



2021 VRMA
**INTERNATIONAL
CONFERENCE**
October 3-6 | San Antonio, Texas

FROM 0-500 PROPERTIES IN 5 YEARS

The Masterclass on How to Grow Your Inventory The Smart Way



BROOKE PFAUTZ

CEO, Vintory



MATTHEW TESDALL

Co-owner, Family Time Vacation Rentals

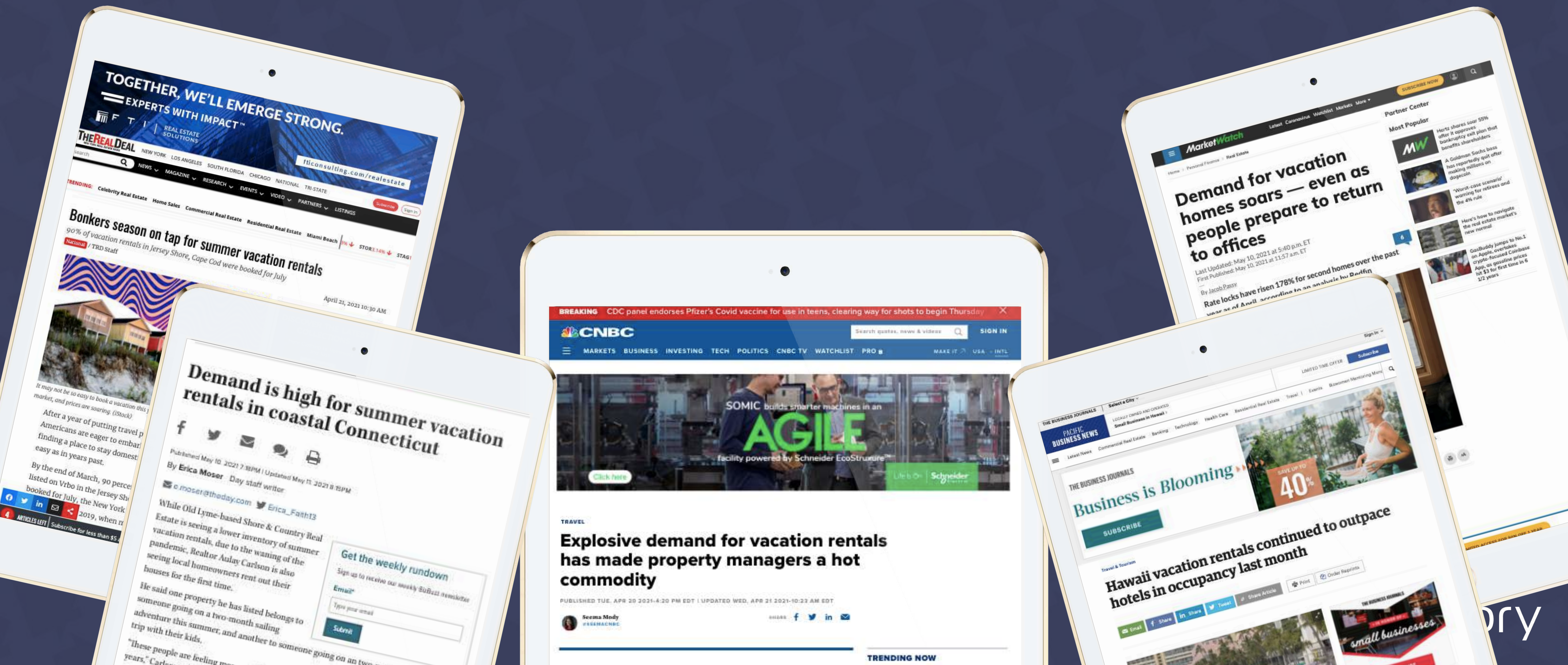




NO VACANCY

If I Gave You 10 More Properties...
Could You Have Booked Them?

Now IS the Time To Grow!



20 Strategies for 3 Key Growth Accelerators



Strengthen
Your Foundation



Leverage
Omnichannel
Marketing



Save Time With
Software & Tools



Strengthen Your Foundation

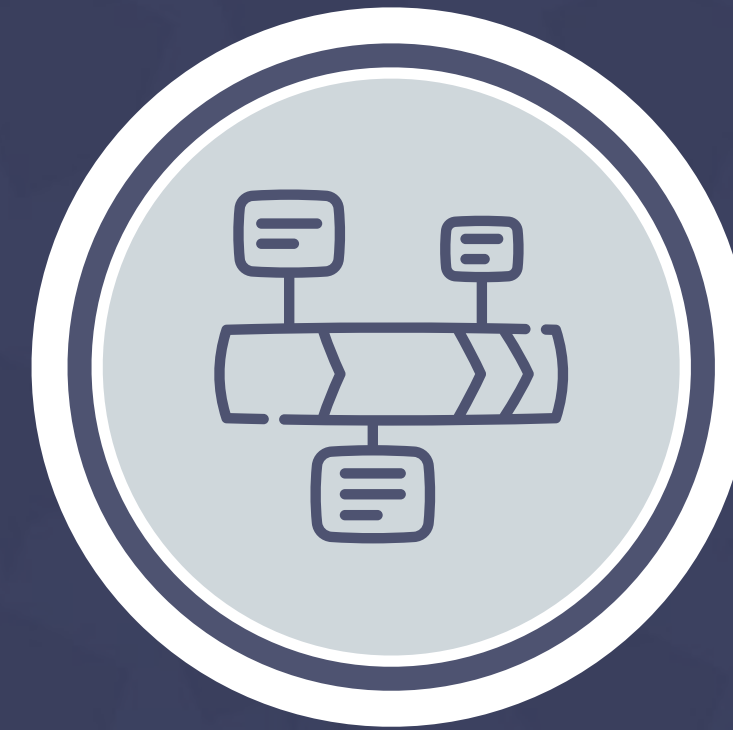
Save Time & Grow Faster by Customizing Your CRM



Convert More Leads With Automation & Lead Nurturing



New Leads



Long Term Nurture

Convert More Leads With Automation & Lead Nurturing

Call back within **2 minutes** **10x** vs waiting **1 hour**



10,000x vs waiting **1 day**

Strengthen Your Foundation



Convert More Leads With Automation & Lead Nurturing



Aug 7, 2020 - Feb 8, 2021

Date Added (DESC)

