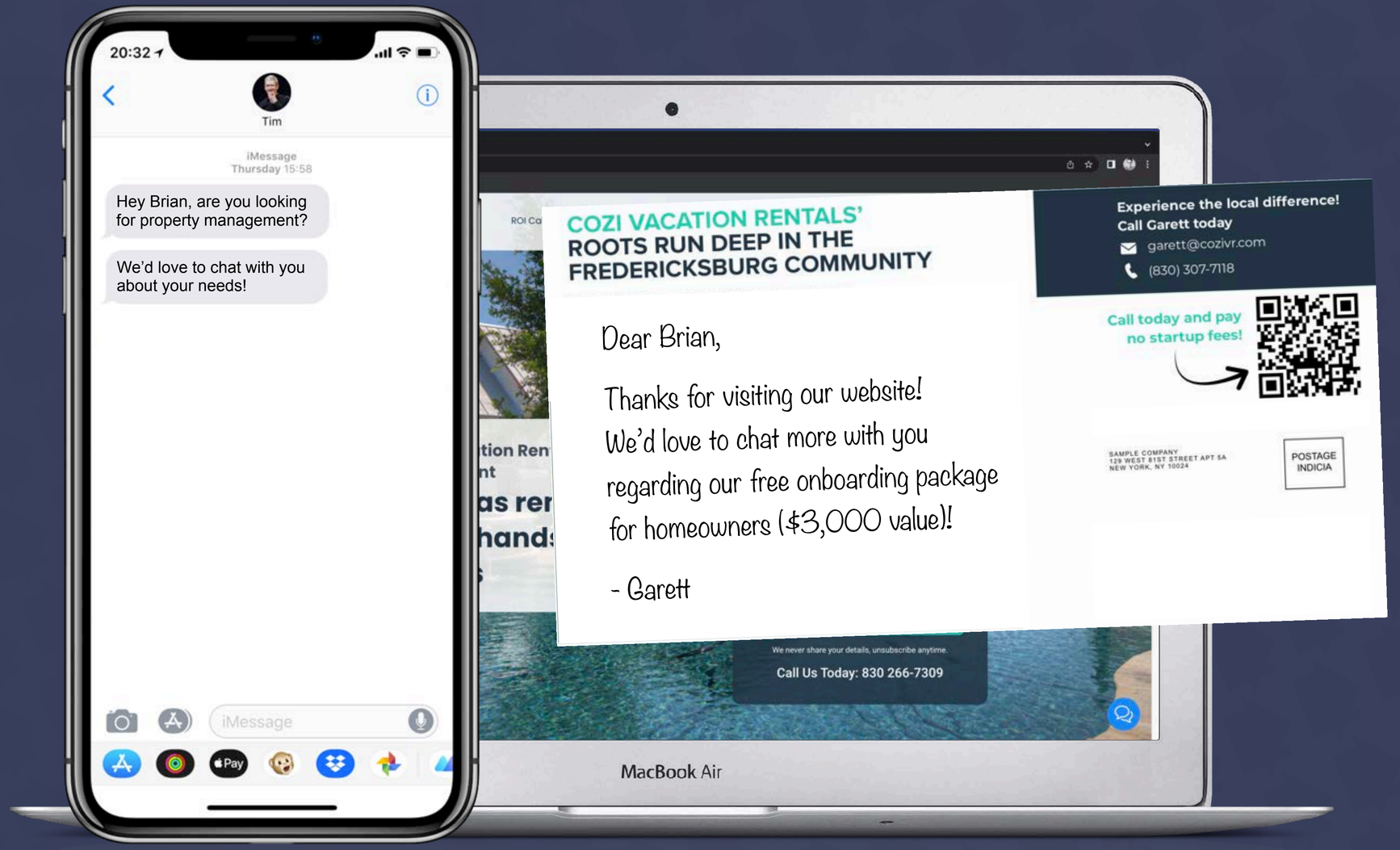
vintory



PMI

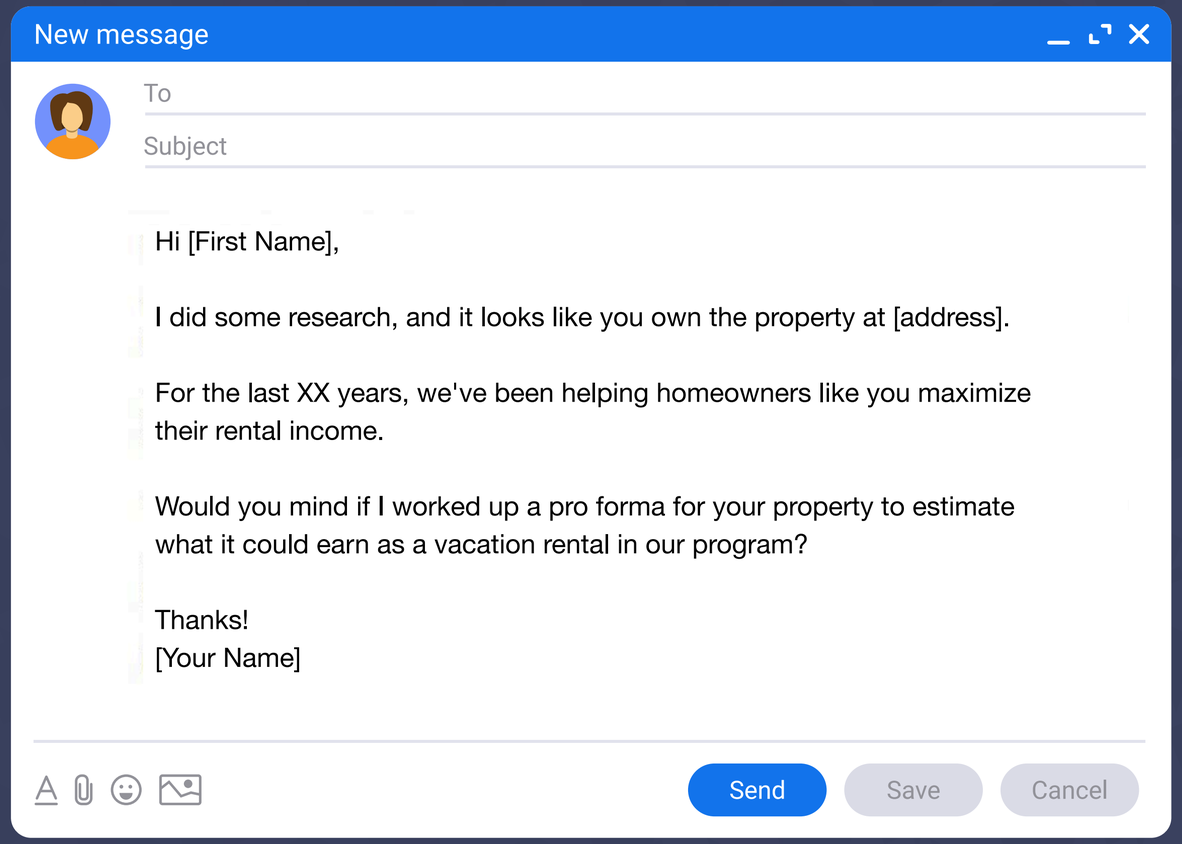
Leverage QR codes / PURLS

