

# Top **10** Strategies To Grow Your Vacation Rental Inventory

A Practical Guidebook You Can Implement Today





**Brian Riggs**  
VP Business Dev, Vintory



**Steve Schwab**  
CEO, Casago



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NEWS MAGAZINE RESEARCH EVENTS VIDEO PARTNERS LISTINGS

**Bonkers season on tap for summer vacation rentals**  
90% of vacation rentals in Jersey Shore, Cape Cod were booked for July  
By TRD Staff  
April 21, 2021 10:30 AM

MarketWatch  
Home Personal Finance Real Estate

**Demand for vacation homes soars — even as people prepare to return to offices**  
Last Updated: May 10, 2021 at 5:40 p.m. ET  
First Published: May 10, 2021 at 11:57 a.m. ET  
By Jacob Passy  
Rate locks have risen 178% for second homes over the past year as of April, according to an analysis by Redfin

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**Demand is high for summer vacation rentals in coastal Connecticut**  
It may not be so easy to book a vacation this market, and prices are soaring. (Stock)  
After a year of putting travel plans on hold, Americans are eager to embark on a vacation, finding a place to stay domestic as easy as in years past.  
By the end of March, 90 percent of vacation rentals in the Jersey Shore were booked for July, the New York Times reported in 2019, when many people were still recovering from the pandemic.  
While Old Lyme-based Shore & Country Real Estate is seeing a lower inventory of summer vacation rentals, due to the waning of the pandemic, Realtor Aulay Carlson is also seeing local homeowners rent out their houses for the first time.  
He said one property he has listed belongs to someone going on a two-month sailing adventure this summer, and another to someone going on an two-month cross-country trip with their kids.  
"These people are feeling more confident about traveling; they haven't traveled in two years," Carlson said. These are the people renting out their primary residence.  
But overall inventory is down due to the opposite issue: People with second homes along the Connecticut shoreline are choosing to use them at times they previously had rented them.  
"They've been stuck at home, just like all of the other properties, they're choosing to use them at times they previously had rented them."

Published May 10, 2021 7:38PM | Updated May 11, 2021 8:15PM  
By Erica Moser Day staff writer  
e.moser@theday.com Erica\_Faith13

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BREAKING CDC panel endorses Pfizer's Covid vaccine for use in teens, clearing way for shots to begin Thursday

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AGILE  
SOMIC builds smarter machines in an agile facility powered by Schneider EcoStructure™

**Explosive demand for vacation rentals has made property managers a hot commodity**  
PUBLISHED TUE, APR 20 2021 4:20 PM EDT | UPDATED WED, APR 21 2021 10:23 AM EDT  
Seema Mody @SEEMACNBC

KEY POINTS

- Vacasa, which helps hosts not only list but manage their rental homes, is thinking about becoming a publicly traded stock, multiple sources told CNBC.
- In a CNBC interview, Vacasa CEO Matt Roberts said "no comment" to questions about whether the company is planning to go public.
- However, he did say the company expects to "generate more than

TRENDING NOW

- Parents of 'exceptionally resilient and successful kids' do these 7 'intense' things, says psychologist
- What's behind dogecoin's price surge—and why seemingly unrelated

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**Hawaii vacation rentals continued to outpace hotels in occupancy last month**  
Travel & Tourism  
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RECOMMENDED  
GOVERNMENT & REGULATIONS  
Kaula awarded \$300,000 environmental remediation agency grant

# 10 Strategies for Growth Acceleration



Strengthen Your  
Foundation



Execute Omnichannel  
Marketing



Save Time With  
Software & Tools



# Strengthen Your Foundation

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Strengthen Your Foundation

# Target the Right Leads With These Data Tricks



Tax Records / MLS



List Broker



Vacation Rental  
Permit Data



OTA Scrape

Strengthen Your Foundation

# Merging Data Sources



List Broker



VR Permit Data



Scraped Data



Source	Address	City	State	Zip	Address	City	State	Zip	Address	City	State	Zip
1	4 Woodridge Ln, Ashland/Hungry Heights Rd, Mt Morris, Andrew	Ashland	MO	65717	Hungry Heights Rd	Mountain View	MO	64808	4 Woodridge Ln, Ashland/Hungry Heights Rd, Mt Morris, Andrew	Ashland	MO	65717
2	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717
3	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717
4	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717

