

FROM 0-500 PROPERTIES IN 5 YEARS

# 16 Growth Hacks to Grow Your Inventory The Smart Way



**BROOKE PFAUTZ**  
CEO, Vintory



# 16 Growth Hacks To Grow Your Inventory



Strengthen  
Your Foundation



Leverage  
Omnichannel  
Marketing



Save Time With  
Software & Tools



# Strengthen Your Foundation

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Strengthen Your Foundation



# Save Time & Grow Faster by Customizing Your CRM



16

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Strengthen Your Foundation

# Target the Right Leads With These Data Tricks



Tax Records / MLS



List Brokers



VR Permit Data



Scraped Data



# Leverage Omnichannel Marketing

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# 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...**

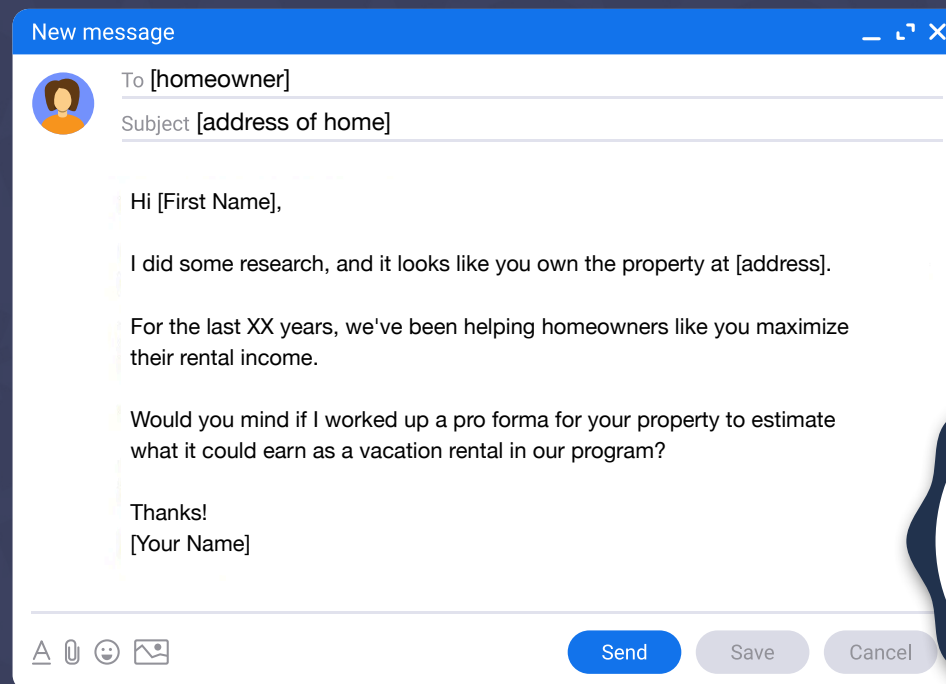
- Maximize Your Rental Income**  
Benefit from Family Time's guaranteed rental income program and in-house revenue manager, while maximizing your marketing exposure at no extra charge.
- Superior Property Care**  
We treat your home as if it were our own. You can rest assured Family Time will keep your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



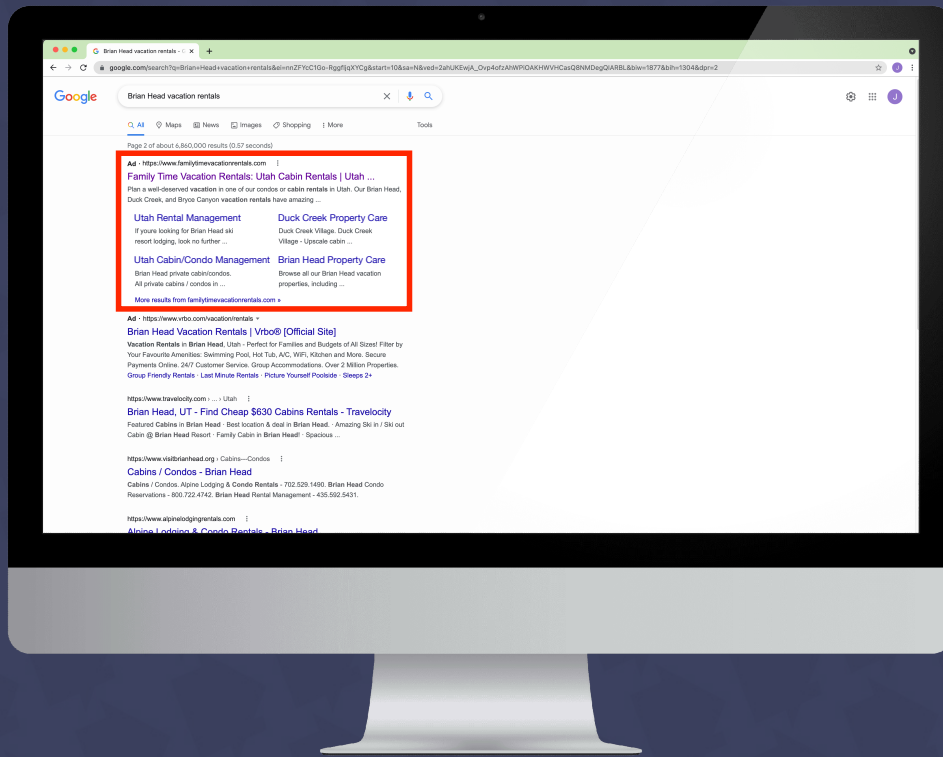
# Convert Cold Leads Into Warm Leads Automated Outreach