Sales Pipeline

Owner

Campaign

All

Search

New

ent Booked

00

No Show

2 Leads \$90,000.00

Negotiation

0 Leads \$0.00

On Hold

2 Leads \$102,000.00

Long Term Nurture

3 Leads \$864,000.00

Joyce Shepard

\$35,000.00



+ Task

Barstools Won

social media

\$55,000.00



+ Task

Reese Witherspoon

\$47,000.00



+ Task

Kelly Ripa

\$55,000.00



+ Task

Ellen DeGeneres

\$40,000.00

homecare



+ Task

Matthew McConaughey Won

\$750,000.00



+ Task

Drew Carey

\$74,000.00



+ Task

Dashboard

Conversations

Opportunities

Workflows Beta

Marketing

Campaigns

Emails

Bulk requests

Trigger Links

Form Builder

Survey Builder

SMS & Email Templates

HTML Builder

Reporting

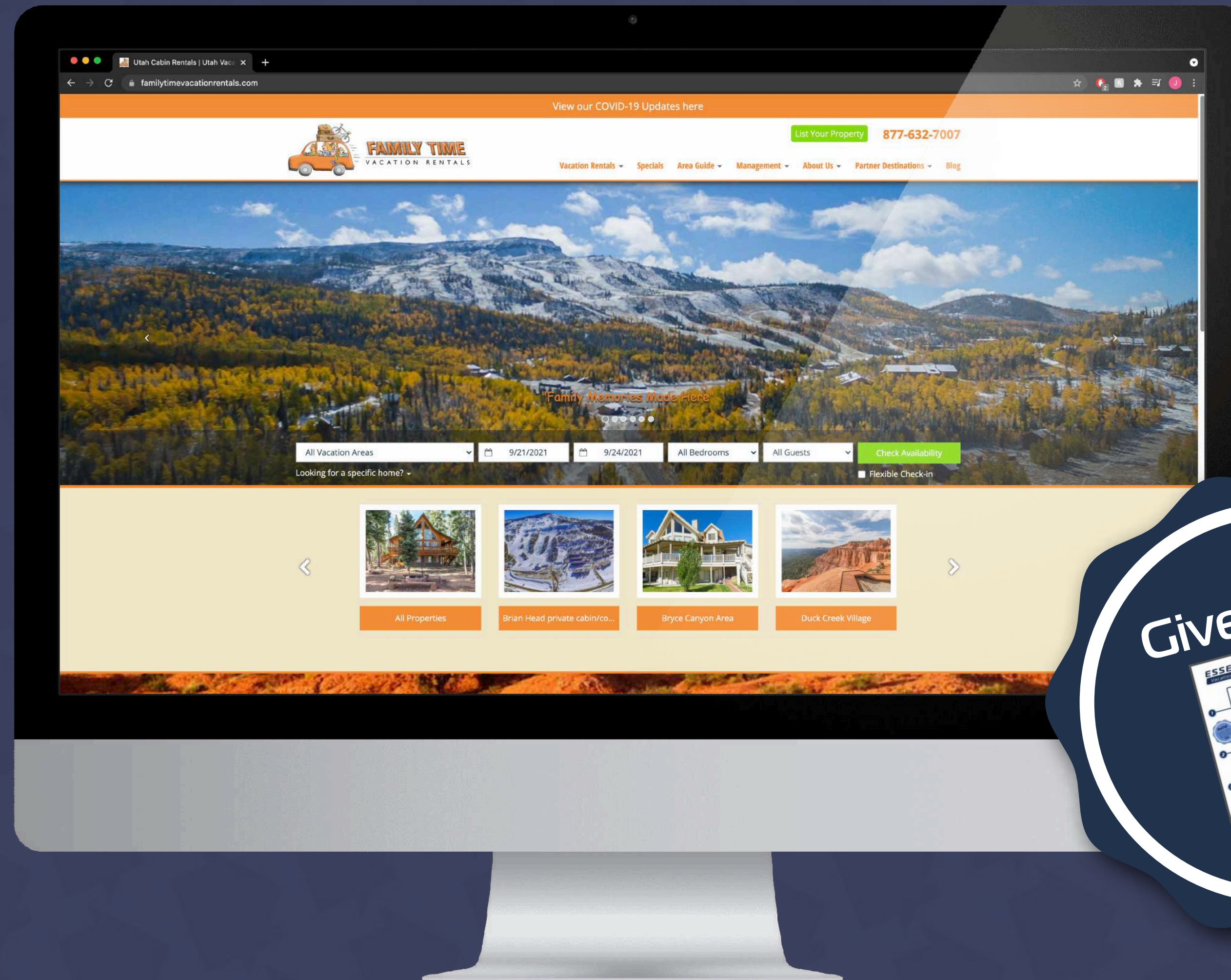
Scheduling

Reputation

Strengthen Your Foundation



Increase Conversions by 30% With an Optimized Owner Landing Page



Gain 10x More Leads With Explainer Videos Created by Affordable Freelancers

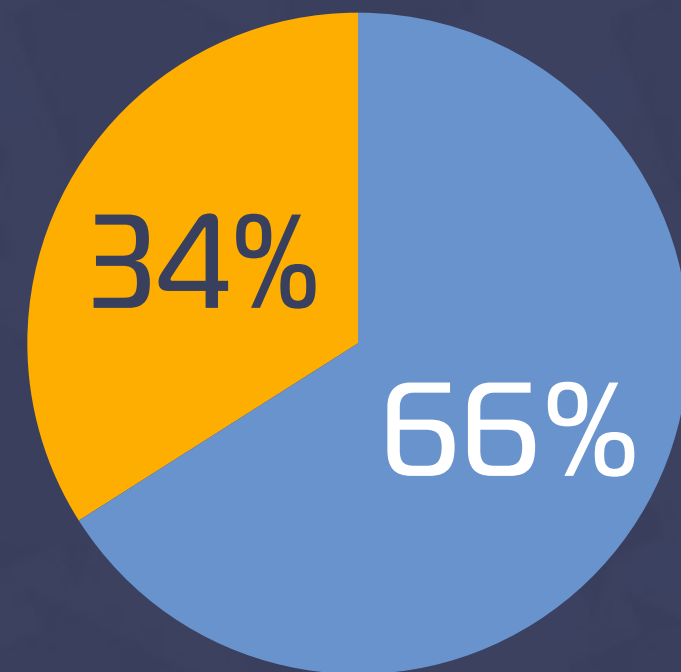
fiverr

upwork



Stop Missing Leads and Use an Answering Service

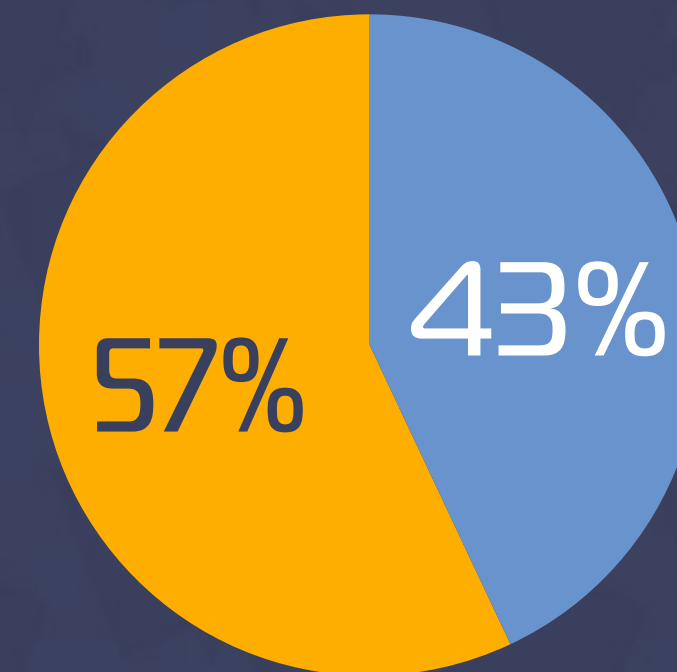
VRMs Picked Up the Phone



34%

Of the Times
We Called

VRMs Called Us Back



57%

Of the Times
We Left a Message

Stop Missing Leads and Use an Answering Service

Mega-Managers
Always Pickup the Phone!

100%

THEY NEVER
MISS A CALL!



