



# Scaling Your Business While Meeting Owners' And Guests' Expectations



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Presented by



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Bright Host

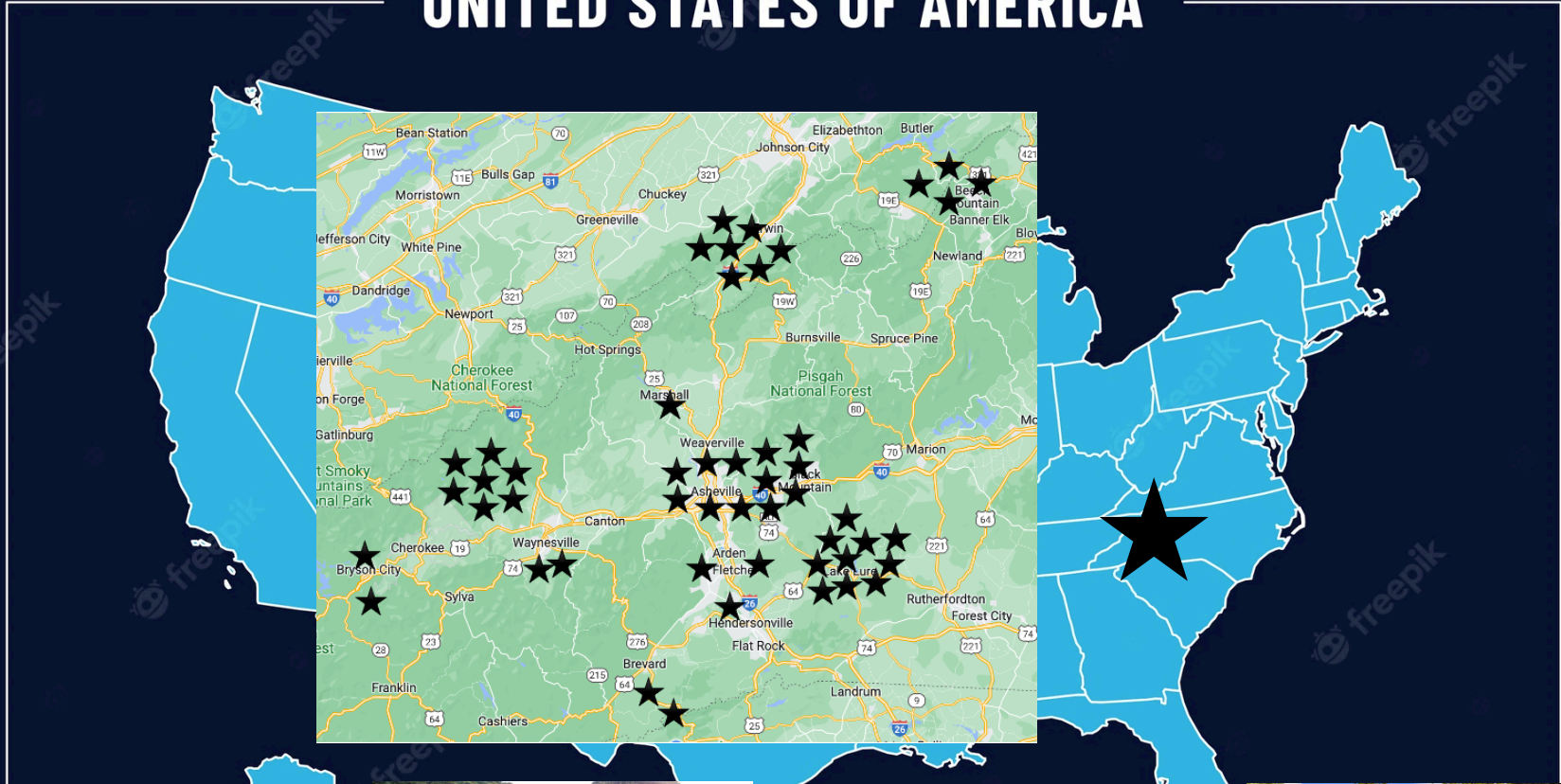


*Bright Host*  
VACATION RENTALS

## Management Model



# UNITED STATES OF AMERICA





# Bright Host... by the numbers



- Founded: 2021
- # Full Time Employees: 4
- # Contractors: 10
- # of Properties: 50



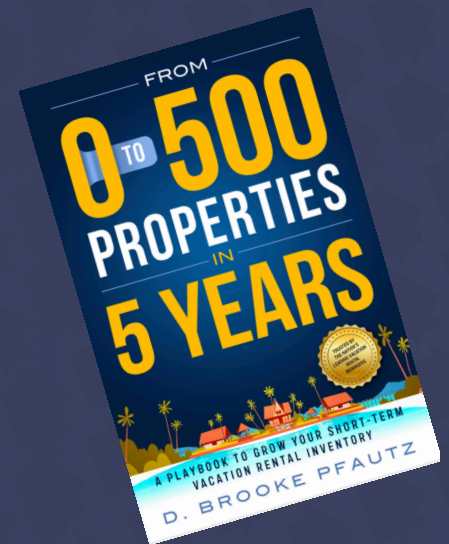
# Bright Host Tech Stack





# What We'll Cover Today

- \* **Intro: Value of Inventory**
- 1 Positioning / Messaging
- 2 Landing Pages
- 3 Data
- 4 Omnichannel
- 5 CRM
- 6 Leverage Effects
- 7 Inbound Marketing
- 8 Referral Marketing
- \* **BONUS!**



