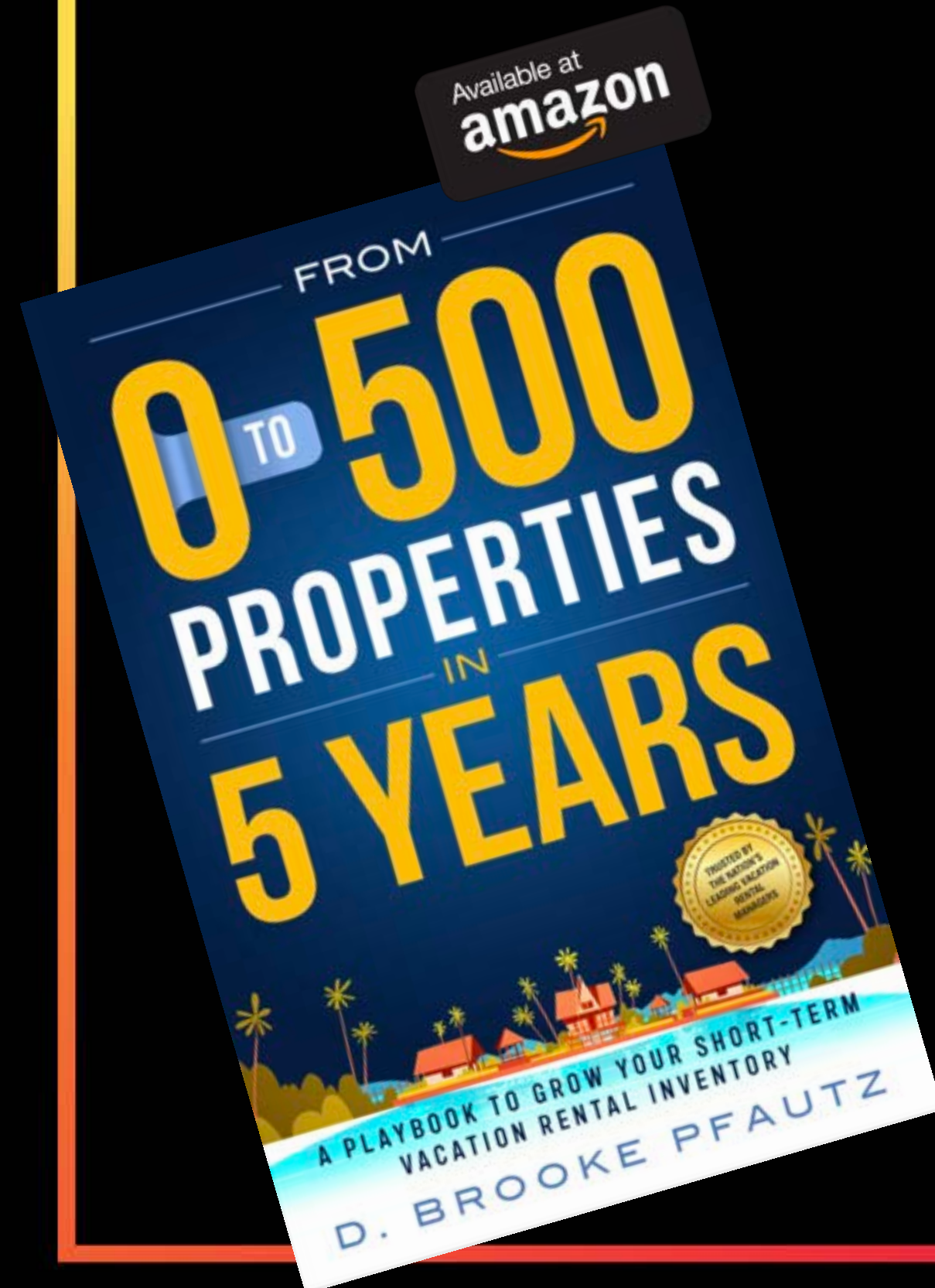


GET READY TO MAKE AN
IMPACT

Building a Sustainable Growth Machine Business



A 10-step process for dominating your
market through owner acquisition.

Presented by Vintory & PMI



GET READY TO MAKE AN
IMPACT

Building a Sustainable Growth Machine Business

Presented by



Brian Riggs

VP Business Development
Vintory



Marianne Heder

Director, Short Term Rentals
Property Management Inc.



What We'll Cover Today

- 1 Messaging / Positioning
- 2 Hire a Full Time BD Rep?
- 3 Landing Pages
- 4 Data
- 5 Omnichannel
- 6 Speed & Responsiveness Matters!
- 7 CRM
- 8 Leverage Effects
- 9 Inbound Marketing
- 10 Referral Marketing
- * **BONUS!**