vintory



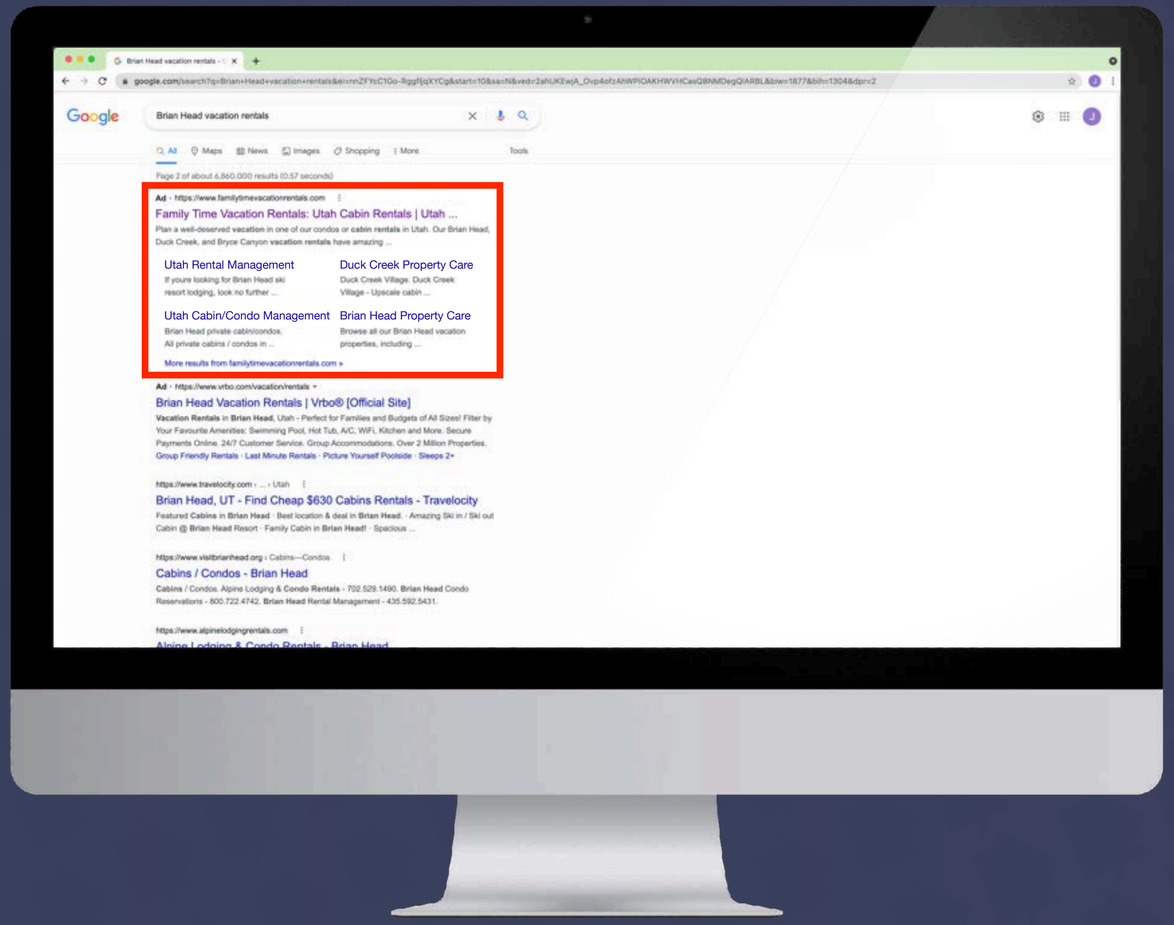
Convert Cold Leads Into Warm With Automated Outreach