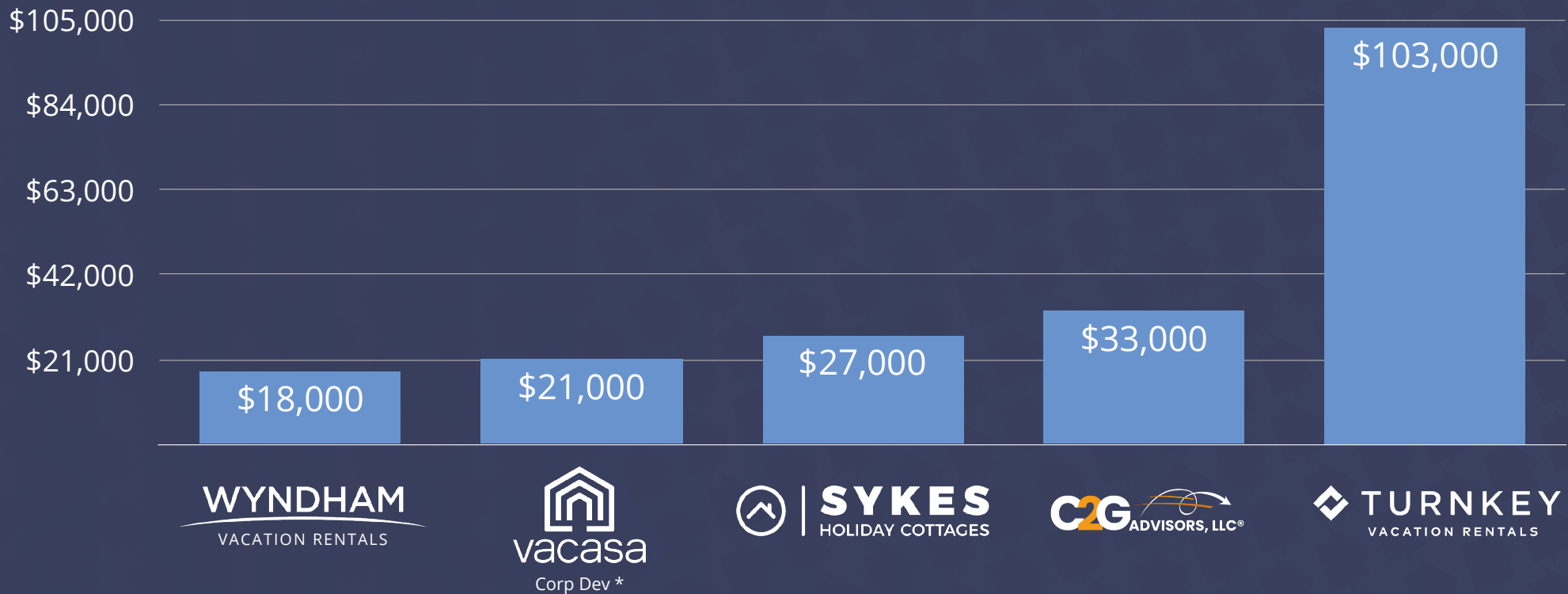


# Value of Inventory... at Exit

# Recent Valuations



Value Per Management Contract



\*According to Vacasa Investor Presentation on 7/21



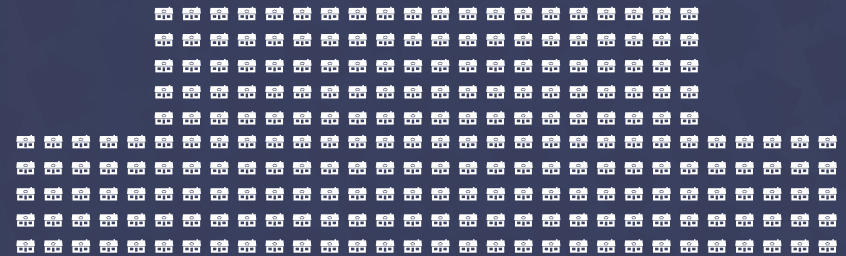
# Value of Inventory... at Exit



**\$20,000** / property

x 50 Properties

**\$1,000,000**



**\$20,000** / property

x 250 Properties

**\$5,000,000**





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# Positioning / Messaging



# Messaging



**Inventory Acquisition:**

**Key Messaging Building Blocks Worksheet**

COMPANY \_\_\_\_\_

**1 Features & Benefits**

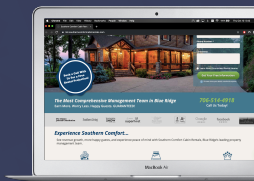
Features are factual statements of what your service does, describing which attributes set it apart from the competition. Benefits describe why those features matter and how they help your target audience. Benefits entice the customer to buy. It answers the question "what's in it for me?" They highlight the key features within your rental program