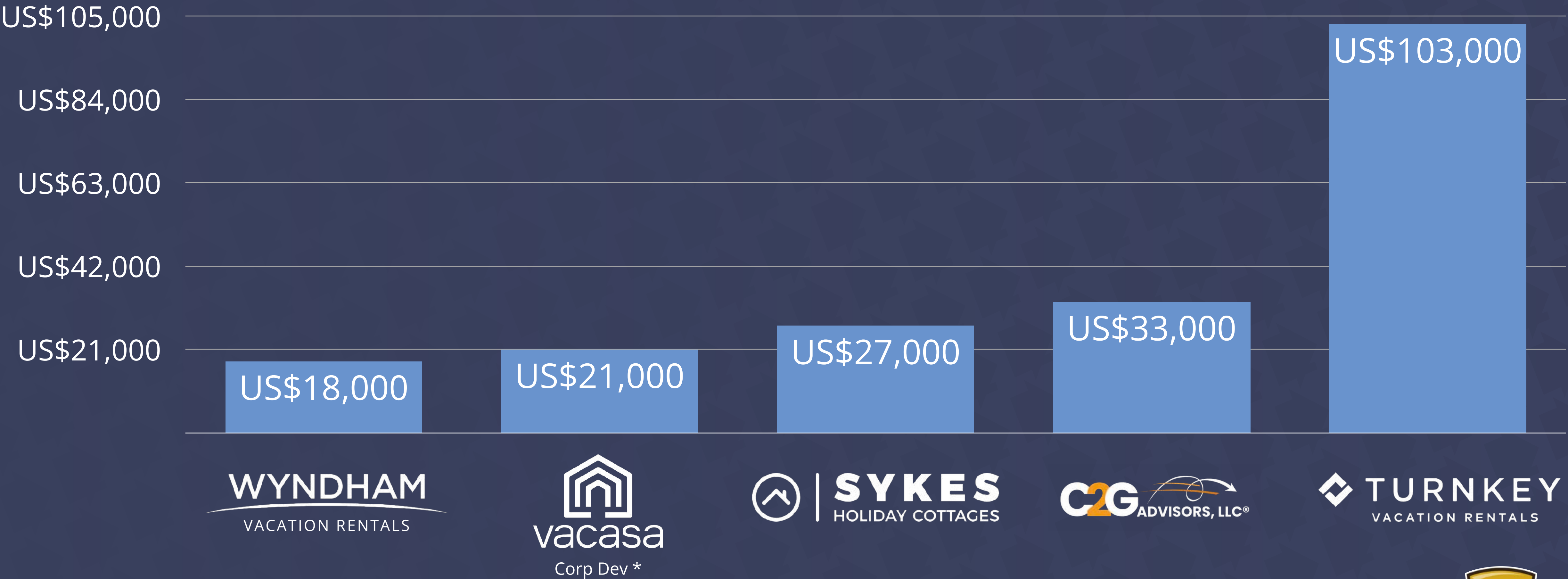


Value of Inventory... at Exit

Recent Valuations



Value Per Management Contract

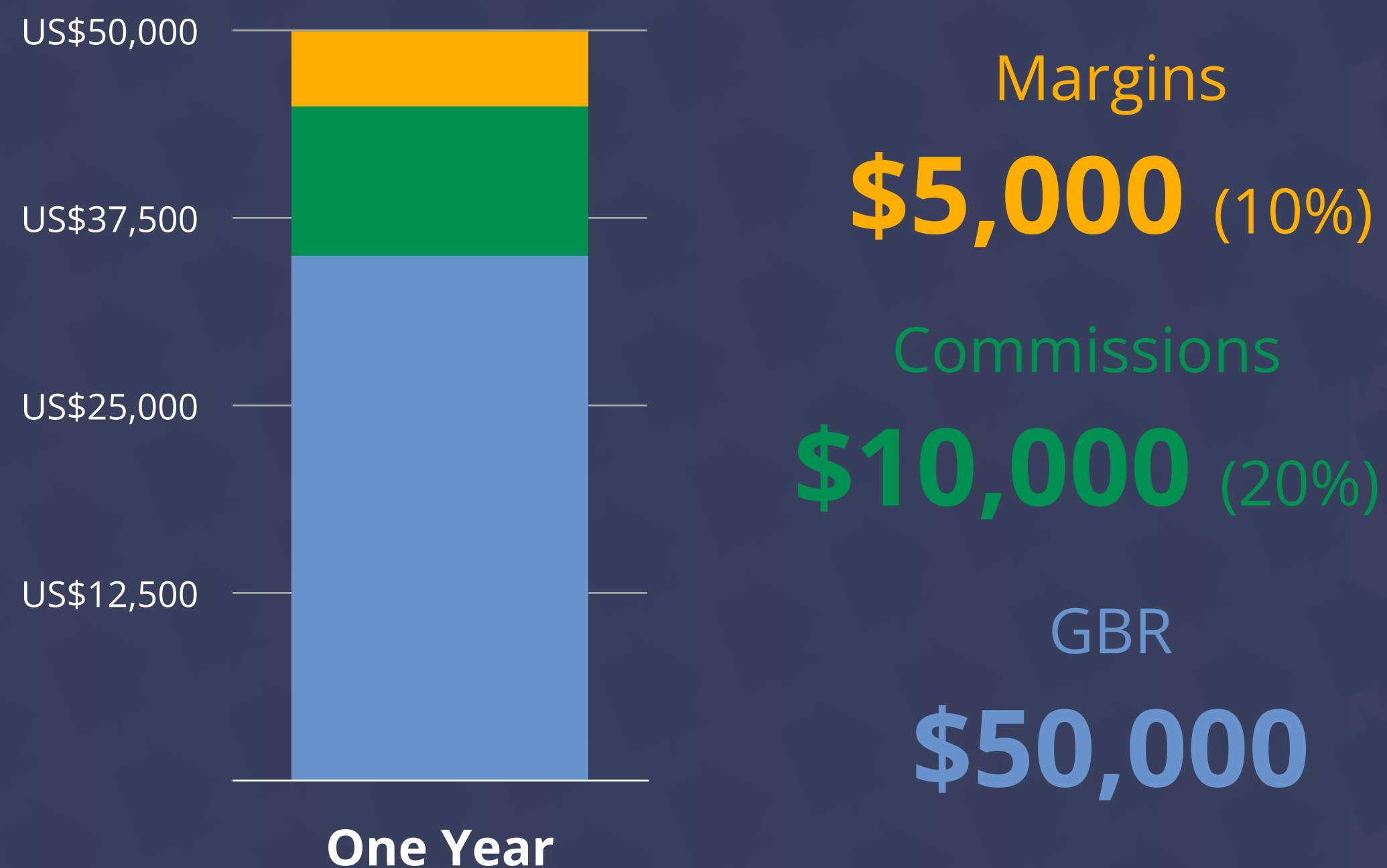


*According to Vacasa Investor Presentation on 7/21



Calculating Value of Inventory

Value of one property after one year



Computing the customer lifetime

$$\text{Customer Lifetime} = \frac{1}{\text{CHURN}}$$

$$\text{Industry Avg} = \frac{1}{10\%}$$

= 10 Year Lifetime

Value of Inventory... at Exit



Multiple of Earnings

4.0 x

\$5,000 EBITDA

\$20,000 / property

**Assumes GBR of \$36k / 10% Churn / 10% Margins*



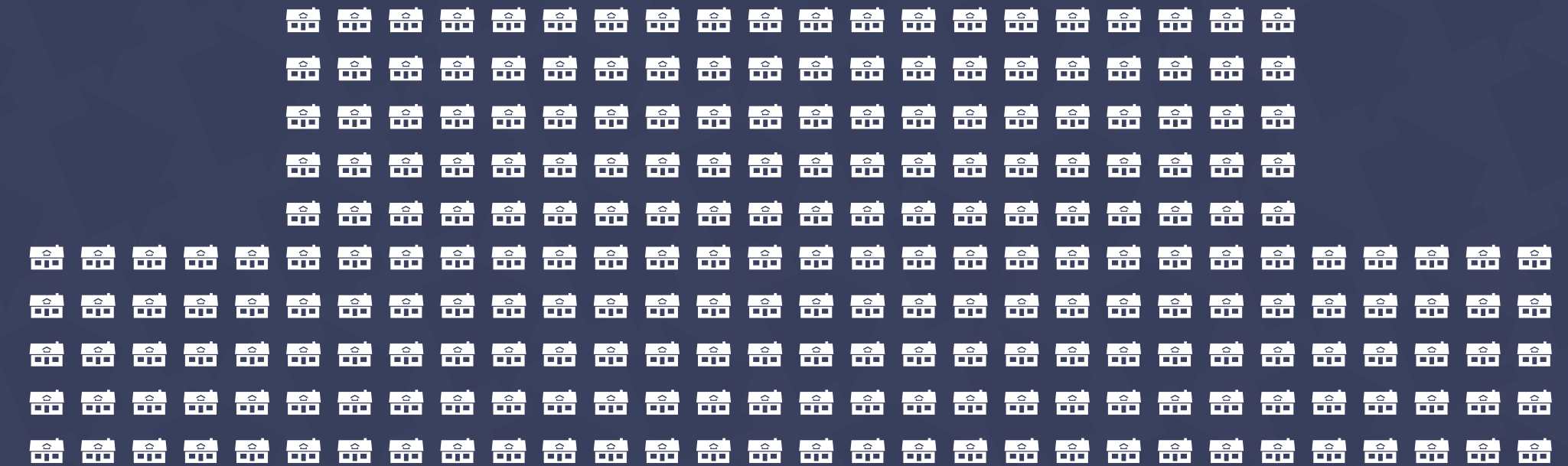
Value of Inventory... at Exit



\$20,000 / property

x 50 Properties

\$1,000,000



\$20,000 / property

x 250 Properties

\$5,000,000



\$4,000,000

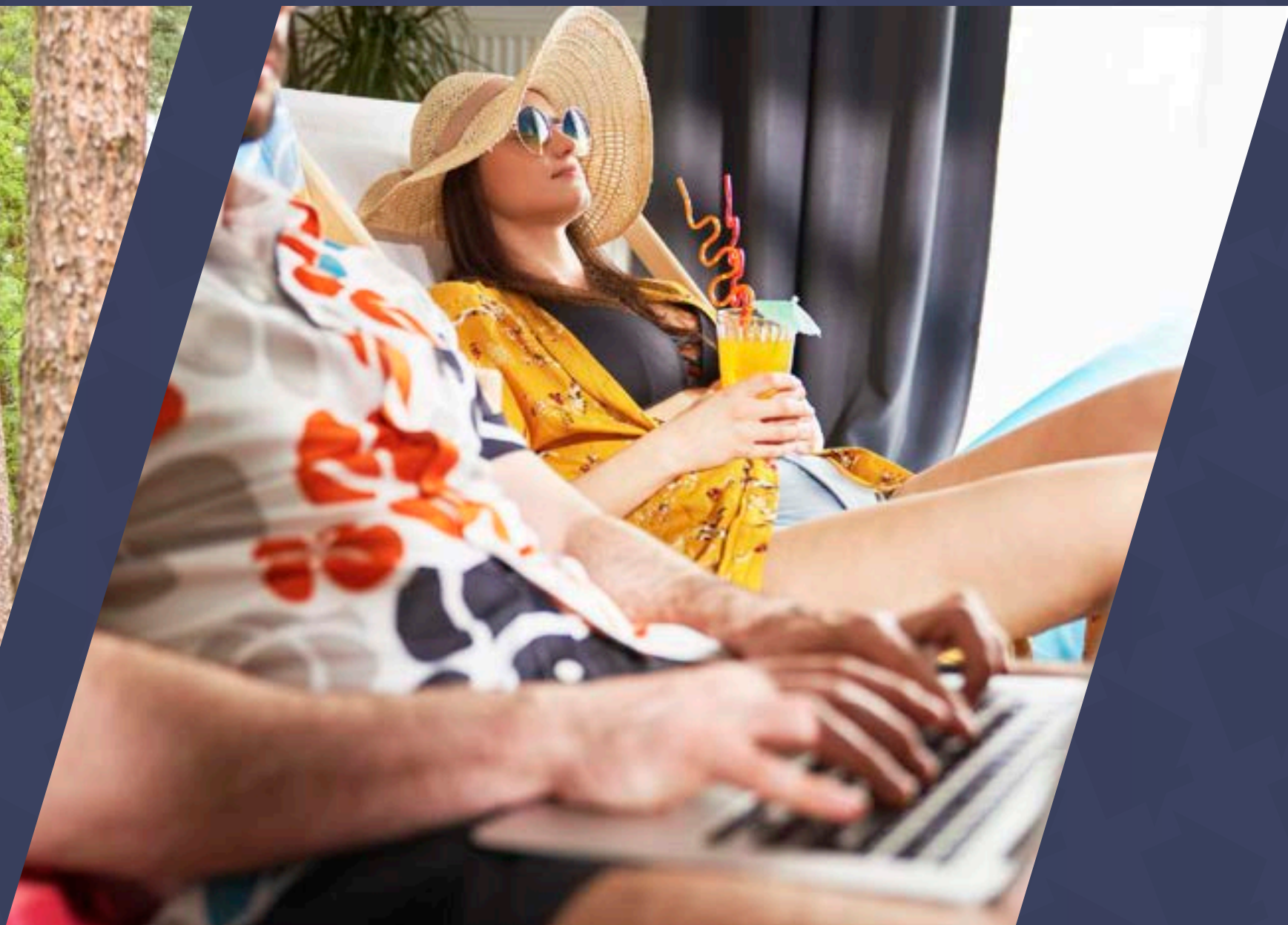




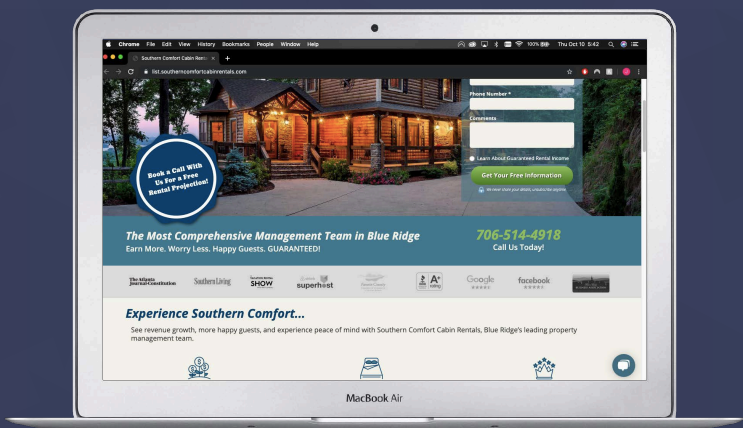
1

Positioning / Messaging

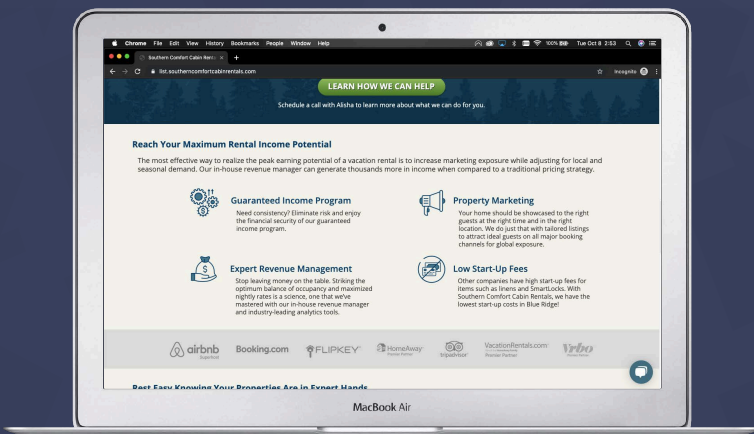
Positioning



Messaging



Unique Selling Proposition



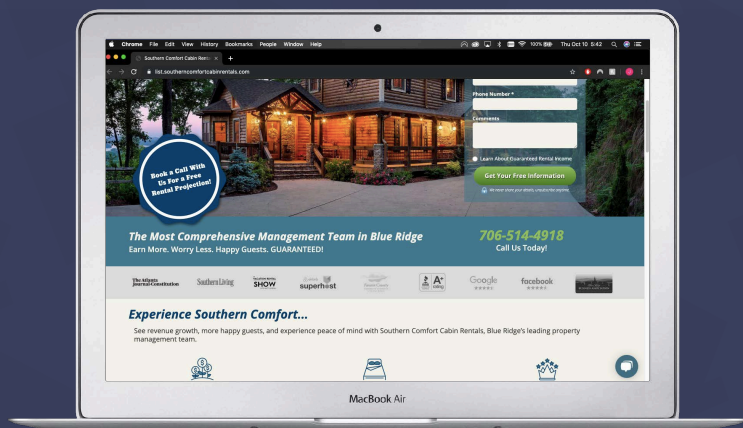
Features & Benefits



Social Proof



Trust Icons



Compelling Offer

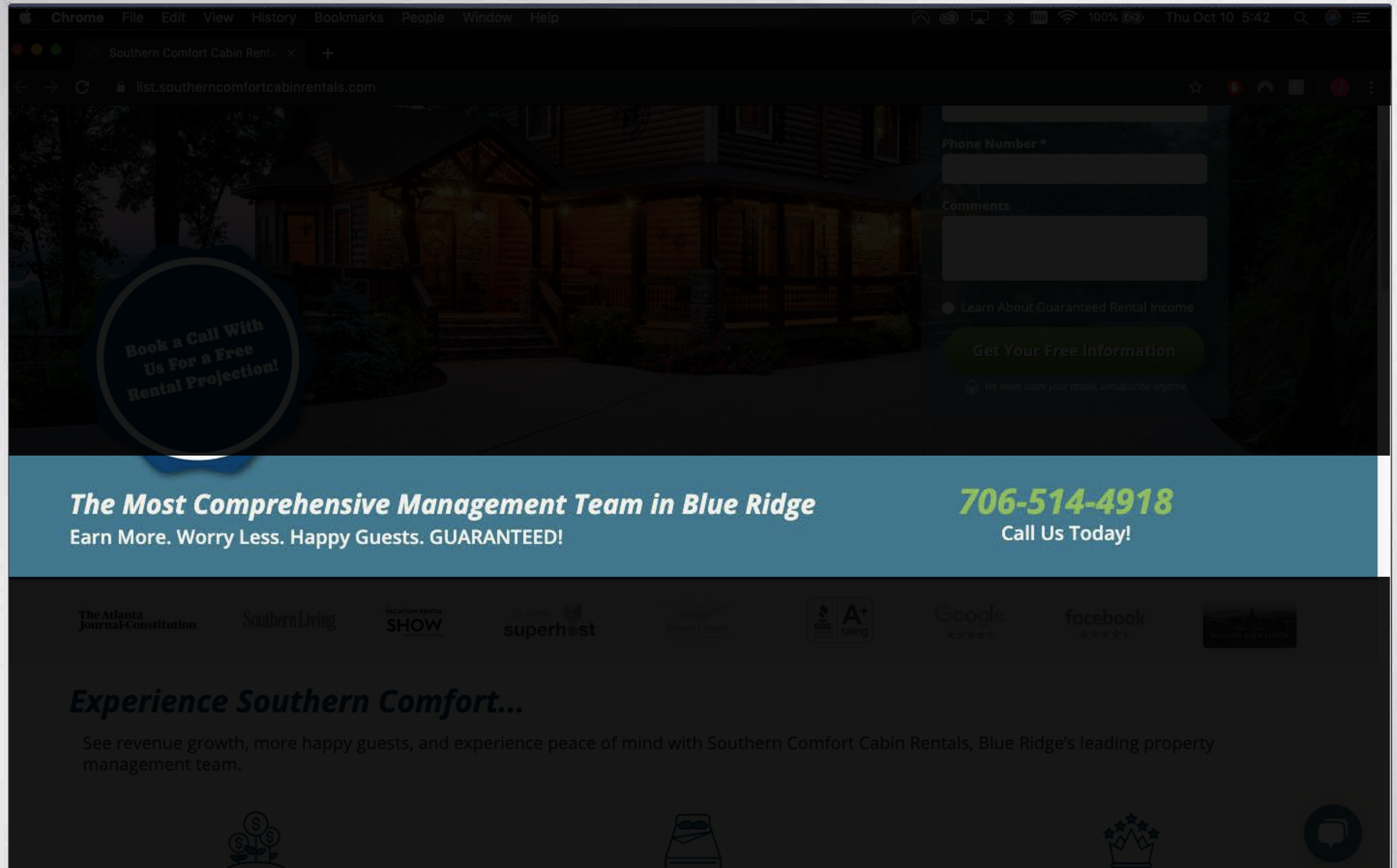


Risk Reversals



Call to Action

Unique Selling Proposition



MacBook Air

Features & Benefits

ChromeFileEditViewHistoryBookmarksPeopleWindowHelp

Southern Comfort Cabin Rentals

list.southerncomfortcabinrentals.com

Incognito

LEARN HOW WE CAN HELP

Schedule a call with Alisha to learn more about what we can do for you.

Reach Your Maximum Rental Income Potential

The most effective way to realize the peak earning potential of a vacation rental is to increase marketing exposure while adjusting for local and seasonal demand. Our in-house revenue manager can generate thousands more in income when compared to a traditional pricing strategy.



Guaranteed Income Program

Need consistency? Eliminate risk and enjoy the financial security of our guaranteed income program.



Property Marketing

Your home should be showcased to the right guests at the right time and in the right location. We do just that with tailored listings to attract ideal guests on all major booking channels for global exposure.



Expert Revenue Management

Stop leaving money on the table. Striking the optimum balance of occupancy and maximized nightly rates is a science, one that we've mastered with our in-house revenue manager and industry-leading analytics tools.