Execute Omnichannel Marketing



# 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

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

airbnb property management

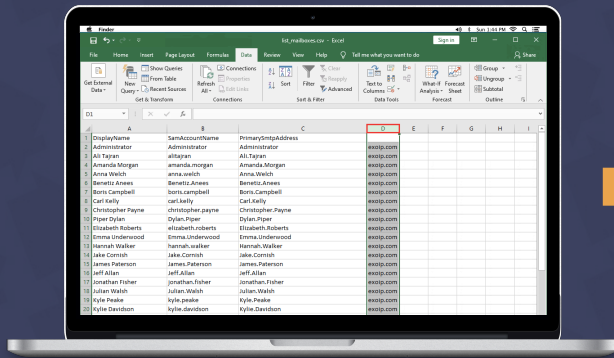
short term rental property management

16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

Execute Omnichannel Marketing



# Capture Better Leads With List Based Retargeting



Upload People on Your List  
(Include emails/phones)



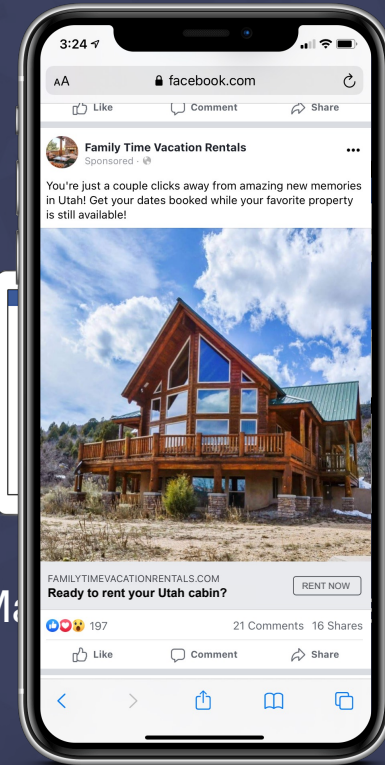
Custom Audiences



Matched Audiences



Tailored Audiences



Ma

Your Ads

16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

# 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

Simplifi

adcellerant

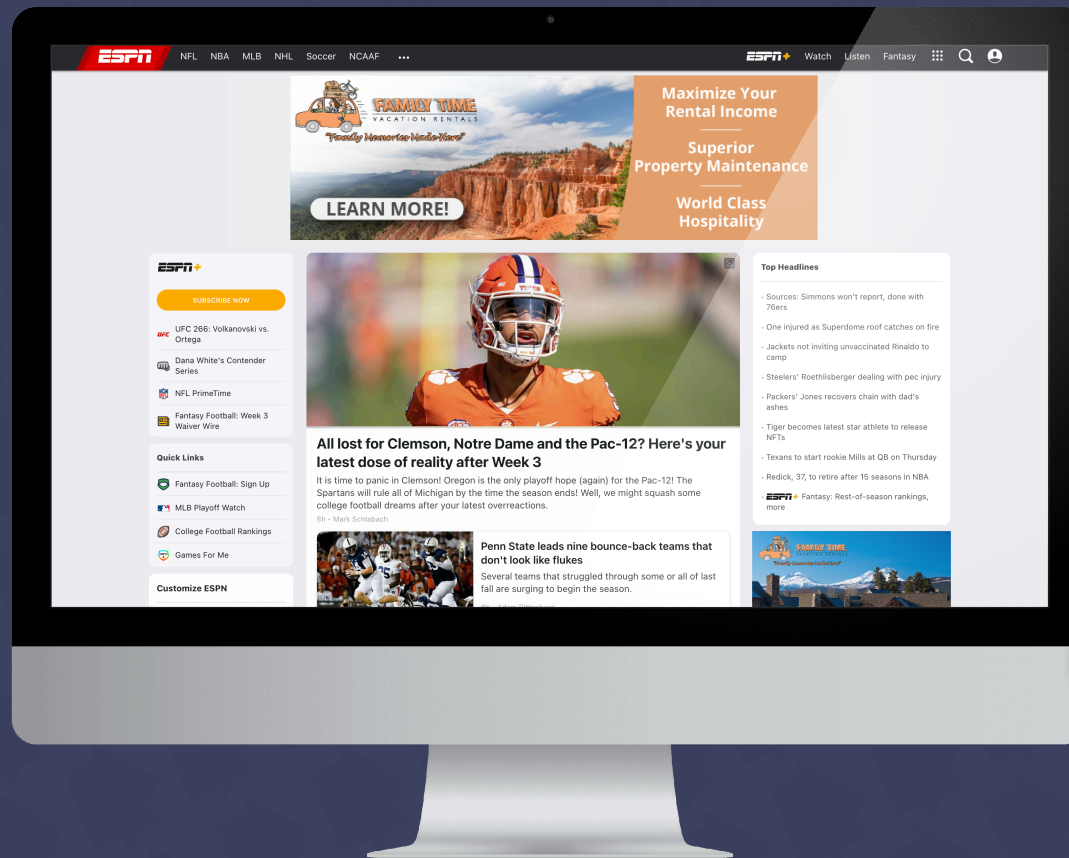
# Stop the Leak in Your Sales Funnel With Retargeting



