Inventory Acquisition:

vintory

Key Messaging Building

Blocks Worksheet

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
Marketing
24/7 Maintenance Skeep 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 is top-to-bottom inspections every week
Direct Bookings
Guest Screenings Book only the most qualified guests 18 and over 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
Smart Home Technology Make guests feel safe with digital locks & noise monitoring tech in your home
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
Automated Touchpoints Give guests a seamless experience with automated touchpoints from booking to checkout
Guest Concierge Make every guest feel like a VIP with everything from grocery delivery to ticket purchases





Guest Concierge 💿 Make every guest feel like a VIP w	ith		
 everything from grocery delivery to ticket purchases			

	Fast Listings 🕤	Get your home fu	lly listed and	ready for	guests
	in as little as two	weeks			

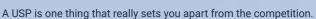
Boutique Service Enjoy more personalized service from a small team that watches your home more closely

Community Giving Know you're partnering with a team that invests in the local community & helps keep it strong

Owner's Travel Club Get access to over 100 vacation homes nationwide in our exclusive owner travel club







- You have 70% direct bookings
- You have weekly payouts
 - You have a guaranteed rental income
 - You leave a handwritten note in the home for every guest



	Superh st
3 Trust Icons	poking.com
Trust icons are logos and icons that build trust and credibility.	Tripadvisor yelp Google
Better Business Bureau badge Tripadvisor logo	Local Chamber of Commerce badge Vacation Rental Housekeeping
AirBNB Superhost logo HomeAway logo	Google My Business reviews score
VRBO Premier Partner logo FlipKey logo	Yelp reviews score National Association of Realtors logo
	Telp reviews score
VRMA Member badge Expedia logo	Marriott Homes & Villas logo
	Testimonials Ctoff contifications (training)
4 Social Proof	Staff certifications/trainings (written, recorded, or both)
Social proof is a psychological	Reviews Number of years' experience
phenomenon where people trust the actions of others to help then make a	Ratings Number of guests you've had
decision. They feel others may have	Trust icons Number of owners in your
more knowledge about what's going on and what should be done. It's evidence	Social media likes
that other people have signed up and	
found value in your service.	
5 Compelling Offer	FREE Digital Locks FREE Home Tech Installation
	FREE Income Projection FREE Photography
A compelling offer (also called a "Mafia Offer") is an irresistible	
offer your target customer	FREE Interior Design Consult FREE 3D Tours
simply "cannot refuse."	FREE Home Improvement FREE Drone Photography Credit
6 Call To Action	7 Risk Reversals
Every marketing piece needs to have a CTA that encourages the audi	ence A risk reversal is a strategy that transfers the risk of a transaction from the
to take action or to do something. It tells your audience what to do w	buyer to the seller. The seller agrees to make things right in advance if it
the information you've given them. Notice how much more compellir CTA is when you include a compelling offer to sweeten the deal.	
Call today!	Evolve's "Risk Free Guarantee." You can cancel after 6 months and get a 100% refund of all of your management fees.
Call or text today!	
Call, text, or email today!	Vacasa's "Well beat your current revenue by \$5,000 or more, or we'll refund you the difference up to the full
Join today & get FREE photography!	amount of our management fee"
Join today & get two FREE cleans!	"If we don't generate a 5 star review, we won't charge a
Join today & get two FREE annual deep cleans!	commission!"
Join today & get your onboarding fees waived!	"You only pay full commission on 5-star reviews!"
Scan to see how we can boost your revenue this year!	Earn 20% more revenue guaranteed!
Scan to see what's possible with NO start-up fees!	No Onboarding/Start-Up Fees
Scan to see how we GUARANTEE your satisfaction!	No Long-Term Contracts
Scan to see what personalized service looks like!	100% Satisfaction Guarantee
Scan to see what better care looks like!	100% Satisfaction Sudiantee
U P	
	Don't want to do the work?

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

