



Top **10** Key Insights From Helping 500+ Short-Term Vacation Rental Managers Grow Their Inventory

What We'll Cover Today



OVERNIGHT SUCCESS

- 1 New Inventory = \$\$\$
- 2 Data
- 3 CRM & Automation
- 4 Key Messaging
- 5 Landing Pages
- 6 Omnichannel Marketing
- 7 Inbound Marketing
- 8 Referral Marketing
- 9 Full Time BD
- 10 Speed &
- * **BONUS!**

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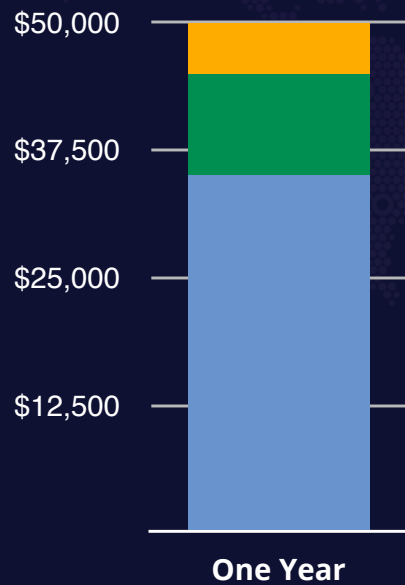
New Inventory Is the Greatest Way to...

Grow Your Revenue +Grow Your Profits +Build Net Worth



Value of New Inventory

Value of one property after one year



Margins
\$5,000 (10%)

Commissions
\$10,000 (20%)

GBR
\$50,000

Computing the customer lifetime

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

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

= 10 Year Lifetime

Lifetime Value = \$50,000



Value of Inventory... at Exit



Multiple of Earnings

5.0 x

\$5,000 EBITDA

\$25,000 / property

**Assumes GBR of \$50k / 10% Churn / 10% Margins*



Value of Inventory... at Exit



\$25,000 / property

x 10 Properties

\$250,000

x 50 Properties

\$1,250,000

x 200 Properties

\$5,000,000

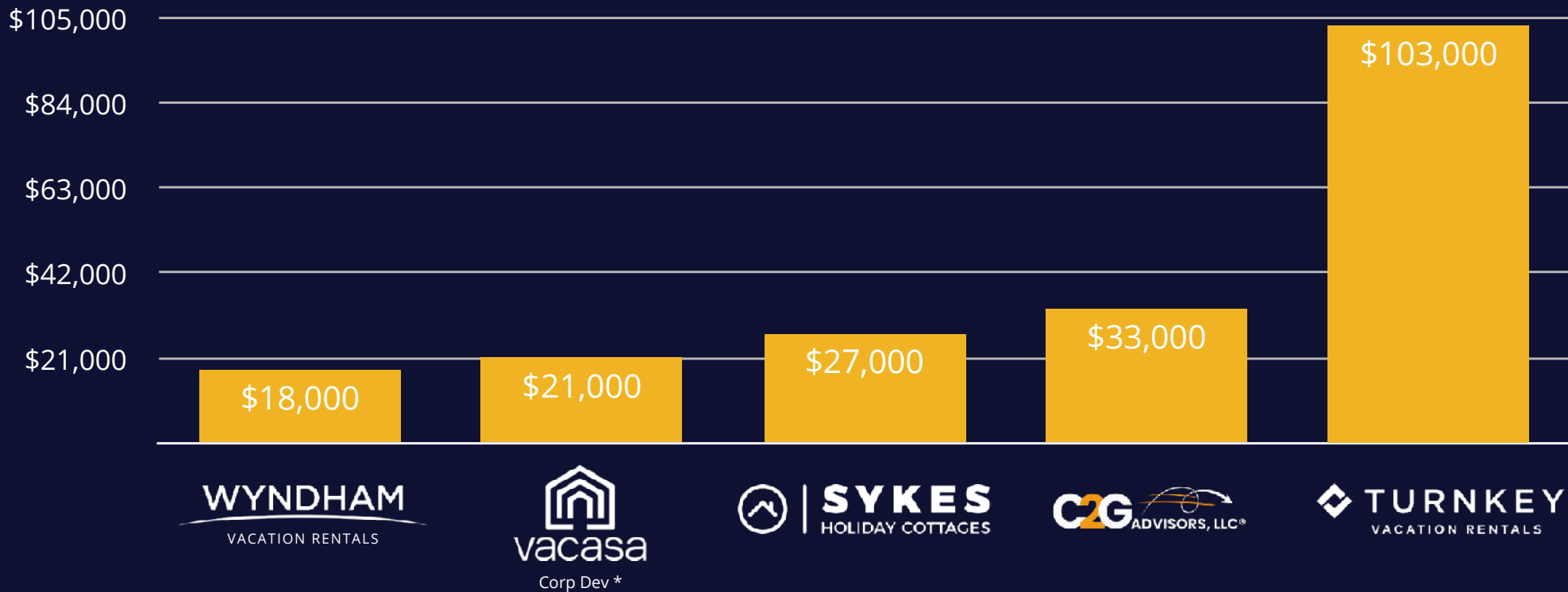
**Assumes GBR of \$50k / 5 X Multiple / 10% Margins*