Execute Omnichannel Marketing



# Stop the Leak in Your Sales Funnel With Retargeting







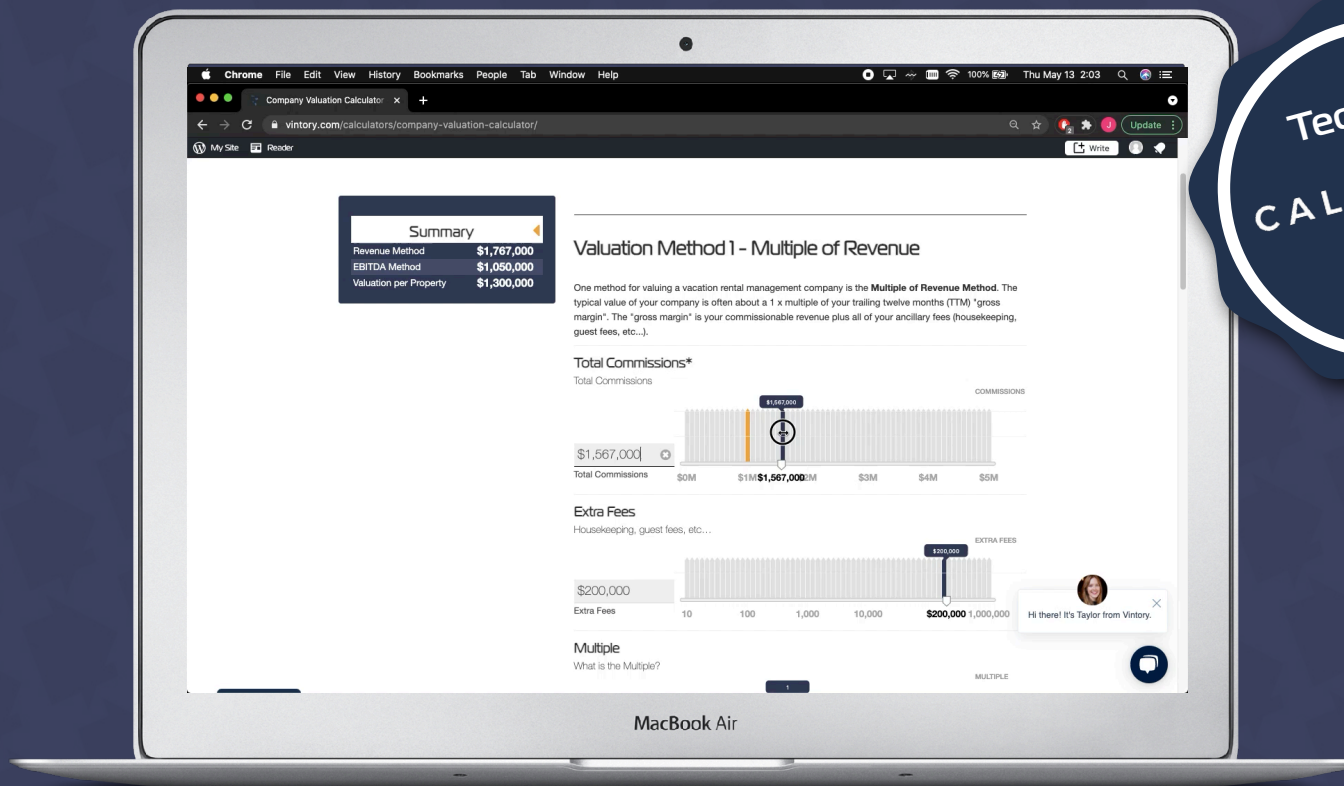
## Save Time With Software & Tools

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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 877-4

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

**6 Three Springs Trail Morganton,**  
Status: Acti  
Asking Price: ~~\$624,900~~  
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.negams.com/256150>  
Pro Forma Link: <https://hubs.ly/H0I55tV0>

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

