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Top 10 Strategies To Grow Your Vacation Rental Inventory

Presented by



Brooke Pfautz

Founder & CEO

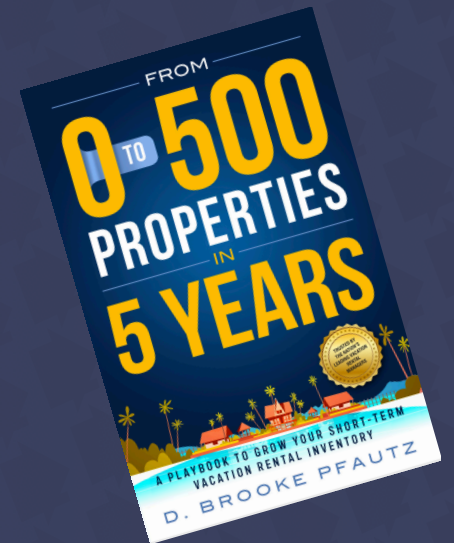
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What We'll Cover Today



- 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!**



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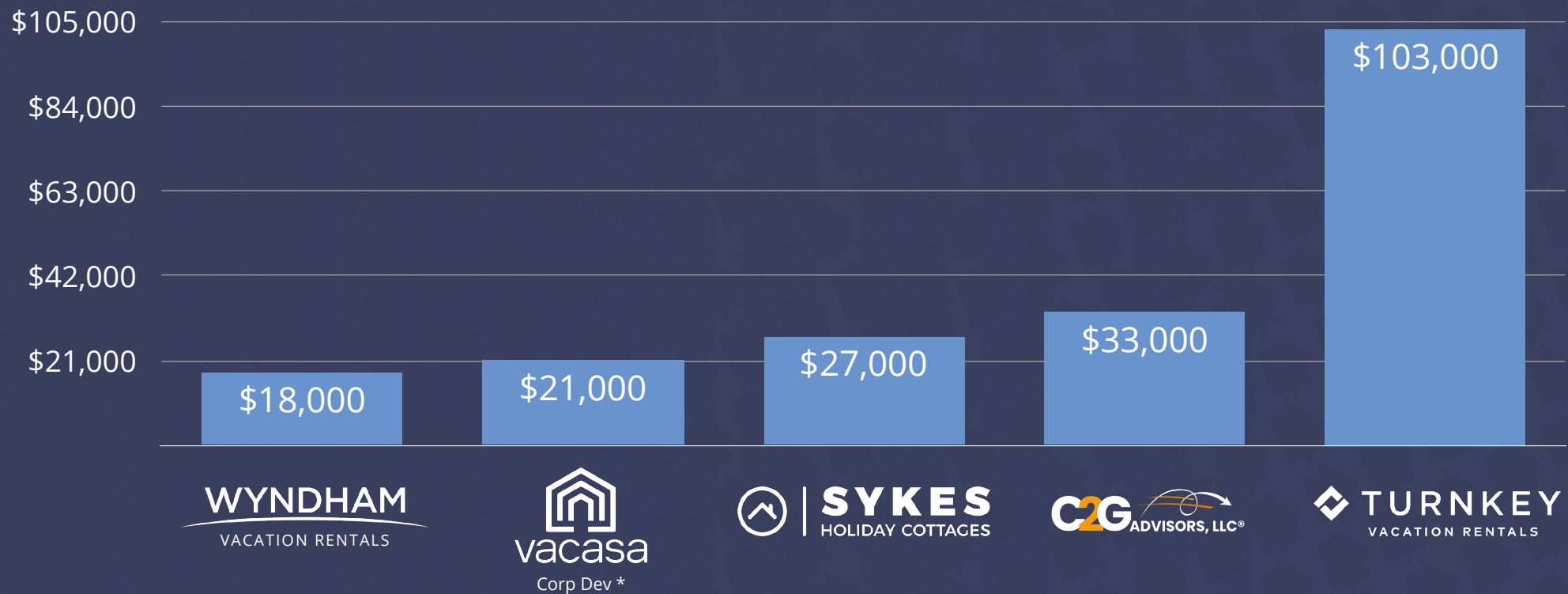
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Value of Inventory... at Exit

Recent Valuations



Value Per Management Contract



*According to Vacasa Investor Presentation on 7/21

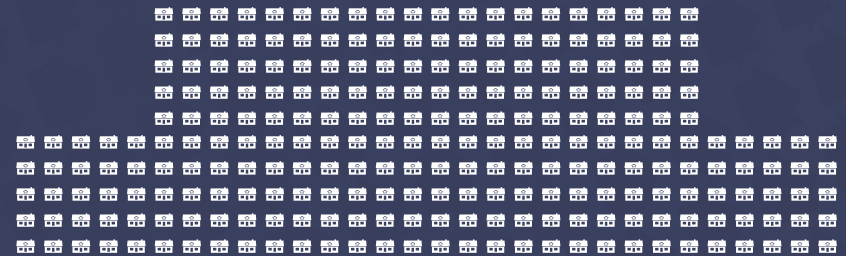


Value of Inventory... at Exit



\$20,000 / property
x 50 Properties

\$1,000,000



\$20,000 / property
x 250 Properties

\$5,000,000



\$4,000,000



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1

Positioning / Messaging

Messaging



Free Download
Key Messaging
Report Template

Unique Selling
Proposition

Social
Proof

Trust Icons

Call to
Action

Inventory Acquisition:

Key Messaging Building Blocks Worksheet

COMPANY _____

1 Features & Benefits

Features are factual statements of what your service does, describing which attributes set it apart from the competition. Benefits describe why those features matter and how they help your target audience. Benefits entice the customer to buy. It answers the question "what's in it for me?" They highlight the key features within your rental program

☐ **Revenue Management** Give your home the competitive edge with dynamic pricing and rates optimized daily

☐ **Marketing** Target, attract & book qualified guests with photography, social media ads, and optimized listings on Airbnb

☐ **24/7 Maintenance** Keep your home running smoothly around the clock with a fast, reliable maintenance team