Surpass Your Sales Goals With This Secret for Hiring the Right BD Rep



Captain



Persuader



Maverick



Rainmaker

Strengthen Your Foundation

Target the Right Leads With These Data Tricks



Tax Records / MLS



List Brokers



VR Permit Data



Scraped Data

Strengthen Your Foundation

Merging Data Sources



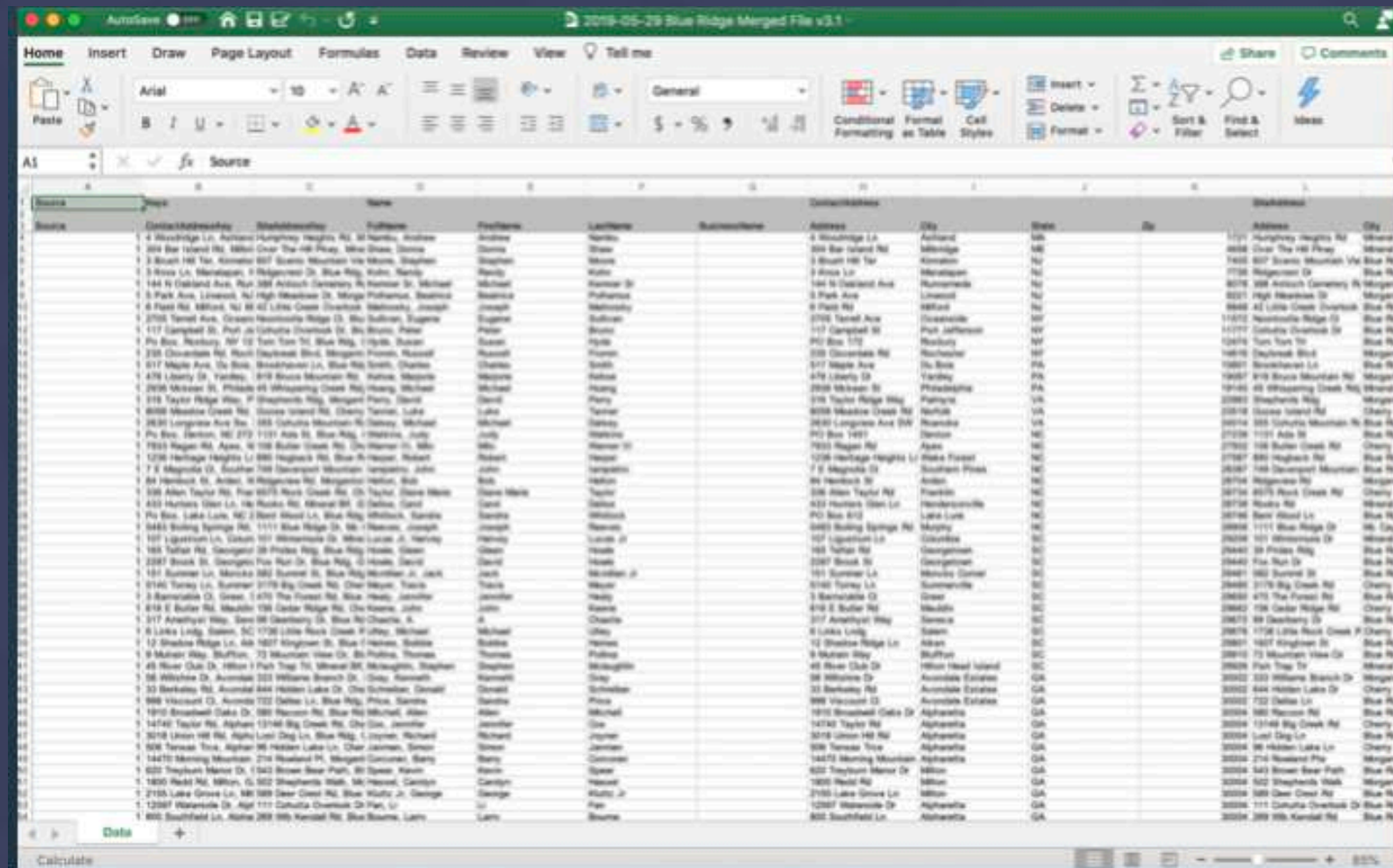
List Brokers



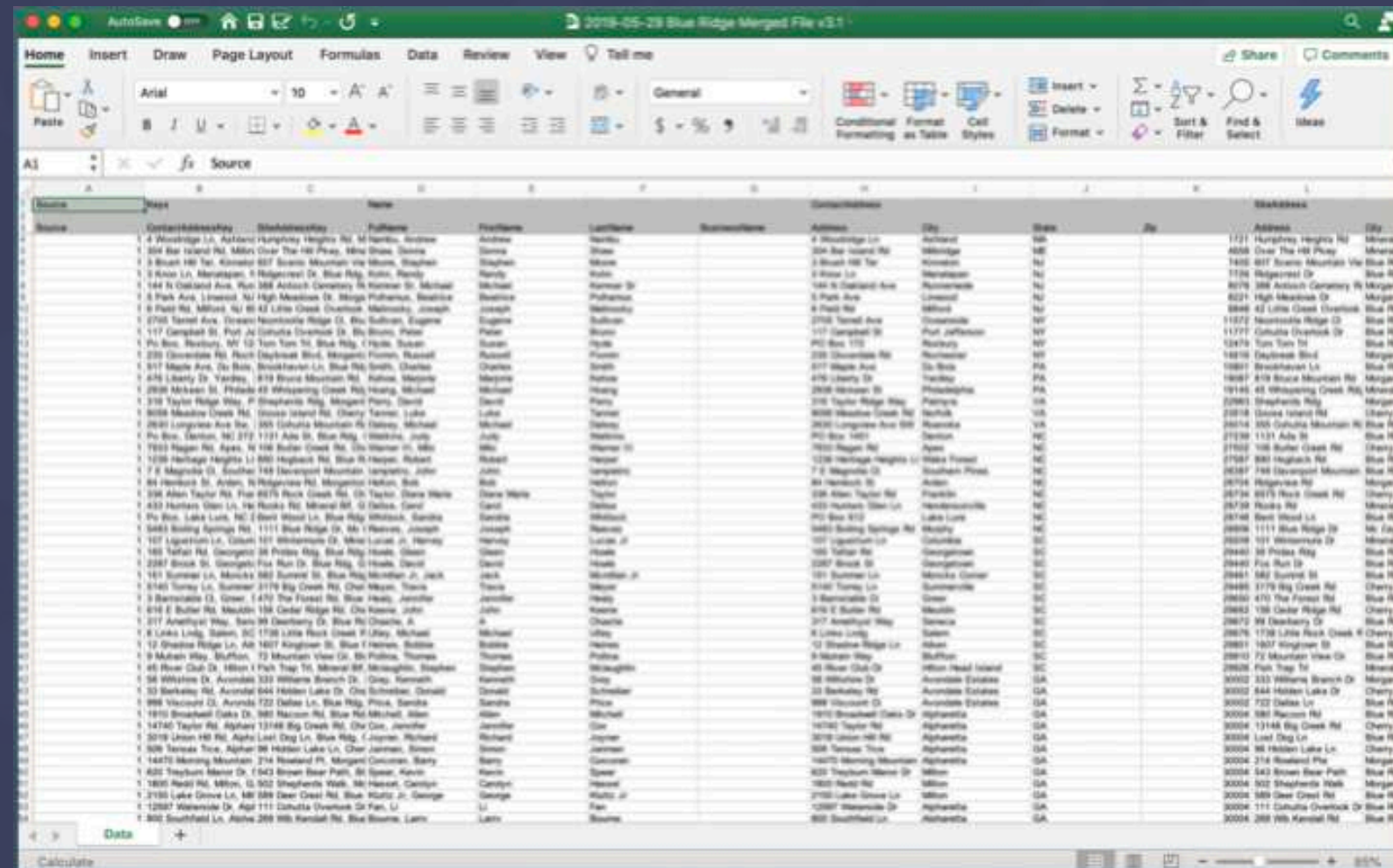
VR Permit Data



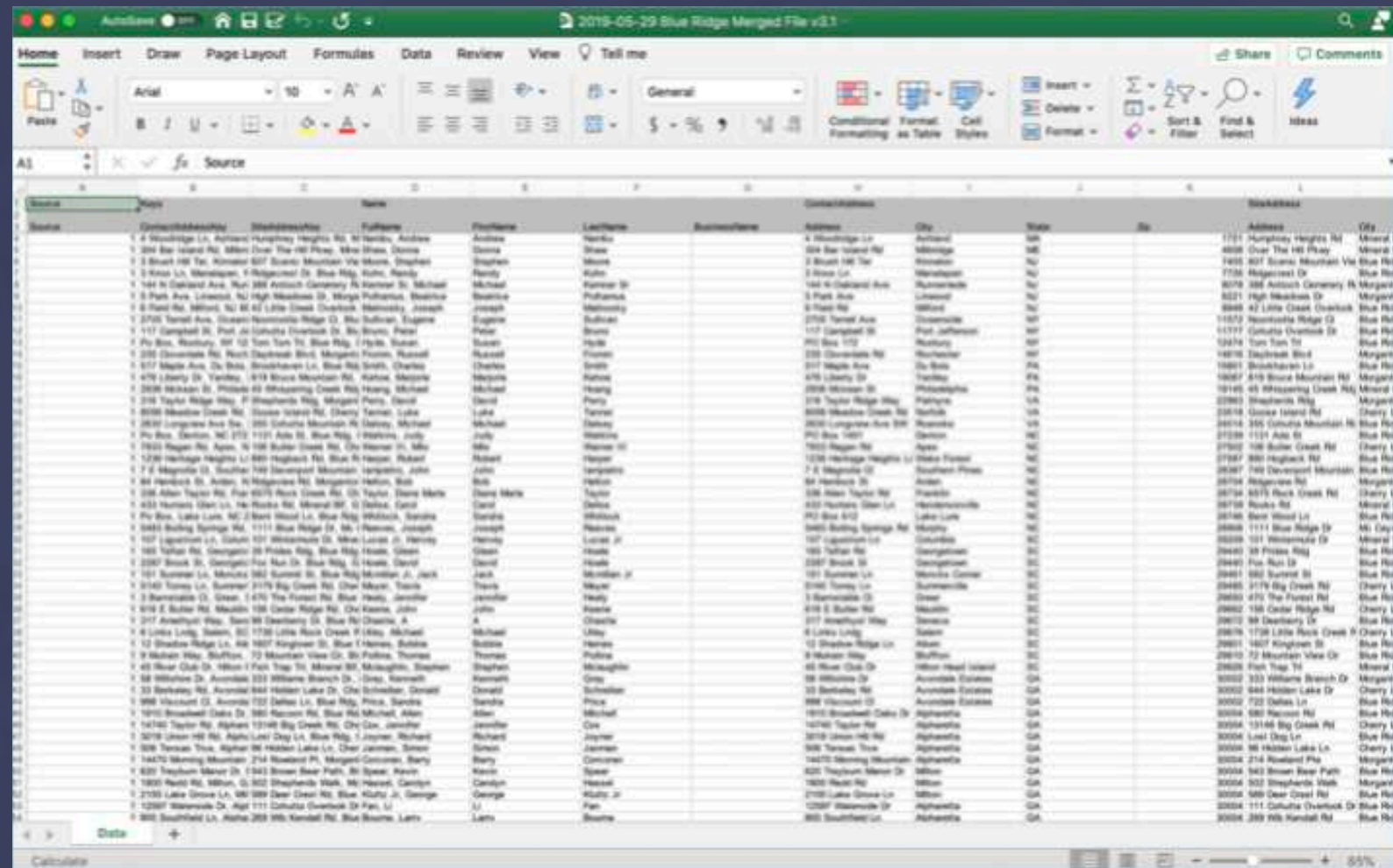
Scraped Data



Name	Address	City	State	Zip
1 Huntington Ln, Ashland/Hungry Hogs, Rt. 10, Ashland, Virginia	1 Huntington Ln, Ashland	Ashland	VA	24310
2000 Blue Ridge Rd, Blue Ridge, Virginia	2000 Blue Ridge Rd	Blue Ridge	VA	24310
3000 Blue Ridge Rd, Blue Ridge, Virginia	3000 Blue Ridge Rd	Blue Ridge	VA	24310
4000 Blue Ridge Rd, Blue Ridge, Virginia	4000 Blue Ridge Rd	Blue Ridge	VA	24310
5000 Blue Ridge Rd, Blue Ridge, Virginia	5000 Blue Ridge Rd	Blue Ridge	VA	24310