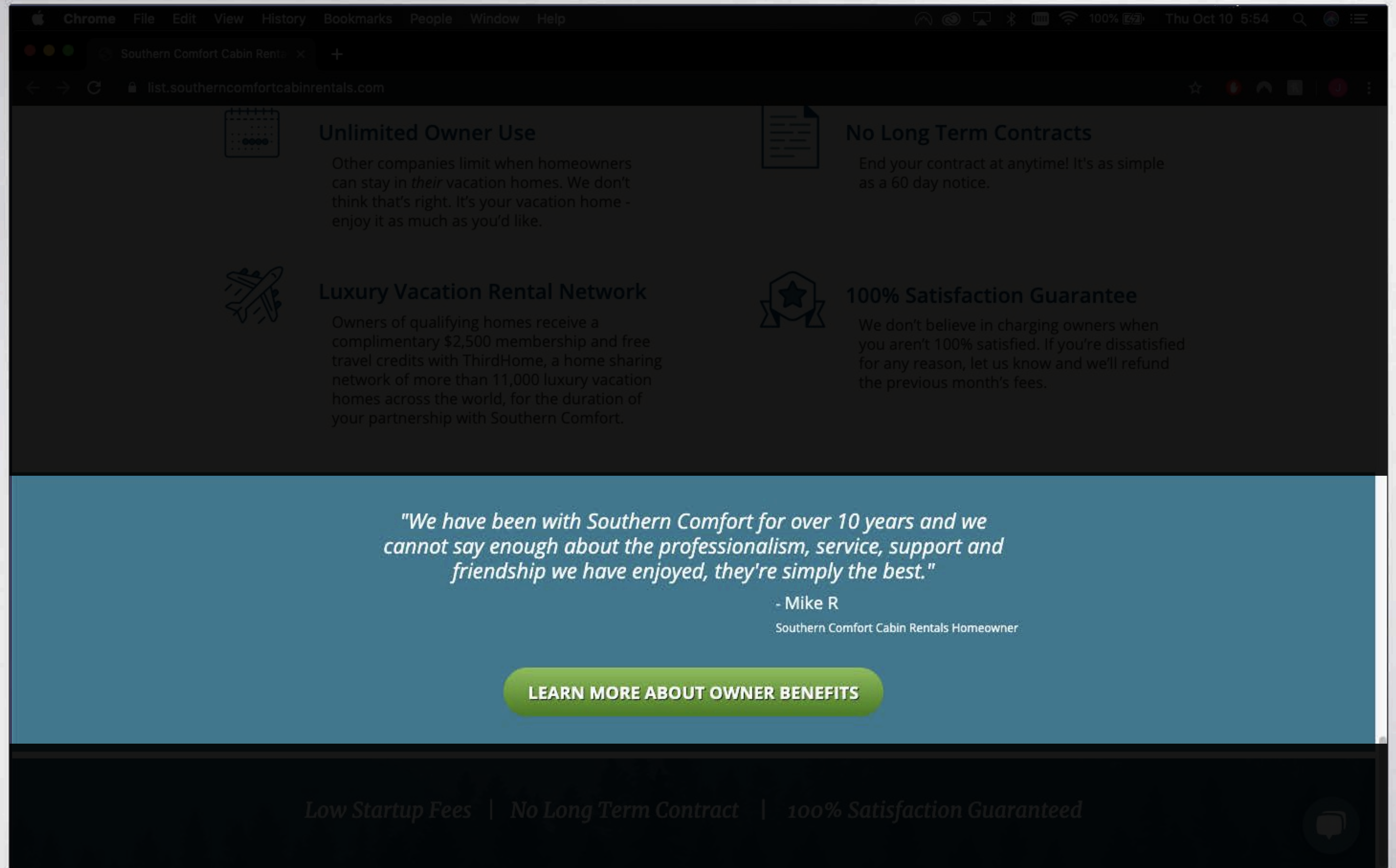
Low Start-Up Fees

Other companies have high start-up fees for items such as linens and SmartLocks. With Southern Comfort Cabin Rentals, we have the lowest start-up costs in Blue Ridge!



Rest Easy Knowing Your Properties Are in Expert Hands

Social Proof



MacBook Air

Trust
Icons

ChromeFileEditViewHistoryBookmarksPeopleWindowHelp

Southern Comfort Cabin Rentals x +

list.southerncomfortcabinrentals.comIncognito (2)

Book a Call With Us For a Free Rental Projection!

Learn About Guaranteed Rental Income

Learn How Much You'll Earn!

We never share your details, unsubscribe anytime.

The Most Comprehensive Management Team in Blue Ridge

Earn More. Worry Less. Happy Guests. GUARANTEED!

706-514-4918

Call Us Today!

The Atlanta Journal-Constitution

Southern Living

THE VACATION RENTAL SHOW

WITH HATTI LINDING

airbnb

superhost

Fannin County

WINNER OF COMMERCIAL PROPERTY AWARD

BBB

A+ rating

Google

★★★★★

facebook

★★★★★

Blue Ridge BUSINESS ASSOCIATION

Experience Southern Comfort...

See revenue growth, more happy guests, and experience peace of mind with Southern Comfort Cabin Rentals, Blue Ridge's leading property management team.

\$

\$

\$

Reach Your Maximum Rental Income Potential.

The most effective way to realize the peak earning potential of a vacation rental is to

Rest Easy Knowing Your Properties Are in Expert Hands

The best property owners find and repair the little problems before they become big ones.

★

★

★

★

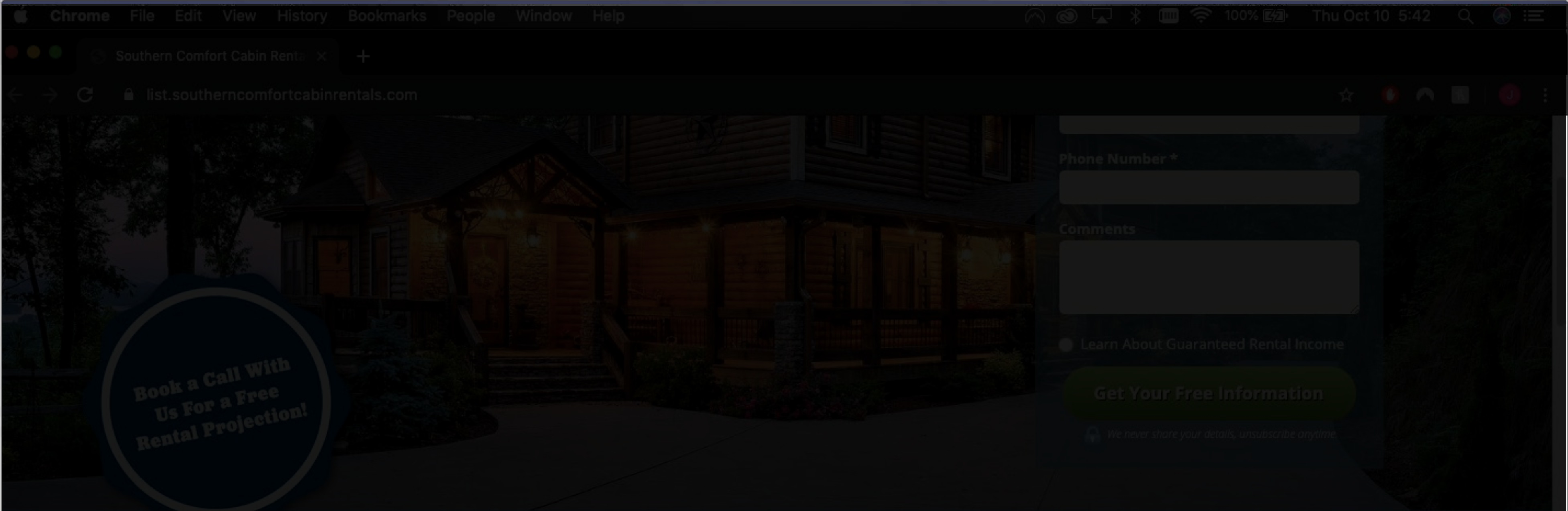
★

Gift Your Guests The VIP Experience

Go beyond arranging decorative soaps to providing an experience your guests will

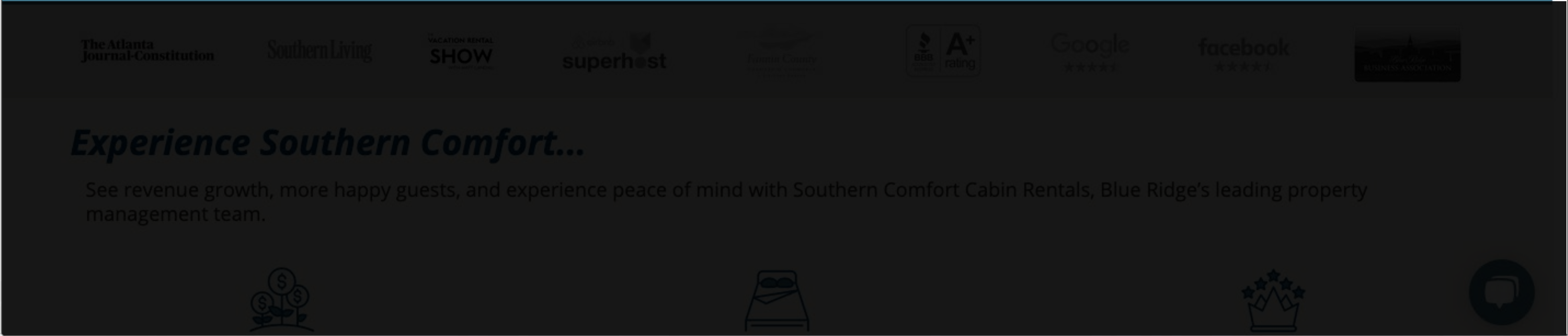
MacBook Air

Compelling Offer

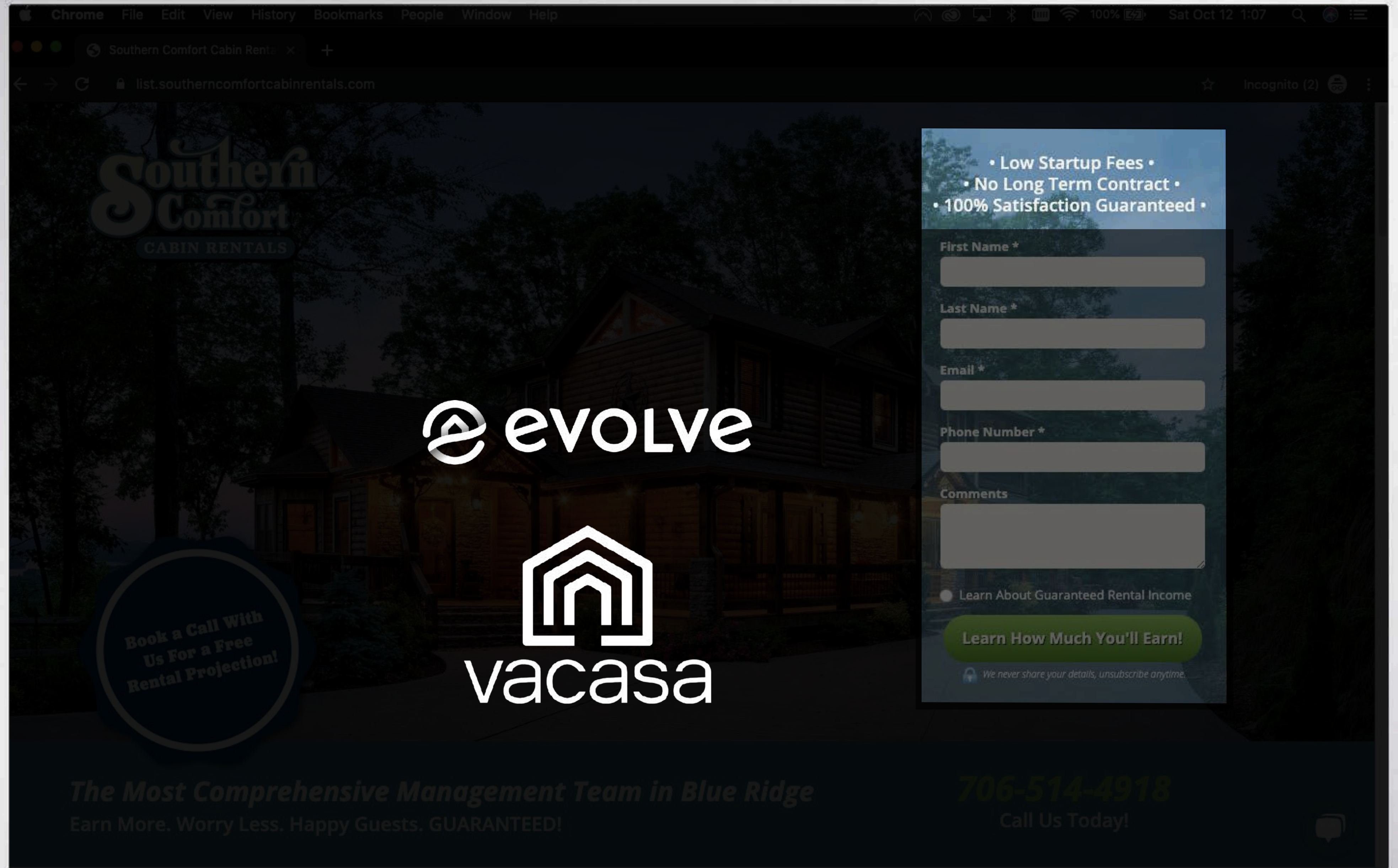


The Most Comprehensive Management Team in Blue Ridge
Free SmartLocks if you sign up before 3/31

706-514-4918
Call Us Today!