☐ **Housekeeping** Make the perfect first impression with wall-to-wall cleanings before guests arrive

☐ **Inspections** Know your property is guest-ready with top-to-bottom inspections every week

☐ **Direct Bookings** Earn more year after year as guests book their stay directly on our website

☐ **Guest Screenings** Book only the most qualified guests who'll enjoy your home the right way

☐ **Local Support 24/7** Know that you have a friendly, accessible team right up the road 24/7

☐ **Guest Damage Coverage** Save more when you let us cover accidental guest damage coverage up to \$1k

☐ **Reporting & Taxes** Skip the tax filing headache with a team that tracks every penny

☐ **Owner Portal** Stay in the loop on your property with our easy-to-use owner portal that lets you check everything from your calendar to your maintenance requests

☐ **Unlimited Owner Use** Block off your vacation days with ease, and enjoy your home as often as you want

☐ **Guest Concierge** Make every guest feel like a VIP with everything from grocery delivery to ticket purchases

☐ **Automated Touchpoints** Give guests a seamless experience with automated touchpoints from booking to checkout

☐ **No Nickel and Diming**

2 Unique Selling Proposition (USPs)

A USP is one thing that really sets you apart from the competition.

☐ You have 70% direct bookings

☐ You have weekly payouts

☐ You have a guaranteed rental income program

☐ You leave a handwritten note in the home for every guest

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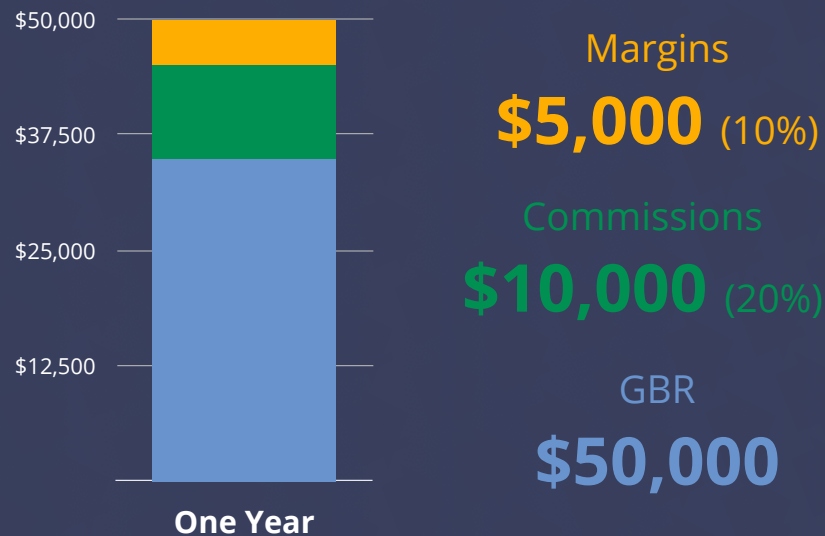
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Hire Full Time BD Rep?

Calculating Value of Inventory



Value of one property after one year



Computing the customer lifetime

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

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

= 10 Year Lifetime

Lifetime Value = \$50,000

Break-Even Analysis on BD Rep



\$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?



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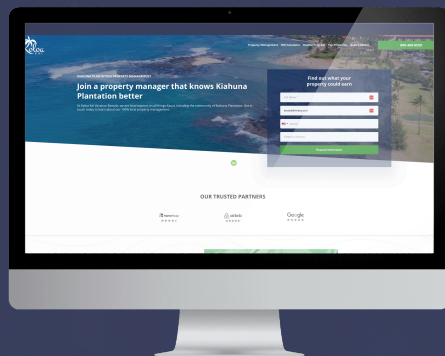
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Landing Pages

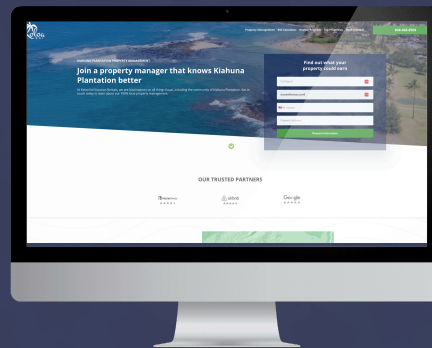
Increase conversions with optimized Owner Landing Page



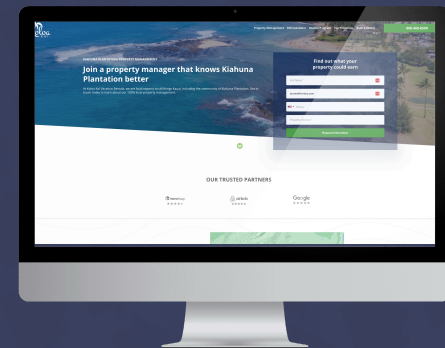
Microsite Landing Pages



Kiahuna Plantation



Poipu Sands



Kauanoe O Kōloa



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4

Data

Target the Right Leads with these Data tricks



Tax Records / MLS



List Brokers



VR Permit Data



Scraped Data

Merging Data Sources



AutoSaveOFF

2019-05-29 Blue Ridge Merged File v3.1

HomeInsertDrawPage LayoutFormulasDataReviewViewTell me



Segmenting Data Sources by Target List



A Targets
Monthly



Direct Mail



Email



List Based
Retargeting



IP Targeting



B Targets
Quarterly



Direct Mail



Email



List Based
Retargeting



C Targets
Annual



Direct Mail



Email

1

2

3

4

5

6

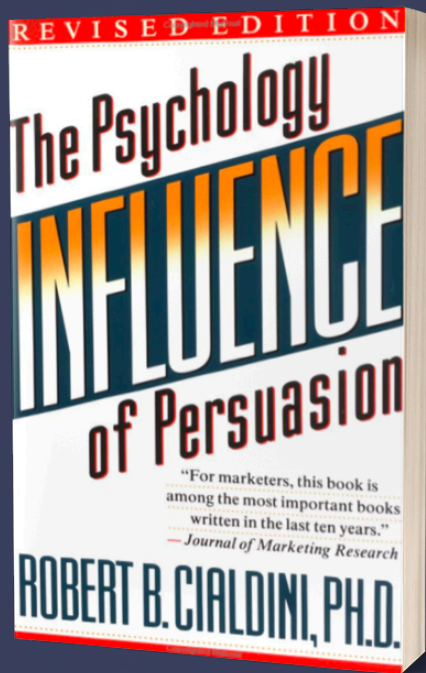
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Segmenting Data Sources by Target List



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5

Execute Omnichannel Marketing

Realize Marketing Synergies Using Omnichannel Approach



Consistency is Key with Direct Mail



Casago
homes on the go

Hey Firstname!