Recent Valuations



Value Per Management Contract



*According to Vacasa Investor Presentation on 7/21



VR Inventory Target Data



Where To Get the Data



Tax Records / MLS



List Brokers



VR Permit Data



Scraped Data



CRM With Marketing Automation



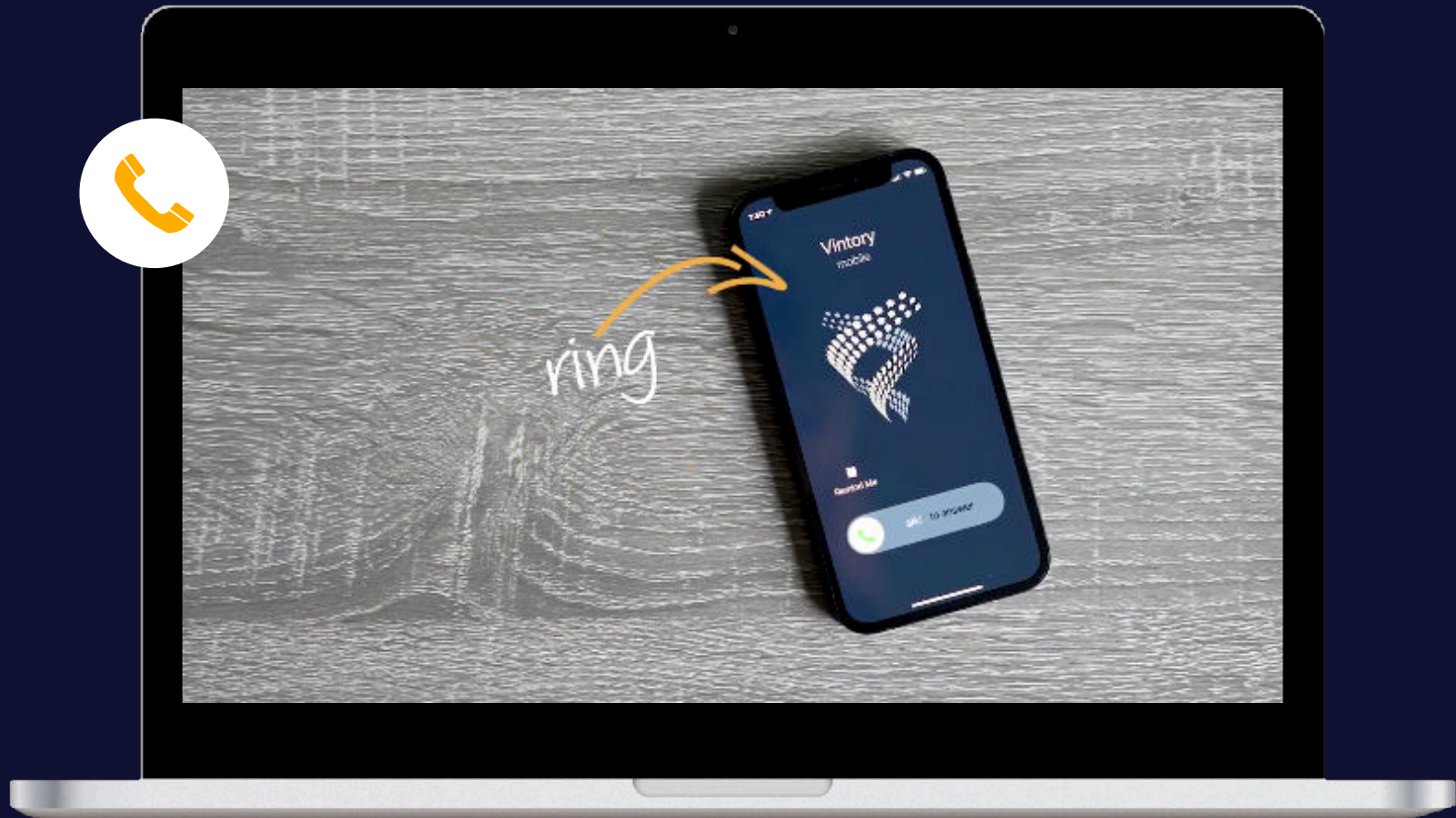
Track Your Leads With a CRM

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Hot Call Transfers





7 Key Messaging Building Blocks



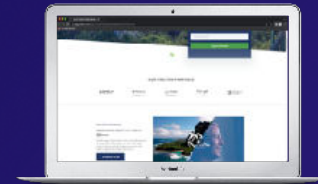
Messaging



Features & Benefits



Unique Selling Proposition



Trust Icons



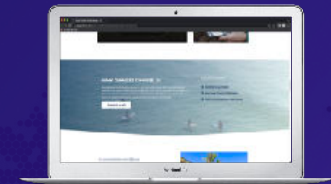
Social Proof



Compelling Offer



Call to Action



Risk Reversals



Key Messaging Worksheet



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Inventory Acquisition

Key Messaging Building Blocks Worksheet

What is it for?

1 Features & Benefits

Provide a list of features and benefits that your product or service offers. Focus on the most important ones that differentiate you from your competitors. Use the following questions to guide you:

- Feature:** What is the feature? (e.g., fast, easy, reliable)
- Benefit:** How does it benefit the customer? (e.g., saves time, reduces stress)
- Unique Selling Proposition (USP):** What makes your product or service unique? (e.g., 24/7 support, free shipping)
- Competitive Advantage:** How does your product or service compare to your competitors? (e.g., better price, higher quality)
- Customer Pain Points:** What problems does your product or service solve? (e.g., lack of time, lack of resources)
- Call to Action:** What do you want the customer to do? (e.g., buy now, sign up)

2 Unique Selling Proposition (USPs)

What makes your product or service unique? List your top 3 USPs.

- 1.
- 2.
- 3.

3 Trust Icons

Trust icons are a key element of your messaging. They help build credibility and trust with your audience. Use the following icons to enhance your messaging:

- Trust Icons: A key element of your messaging.
- Social Proof: A key element of your messaging.