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3000 Blue Ridge Rd, Blue Ridge, Virginia	3000 Blue Ridge Rd	Blue Ridge	VA	24310
4000 Blue Ridge Rd, Blue Ridge, Virginia	4000 Blue Ridge Rd	Blue Ridge	VA	24310
5000 Blue Ridge Rd, Blue Ridge, Virginia	5000 Blue Ridge Rd	Blue Ridge	VA	24310



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3000 Blue Ridge Rd, Blue Ridge, Virginia	3000 Blue Ridge Rd	Blue Ridge	VA	24310
4000 Blue Ridge Rd, Blue Ridge, Virginia	4000 Blue Ridge Rd	Blue Ridge	VA	24310
5000 Blue Ridge Rd, Blue Ridge, Virginia	5000 Blue Ridge Rd	Blue Ridge	VA	24310



Leverage Omnichannel Marketing

Realize Marketing Synergies With An Omnichannel Approach



Stand Out From the Crowd With a Compelling Direct Mail Offer

FAMILY TIME
VACATION RENTALS

Hey Matt
Call Now to Learn About
Our Rental Income Guarantee!

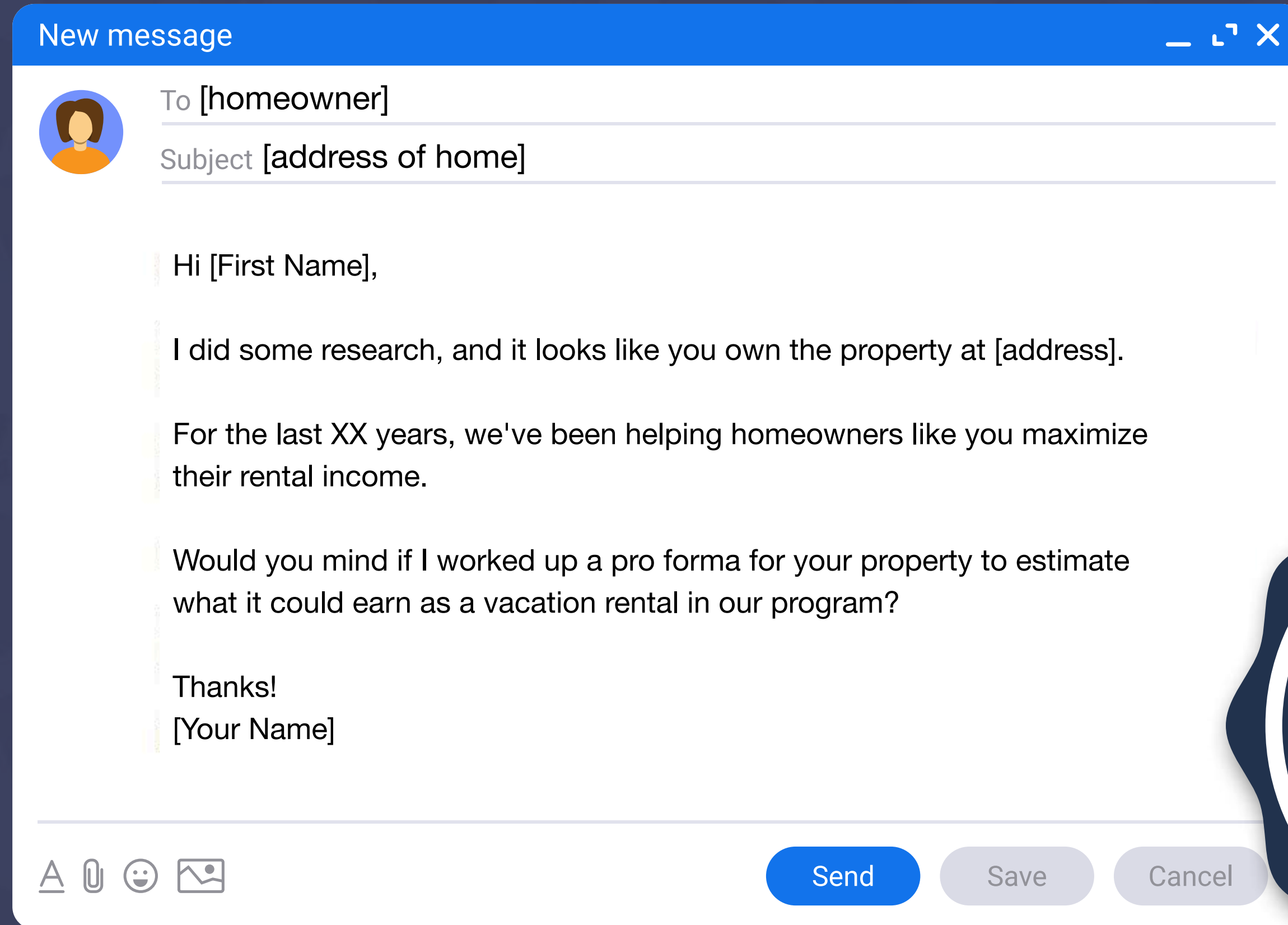
Our Vacation Rental Management Promises...

- Maximize Your Rental Income**
Benefit from Family Time's guaranteed rental income program and in-house revenue manager, while maximizing your marketing exposure at no extra charge.
- Superior Property Care**
We treat your home as if it were our own. You can rest assured Family Time will keep your asset in top condition and performing its best.
- World-Class Hospitality**
With Family Time, 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.

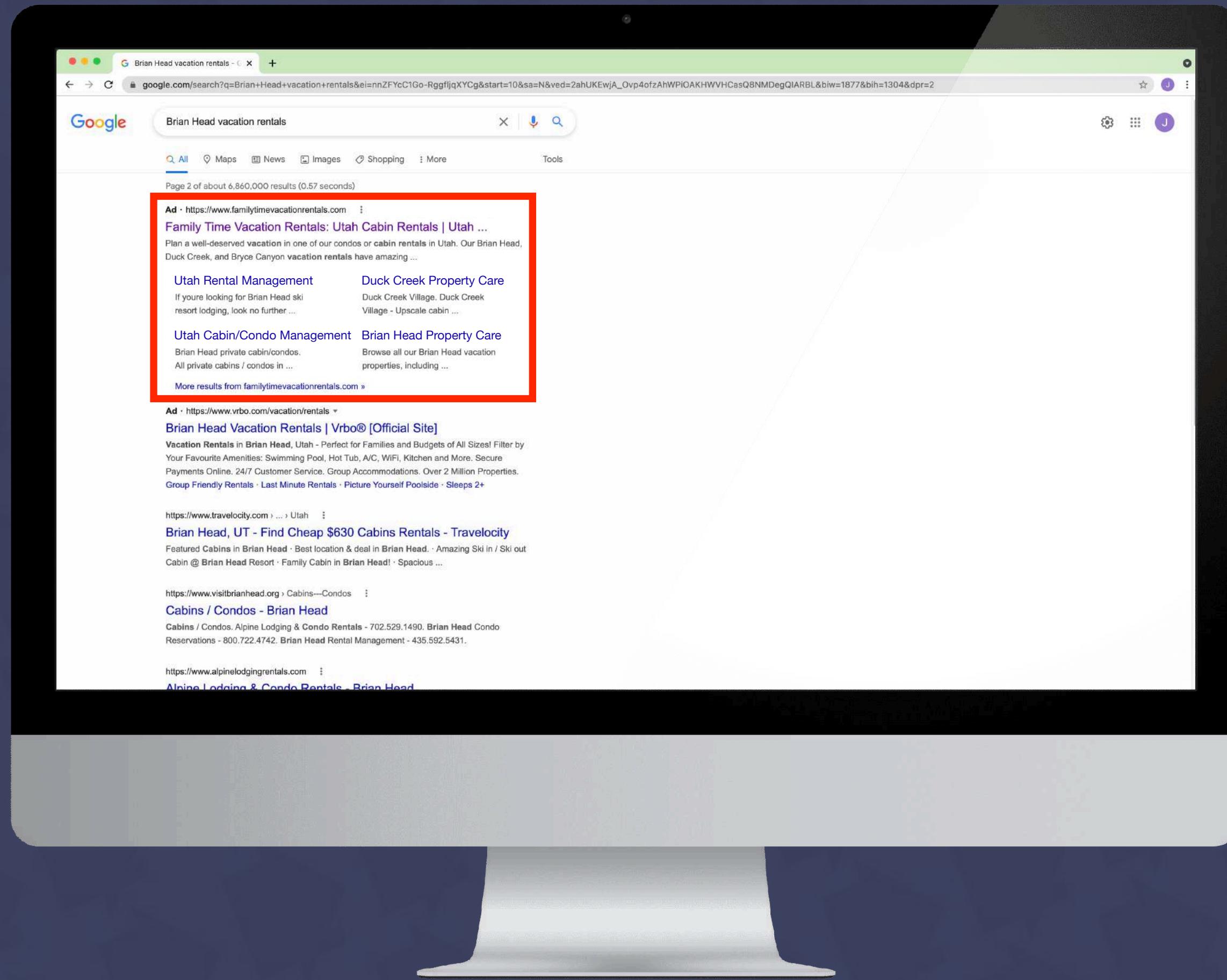
Learn About Our Guaranteed Rental Income Promise!