Get A Free Rental Evaluation & Learn Your Income Potential

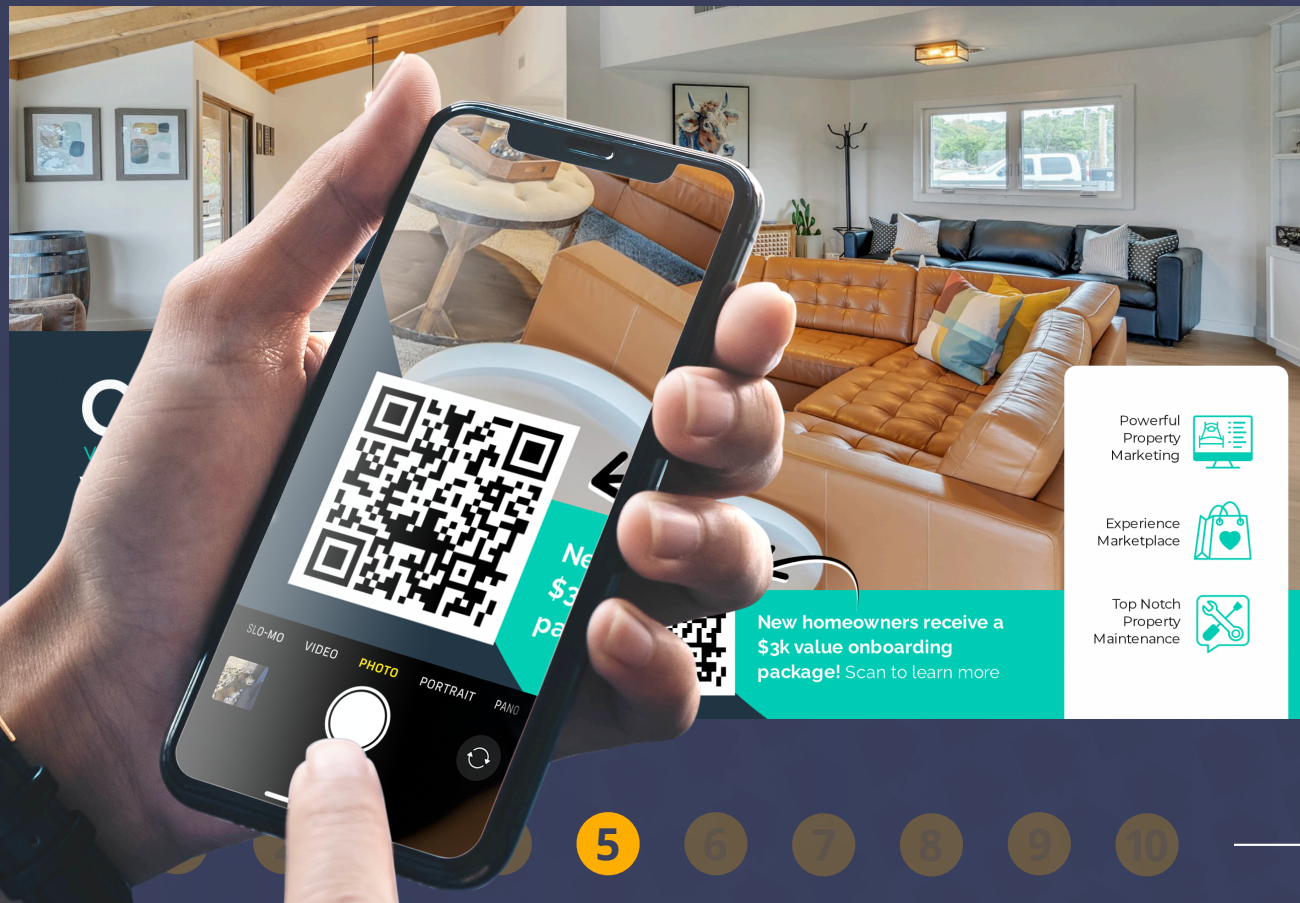
Park City Vacation Rental Property Management Services...

- Maximize Your Rental Income**
Our proven marketing strategies maximize the earning potential of your home, we can generate thousands more in rental income.
- Exceptional Property Care**
We treat your home as if it were our own. You can rest assured Casago will keep your property in top condition and performing its best.
- World-Class Hospitality**
With Casago, your guests will familiar standards, consistency, convenience of a hotel with the care and 24/7 service of a professional.