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3	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717
4	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717

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4	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717	304 Bee Island Rd, Mt Morris, Andrew	Andrew	MO	65717

Strengthen Your Foundation

# Save Time & Grow Faster by Customizing Your CRM

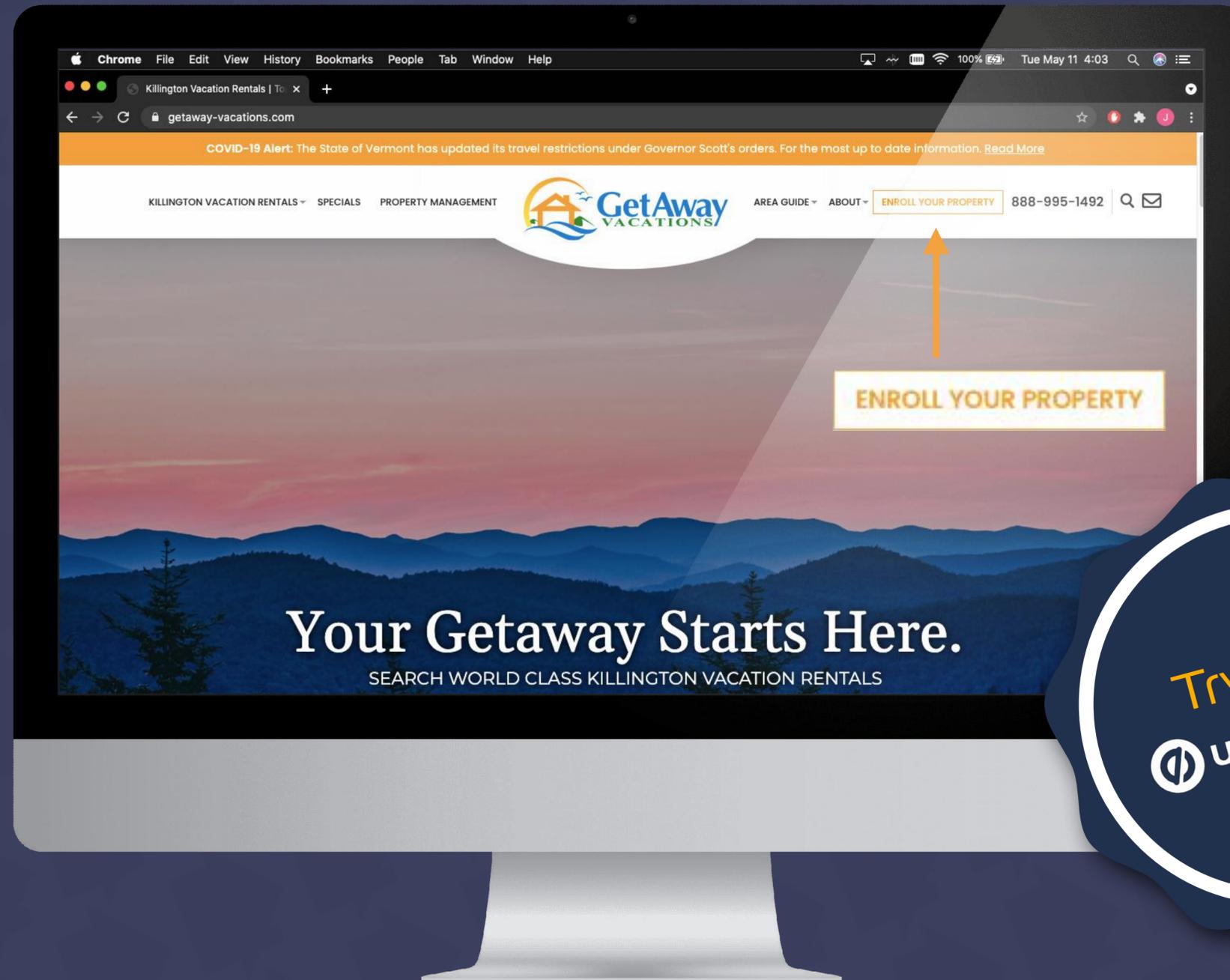


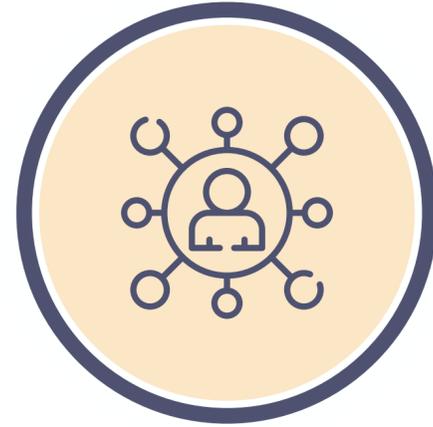
- Dashboard
- Conversations
- Opportunities
- Workflows
- Marketing
- Reporting
- Scheduling
- Reputation
- Online Listing new
- Contacts
- Funnels and Websites
- Triggers
- Chat widget
- Rental Projections
- Support
- Help Articles
- Settings

Select date & time	Date Added (DESC)	Sales Pipeline	Owner	Campaign	Open	Search	+ New	⌵
<b>New Leads</b> 2 Leads \$60,000.00	<b>Responsive Lead</b> 3 Leads \$110,000.00	<b>Appointment Booked</b> 2 Leads \$70,000.00	<b>No Show</b> 3 Leads \$203,000.00	<b>Negotiation</b> 2 Leads \$50,000.00	<b>On Hold</b> 1 Leads \$42,000.00	<b>Long Term Nurture</b> 2 Leads \$105,000.00	<b>Send Contract</b> 3 Leads \$151,000.00	
<b>Kerstin Doherty</b> BB summer postcard - a tier \$60,000.00 sunset island + Task	<b>Will Smith</b> ? google search \$75,000.00 + Task	<b>Ryan Marcell</b> BB summer postcard - a tier \$40,000.00 meridian hot + Task	<b>Johnny Depp</b> asset management email \$63,000.00 + Task	<b>Adam Sandler</b> email drip campaign \$50,000.00 + Task	<b>Chuck Norris</b> realtor referral email campaign \$42,000.00 + Task	<b>Betty White</b> handwritten letter - summer 2020 \$50,000.00 + Task	<b>Elon Musk</b> JK handwritten letter - fall 2020 \$76,000.00 + Task	