Giveaway

Convert Cold Leads Into Warm Leads Automated Outreach



Capture More Leads With PPC Targeted at Owner Intent



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

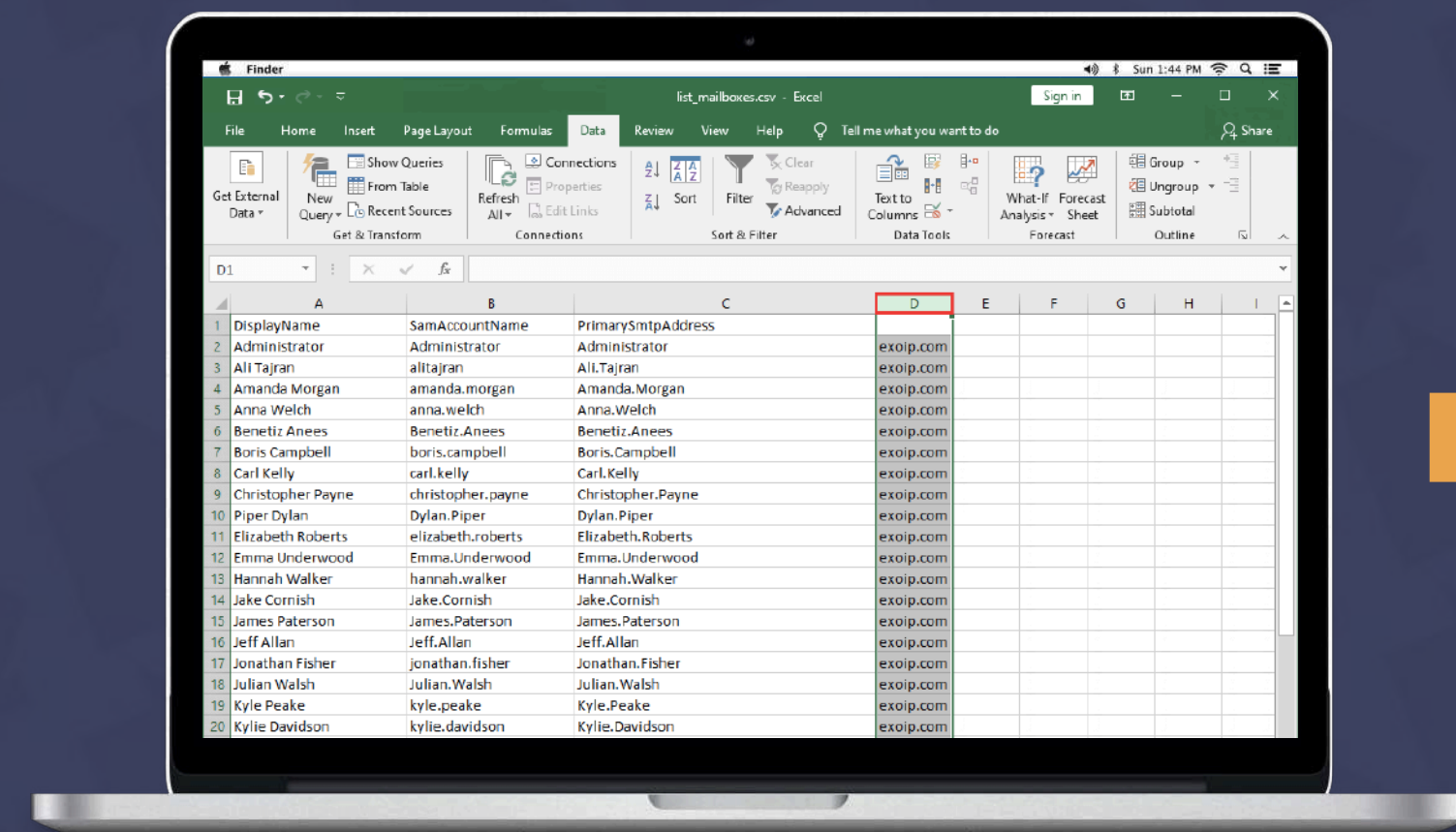
vacation rental managers

short term rental management

airbnb property management

short term rental property management

Capture Better Leads With List Based Retargeting



Upload People on Your List



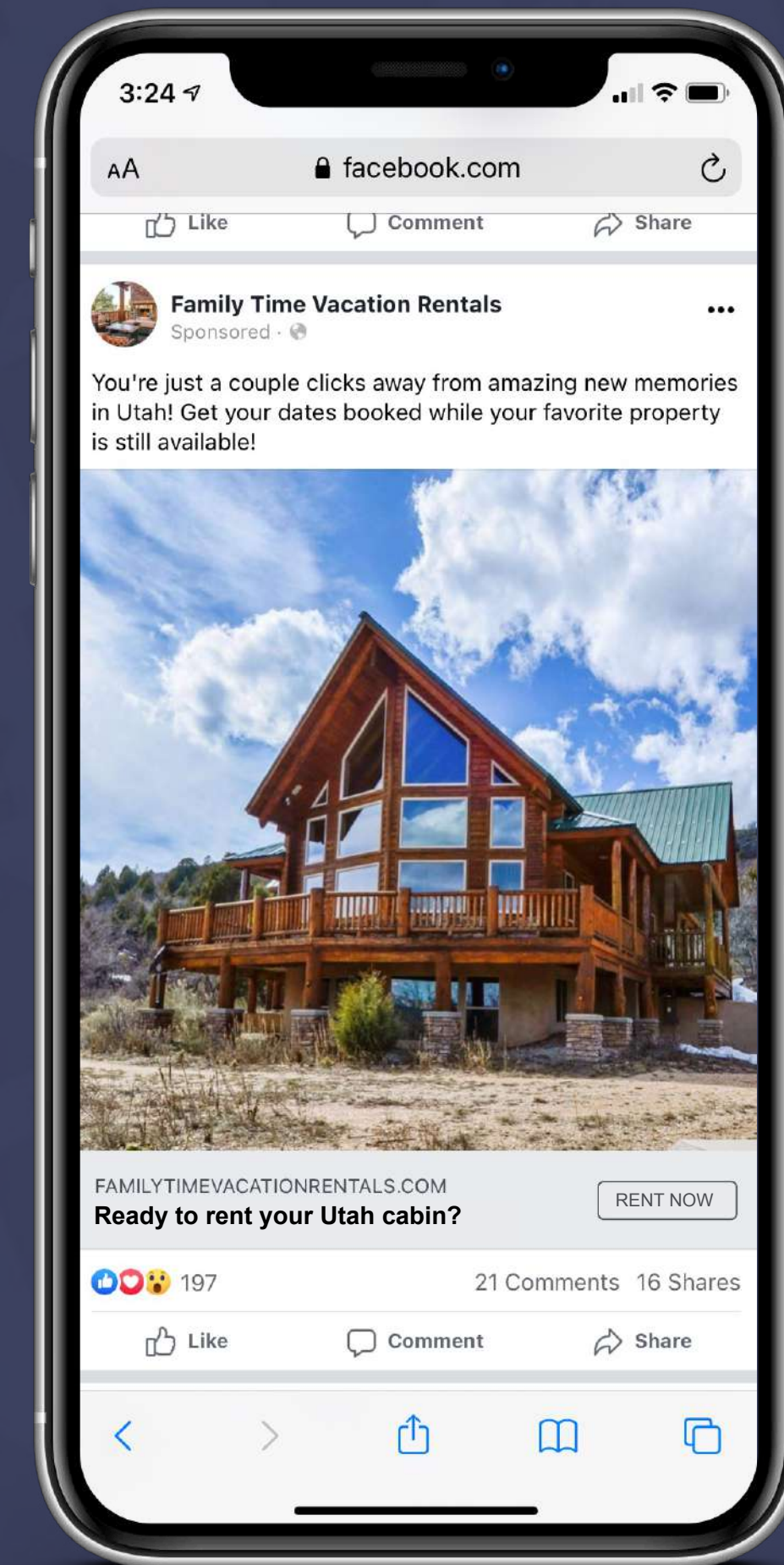
Custom Audiences



Matched Audiences



Tailored Audiences



List Based Retargeting

THIRD PARTY TOOLS



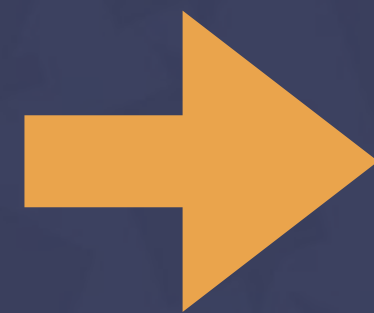
ReTargeter

AdRoll

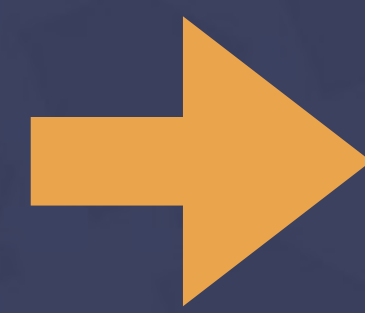
 SharpSpring **Ads**