Try This!
handwritten



Leverage QR codes / PURLS



5

6

7

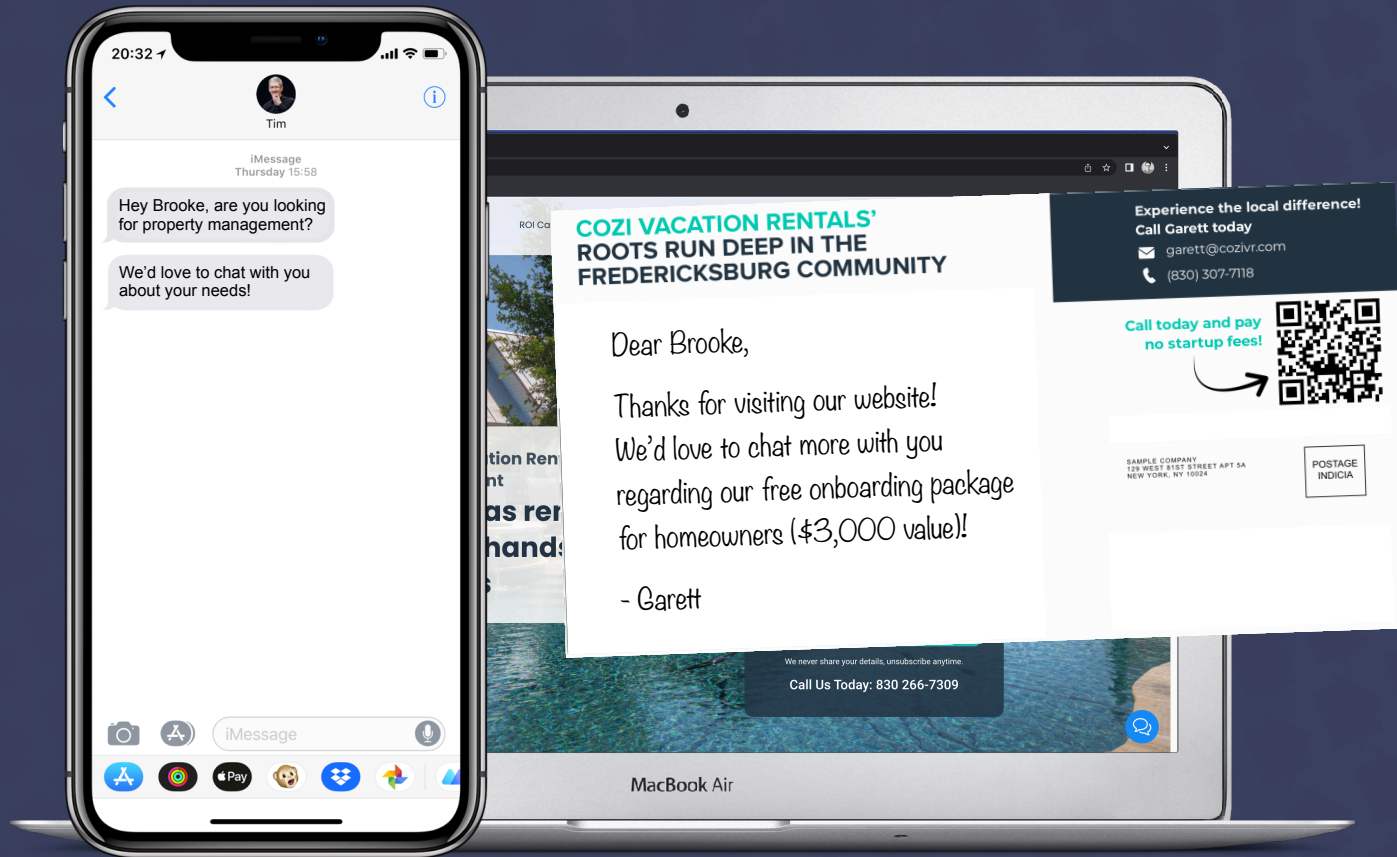
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Leverage QR codes / PURLS



Convert Cold Leads Into Warm With Automated Outreach



New message



To

Subject

Hi [First Name],





I did some research, and it looks like you own the property at [address].

For the last XX years, we've been helping homeowners like you maximize their rental income.

Would you mind if I worked up a pro forma for your property to estimate what it could earn as a vacation rental in our program?

Thanks!

[Your Name]



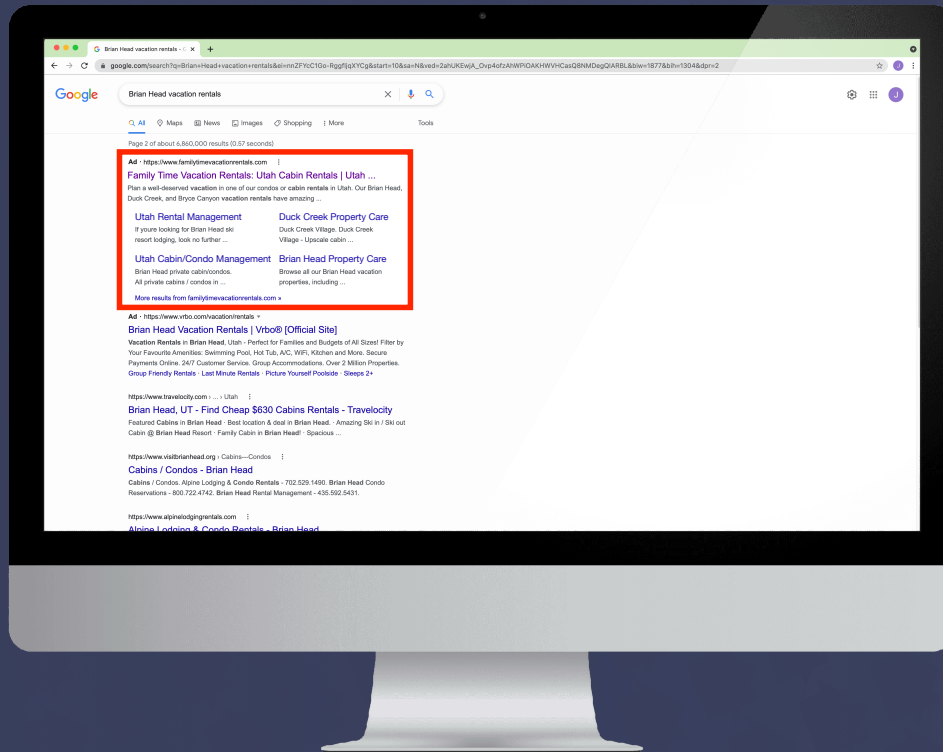
Send

Save

Cancel



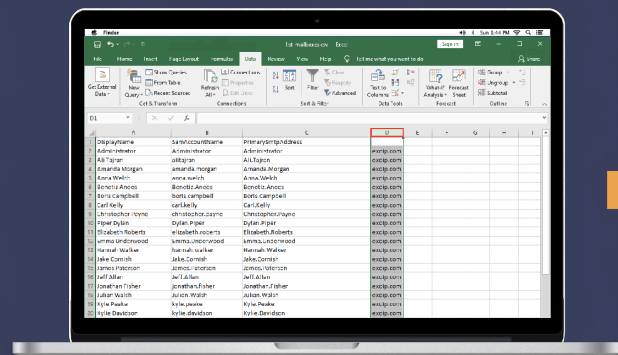
Capture More Leads With PPC Targeted at Owner Intent