**VRM Agent**  
Firstname Lastname | 123-456-7890  
[agentname@familytimevacationrentals.com](mailto: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**

Bar chart showing monthly revenue projections from January to December. Legend: Low (blue), High (orange).

**Historical Occupancy Rates**

Line chart showing historical occupancy rates from January to December, ranging from approximately 40% to 80%.

**Services:**

- 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

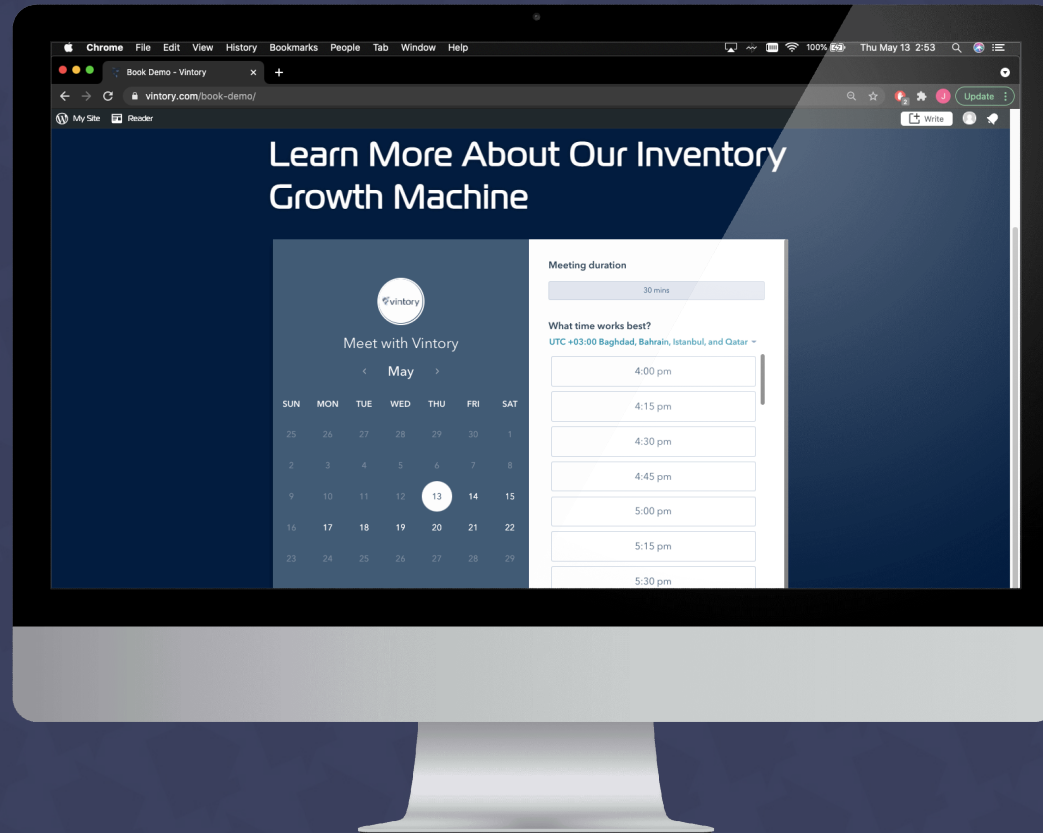
No Long Term Contracts | Guaranteed Rental Income | 100% Satisfaction Guaranteed