vintory



Capture More Leads With PPC Targeted at Owner Intent

vintory



short term rental management companies

vacation property management

property management fees

rental management service

vacation rental property management companies

property management

airbnb management

local listing management

vacation home property management

airbnb co host

property management companies

vacation rental management companies

vacation home manager

property management vacation rentals

best property management company

property management rentals

vacation rental managers

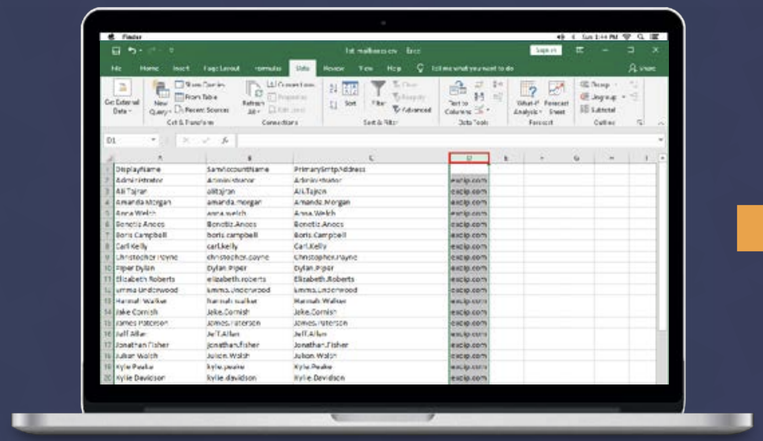
short term rental management

airbnb property management

short term rental property management

Capture Better Leads with List Based Retargeting

vintory



Upload People on Your List

Custom Audiences

Matched Audiences

Tailored Audiences

Matched People See Your Ads

Try This!
AdRoll

Ads Targeted to Your Leads, Where They Are

vintory

Upload Address List of Targets

Match Home Address and IP Addresses

Serve Up Display Ads on Target's Computer

Simplifi

adcellerant

Stop The Leak in Your Sales Funnel With Retargeting

Try This!
Google Tag Manager

Prospect

Prospect Visits Your Website

Prospect Is Tracked

Prospect Later Visits Social Site

Your Retarget Ad Is Displayed

Direct Mail Retargeting

vintory

Prospect Visits Your Website

Match Home Address and IP Addresses

Mail a Postcard to Your Target

6

Speed & Responsiveness Matters

Speed Matters

vintory

Call back **within 2 minutes**

10x vs waiting 1 hour

10,000x vs waiting 1 day

HubSpot

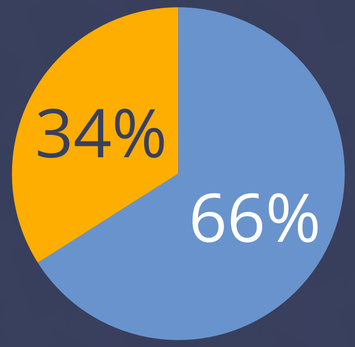
HARVARD UNIVERSITY

PMI

Responsiveness Matters

vintory

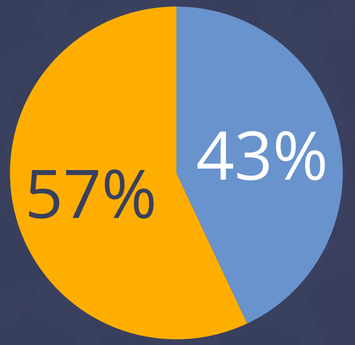
VRMs Picked Up the Phone



34%

Of the Times
We Called

VRMs Called Us Back



57%

Of the Times
We Left a Message

Responsiveness Matters

vintory

Mega-Managers
Always Pickup the Phone!

100%

THEY NEVER MISS A CALL!

"80% of Success Is Showing Up"