short term rental management companies
vacation property management
rental management service
property management fees
vacation rental property management companies
property management
airbnb management
airbnb co host
local listing management
vacation home property management
property management companies
vacation rental management companies
vacation home manager
property management vacation rentals
best property management company
property management rentals
vacation rental managers
airbnb property management
short term rental management
short term rental property management



Capture Better Leads with List Based Retargeting



Upload People on Your List



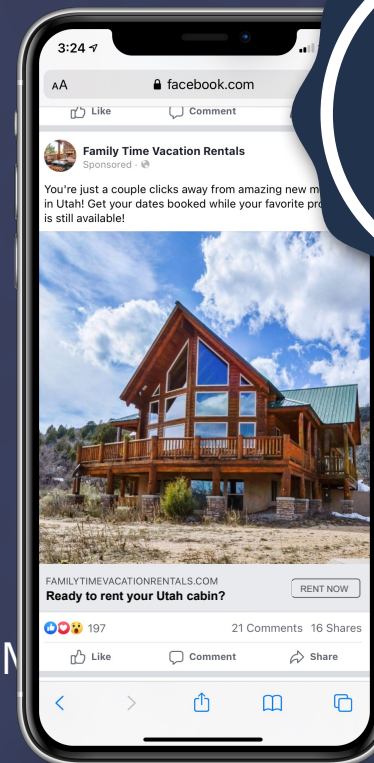
Custom Audiences



Matched Audiences



Tailored Audiences



Try This!
AdRoll

See Your Ads



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IP Targeting

Upload Address
List of Targets



Match Home Address
and IP Addresses



Serve Up Display Ads on
Target's Computer



Stop The Leak in Your Sales Funnel With Retargeting



Direct Mail Retargeting

Prospect Visits
Your Website



Match Home Address
and IP Addresses



Mail a Postcard to
Your Target



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6

Speed & Responsiveness Matters

Speed Matters



Call back **within 2 minutes**

10x vs waiting 1 hour

10,000x vs waiting 1 day



HubSpot
HARVARD
UNIVERSITY

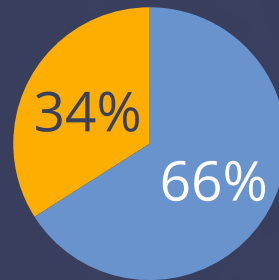


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Responsiveness Matters



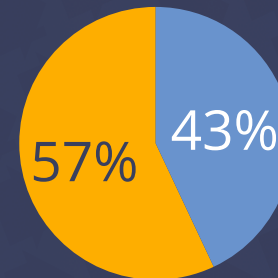
VRMs Picked Up the Phone



34%

Of the Times
We Called

VRMs Called Us Back



57%

Of the Times
We Left a Message



Responsiveness Matters



Mega-Managers
Always Pickup the Phone!

100%

THEY NEVER MISS A CALL!



"80% of Success Is Showing Up"



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7

Get a CRM With Marketing Automation

Track Your Leads With a CRM



CRM with Automation



ActiveCampaign >



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	JdyfEJD0G8ZyflbctBh5	
1. Initial Nurture	3	0	3	0	0.00%	Draft	01ab0pb5mAr5ISEMLDiF	
2. Appointment Confirmation and Reminders	0	0	0	0	0.00%	Draft	N4vU74iCXelOfmTYW6E5	
3. No Show	0	0	0	0	0.00%	Draft	2RsJ1lgeBwO2pukl6RsP	
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	93aoWAEdQSchv8BjOKL	



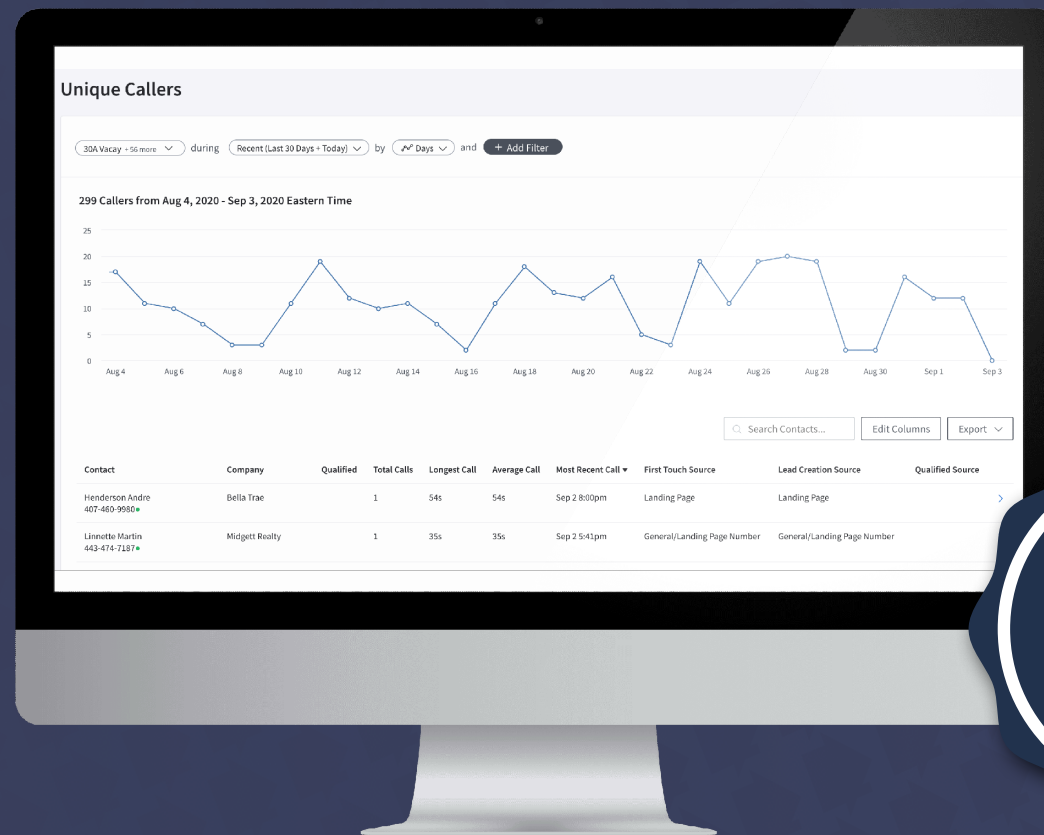
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Leverage Effects