Serve Up Ads Targeted to Your Leads Where They Are With IP Targeting

Upload Address List of Targets



Match Home Address and IP Addresses



Serve Up Display Ads on Target's Computer



IP Targeting

THIRD PARTY TOOLS

Simpli.fi

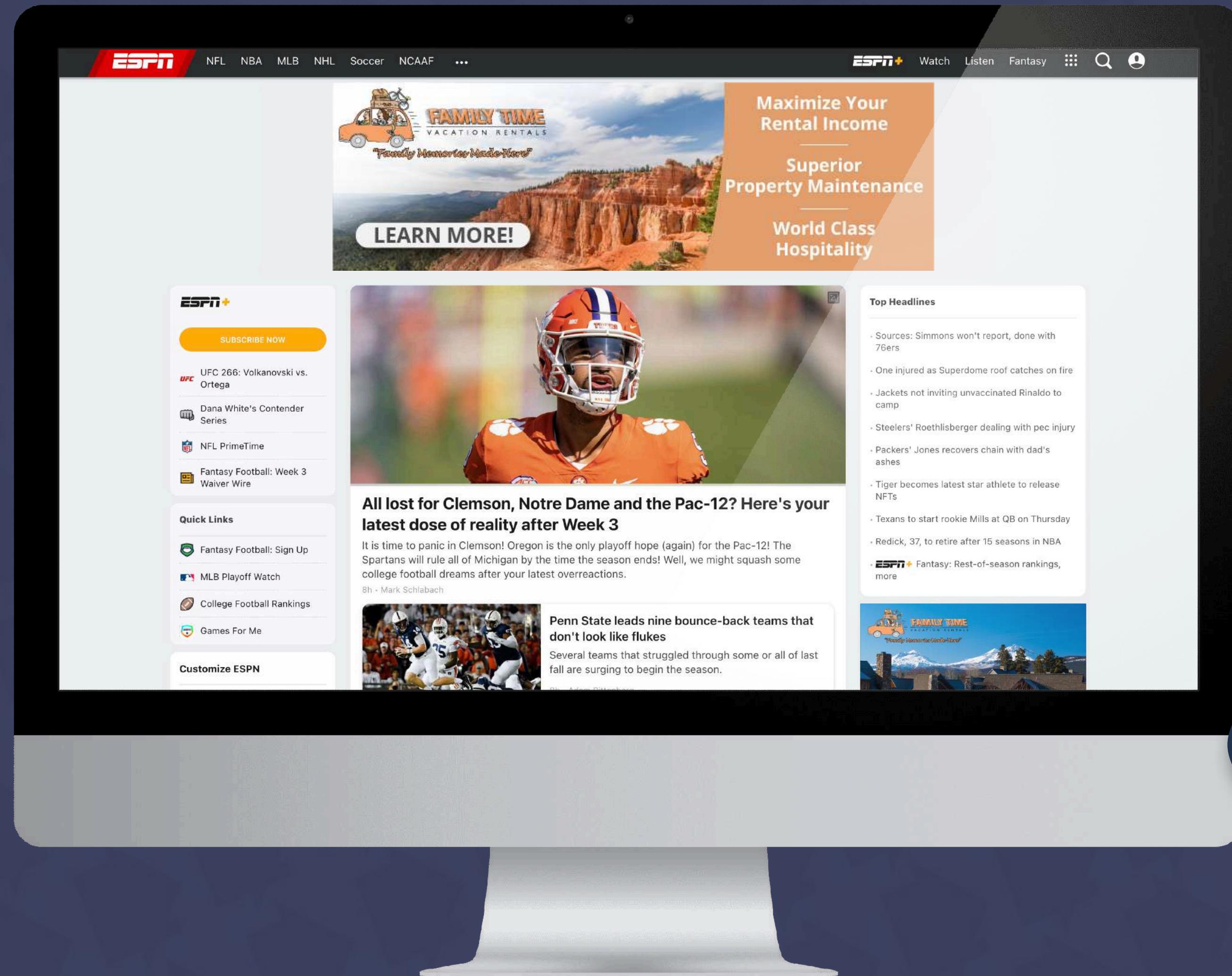


adcellerant

Stop the Leak in Your Sales Funnel With Retargeting



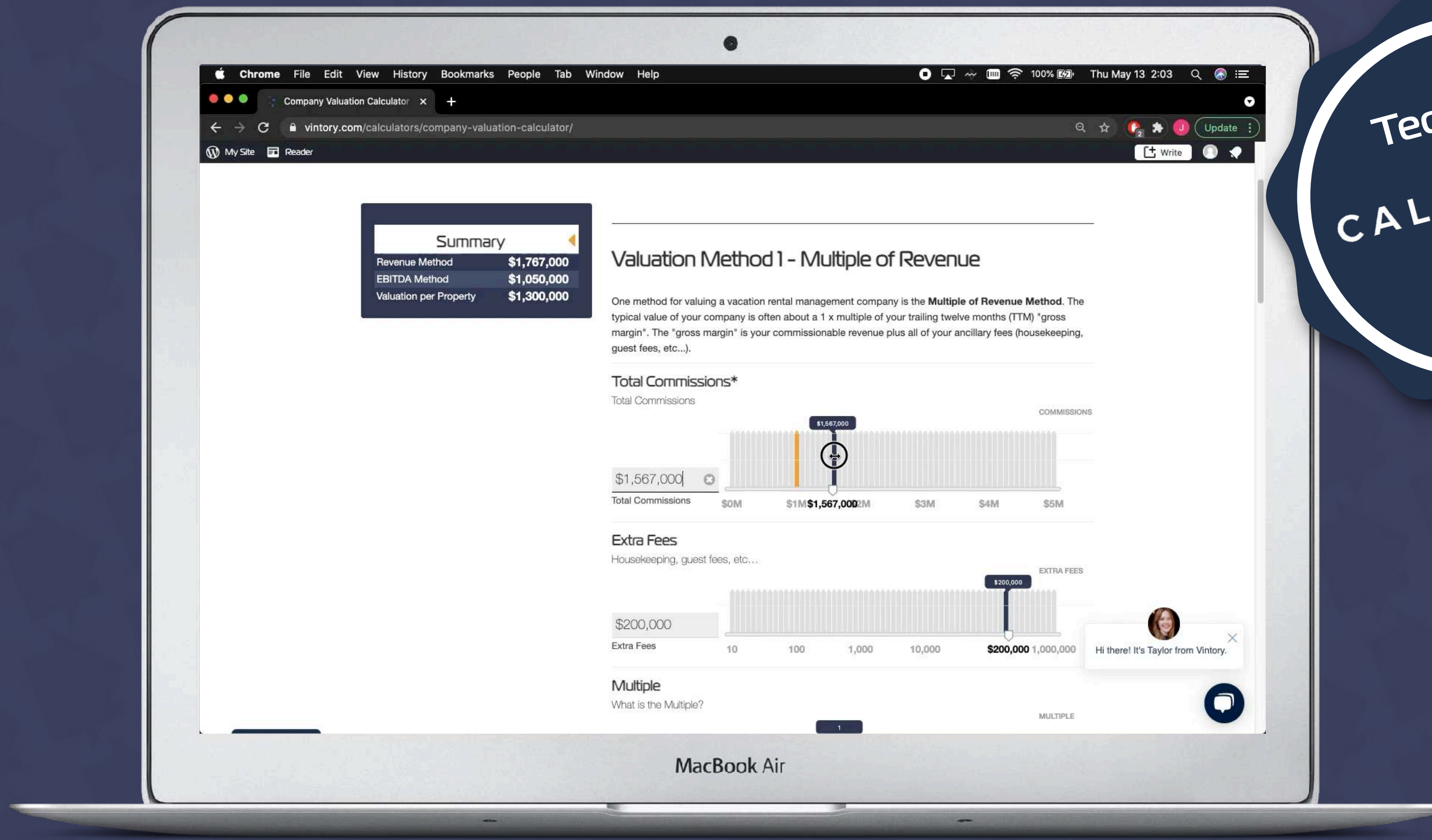
Stop the Leak in Your Sales Funnel With Retargeting





Save Time With Software & Tools

Add Value and Empower Your Leads With Inbound Interactive Content



Save Time With Software & Tools



Interactive Content

THIRD PARTY TOOLS



FAMILY TIME VACATION RENTALS Rental Properties on Market in Brian Head

877-6...