IMPACT

PMI

7

Get a CRM With Marketing Automation

Track Your Leads With a CRM

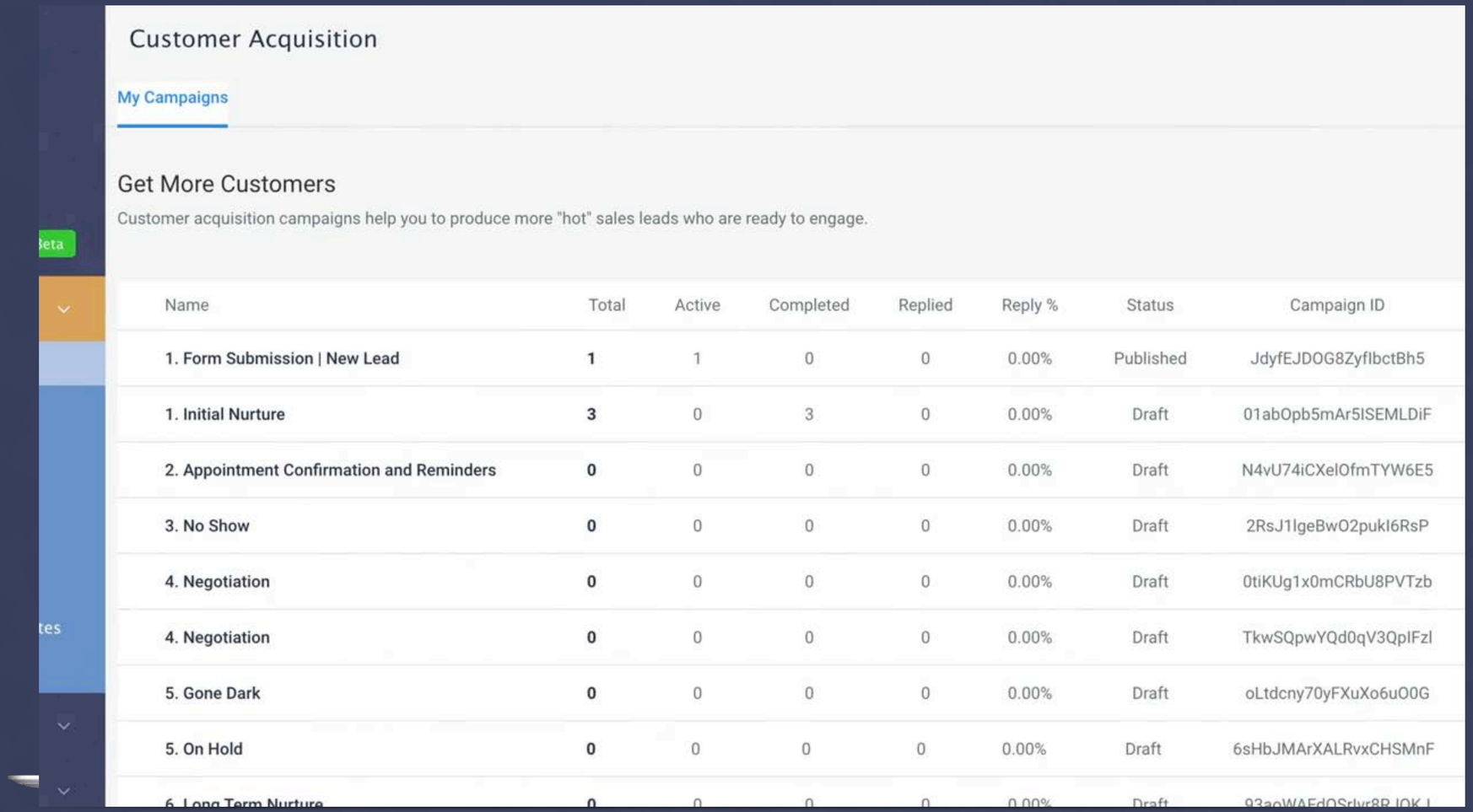
vintory

CRM with Automation

vintory

ActiveCampaign

HubSpot



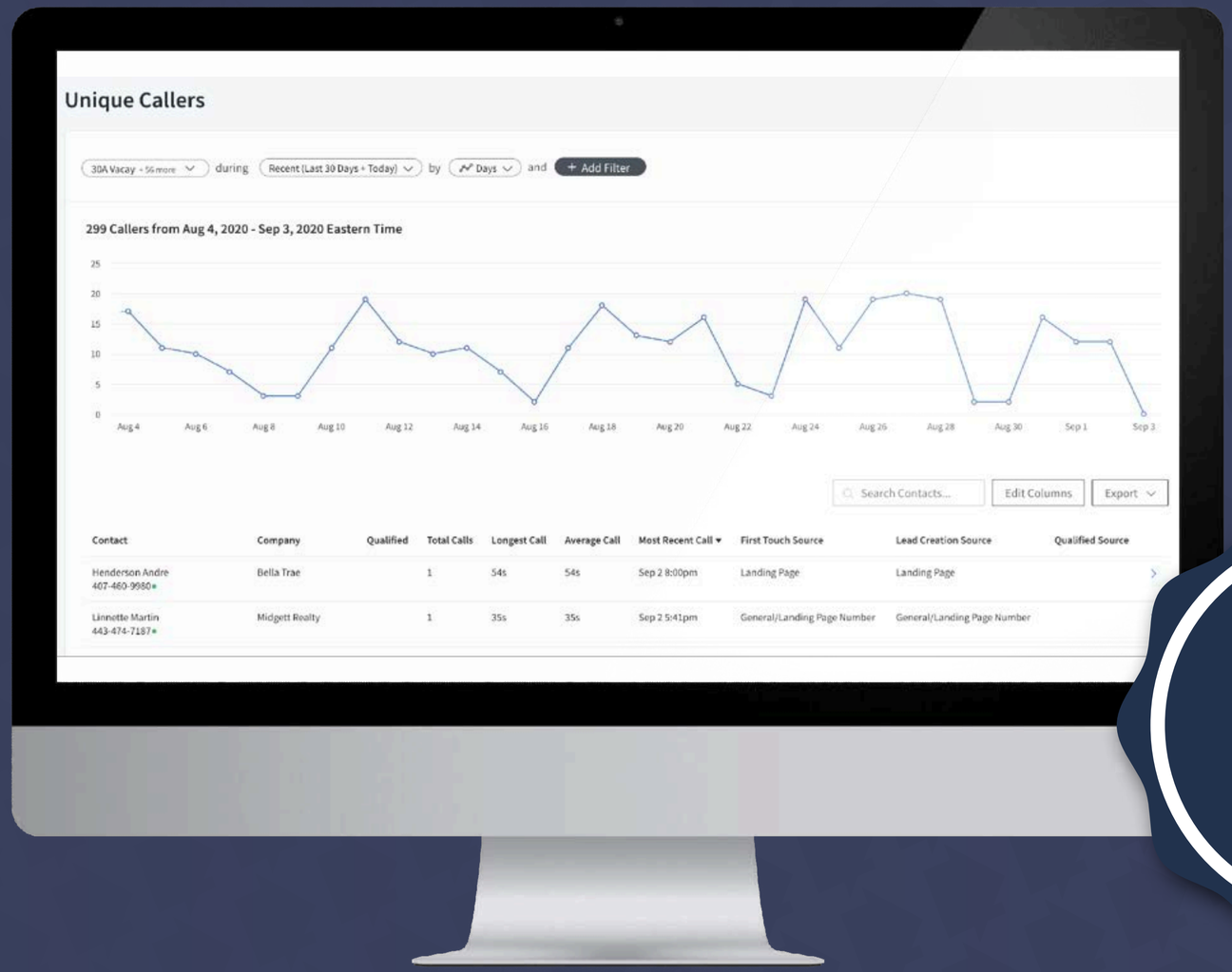
Name	Total	Active	Completed	Replied	Reply %	Status	Campaign ID
1. Form Submission | New Lead	1	1	0	0	0.00%	Published	JdyfEJDOG8ZyfIbctBh5
1. Initial Nurture	3	0	3	0	0.00%	Draft	01abOpb5mAr5ISEMLDiF
2. Appointment Confirmation and Reminders	0	0	0	0	0.00%	Draft	N4vU74iCXelOfmTYW6E5
3. No Show	0	0	0	0	0.00%	Draft	2RsJ1lgeBwO2pukI6RsP
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	oLtdcny70yFXuXo6uO0G
5. On Hold	0	0	0	0	0.00%	Draft	6sHbJMArXALRvxCHSMnF
6. Long Term Nurture	0	0	0	0	0.00%	Draft	93aoWAEdQSrIvr8RJQKJ