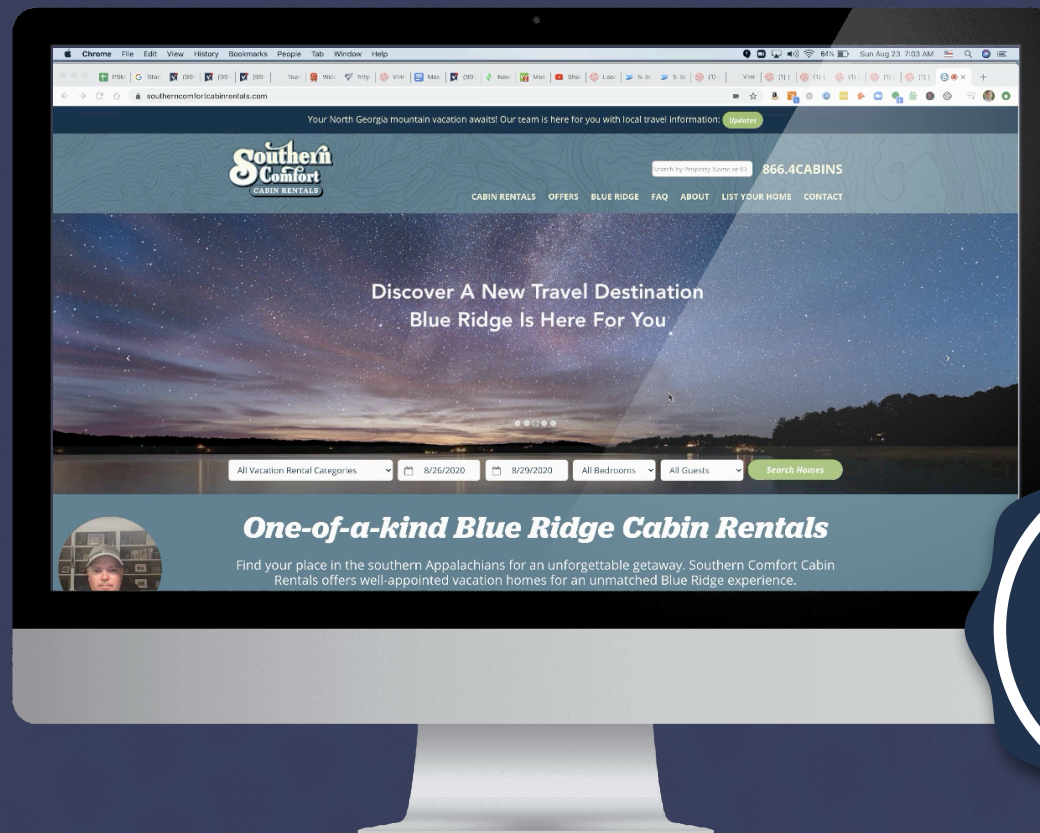
Track Your Campaign Calls



Try This!
CallRail



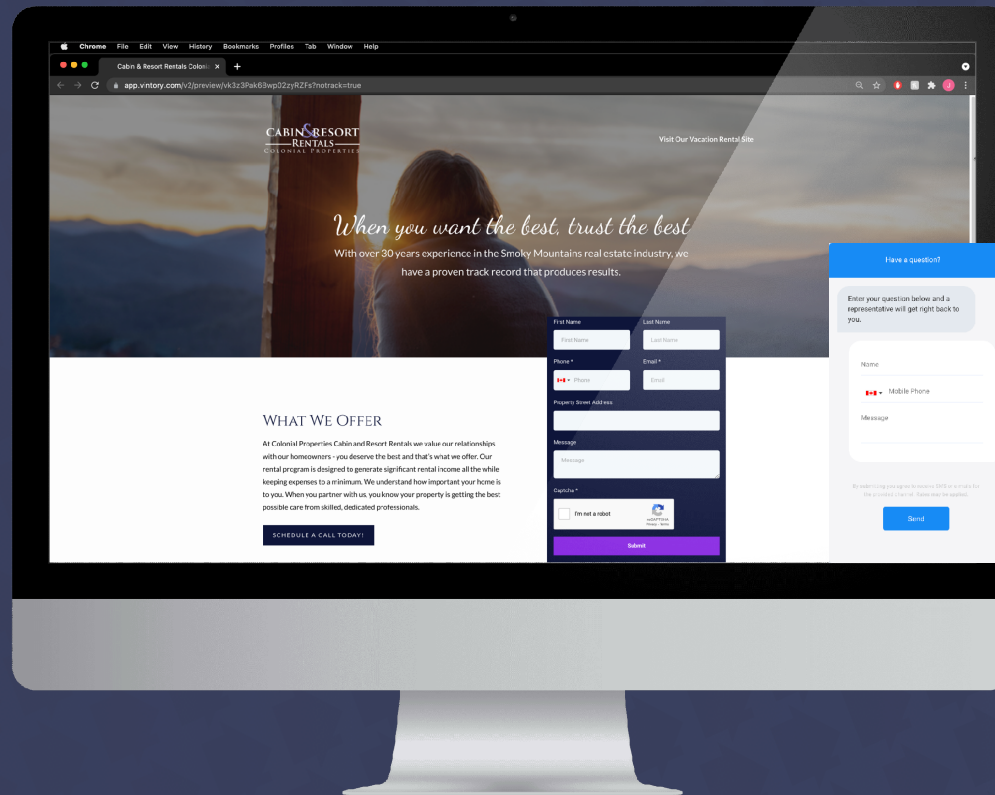
2x Your Engagement Rate With Video Email Marketing