<b>John Burke</b> BB email drip campaign meridian + Task	<b>Michelle Deweese</b> BR handwritten letter - winter 2020 \$35,000.00 + Task	<b>Tristan Webb</b> BB handwritten letter - summer 2020 \$30,000.00 sunset island hot + Task	<b>Tom Hanks</b> facebook ad \$65,000.00 + Task	<b>Katie Mcknight-Rounsberg</b> BB realtor referral email campaign hot sunset island + Task	<b>Paul Manzey</b> landing page \$55,000.00 meridian + Task	<b>Ellen Degeneres</b> BB handwritten letter - spring 2021 \$40,000.00 condo + Task	<b>Dave Bautista</b> BB google - pay per click \$35,000.00 windsor westside + Task	
	<b>Randy Savage</b> handwritten letter - fall 2020 + Task	<b>Michelle Beall</b> handwritten letter - spring 2020 \$75,000.00 sunset island + Task						

Strengthen Your Foundation

# Increase Conversions by 30% With an Optimized Owner Landing Page





# Execute Omnichannel Marketing

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Execute Omnichannel Marketing

# Realize Marketing Synergies With An Omnichannel Approach



Execute Omnichannel Marketing

# Stand Out From the Crowd With a Compelling Direct Mail Offer



*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 enjoy the familiar standards, consistency, and convenience of a hotel with the personal care and 24/7 service of a professional host.