Vacation Rentals Specials Area Guide Management About Us List Your Property Partner Destinati

6 Three Springs Trail
Morganton,
Status: **Acti**
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/HOI55tV0>

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 Price: \$123 (low)

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

VRM Agent
Firstname Lastname | 123.456.7890
agentname@familytimevacationrentals.com

Monthly Projected Revenue

Month	Low	High
JAN	\$1,000	\$1,200
FEB	\$1,000	\$1,200
MAR	\$1,000	\$1,200
APR	\$1,000	\$1,200
MAY	\$1,000	\$1,200
JUN	\$1,000	\$1,200
JUL	\$1,000	\$1,200
AUG	\$1,000	\$1,200
SEP	\$1,000	\$1,200
OCT	\$1,000	\$1,200
NOV	\$1,000	\$1,200
DEC	\$1,000	\$1,200

Historical Occupancy Rates

Month	Rate
JAN	50%
FEB	45%
MAR	55%
APR	45%
MAY	50%
JUN	60%
JUL	70%
AUG	80%
SEP	35%
OCT	45%
NOV	45%
DEC	65%

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

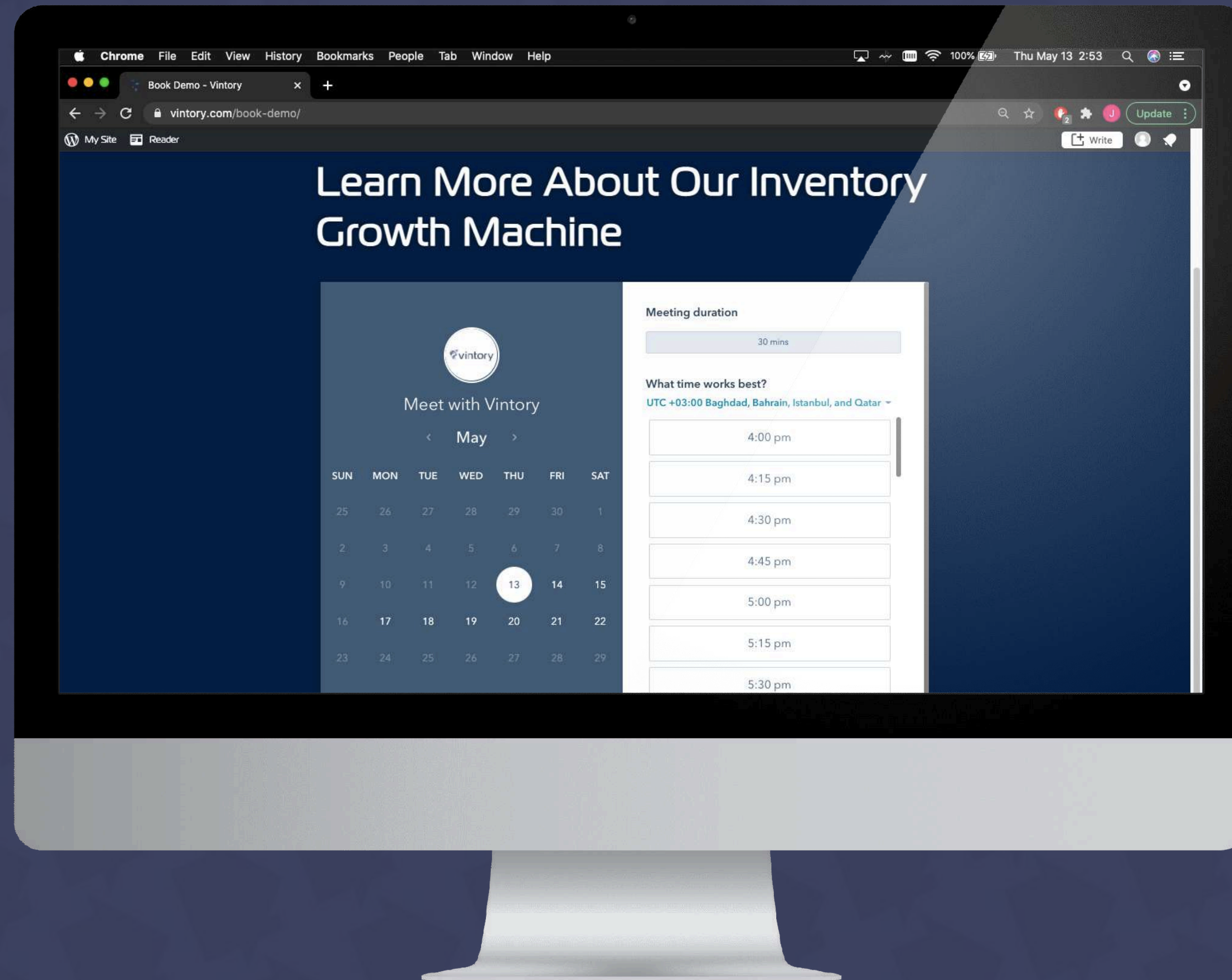
No Long Term Contracts | Guaranteed Rental Income | 100% Satisfaction Guaranteed