8

Leverage Effects

Track Your Campaign Calls

vintory

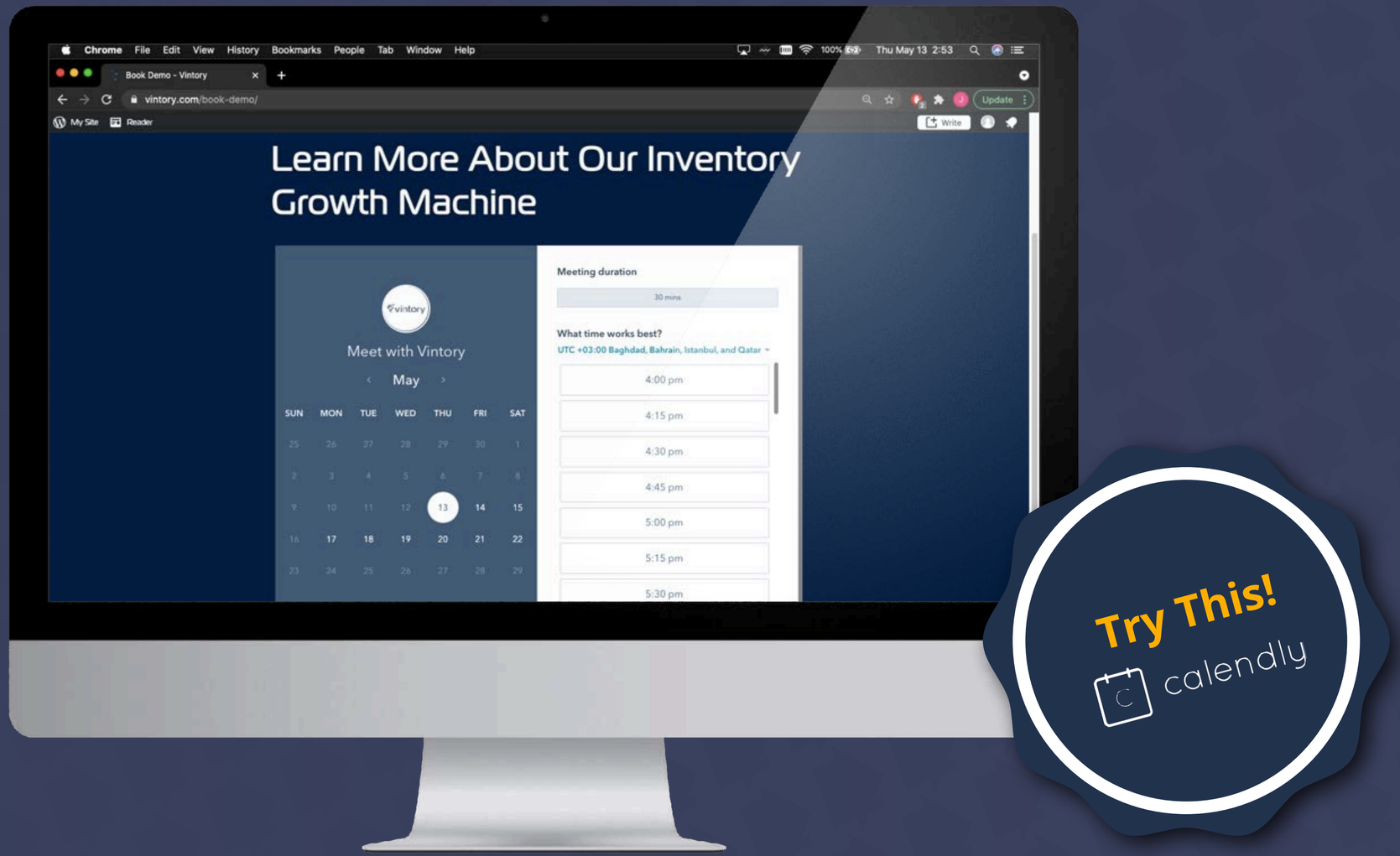


Try This!

CallRail

Make it Easy For Leads to Meet With You

vintory



Try This!

calendly

2x Your Engagement Rate With Video Email Marketing

vintory

Try This!

loom

vidyard

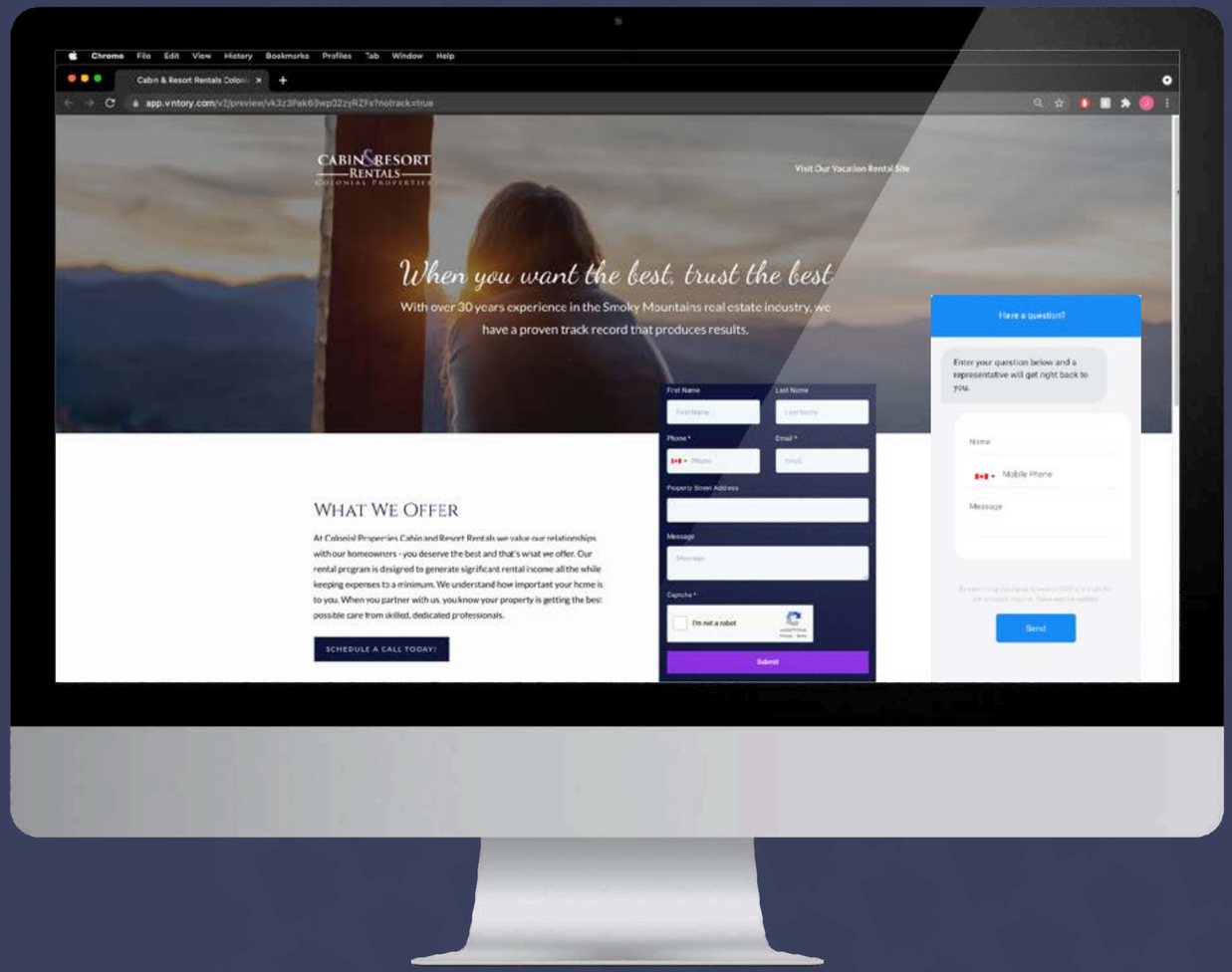
Convert Visitors Into Customers with Chatbots