Risk Reversals



MacBook Air

Call to
Action

ChromeFileEditViewHistoryBookmarksPeopleWindowHelp

Southern Comfort Cabin Rentals

list.southerncomfortcabinrentals.com

Incognito (2)

Southern Comfort

CABIN RENTALS

Book a Call With Us For a Free Rental Projection!

The Most Comprehensive Management Team in Blue Ridge

Earn More. Worry Less. Happy Guests. GUARANTEED!

• Low Startup Fees •

• No Long Term Contract •

• 100% Satisfaction Guaranteed •

First Name *

Last Name *

Email *

Phone Number *

Comments

Learn About Guaranteed Rental Income

Learn How Much You'll Earn!

We never share your details, unsubscribe anytime.

706-514-4918

Learn How Much You'll Earn

MacBook Air



2

Hire Full Time BD Rep?

Break-Even Analysis on BD Rep



\$80,000

1st Year Salary



16 Homes

1st Year Growth

x \$5k



\$80,000

1st Year Margins

x \$50k

\$800,000

10 Year / Lifetime Margins

What does the best BD Rep look like?



Captain



Persuader



Maverick



Rainmaker



Trailblazer



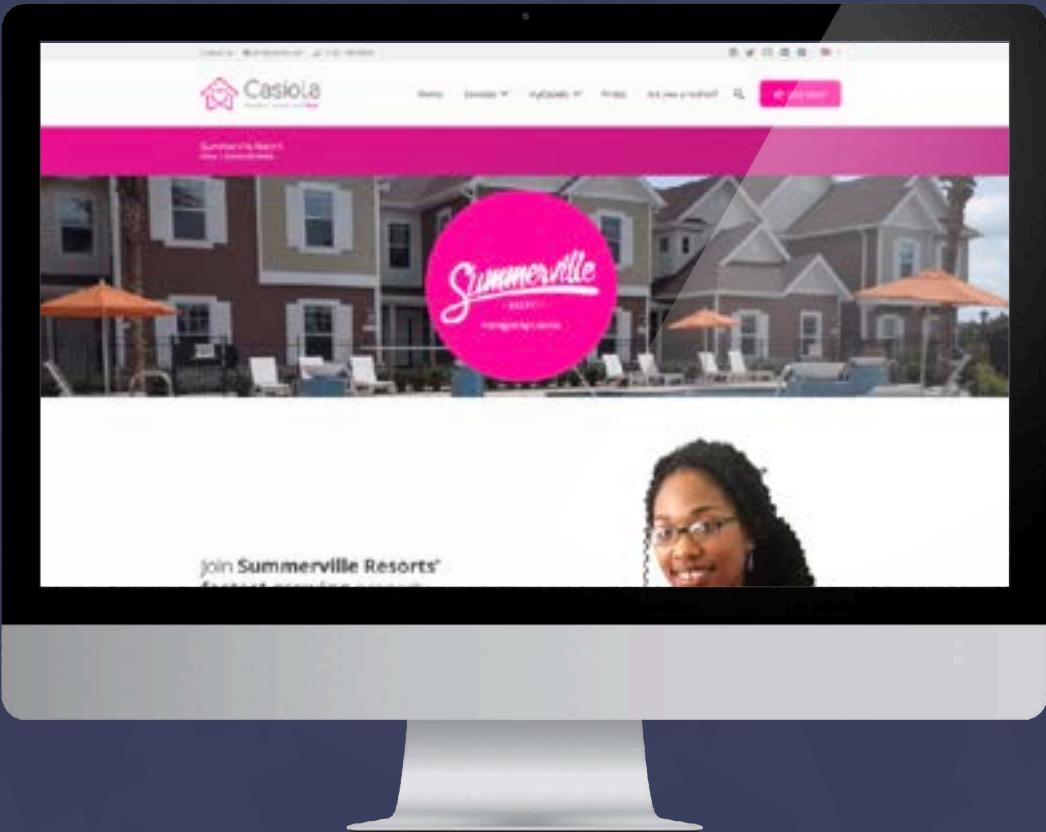
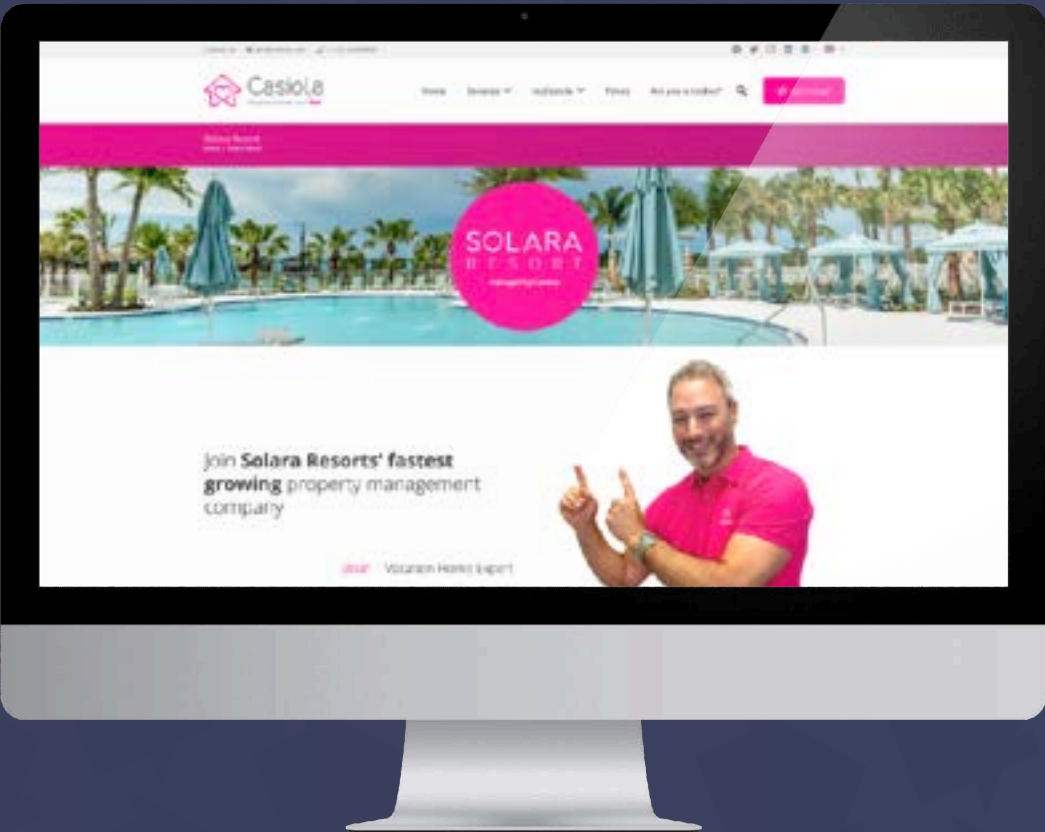
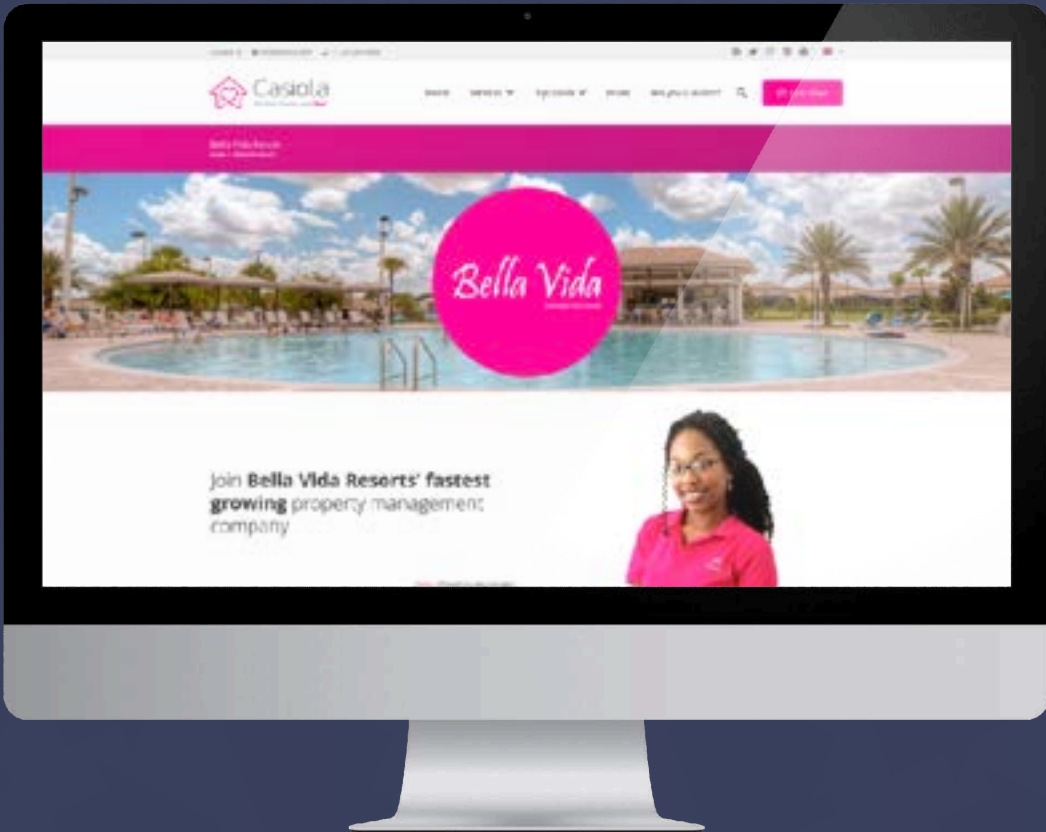
Landing Pages

Increase conversions with optimized Owner Landing Page



Free Download
Key Elements of a
Great Landing Page

Microsite Landing Pages





Data

Target the Right Leads with these Data tricks



Tax Records / MLS



List Brokers



VR Permit Data



Scraped Data

[illegible]

Segmenting Data Sources by Target List



A Targets
Monthly



Direct Mail



Email



List Based
Retargeting



IP Targeting



B Targets
Quarterly



Direct Mail



Email



List Based
Retargeting



C Targets
Annual



Direct Mail



Email

Segmenting Data Sources by Target List



Super A Targets
Monthly



Direct Mail Email List Based Retargeting IP Targeting Swag



5

Execute Omnichannel Marketing

Realize Marketing Synergies Using Omnichannel Approach



Consistency is Key with Direct Mail



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.



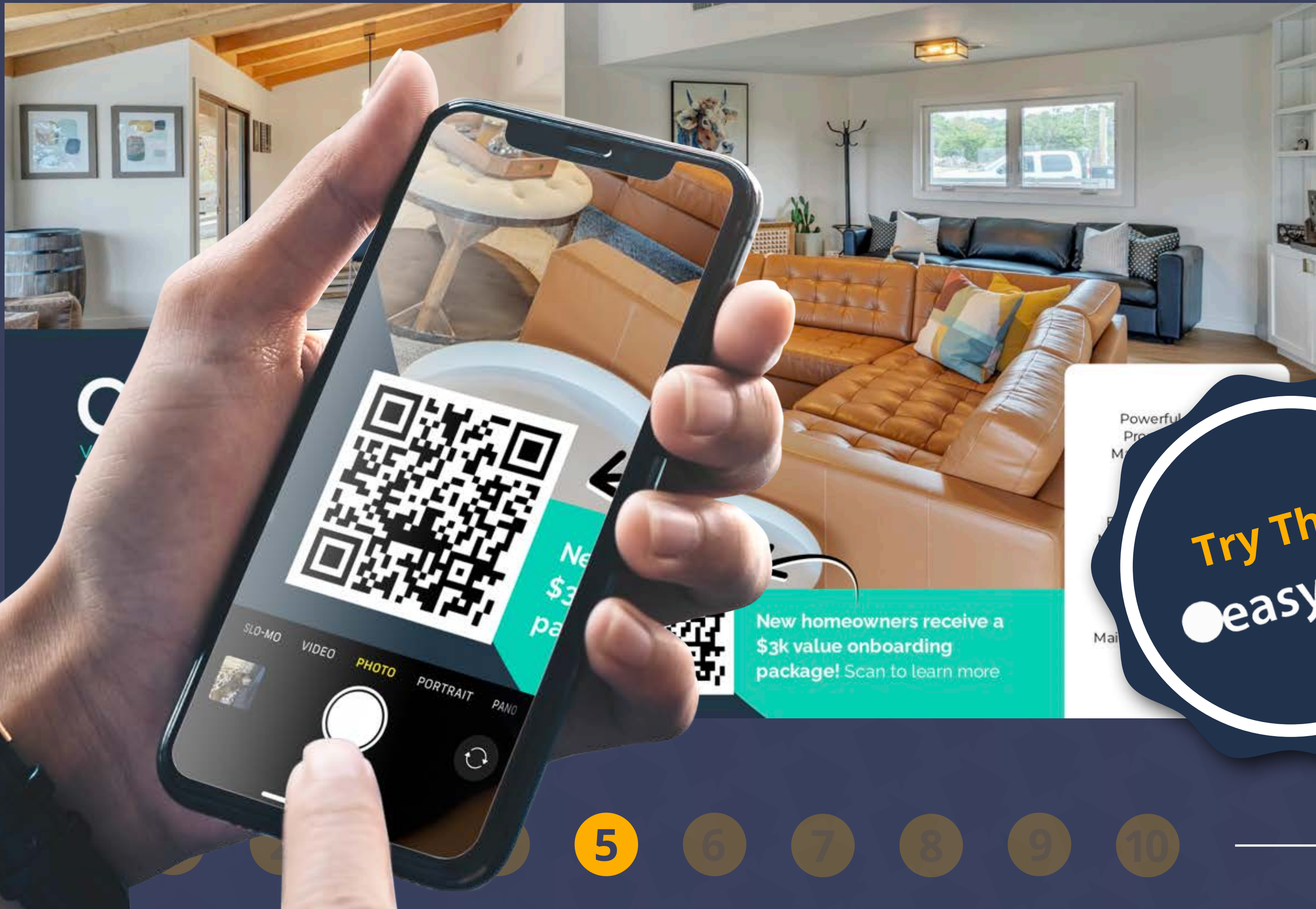
Exceptional Property Care
We treat your home as if it were our own. You can rest assured Casago will keep your property in top condition and performing its best.