- Compelling Offer: A key element of your messaging.
- Call to Action: A key element of your messaging.
- Risk Reversals: A key element of your messaging.

4 Social Proof

Social proof is a powerful marketing tool that helps build trust and credibility with your audience. Use the following social proof elements to enhance your messaging:

- Testimonials: A key element of your messaging.
- Reviews: A key element of your messaging.
- Case Studies: A key element of your messaging.
- Influencer Endorsements: A key element of your messaging.
- User-Generated Content: A key element of your messaging.

5 Compelling Offer

A compelling offer is a key element of your messaging. It helps attract your audience and drive conversions. Use the following offer elements to enhance your messaging:

- Free Trial: A key element of your messaging.
- Discount: A key element of your messaging.
- Limited Time Offer: A key element of your messaging.
- Free Shipping: A key element of your messaging.
- Money Back Guarantee: A key element of your messaging.

6 Call to Action

A call to action is a key element of your messaging. It helps drive conversions and guide your audience to the next step. Use the following call to action elements to enhance your messaging:

- Buy Now: A key element of your messaging.
- Sign Up: A key element of your messaging.
- Get More Info: A key element of your messaging.
- Contact Us: A key element of your messaging.
- Download: A key element of your messaging.

7 Risk Reversals

Risk reversals are a key element of your messaging. They help reduce the perceived risk of your product or service and increase conversions. Use the following risk reversal elements to enhance your messaging:

- Money Back Guarantee: A key element of your messaging.
- Free Trial: A key element of your messaging.
- Limited Time Offer: A key element of your messaging.
- Free Shipping: A key element of your messaging.
- Money Back Guarantee: A key element of your messaging.

CALL TO ACTION

What do you want the customer to do? (e.g., buy now, sign up)