MacBook Air

Save Time With Software & Tools



# Make It Easy For Leads To Meet With You

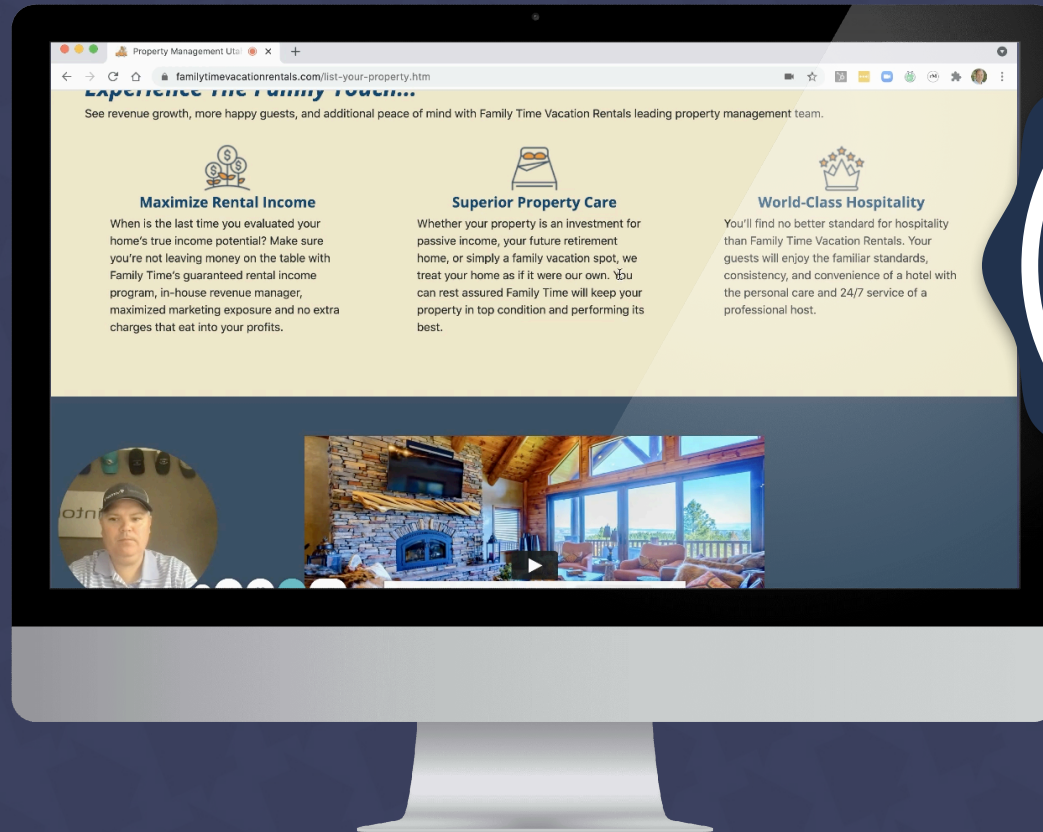


16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

Save Time With Software & Tools



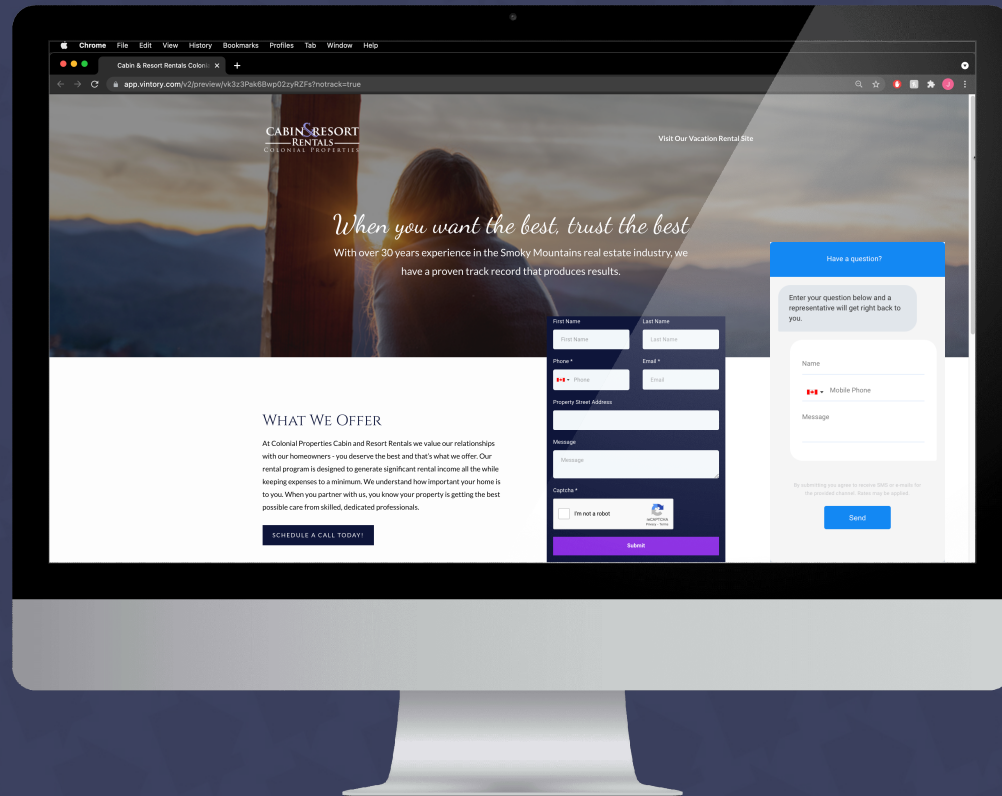
# Double Your Engagement Rate With Video Emails