vintory

PODIUM

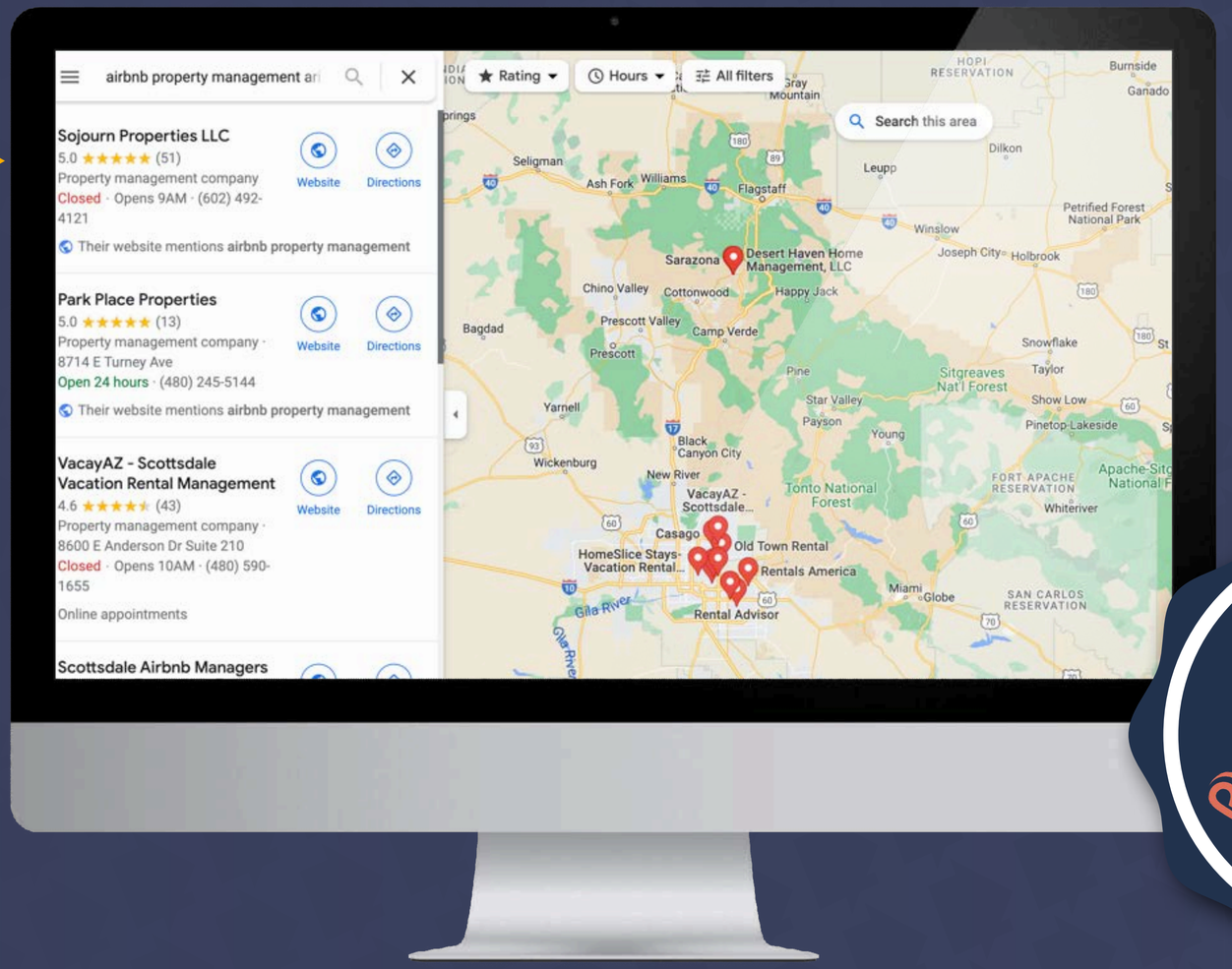
INTERCOM

vintory



Increase Leads through GMB

vintory



Google

Try This!