- Revenue Management** Give your home the competitive edge with dynamic pricing and rates optimized daily
- Marketing** Target, attract & book qualified guests with photography, social media ads, and optimized listings on Airbnb
- 24/7 Maintenance** Keep your home running smoothly around the clock with a fast, reliable maintenance team
- Housekeeping** Make the perfect first impression with wall-to-wall cleanings before guests arrive
- Inspections** Know your property is guest-ready with top-to-bottom inspections every week
- Direct Bookings** Earn more year after year as guests book their stay directly on our website
- Guest Screenings** Book only the most qualified guests who'll enjoy your home the right way
- Local Support 24/7** Know that you have a friendly, accessible team right up the road 24/7
- Guest Damage Coverage** Save more when you let us cover accidental guest damage coverage up to \$1k
- Reporting & Taxes** Skip the tax filing headache with a team that tracks every penny
- Owner Portal** Stay in the loop on your property with our easy-to-use owner portal that lets you check everything from your calendar to your maintenance requests
- Unlimited Owner Use** Block off your vacation days with ease, and enjoy your home as often as you want
- Guest Concierge** Make every guest feel like a VIP with everything from grocery delivery to ticket purchases
- Automated Touchpoints** Give guests a seamless experience with automated touchpoints from booking to checkout
- No Nickel and Diming**

**2 Unique Selling Proposition (USPs)**

A USP is one thing that really sets you apart from the competition.

- You have 70% direct bookings
- You have weekly payouts
- You have a guaranteed rental income program
- You leave a handwritten note in the home for every guest



Unique Selling Proposition



Trust Icons



Social Proof



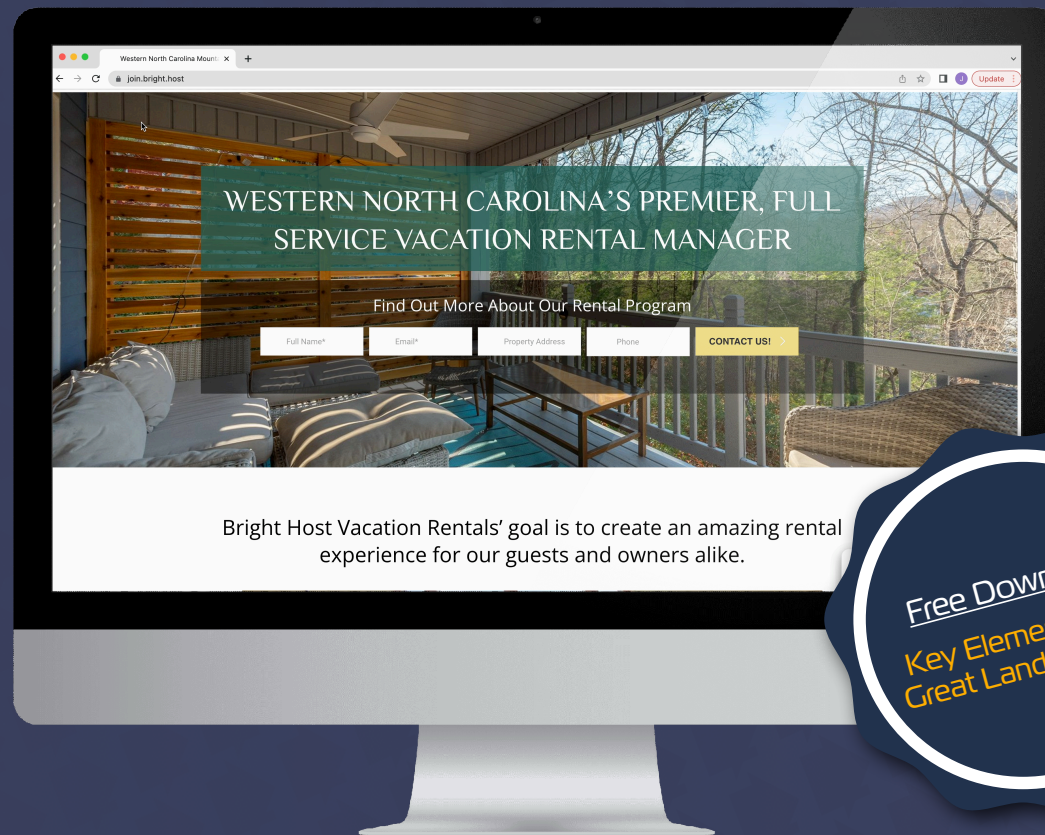
Call to Action



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# Landing Pages

# Increase Conversions With Optimized Owner Landing Page





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**Data**

# Target the Right Leads With These Data Tricks



Tax Records / MLS



List Brokers



VR Permit Data



Scraped Data



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## Execute Omnichannel Marketing



# Realize Marketing Synergies Using Omnichannel Approach



# Consistency is Key with Direct Mail



**Casago**  
homes on the go

*Hey Firstname!*

Get A Free Rental Evaluation & Lease Income

**Santa Barbara Vacation Rental Property Management...**

- Maximum Rental Income Potential**  
Our proven marketing strategies maximize the earning potential of your home, we can generate thousands more in rental income.
- Top-Notch Property Maintenance**  
A well-maintained property is key to leveraging the power of positive reviews. Our attention to detail is key to rental readiness.
- Offer Your Guests a VIP Experience**  
Our willingness to go above and beyond to provide a five-star experience and provide a five-star vacation for them enjoy a vacation.