**Try This!**

**PostcardMania**  
*Postcard Marketing Experts*



# Convert Cold Leads Into Warm Leads Automated Outreach

New message

To \_\_\_\_\_

Subject \_\_\_\_\_

Hello [name],

My name is Kim Bacik and I'm the owner of Glass Casa, a local, boutique rental management company serving second home-owners in the Destin area.

I am reaching out to you because I think your home could be a fantastic vacation rental and think it has a lot of potential within our rental program.

I would love to provide you some more information on our vacation [rental program for owners](#).

Let's get started-- I'd love to have you come onboard with us!  
Let me know if we can chat about this some more,

[Signature]

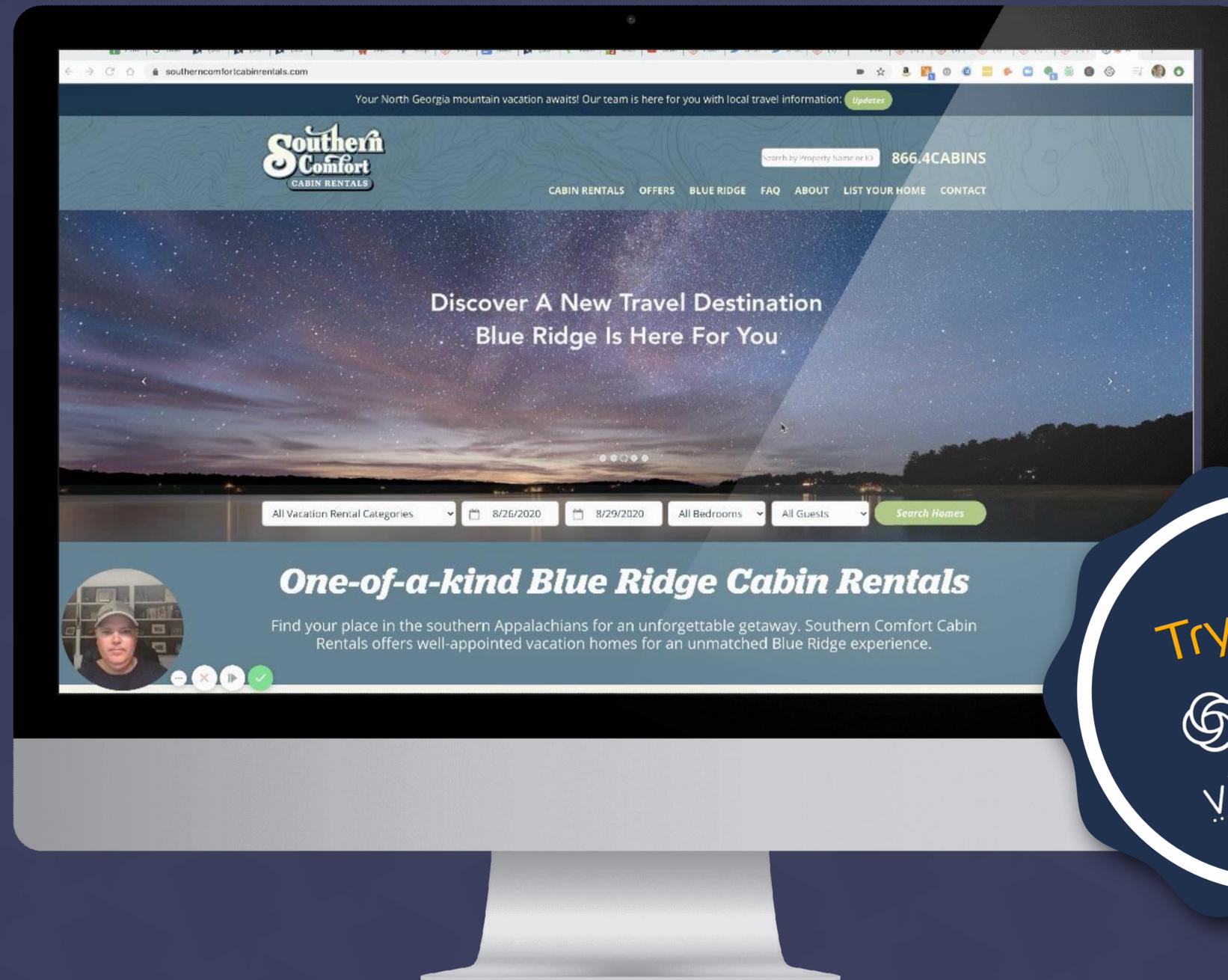
A U 😊 🖼

Send Save Cancel



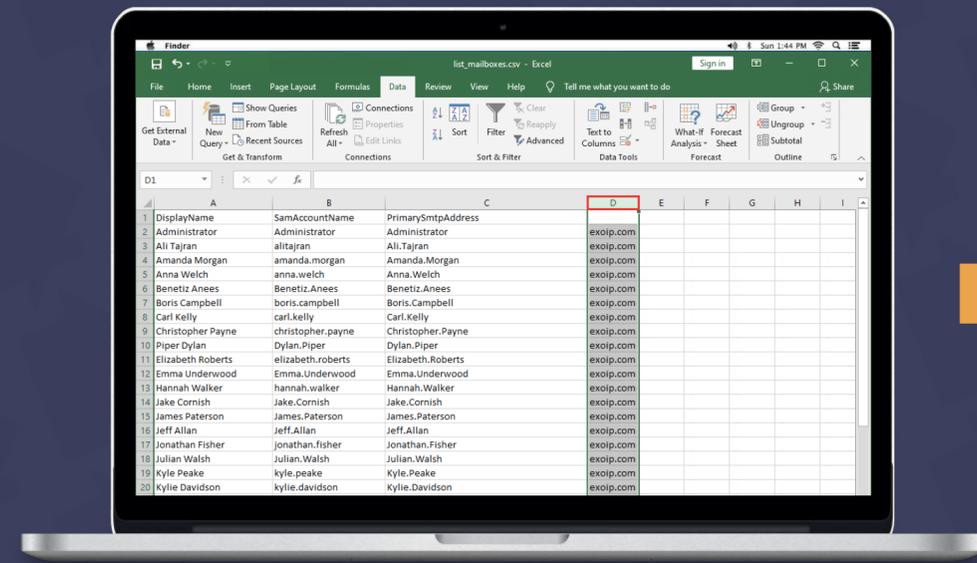
Execute Omnichannel Marketing

# Double Your Engagement Rate With Video Email Marketing

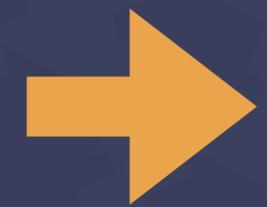