Try This!
loom
viduad

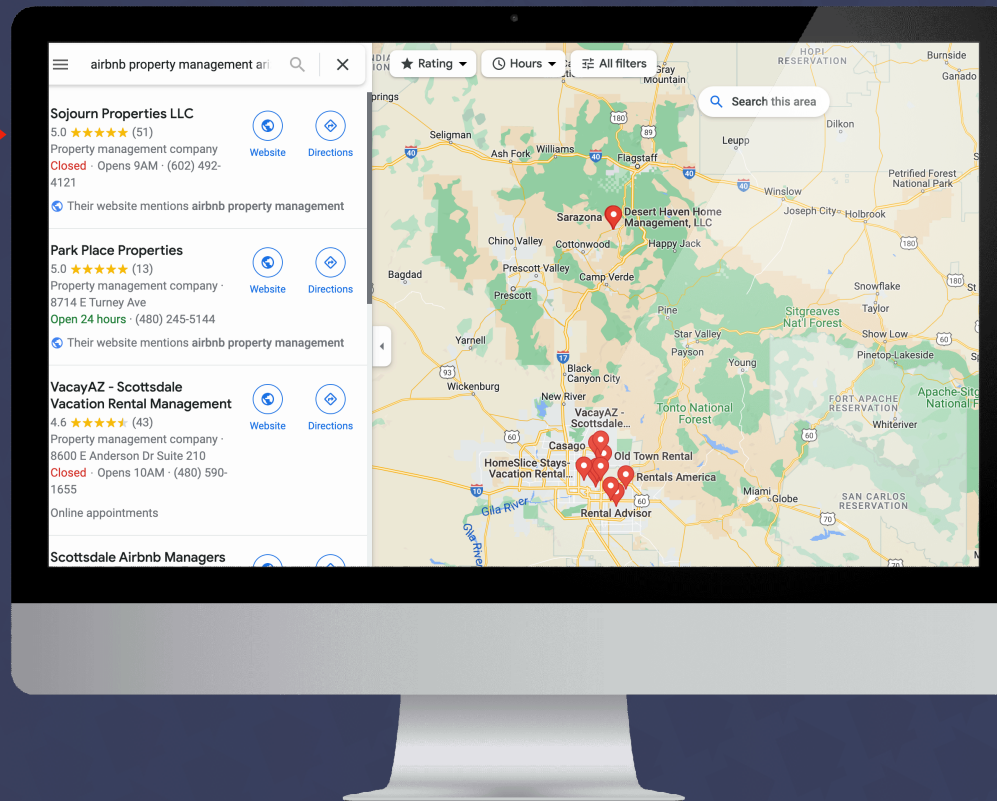


Convert Visitors Into Customers with Chatbots



Increase Leads through GMB

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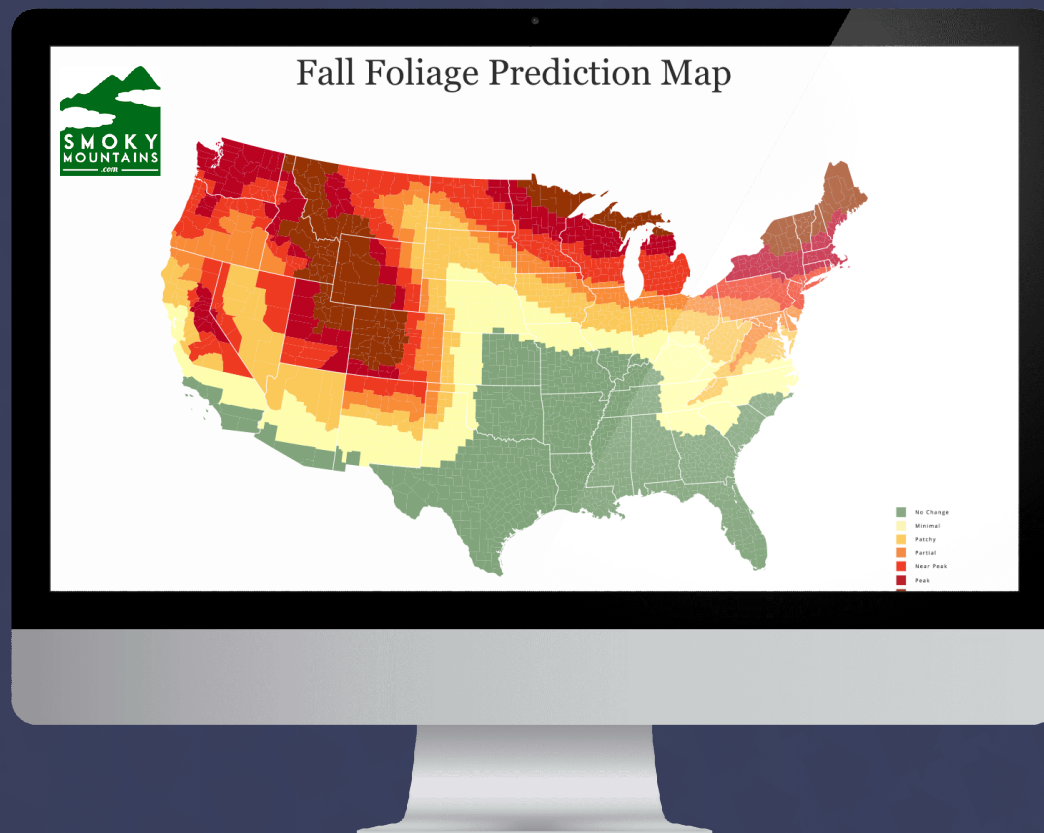
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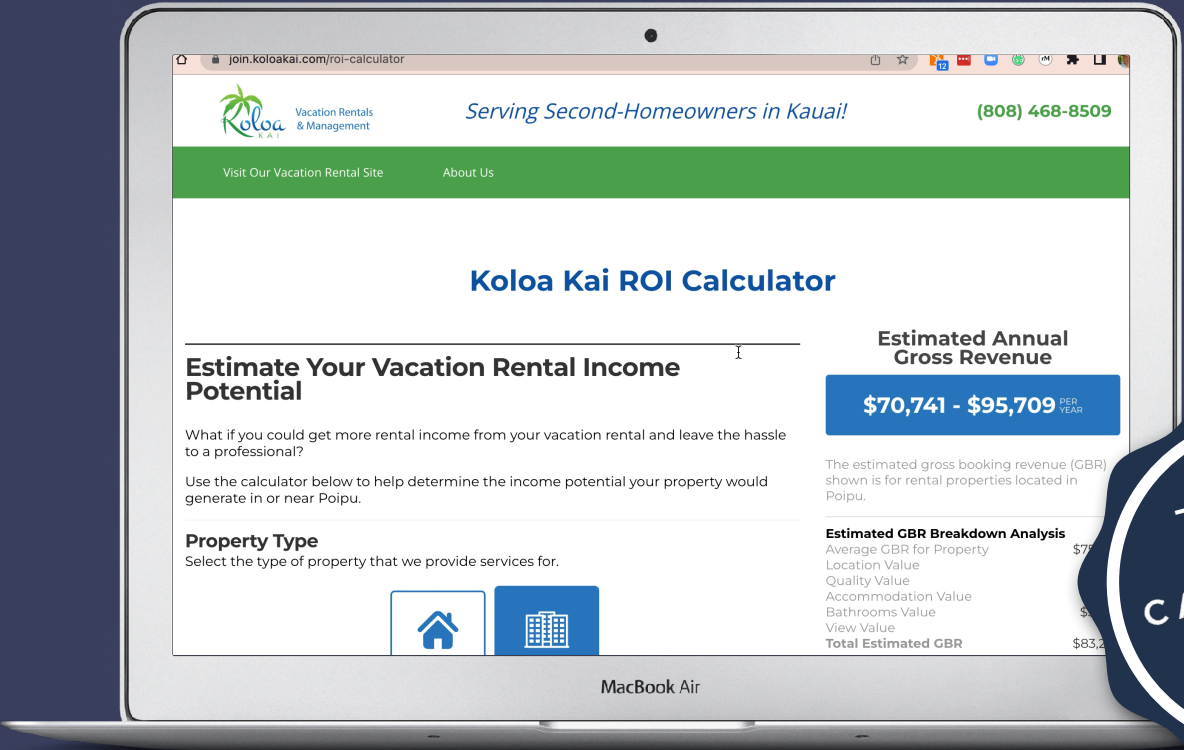
9

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



Try This!
batchgeo

Family Time VACATION RENTALS
877-6...

Rental Properties on Market in Brian Head

Vacation Rentals ▾ Specials ▾ Area Guide ▾ Management ▾ About Us ▾ List Your Property ▾ Partner Destinat...

6 Three Springs Trail
Morganton, GA 30560
Status: Active
Asking Price: \$524,900
Asking Price (Range): \$500-\$550k
Bedrooms: 3
Baths: 3
Sq. Ft: 2945
Rental Rating: AA
Projected Gross Revenue (Low): \$74,000
Projected Gross Revenue (High): \$88,800
MLS #: 285944
Listing Link: <https://www.negamls.com/256150>
Pro Forma Link: <https://hubs.ly/H0I55tV0>

Rental Pro Forma

123 Main Street, Vacationville, OR 12345
1 Bedroom / 2 Bathroom / Max Occupancy: 3

VRM Agent
Firstname.lastname | 222-456-7890
agentname@familytimevacationrentals.com

Projections

Total Revenue
\$12,345 (low)
\$23,456 (high)

Occupancy
60% (low)
68% (high)

Average Daily Rate
\$123 (low)
\$234 (high)

Historical Averages

Total Revenue