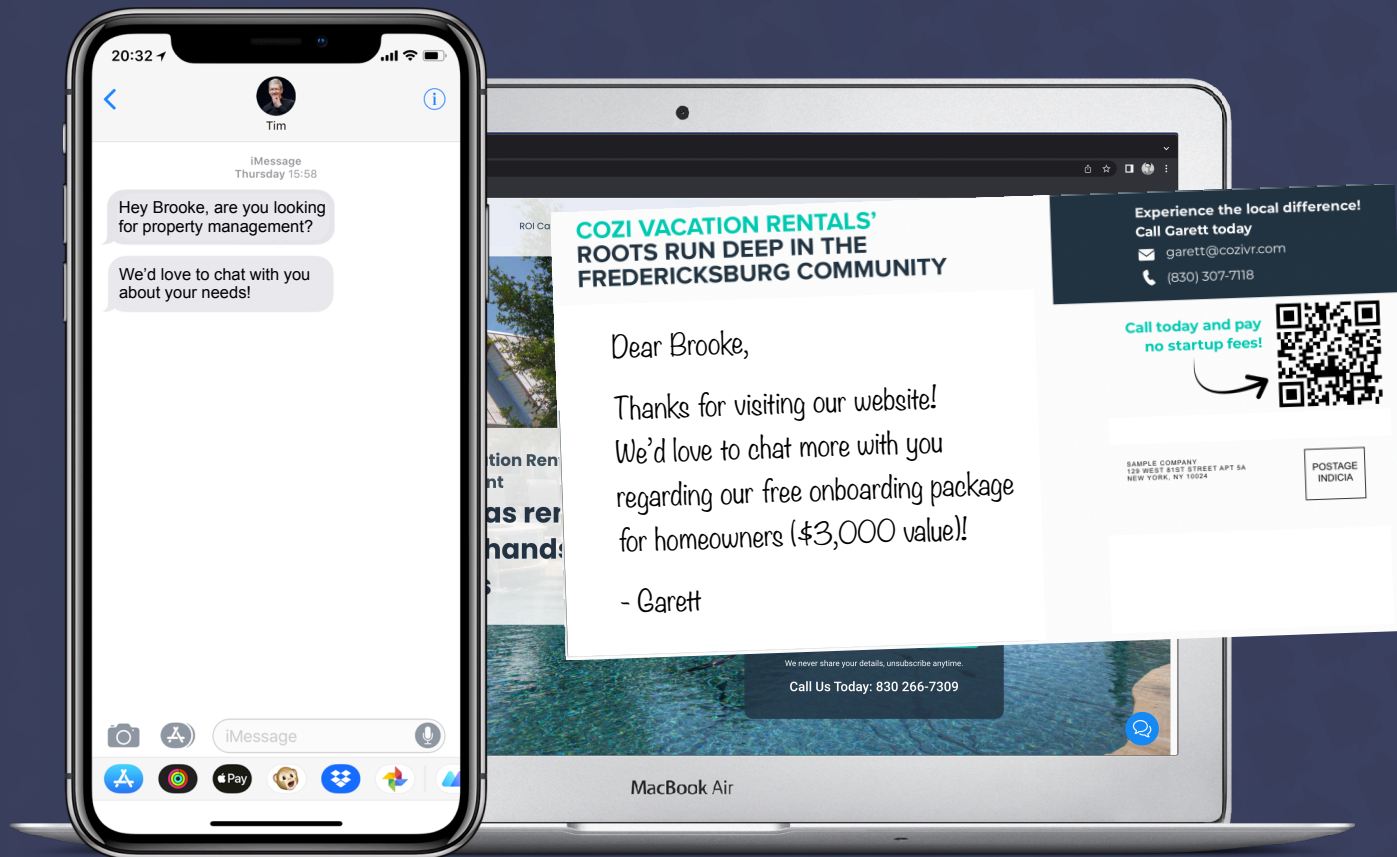
*Try This!  
handwritten*



# 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.

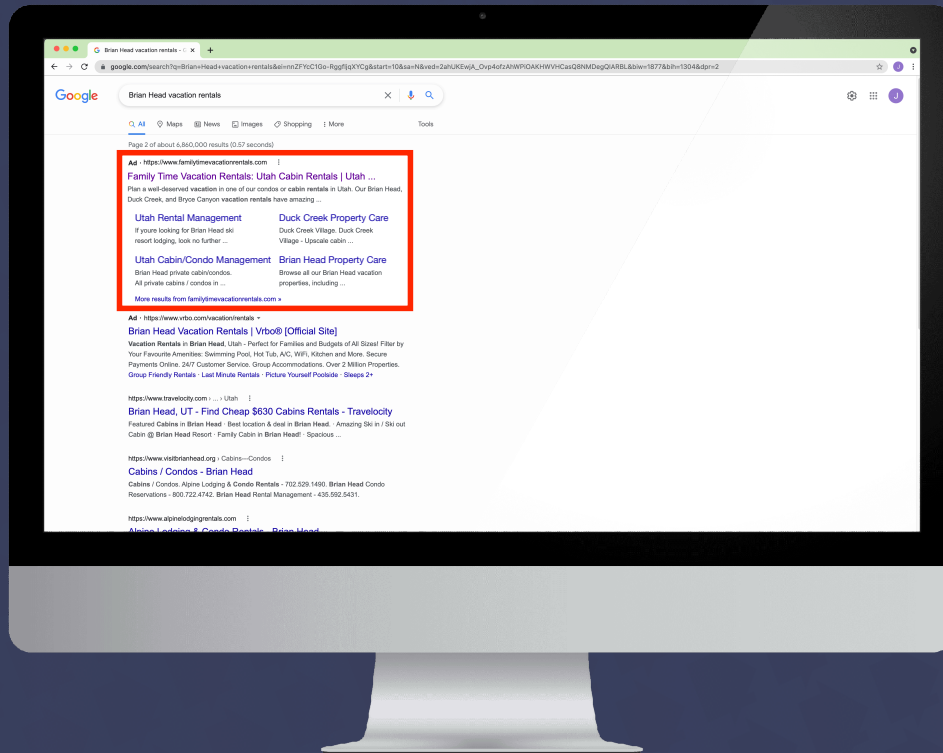
Would you mind if I worked up a pro forma for your property to estimate what it could earn as a vacation rental in our program?

