



PARTNER CASE STUDY

Koala Kai Partners with Vintory to Amplify Owner Lead Generation Campaigns and Consistently Add New Properties to Their Program

In just one year of partnership with Vintory, **Koala Kai has doubled their inventory - growing by 100% after just eight-months** of executing an omnichannel marketing program targeted at specific new homeowner leads.

GROWTH HIGHLIGHTS



Jed Stevens, Vacation Rental Manager and Co-Founder of Koala Kai and Stay Beach Cities, **is THE future of vacation rental management.**

Despite being located in what was one of the most restrictive COVID-19 quarantines in the world – Kauai, Hawaii – over the past year **Jed has successfully grown his inventory, opened a second location for his business** – Stay Beach Cities in Newport Beach, California – and **cracked the code to creating a sustainable system** for building a vacation rental management company.

“The vacation rental industry will become the preferred way of lodging when you aren’t at home.

– Jed Stevens, Koala Kai & Stay Beach Cities

RESULTS FROM 1 YEAR OF PARTNERSHIP WITH VINTORY

+100%

inventory growth with
7 New Properties
Added Over 8 Months of
Marketing Campaigns

+2

New Properties Signed
From Vintory’s 1st Email
Marketing Campaign

+45%

More leads land on Koala
Kai’s Website and spend
193% more time on their
Owner Landing Page

+\$700,000

estimated overall lifetime value of adding these
7 new properties to their rental network.

COMPANY SNAPSHOT



TOGETHER, THE TWO COMPANIES MANAGE 14 RENTALS:

- 13 on the island of Kauai, Hawaii
- 1 in Newport Beach, California

TARGET HOMEOWNER PERSONAS:

- Homeowners looking to off-set their costs and use their property frequently
- Homeowners looking to maximize their revenue from short-term rentals

SITUATION

From the outset, for Jed Stevens, **growing his inventory is THE goal.**

What began as a dream to have greater control over how he earned his living and enjoy a specific lifestyle, quickly became a full-scale operation primed to grow.

Built on disciplined preparation, a thoughtful corporate structure and due diligence to build a long-term sustainable company, today Koaloa Kai is focused on providing value to its owners and guests through its focus on asset and revenue management.

CHALLENGE

Koala Kai has limited time to dedicate to homeowner marketing and business development.

A lack of bandwidth led to an inconsistent marketing strategy.

The COVID-19 pandemic then stopped all travel to the island of Kauai, leading Jed to question, **“How will we survive this?”**

SOLUTION

Koala Kai partnered with Vintory to grow their business and add new properties to their program.

When COVID-19 restricted travel in early 2020, Vintory offered Partners the opportunity to pause their accounts. Even while Koala Kai’s account was inactive, Vintory helped Jed develop a special campaign for a new service to his business – Home Watch.

RESULTS

Since partnering with Vintory, Jed has a systemized growth mechanism in place to consistently deliver new homeowner leads and signed contracts to his door.

After beginning a series of omnichannel marketing campaigns with Vintory in September of 2020, **Koala Kai doubled their inventory, adding seven new properties to their rental network, growing by 100%.**

“If you are at the point where you are ready, there isn’t a better company out there to help you grow. This is the only place that I would go.”

– Jed Stevens, Koala Kai & Stay Beach Cities

THE SOLUTION | AN INTEGRATED COLLABORATION

A PARTNERSHIP SUCCESS STORY: THE SECRETS TO SUSTAINABLE GROWTH

Prior to working with Vintory, Koala Kai had narrowed down what their unique selling proposition was and their ultimate vision was to have regular, high-quality marketing materials and systems in place across multiple platforms and channels – the building blocks that make up an omnichannel approach to marketing.

Since working with Vintory, Jed's marketing dreams are now a reality.

TECHNOLOGY + EXPERTISE + COMMUNITY

MARKETING MESSAGES THAT CAPTURE AND CONVERT

Vintory helped Koala Kai to refine their core unique selling propositions and develop marketing messages that are laser focused on the pain points and needs of their homeowner targets.

A MARKETING STRATEGY THAT CLOSSES MORE DEALS

Vintory applies an omnichannel approach to marketing to create a seamless brand experience across every marketing channel and device. Koala Kai's messages meet their leads where they are – mobile, desktop and doorstep – and retarget them until they are ready to sign a deal.

A PARTNERSHIP AT EVERY LEVEL

Jed meets regularly with his Partner Success Manager, Vintory's Director of Digital Marketing, is a member of Vintory's exclusive Mastermind groups and receives responsive replies from Vintory's CEO, Brooke Pfautz when he needs them. It's a partnership at every level and Jed sees the Vintory team as an extension of his own.

MARKETING STRATEGIES AND TACTICS



**Brand Messaging
that Resonates**



**Optimized Owner
Landing Page**



**Persona Based Drip
Campaigns**



**Targeted PPC & Digital
Advertising**



**Consistent Direct
Mail Drops**



**Retargeting Back Into
the Sales Funnel**

GROW SMARTER, FASTER, BIGGER



“Vintory has taken away my concern that I have to rely on the next lucky break to get a property. I don’t worry about our mechanism for growth anymore.”

– Jed Stevens, Koala Kai & Stay Beach Cities

VINTORY'S 1ST DRIP CAMPAIGN DELIVERS 2 NEW PROPERTIES TO KOALA KAI

After optimizing Koala Kai's owner landing page, Vintory kicked off their inventory growth marketing program with a drip campaign targeted to specific homeowner leads.

EMAIL LEAD TARGETS

- Homeowners looking to off-set their costs and use their property frequently
- Homeowners looking to maximize their revenue from short-term rentals

The campaign included strategically crafted messaging that highlighted Koala Kai's revenue and asset management strategies.

“The initial email campaigns were wildly successful – and then we got more business from that business.”

– Jed Stevens, Koala Kai & Stay Beach Cities

CAMPAIGN STATS

544

initial homeowner
targets

4

emails in the
drip sequence

2

deals signed from
the campaign

The lifetime value to Koala Kai for each property is estimated to be approximately \$70,000.

Find out how valuable adding a property to your rental network is using [Vintory's interactive calculator](#).

INSIGHTS & IMPACT BEYOND THE NUMBERS

We are passionate about helping people grow, from start-ups and family-owned businesses, to companies expanding into multiple markets and professionals looking to build their career - **we love seeing other people succeed and make their dreams come true.**

Beyond the numbers, **Jed has realized and continues to experience a positive business and lifestyle impact due to his partnership with Vintory.**

- + **Expanding his network** with new industry contacts across the country from Vintory's Mastermind group
- + **More time to focus** on business operations, guest and homeowner relationships
- + **Expertise and new insights** in vacation rental management and future plans to grow and scale his business
- + **Less stress worrying** about when the next lead will come through the door

Vintory doesn't just offer software and services, **we help build businesses, careers and communities.**



"If you are at the point where you are ready, there isn't a better company out there to help you grow."

– Jed Stevens, Koala Kai & Stay Beach Cities

**Let us show you how to
grow your inventory with
half the effort.**

www.vintory.com