QR CODE

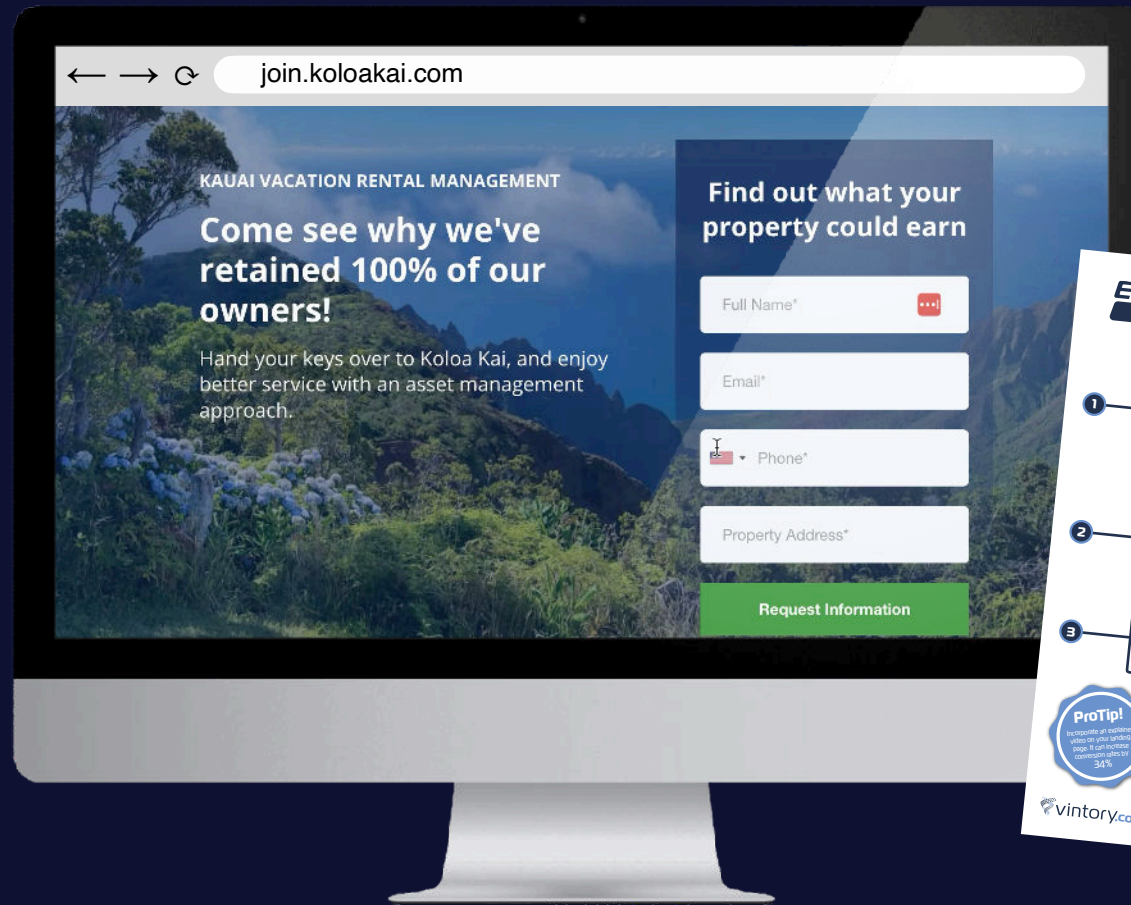
Scan the QR code to access the worksheet.



Owner Recruitment Landing Pages



Owner Recruitment Landing Page





Omnichannel Marketing



Omnichannel Marketing





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





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]