Thanks!  
[Your Name]

Send Save Cancel



# Capture More Leads With PPC Targeted at Owner Intent

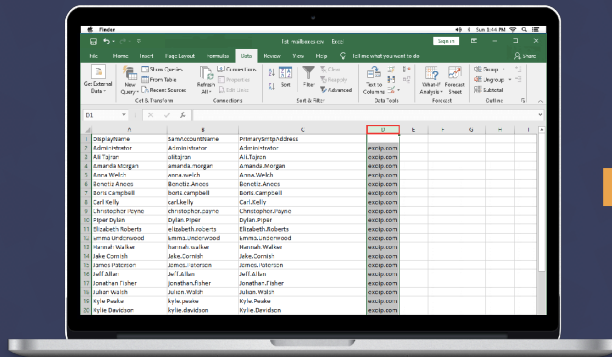


short term rental management companies  
vacation property management  
rental management service  
property management fees  
vacation rental property management companies  
property management  
airbnb management  
local listing management  
vacation home property management  
airbnb co host  
property 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 management  
short term rental property management

Scaling Your Business



# Capture Better Leads with List Based Retargeting



Upload People on Your List



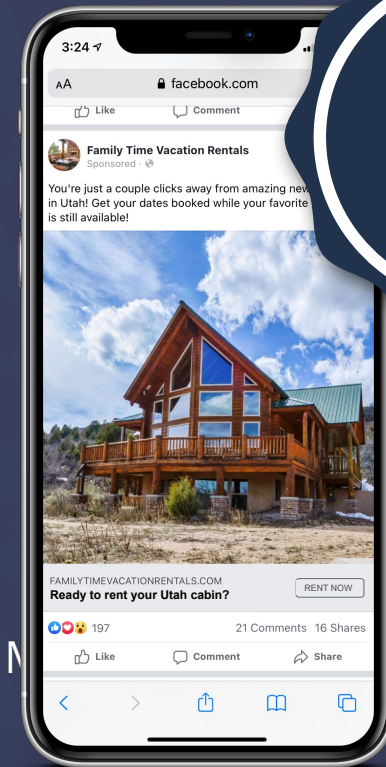
Custom Audiences



Matched Audiences



Tailored Audiences



Try This!  
AdRoll

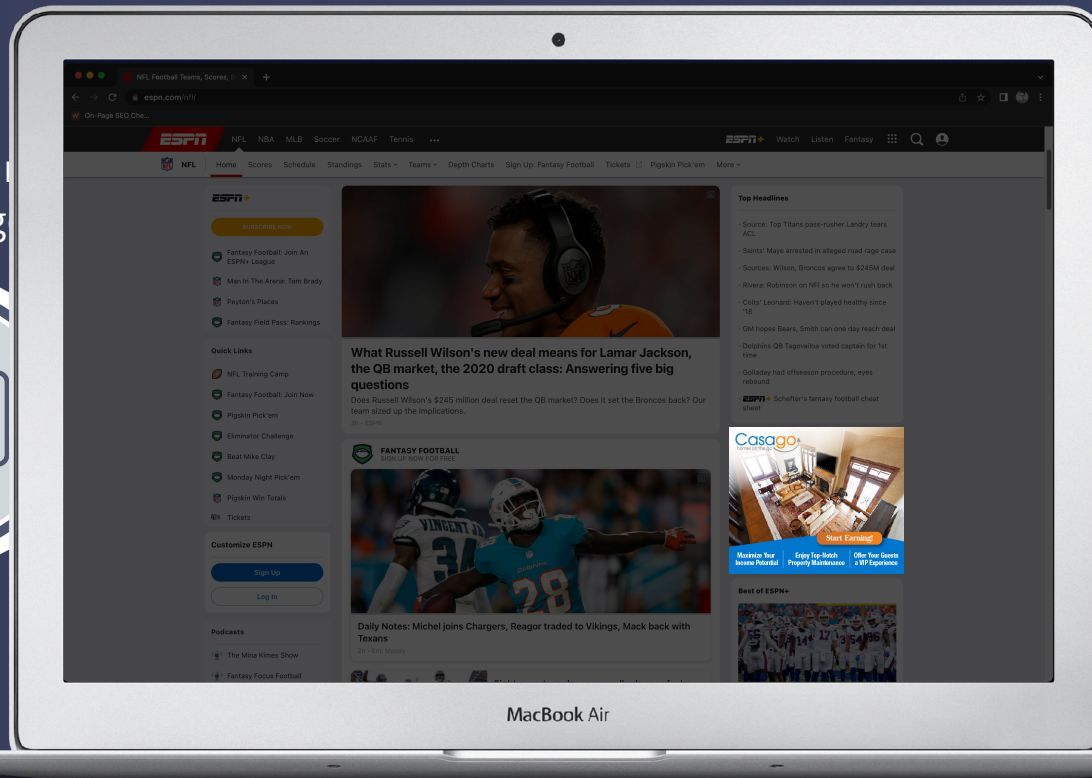
Make Your Ads



# IP Targeting



Upload Address List of Target



Display Ads on Computer



Scaling Your Business



# 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







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## 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	JdyfEJDOG8ZyfbctBh5
1. Initial Nurture	3	0	3	0	0.00%	Draft	01ab0pb5mAr5ISEMLDiF
2. Appointment Confirmation and Reminders	0	0	0	0	0.00%	Draft	N4vU74iCXelOfmTYW6E5
3. No Show	0	0	0	0	0.00%	Draft	2RsJ1lgeBwO2pukI6RsP
4. Negotiation	0	0	0	0	0.00%	Draft	0tikUg1x0mCRbU8PVTzb
4. Negotiation	0	0	0	0	0.00%	Draft	TkwSQpwYQd0qV3QpIFzl
5. Gone Dark	0	0	0	0	0.00%	Draft	oLtdcny70yFXuXo6u00G
5. On Hold	0	0	0	0	0.00%	Draft	6sHbJMArXALRvxCHSMnF
6. Long Term Nurture	0	0	0	0	0.00%	Draft	93acWAEdQSDyr8P_I0K_I