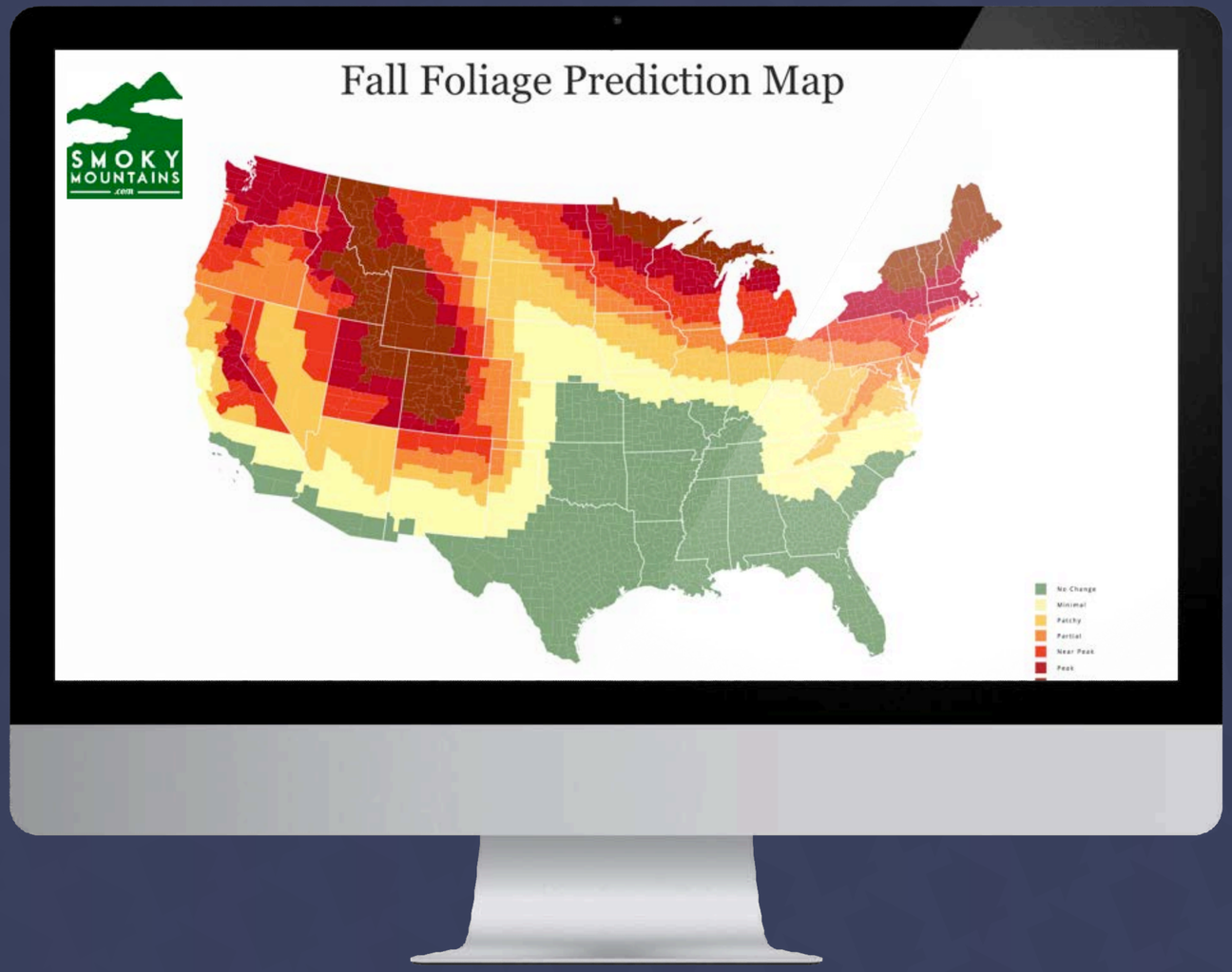
RueBaRue

9

Inbound Marketing

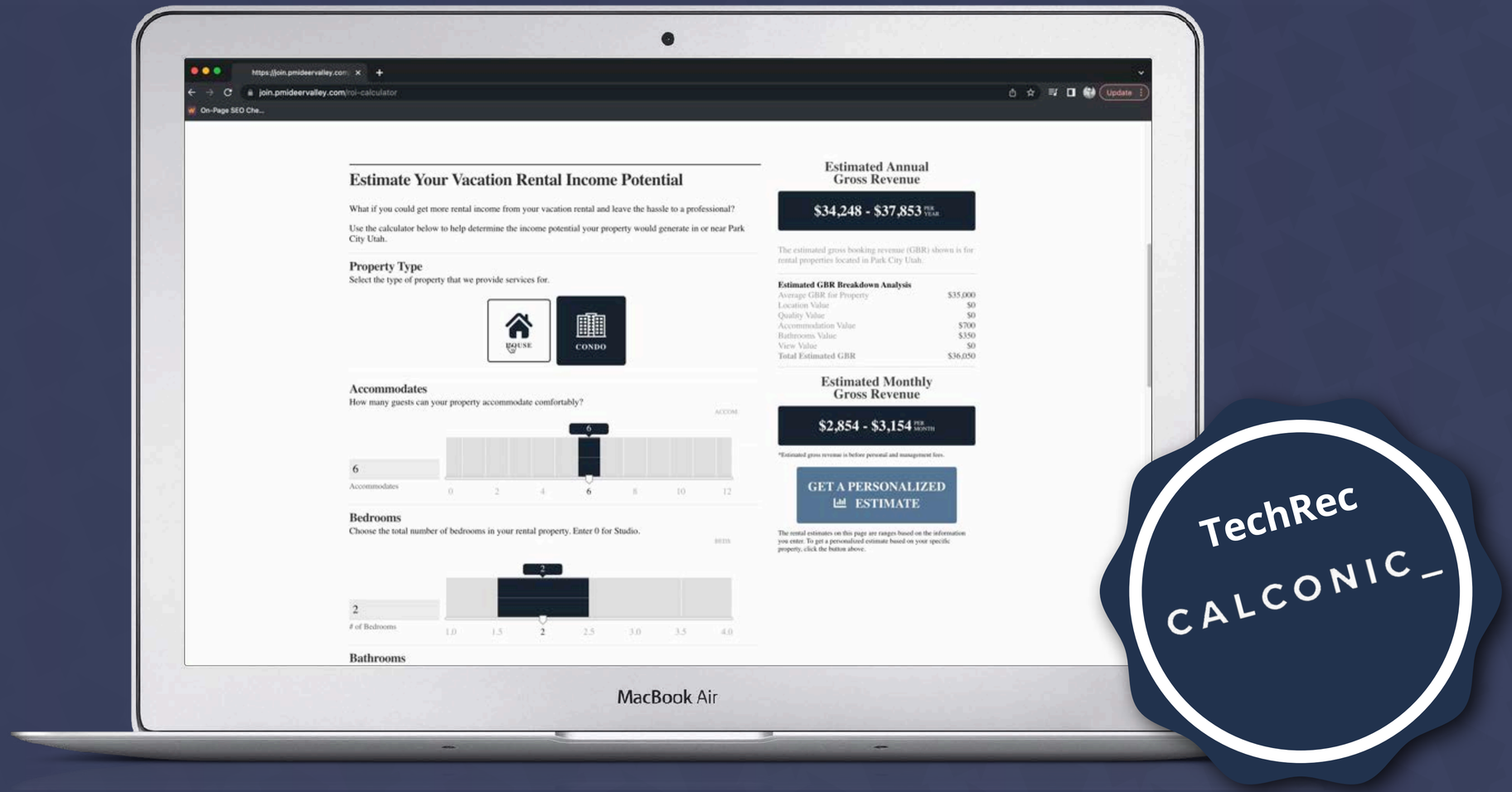
Use Interactive Content to Add Value & Empower Leads