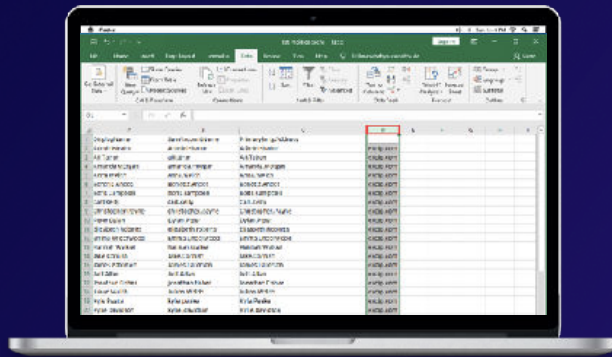
Send Save Cancel





Capture Better Leads With List Based Retargeting

vintory



Upload People on Your List



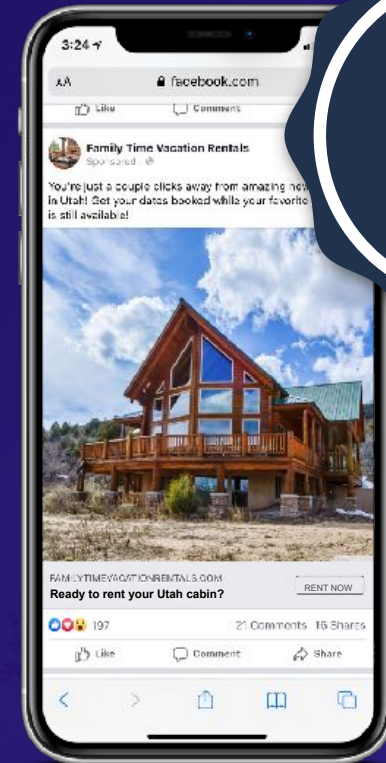
Custom Audiences



Matched Audiences



Tailored Audiences



Try This!
AdRoll

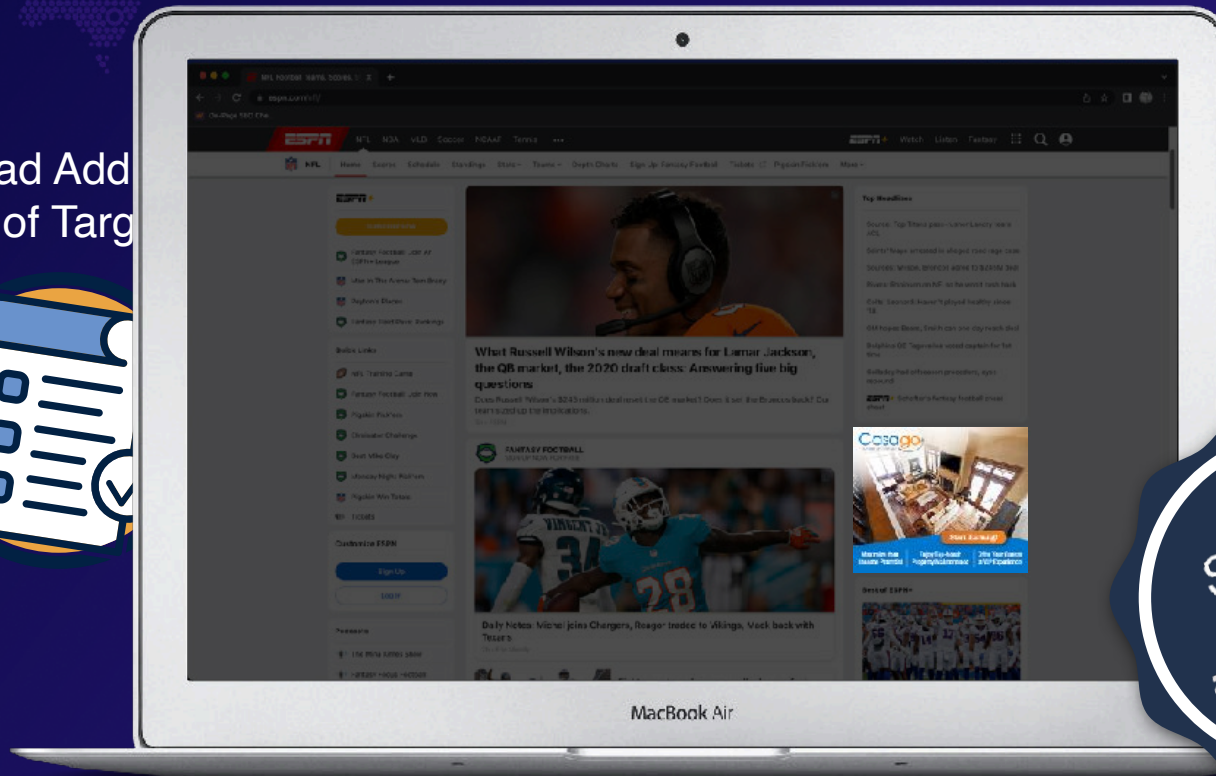
Target Your Ads



IP Targeting



Upload Address List of Target



Display Ads on Computer



Simplifi
adcellerant



Inbound Marketing

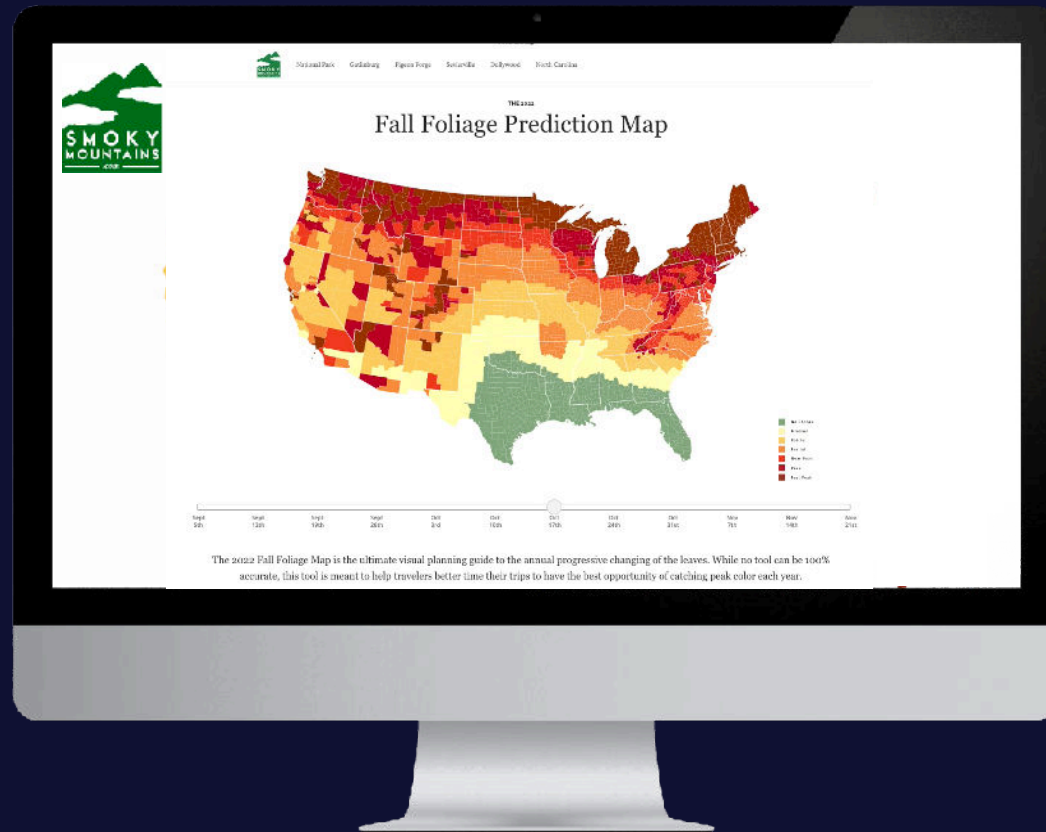


Inbound Marketing