Scaling Your Business

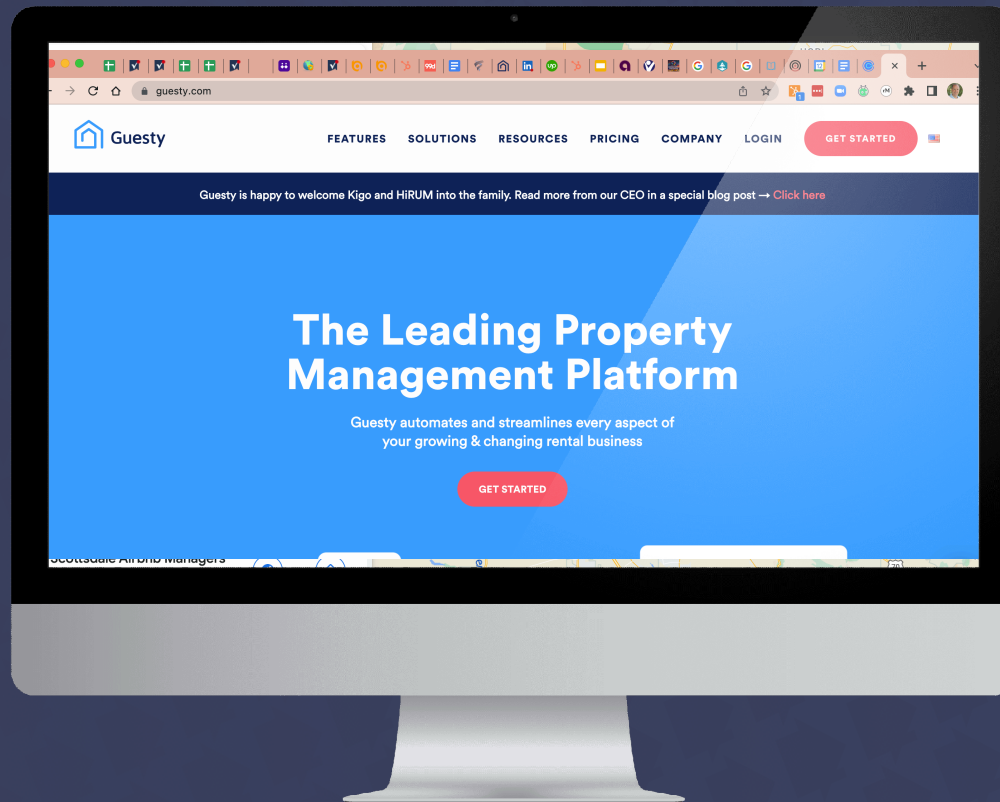




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# Leverage Effects