vintory



Use Interactive Content to Add Value & Empower Leads

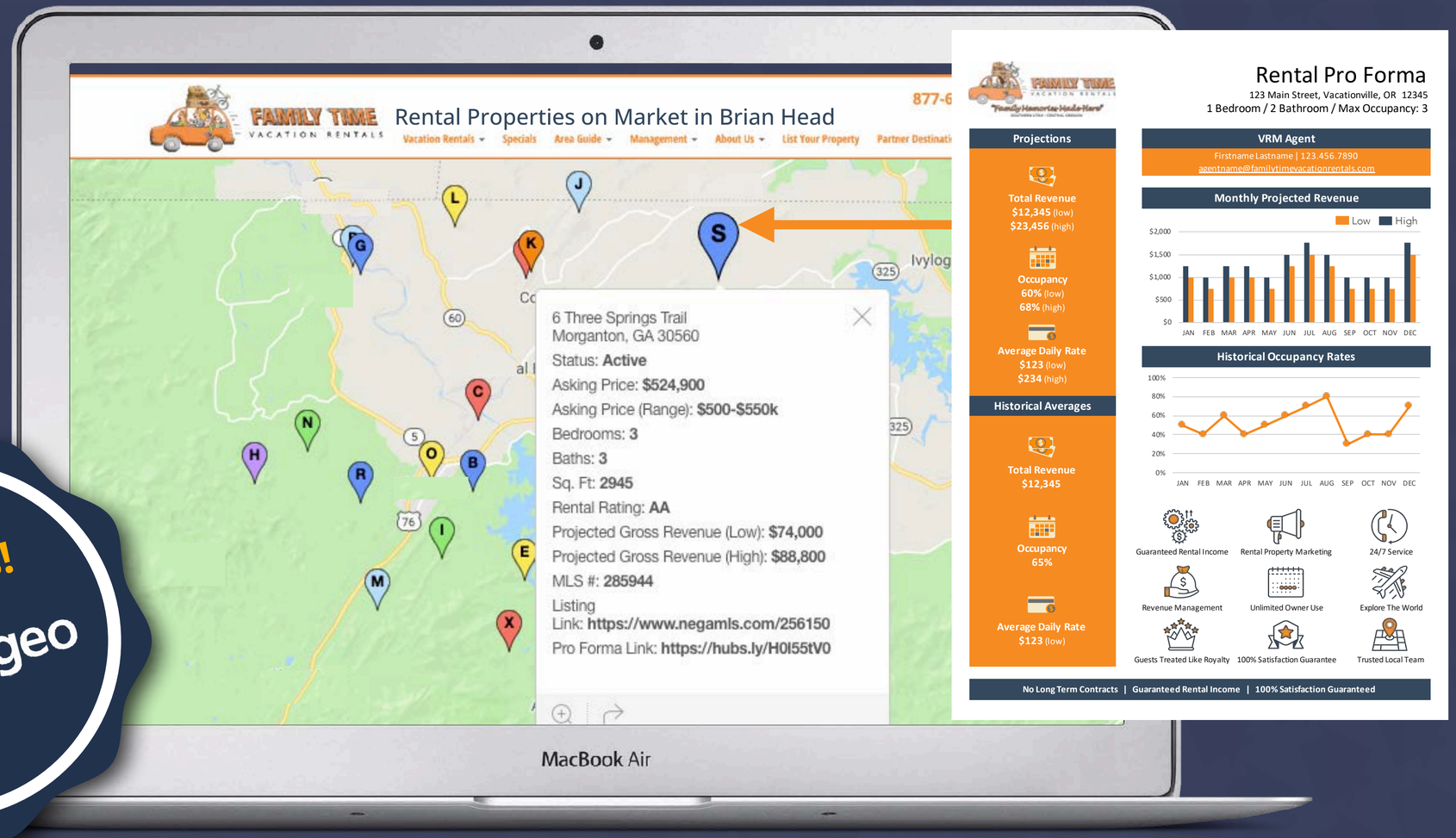
vintory



TechRec CALCONIC

Use Interactive Content to Add Value & Empower Leads

vintory



Try This!

batchgeo

10

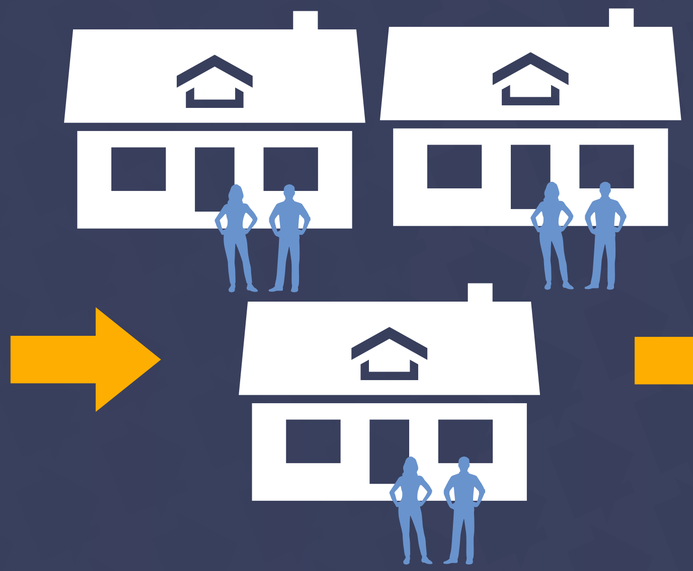
Referral Marketing

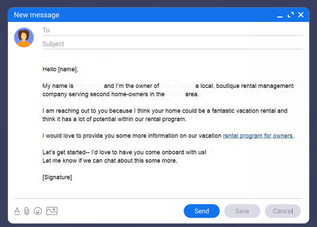
Target Realtors & Influencers With An Omnichannel

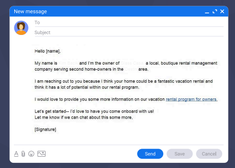
vintory

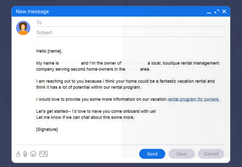
Realtor Lead Machine

vintory









*

The #1 Strategy...

BONUS!

Build a Great Freaking Company!

Thanks For Attending!

vintory

Go to www.vintory.com/PMI and get:

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

Book a Demo and Get a…

PMI

Questions?

Thank You! Get in Touch!

Brian Riggs
brian@vintory.com
www.vintory.com