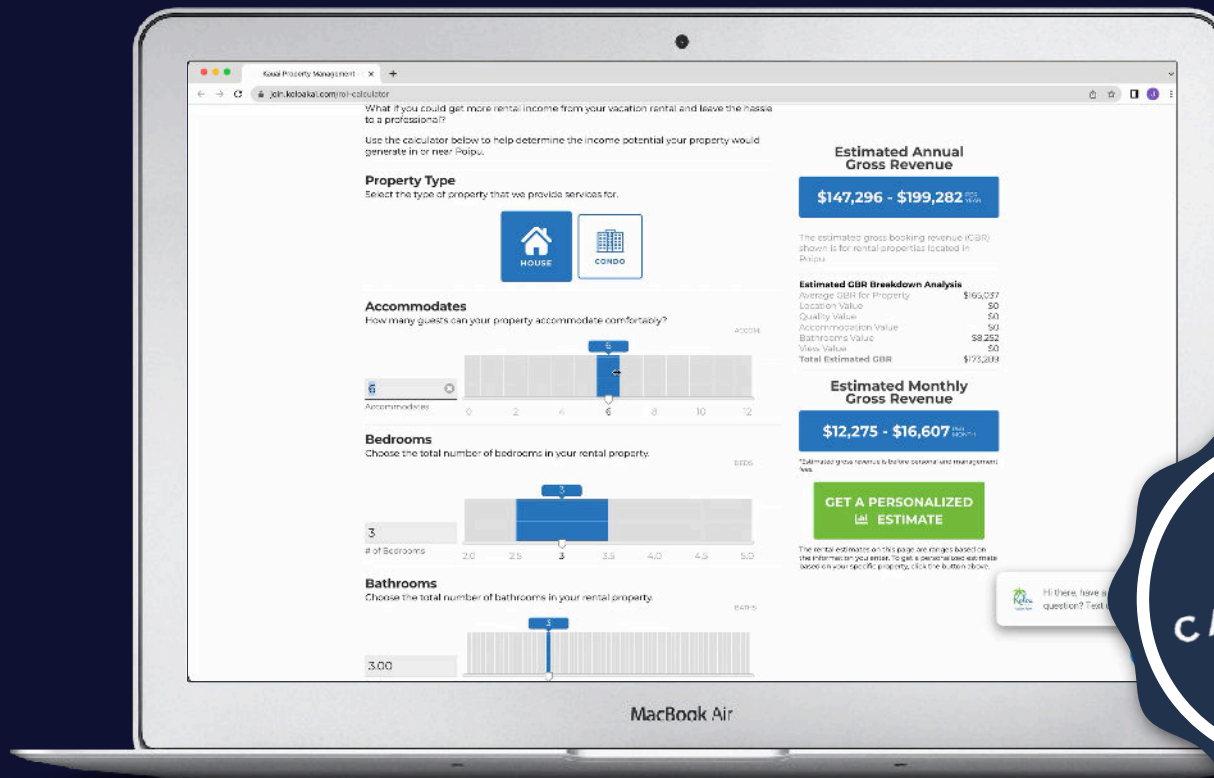


Use Interactive Content To Add Value & Empower Leads



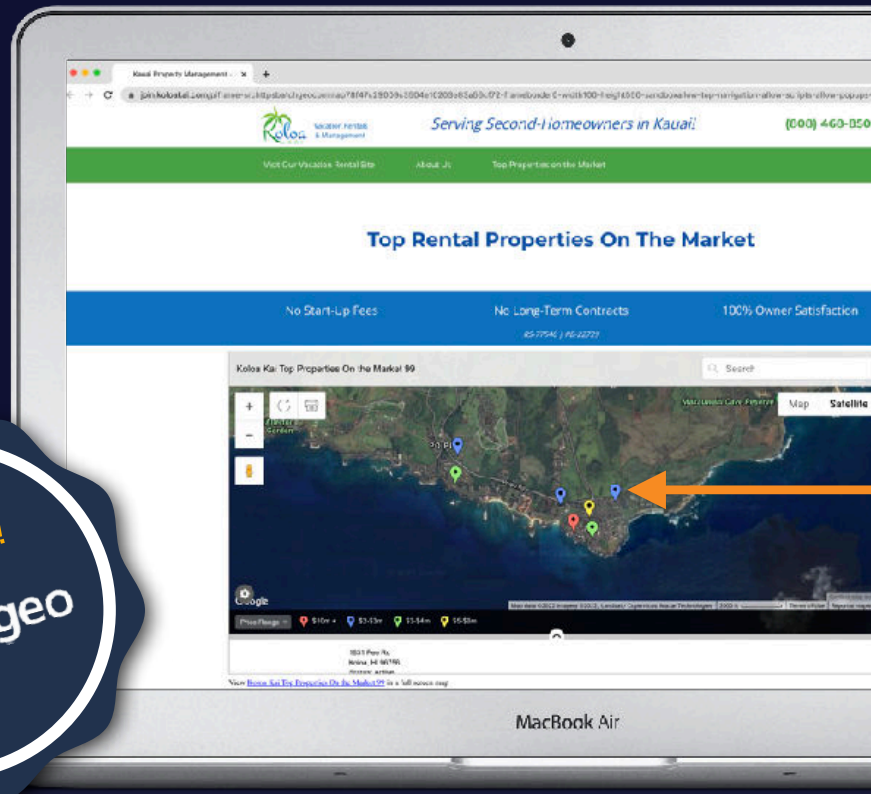


Use Interactive Content To Add Value & Empower Leads



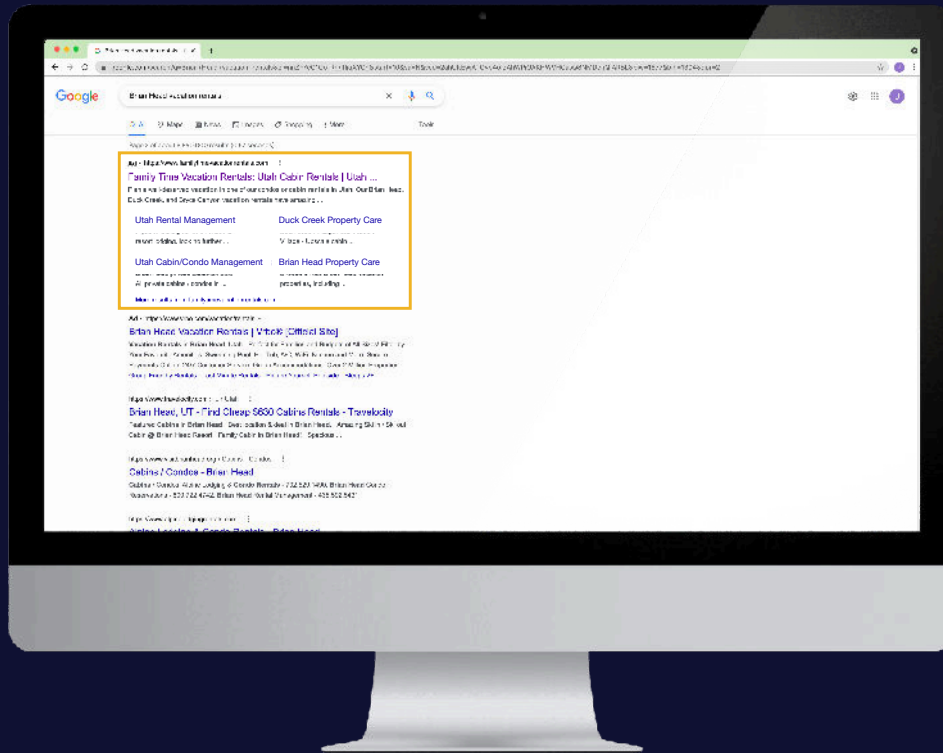


Use Interactive Content To Add Value & Empower Leads





Capture More Leads With PPC Targeted at Owner Intent





Stop the Leak in Your Sales Funnel With Retargeting





Referral Marketing



Target Realtors & Influencers With An Omnichannel



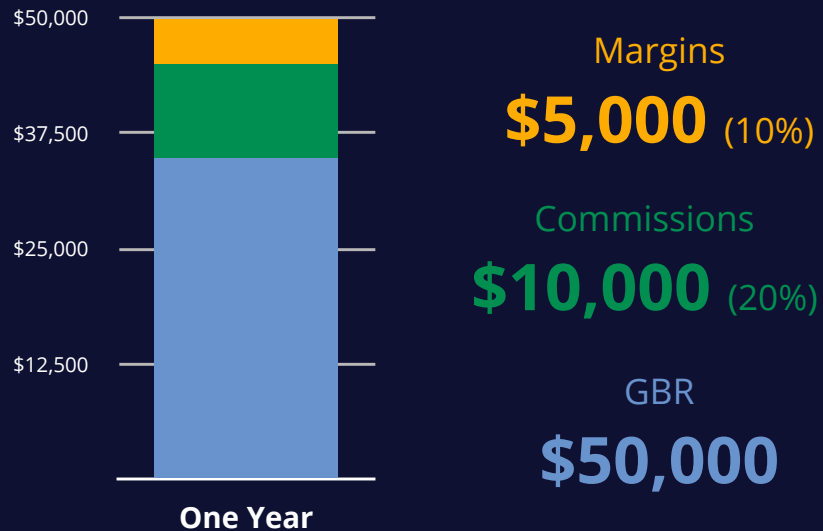


Time To Hire Full Time BD Rep?