# Get a Great Software Platform

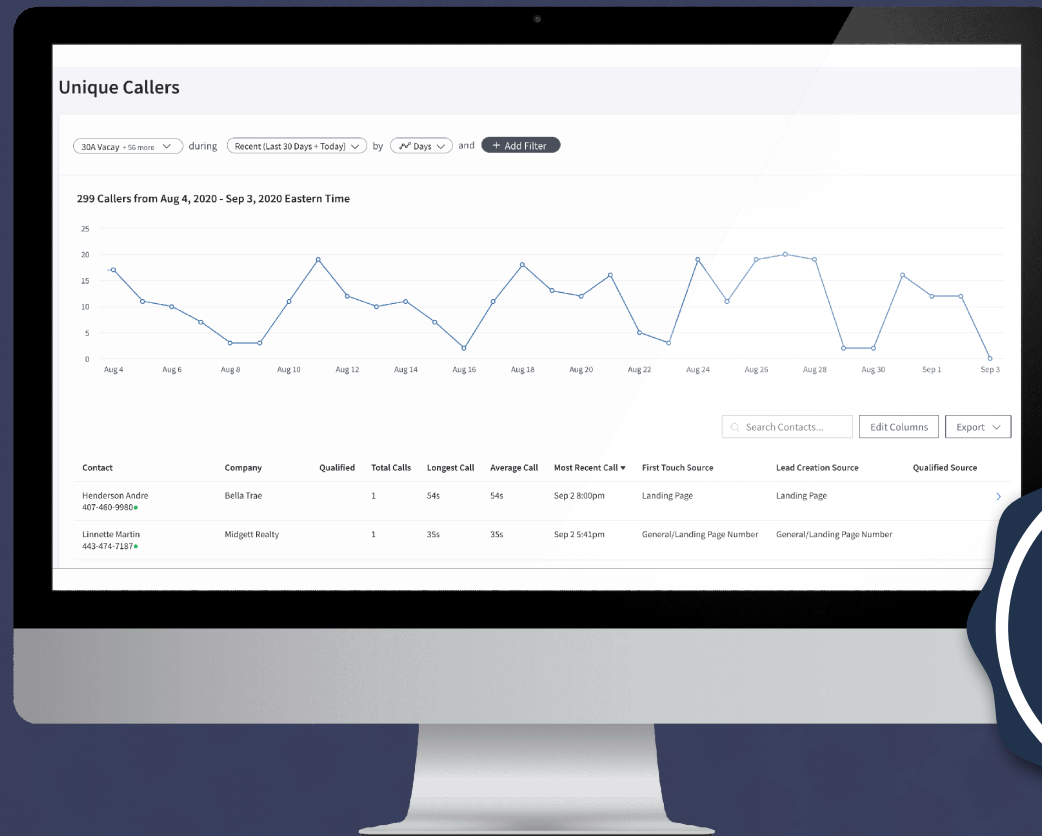


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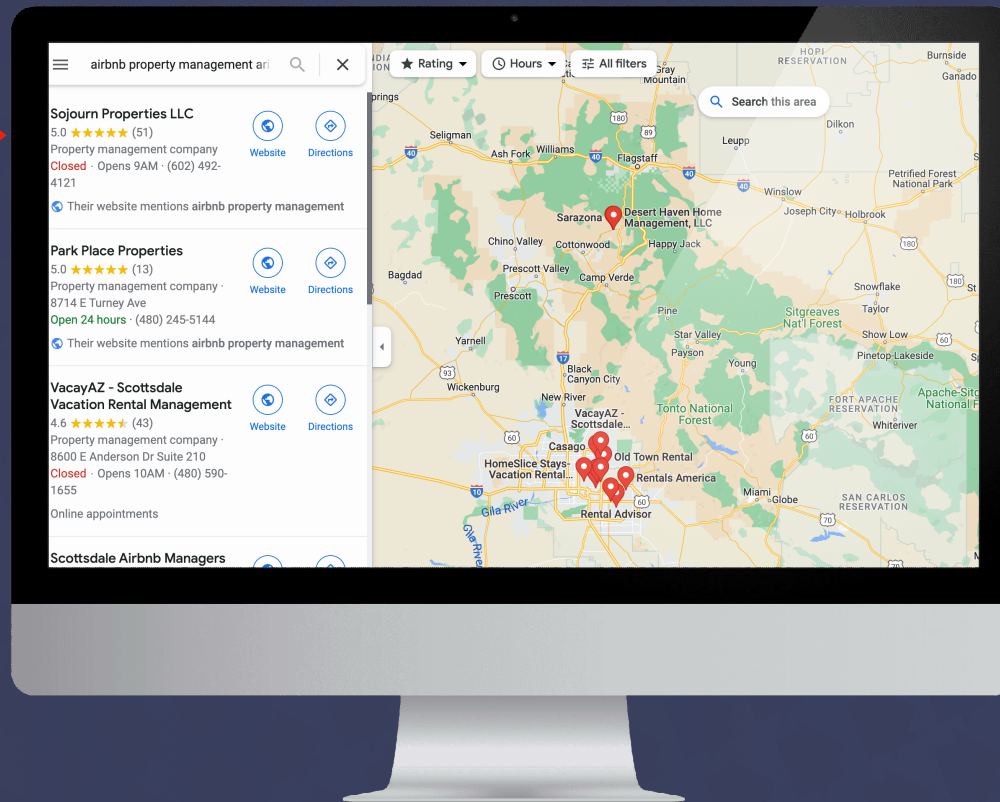
JK