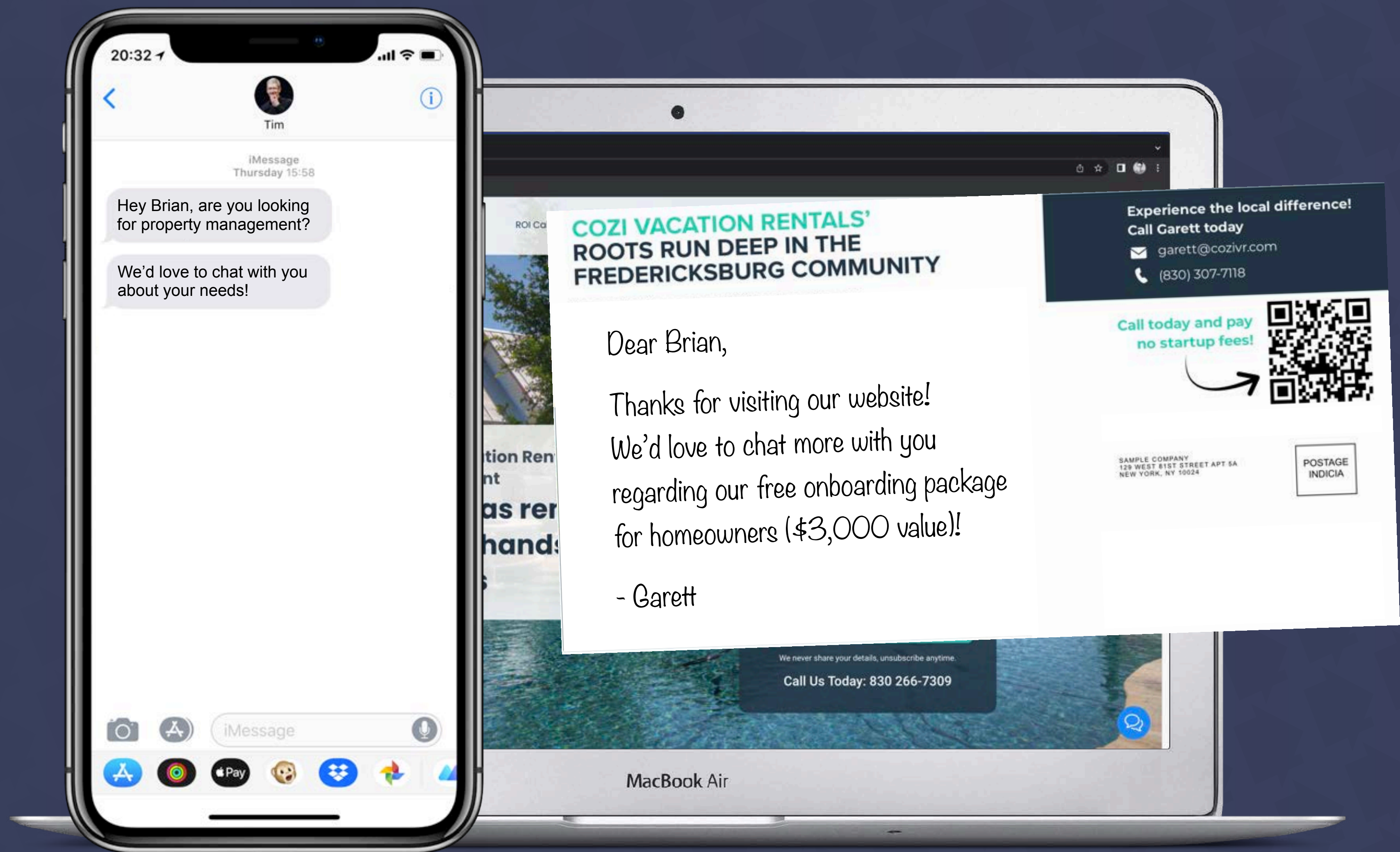
World-Class Hospitality
With Casago, your guests will experience the familiar standards, consistency and convenience of a hotel with the care and 24/7 service of a professional.

Try This!
handwritten

Leverage QR codes / PURLS



Leverage QR codes / PURLS



Convert Cold Leads Into Warm With Automated Outreach



New message

 To
Subject

Hi [First Name],

I did some research, and it looks like you own the property at [address].

For the last XX years, we've been helping homeowners like you maximize their rental income.

Would you mind if I worked up a pro forma for your property to estimate what it could earn as a vacation rental in our program?

Thanks!
[Your Name]