MacBook Air

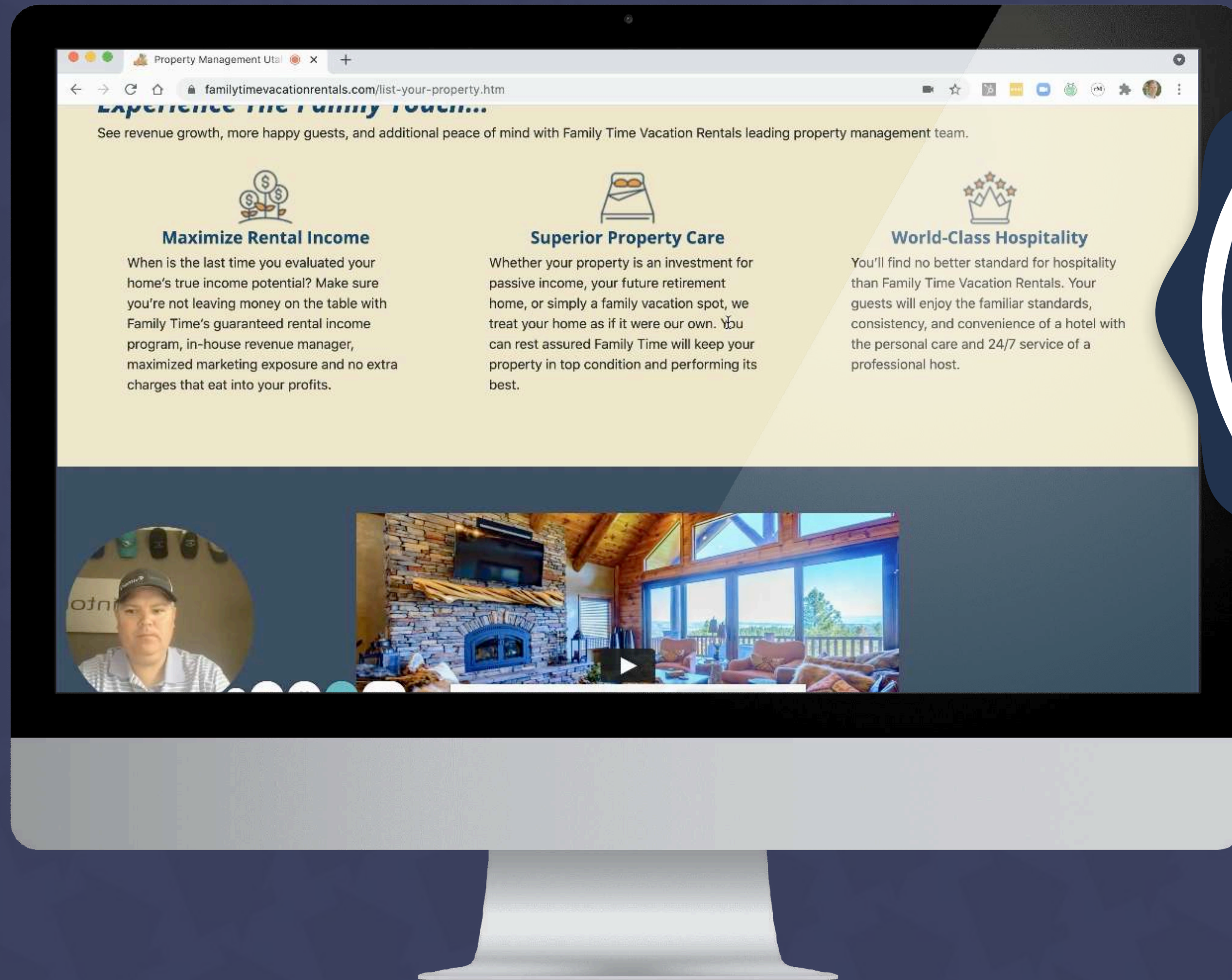
Save Time With Software & Tools



Make It Easy For Leads To Meet With You



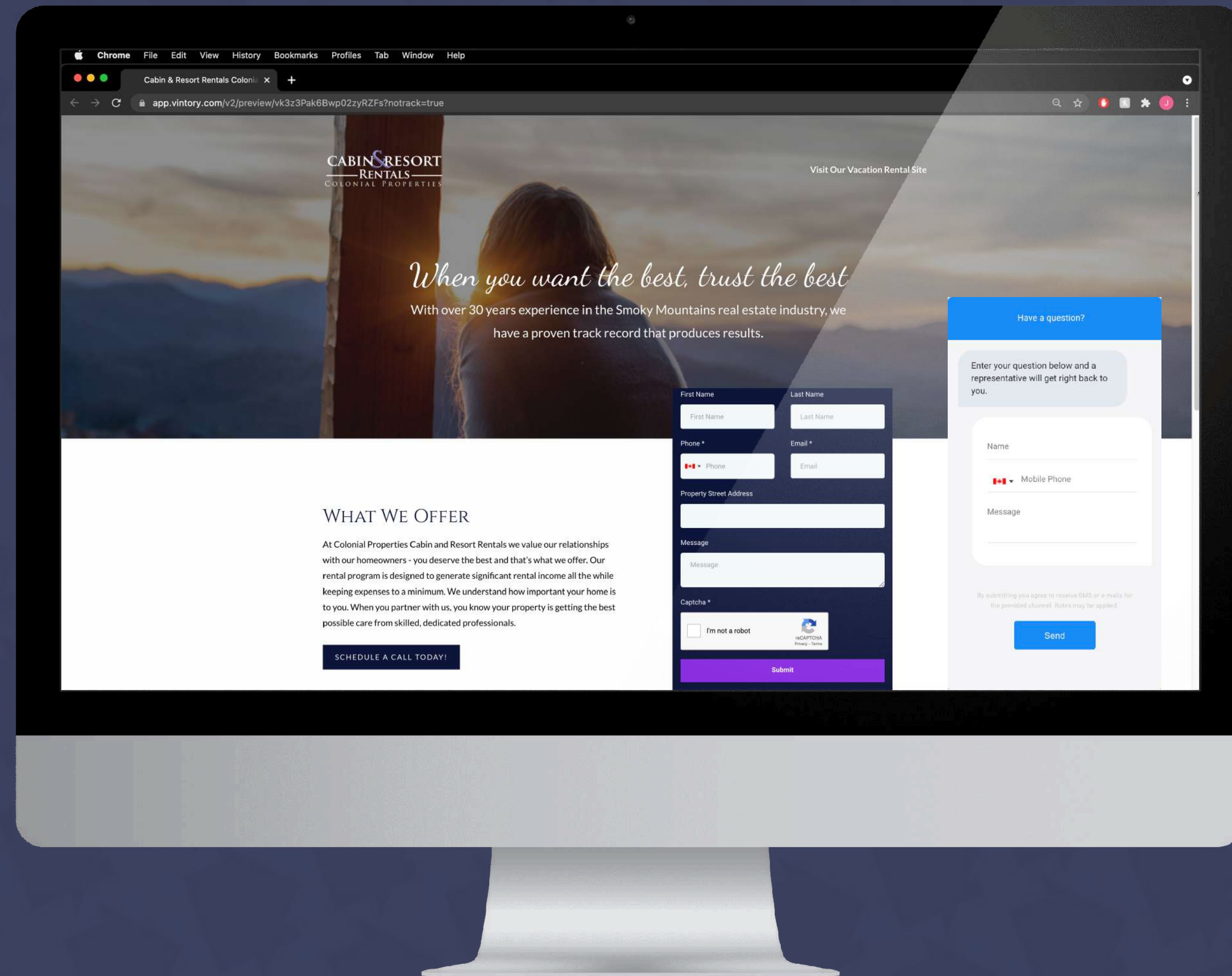
Double Your Engagement Rate With Video Emails



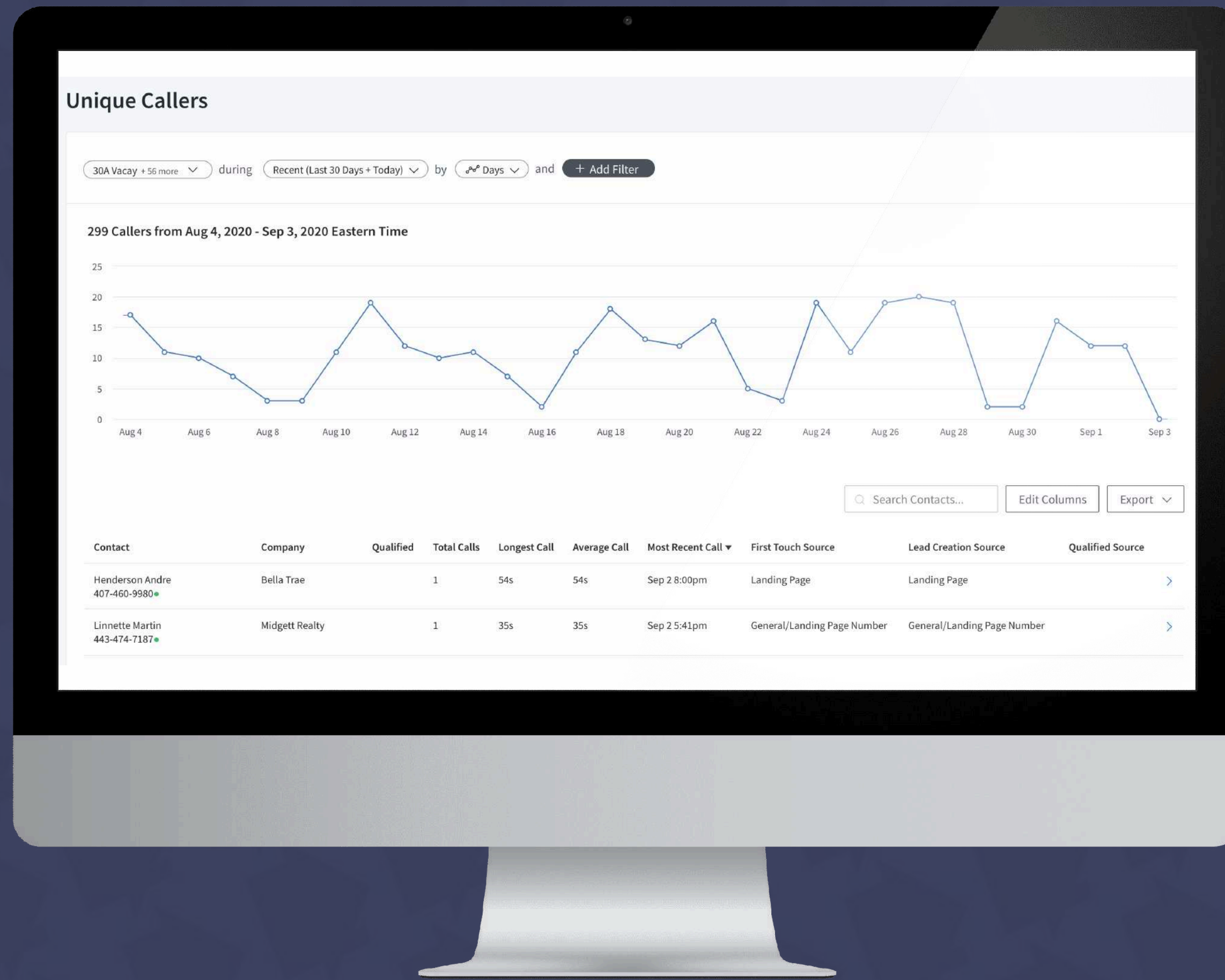
Save Time With Software & Tools



Convert Visitors Into Customers With Chatbots



Strengthen the Performance of Your Marketing Campaigns Using Call Tracking



Differentiate Your Company



YourWelcome Tablet



1

The #1 Strategy...

Build a Great Freaking Company!

Thanks for Attending!

Claim Your Free Inventory Growth Starter Pack at www.vintory.com/vrma

- 20 Growth Hacks Presentation Download
- Elements of a Great Landing Page & Postcard Infographic
- **Free 30-Day Trial of Vintory Software Plus:**
 - Free Homeowner Data File (Up to 500 Records)
 - Free Homeowner Landing Page
 - **No Commitment and 100% Free**





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Questions?

Connect With Us on Social: **@VintoryHQ** & **@FamilyTimeVacationRentals**





brooke@vintory.com

matthew@familytimevacationrentals.com



410.458.3900

702.355.5600



@VintoryHQ

@FamilyTimeVacationRentals

Connect With Us on Social: **@VintoryHQ** & **@FamilyTimeVacationRentals**





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Thank you for the opportunity!