# Track Your Campaign Calls

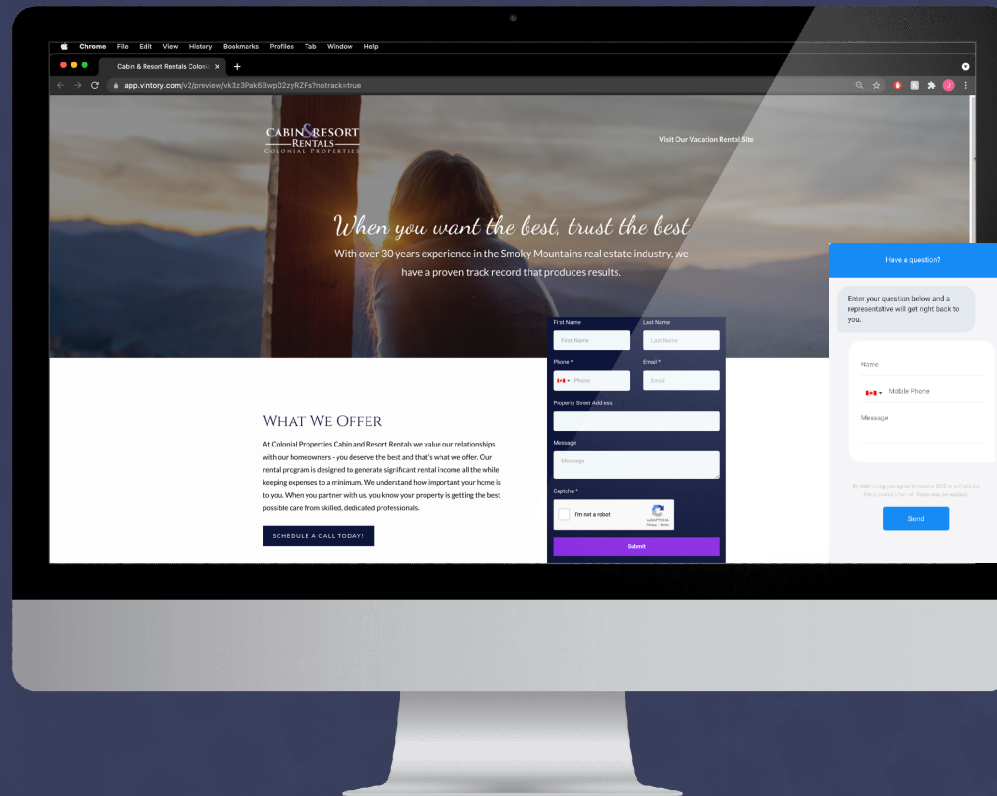




# Increase Leads through GMB



# Convert Visitors Into Customers with Chatbots



Scaling Your Business



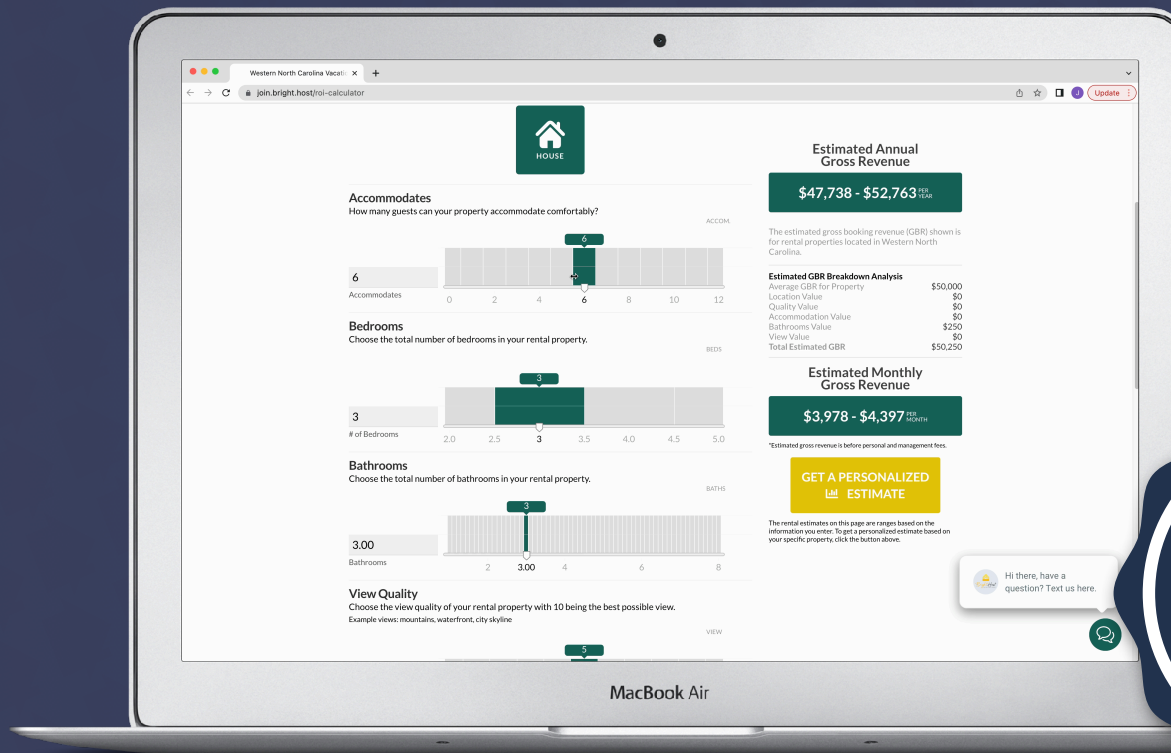




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# Inbound Marketing

# Use Interactive Content to Add Value & Empower Leads





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# Referral Marketing

# Target Realtors & Influencers With an Omnichannel







# The #1 Strategy...

BONUS!



**Consistency!**



**Questions?**

# Thanks For Attending!



Go to [vintory.com/Guesty](https://vintory.com/Guesty) and get:

- All Downloads and Infographics
- Copy of Presentation
- Free Homeowner Data File (**Up to 500 Records**)
- Free Homeowner Landing Page
- Try Vintory's Software Risk Free for 60 Days!







**Thank You! Get in Touch!**



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