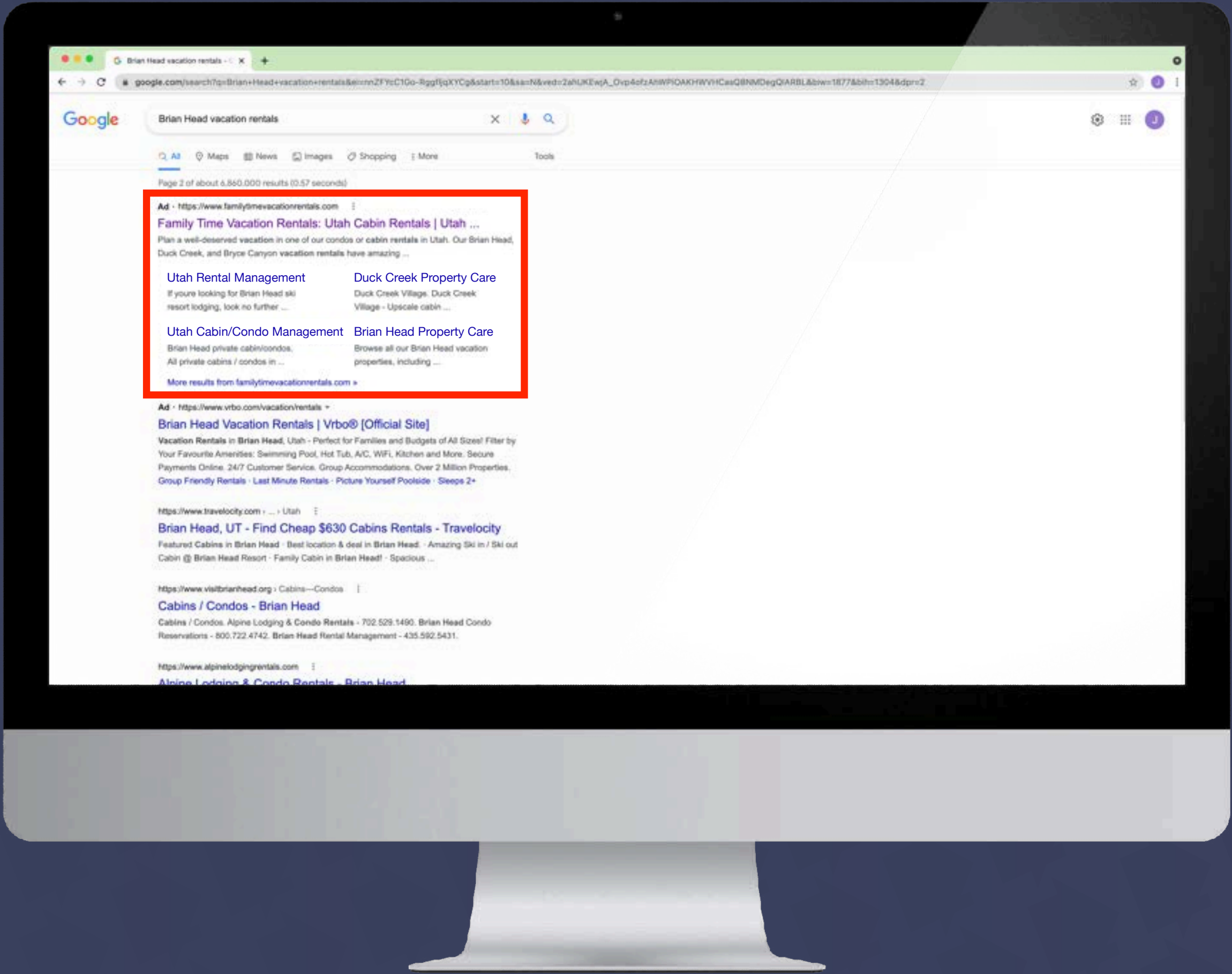
Send

Save

Cancel



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

airbnb co host

vacation home property management

property management companies

vacation rental management companies

vacation home manager

property management vacation rentals

best property management company

property management rentals

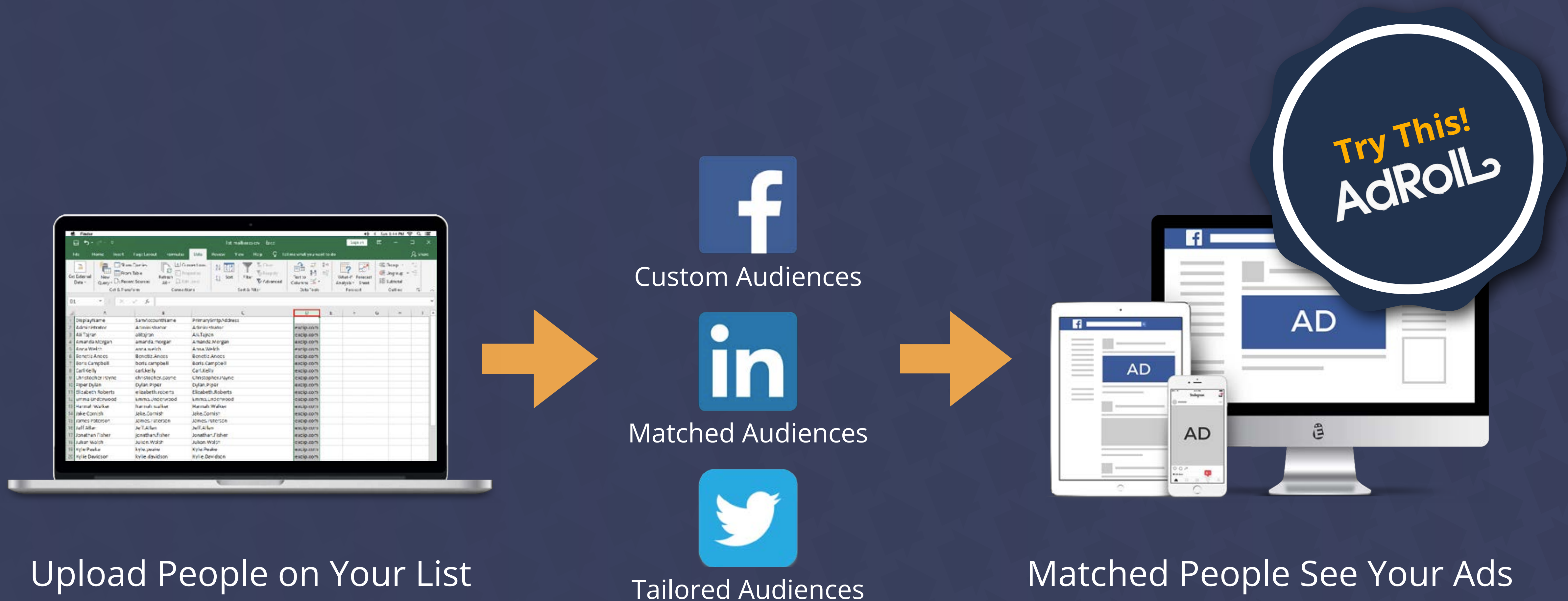
vacation rental managers

short term rental management

airbnb property management

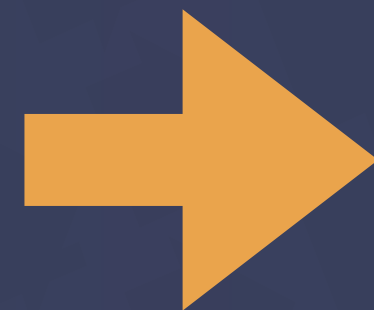
short term rental property management

Capture Better Leads with List Based Retargeting

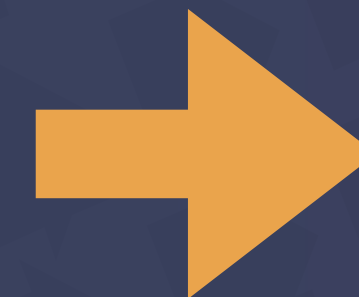


Ads Targeted to Your Leads, Where They Are

Upload Address
List of Targets



Match Home Address
and IP Addresses



Serve Up Display Ads on
Target's Computer

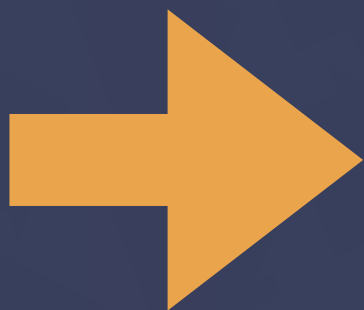


Stop The Leak in Your Sales Funnel With Retargeting



Direct Mail Retargeting

Prospect Visits
Your Website



Match Home Address
and IP Addresses



Mail a Postcard to
Your Target





6

Speed & Responsiveness Matters

Speed Matters



Call back **within 2 minutes**

10x vs waiting 1 hour

10,000x vs waiting 1 day



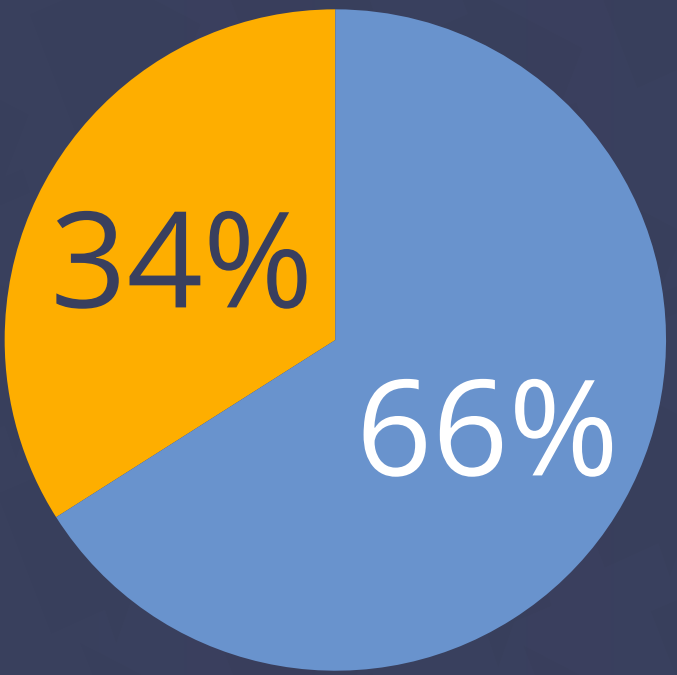
HubSpot

HARVARD
UNIVERSITY



Responsiveness Matters

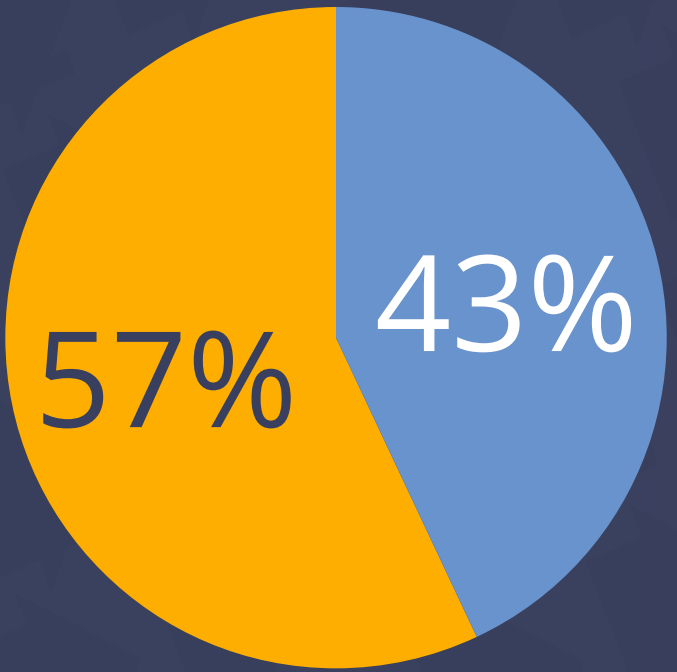
VRMs Picked Up the Phone



34%

Of the Times
We Called

VRMs Called Us Back



57%

Of the Times
We Left a Message

Responsiveness Matters

Mega-Managers
Always Pickup the Phone!

100%

THEY NEVER MISS A CALL!



"80% of Success Is Showing Up"



7

Get a CRM With Marketing Automation

Track Your Leads With a CRM



CRM with Automation



ActiveCampaign >

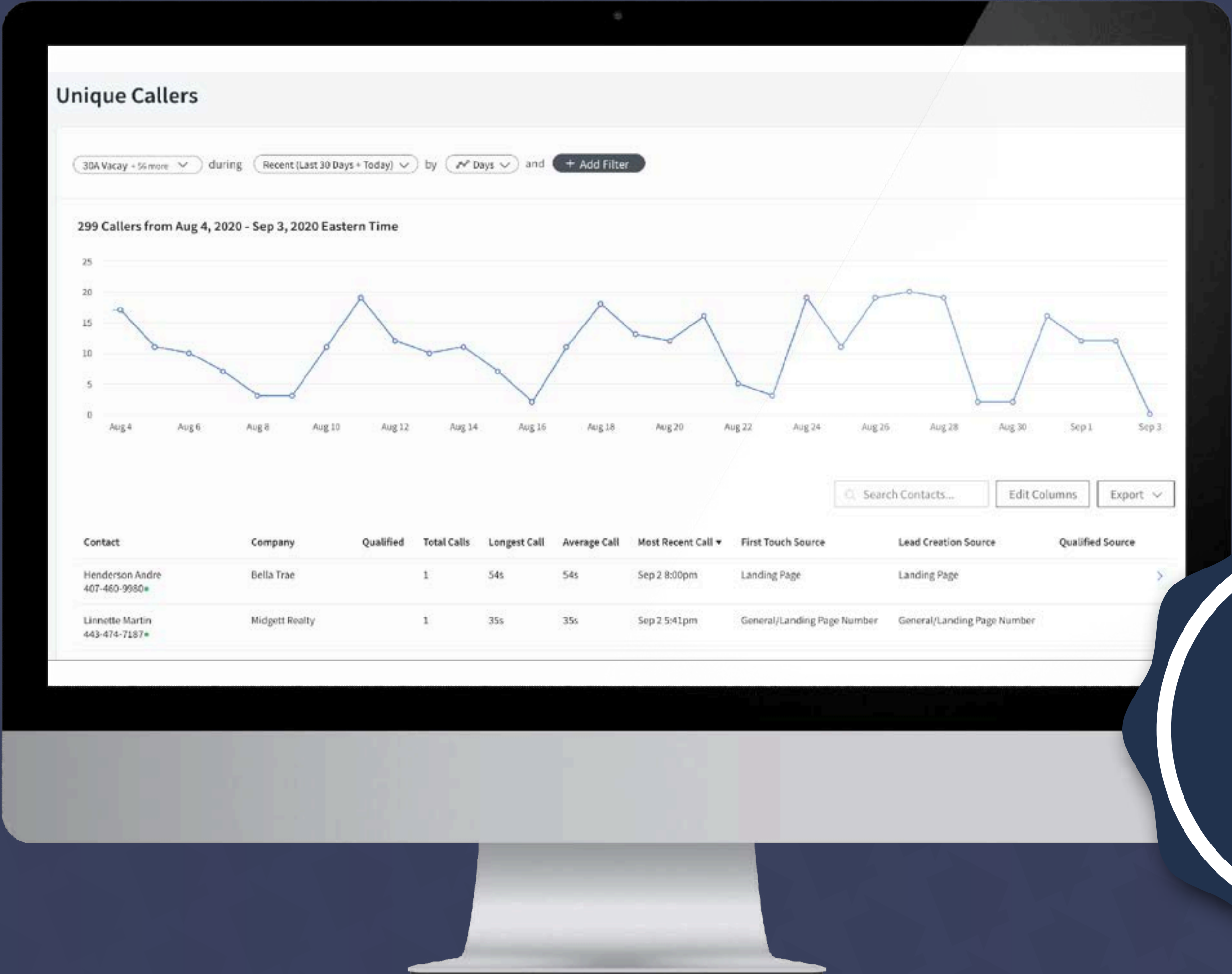


Customer Acquisition								
My Campaigns								
Get More Customers								
Customer acquisition campaigns help you to produce more "hot" sales leads who are ready to engage.								
Name	Total	Active	Completed	Replied	Reply %	Status	Campaign ID	
1. Form Submission New Lead	1	1	0	0	0.00%	Published	JdyfEJDOG8ZyflbctBh5	
1. Initial Nurture	3	0	3	0	0.00%	Draft	01abOpb5mAr5ISEMLDiF	
2. Appointment Confirmation and Reminders	0	0	0	0	0.00%	Draft	N4vU74iCXelOfmTYW6E5	
3. No Show	0	0	0	0	0.00%	Draft	2RsJ1lgeBwO2pukl6RsP	
4. Negotiation	0	0	0	0	0.00%	Draft	0tiKUg1x0mCRbU8PVTzb	
4. Negotiation	0	0	0	0	0.00%	Draft	TkwsQpwYQd0qV3QplFzl	
5. Gone Dark	0	0	0	0	0.00%	Draft	oLtdcny70yFXuXo6uO0G	
5. On Hold	0	0	0	0	0.00%	Draft	6sHbJMArXALRvxCHSMnF	
6. Long Term Nurture	0	0	0	0	0.00%	Draft	93aoWAEdOSdvr8P IQK L	