\$12,345

Occupancy
65%

Average Daily Rate
\$123 (low)

Monthly Projected Revenue

Low High

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Historical Occupancy Rates

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Guaranteed Rental Income Rental Property Marketing 24/7 Service
Revenue Management Unlimited Owner Use Explore The World
Guests Treated Like Royalty 100% Satisfaction Guarantee Trusted Local Team

No Long Term Contracts | Guaranteed Rental Income | 100% Satisfaction Guaranteed

MacBook Air



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10

Referral Marketing

Target Realtors & Influencers With An Omnichannel



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The #1 Strategy...

BONUS!

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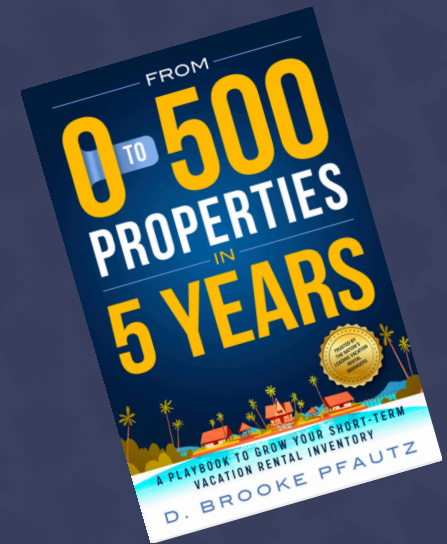
Consistency!

Thanks For Attending!



Go to **Vintory.com/LiveRez** and get:

- All Downloads and Infographics
- Copy of Presentation
- Digital Copy of my Book
- 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...



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Questions?

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Thank You! Get in Touch!



Brooke Pfautz

Founder & CEO

brooke@vintory.com

410.458.3900

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STOP!