Save Time With Software & Tools



# Convert Visitors Into Customers With Chatbots

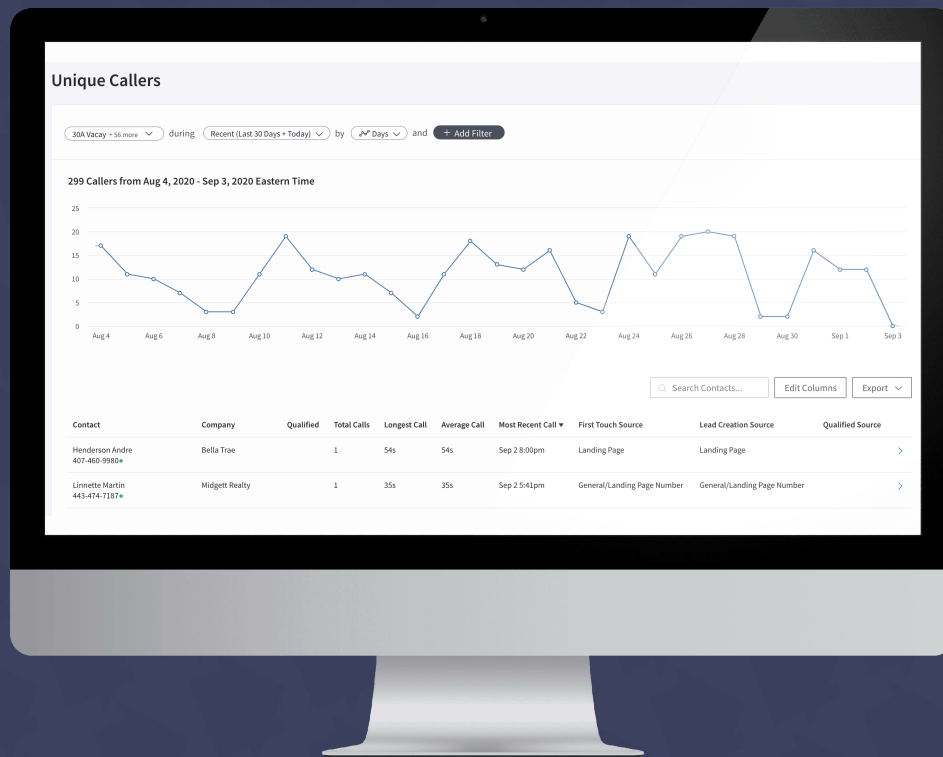


16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

Save Time With Software & Tools



# Strengthen the Performance of Your Marketing Campaigns Using Call Tracking



Save Time With Software & Tools



# 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/transform](http://www.vintory.com/transform)

- 16 Growth Hacks Presentation Download
- Elements of a Great Landing Page & Postcard Infographic
- Free Homeowner Data File (Up to 500 Records)
- Free Homeowner Landing Page
- Free 30-Day Trial of Vintory Software



An aerial photograph of a city skyline, heavily obscured by a semi-transparent blue overlay. The buildings are densely packed, and the overall tone is a cool, monochromatic blue. The text 'Questions?' is centered in the middle of the image in a white, sans-serif font.

Questions?

Connect With Us on Social: [@VintoryHQ](#)





[brooke@vintory.com](mailto:brooke@vintory.com)



410.458.3900



@VintoryHQ

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