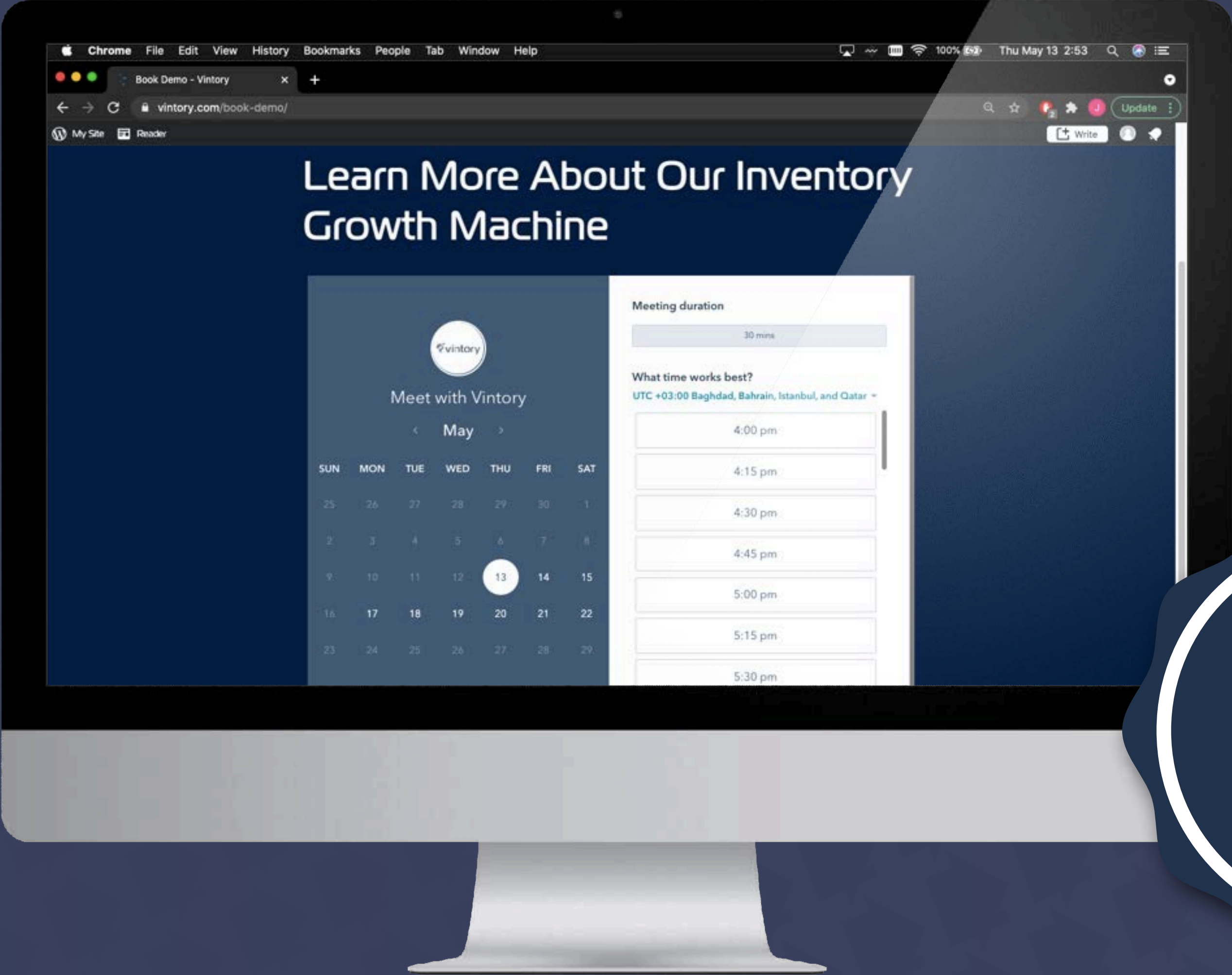


Leverage Effects

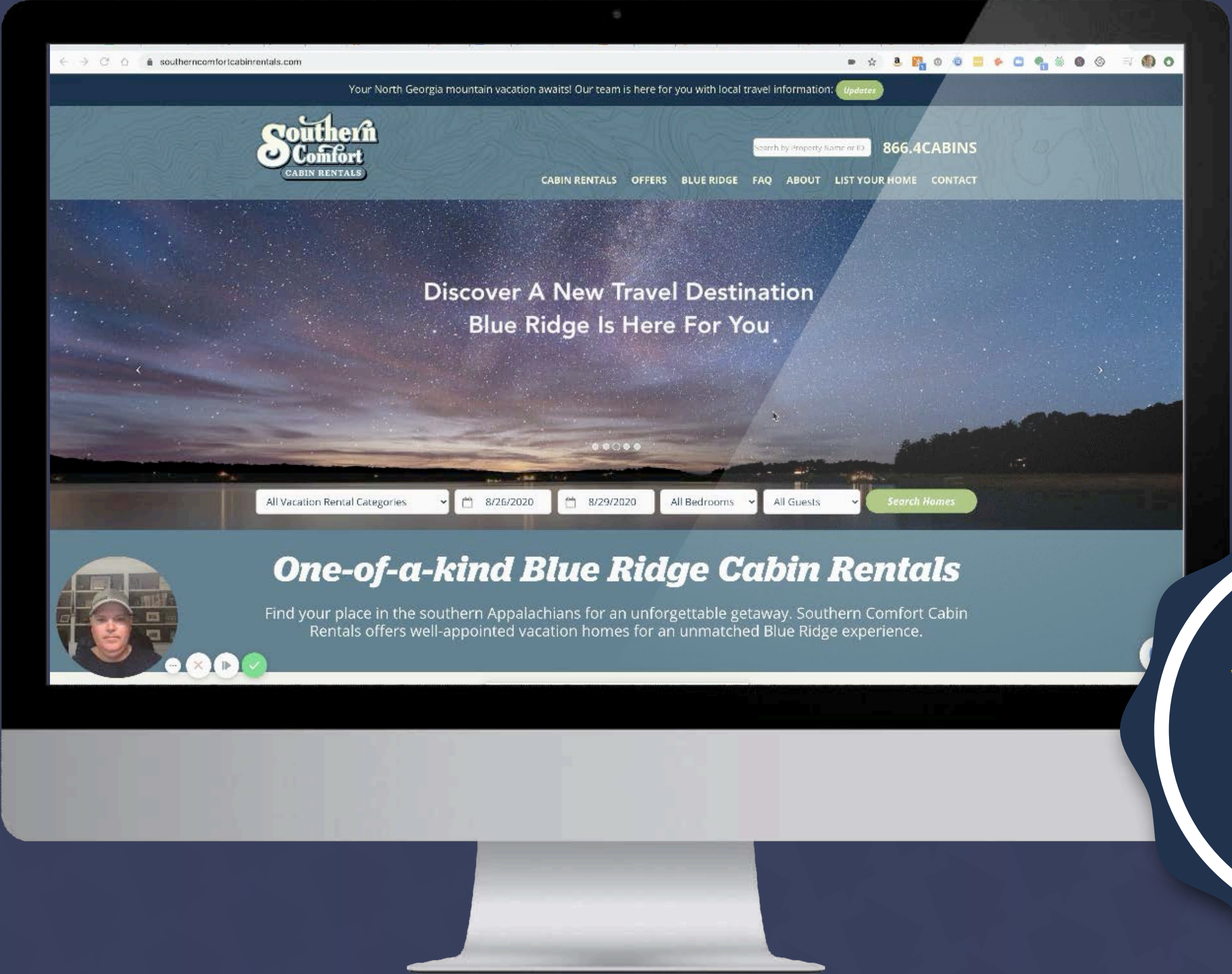
Track Your Campaign Calls



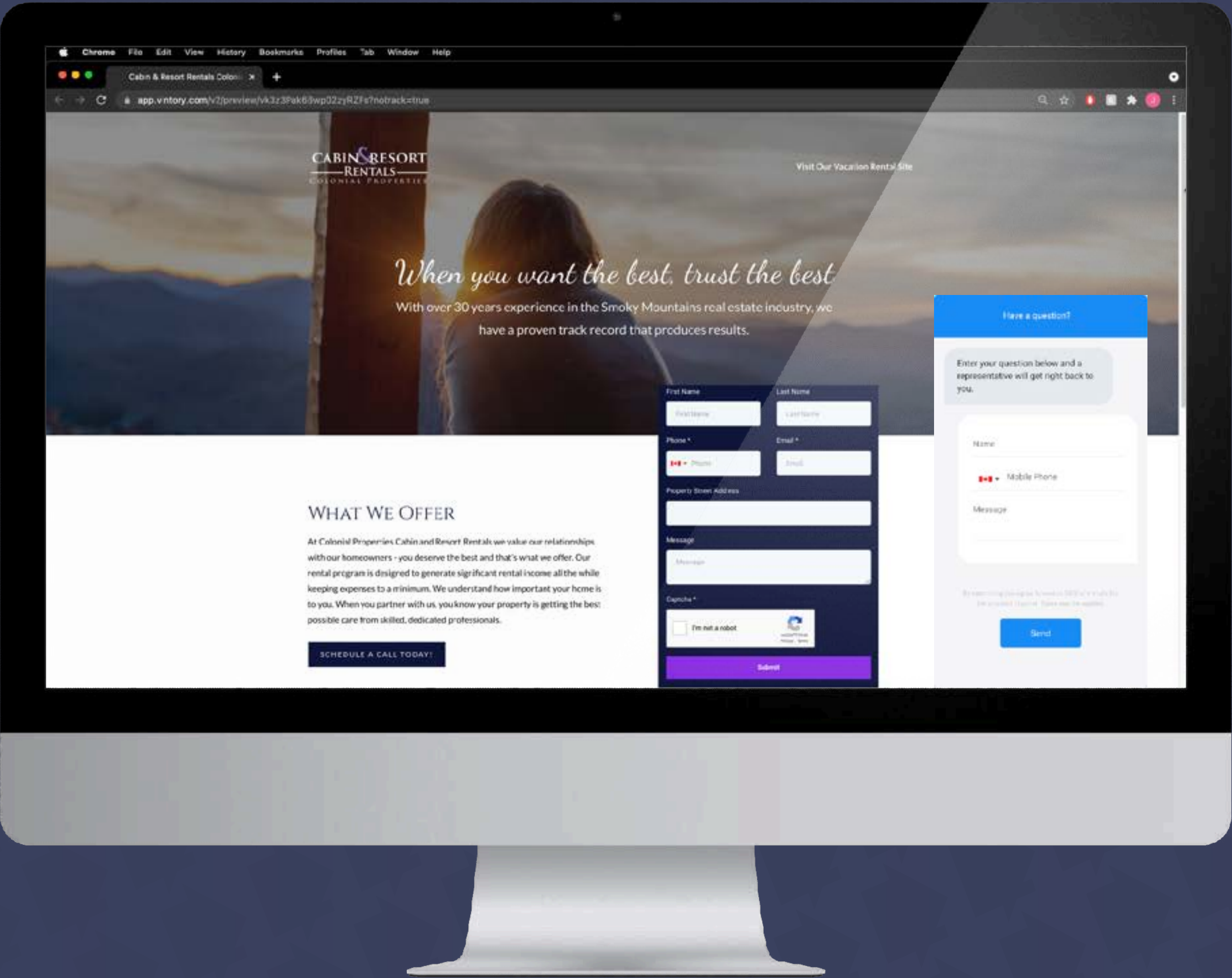
Make it Easy For Leads to Meet With You



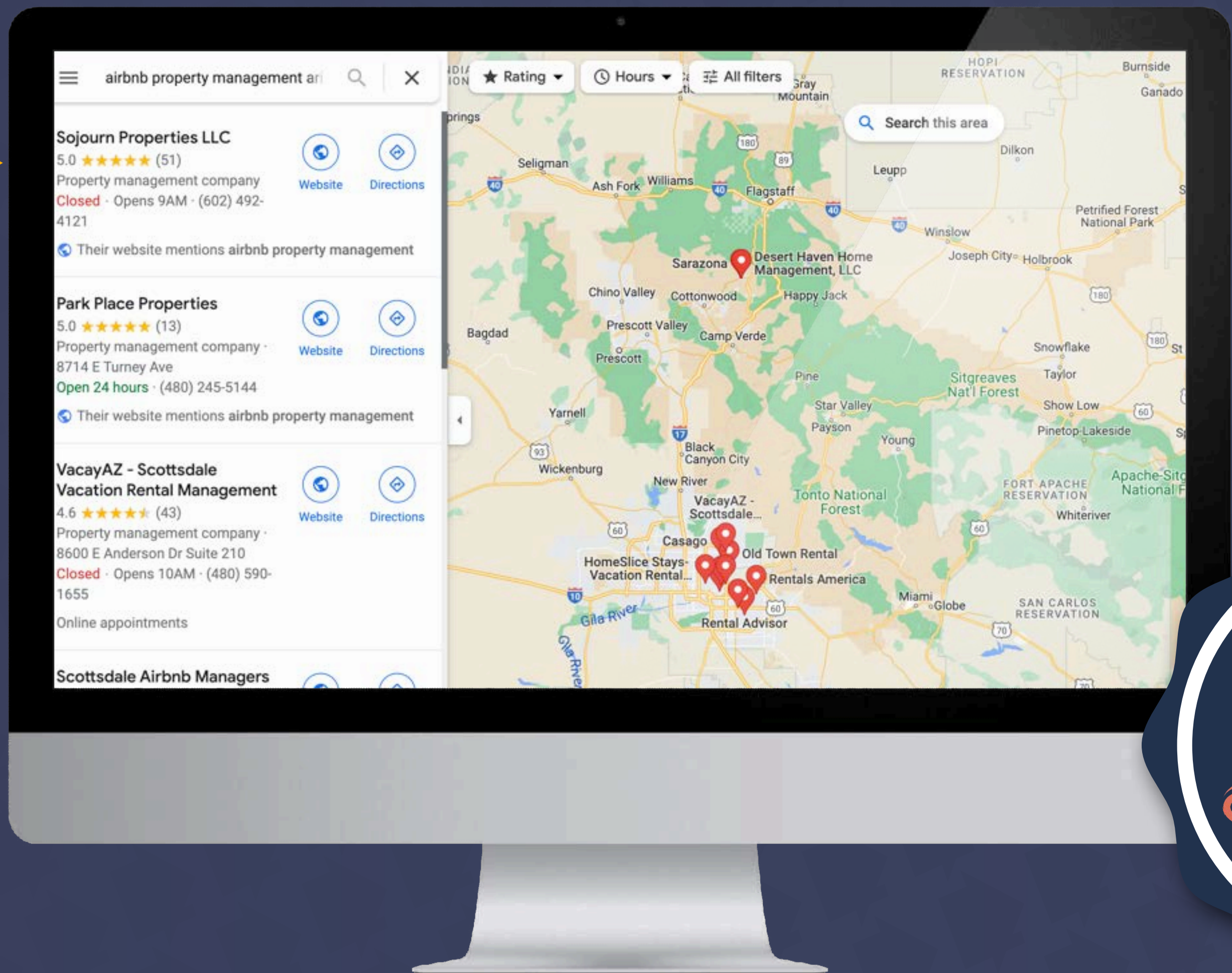
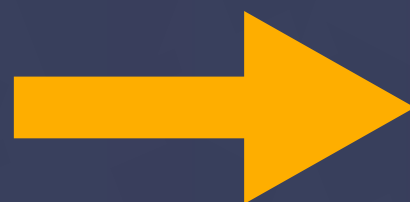
2x Your Engagement Rate With Video Email Marketing