Execute Omnichannel Marketing

# Capture Better Leads With List Based Retargeting



Upload People on Your List



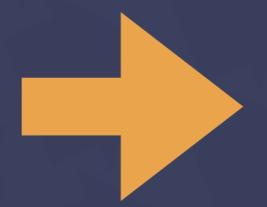
Custom Audiences



Matched Audiences



Tailored Audiences



Matched People See Your Ads

# Stop the Leak in Your Sales Funnel With Retargeting



**Try This!**  
Google Tag Manager

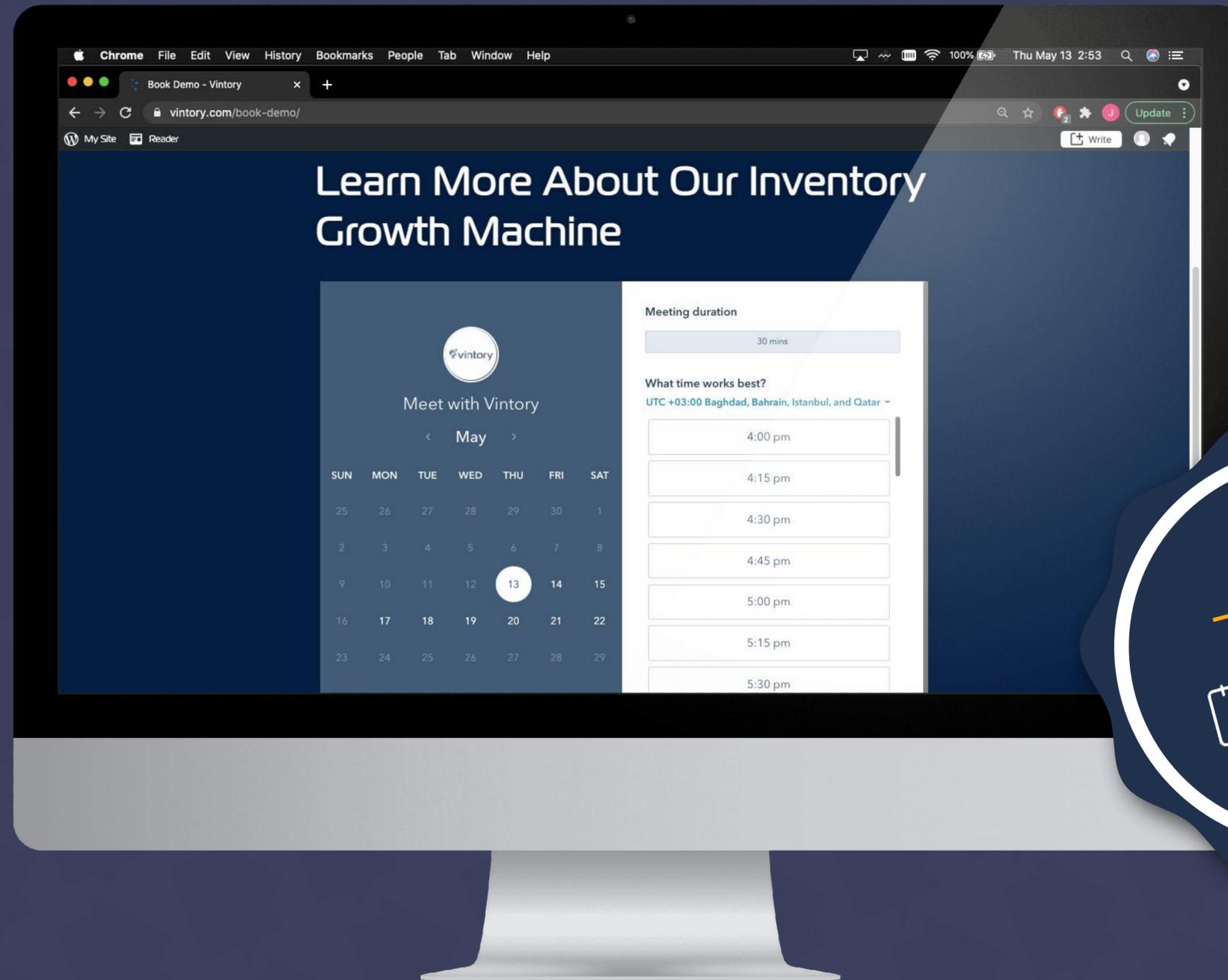


# Save Time With Software & Tools

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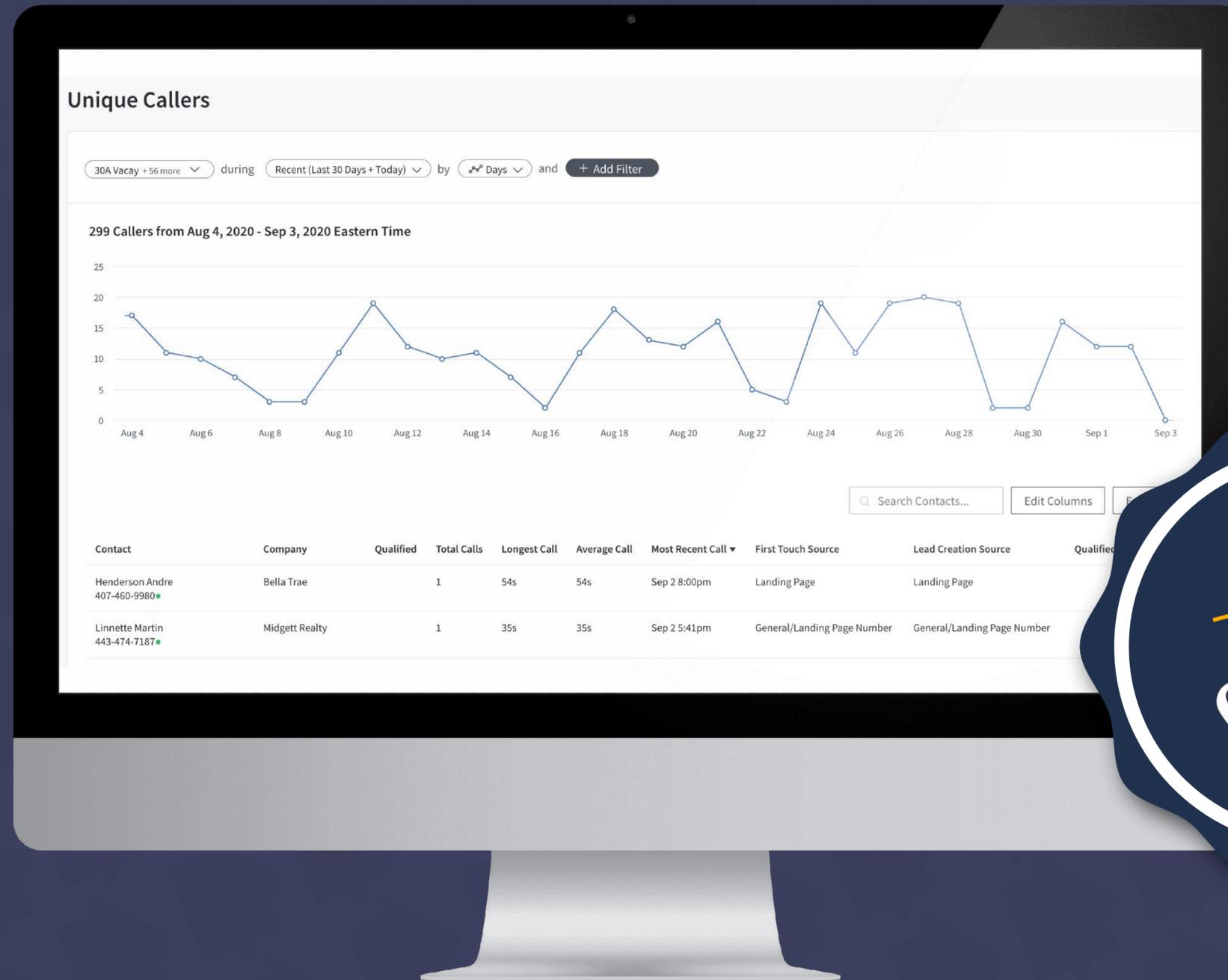
Save Time With Software & Tools

# Make It Easy For Leads To Meet With You



Save Time With Software & Tools

# Track Your Campaign Calls



# Thanks for Attending!



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- **Free Homeowner Landing Page**
- **No Commitment and 100% Free**

# Questions?



# Thank You! Get in Touch!



**Brian Riggs**  
brian@vintory.com



**Steve Schwab**  
steve@casago.com