Convert Visitors Into Customers with Chatbots



Increase Leads through GMB

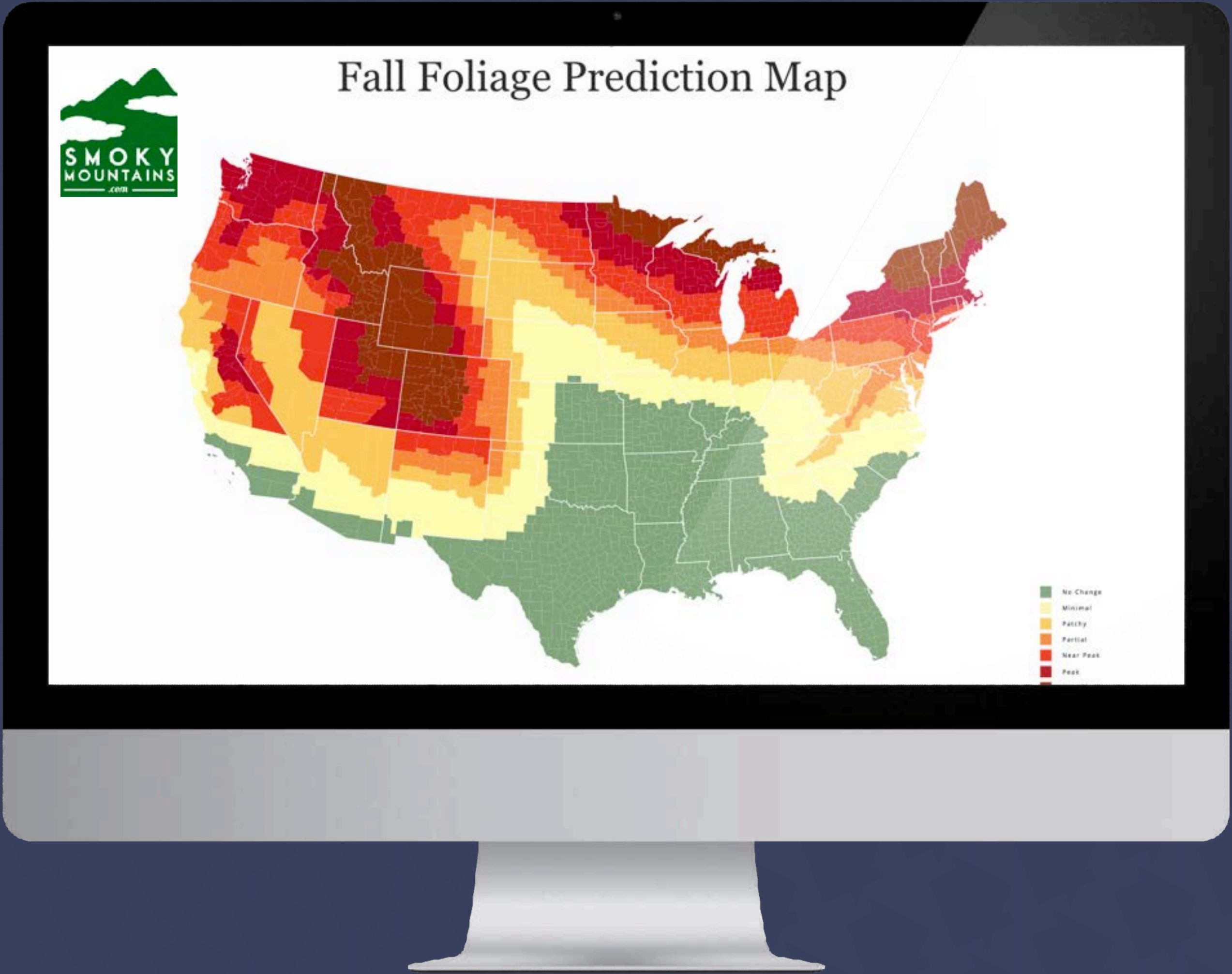




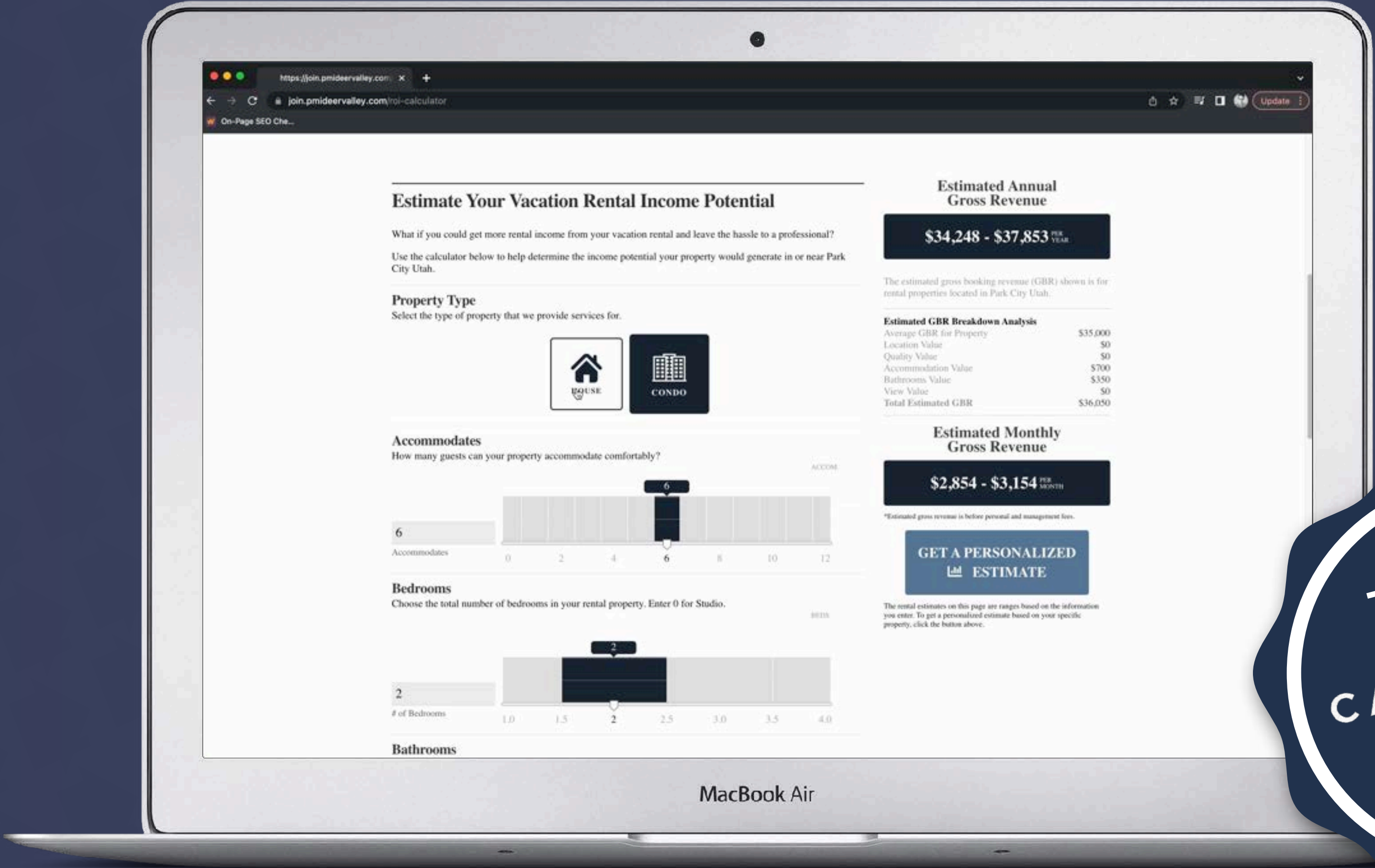
9

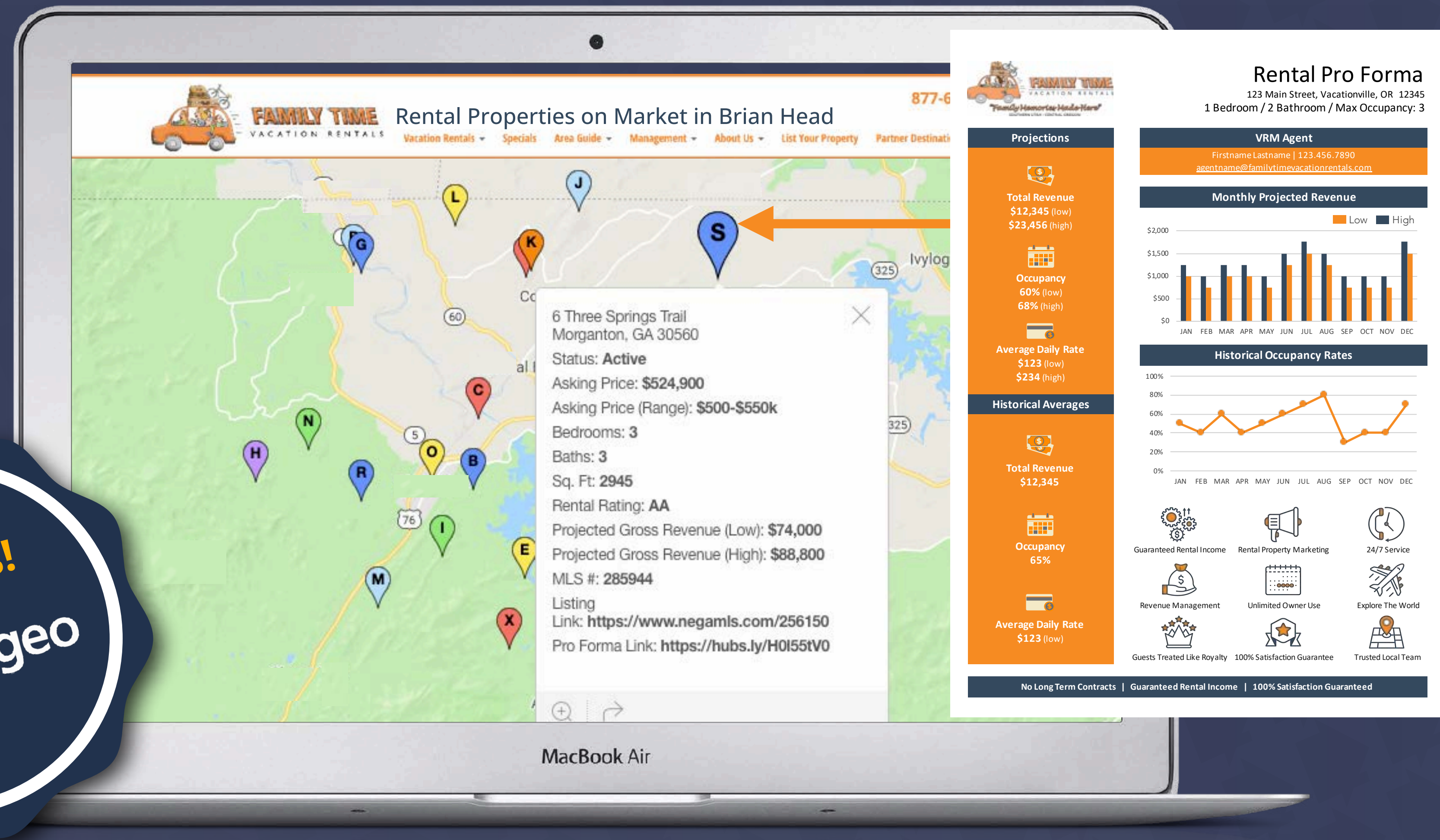
Inbound Marketing

Use Interactive Content to Add Value & Empower Leads



Use Interactive Content to Add Value & Empower Leads







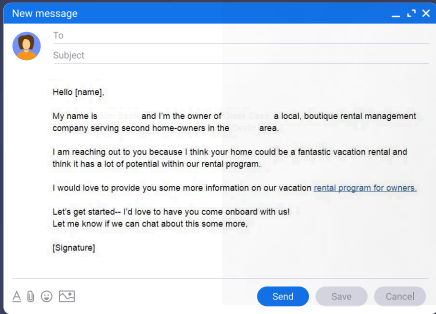
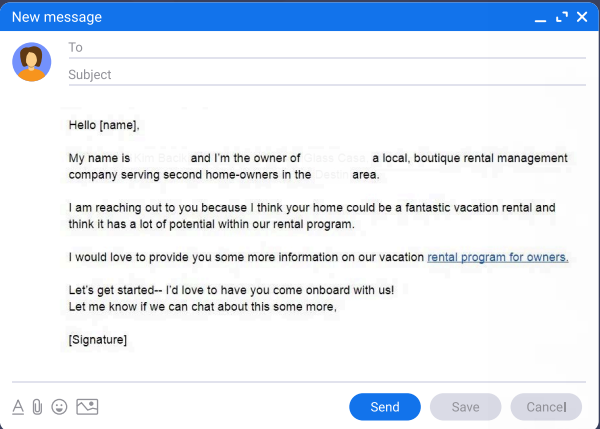
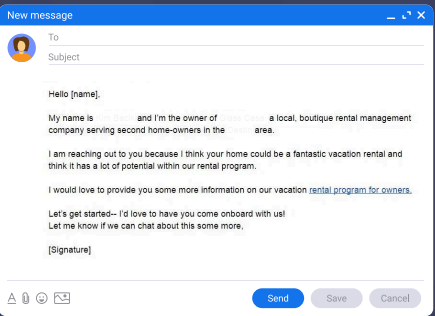
10

Referral Marketing

Target Realtors & Influencers With An Omnichannel



Realtor Lead Machine





The #1 Strategy...

BONUS!



Build a Great Freaking Company!

Thanks For Attending!



Go to **www.vintory.com/PMI** and get:

- Free Homeowner Data File (*Up to 500 Records*)
- Free Homeowner Landing Page
- Try Vintory's Software Risk Free for 60 Days!





IMPACT

Questions?



IMPACT

Thank You! Get in Touch!



Brian Riggs

brian@vintory.com

www.vintory.com