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

Lifetime Value = \$50,000



Break-Even Analysis on BD Rep



\$80,000

1st Year Salary



16 Homes

1st Year Growth

x \$5k



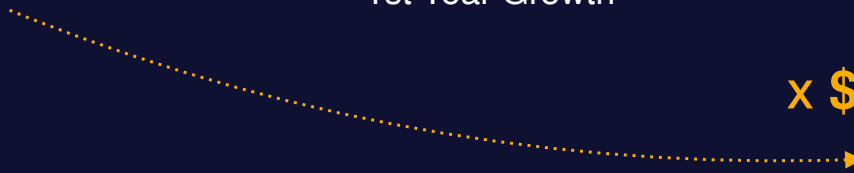
\$80,000

1st Year Margins

x \$50k

\$800,000

10 Year / Lifetime Margins





What Does the Best BD Rep Look Like?





Speed & Responsiveness Matters



Speed Matters



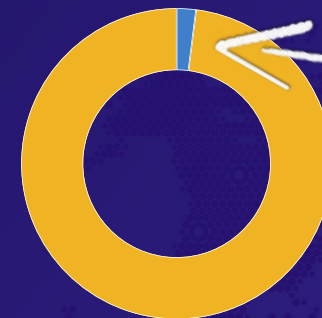
Call Back **Within 2 Minutes**

10x Vs Waiting 1 Hour

10,000x Vs Waiting 1 Day



HubSpot
HARVARD
UNIVERSITY



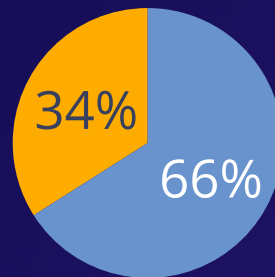
Timeframe for
Maximum Success



Responsiveness Matters



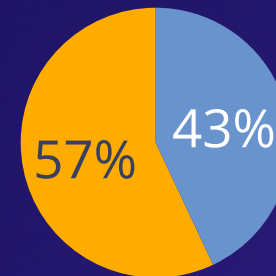
VRMs Picked Up the Phone



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”

BONUS!

The #1 Strategy...

Consistency!

Exclusive Offer for LegendsX Members

- Free Digital Copy of Book
- Key Messaging Worksheet
- Elements of a Great Landing Page
- 500 Data Records of Your Market
- \$50 Amazon Gift Card if You Do a Demo



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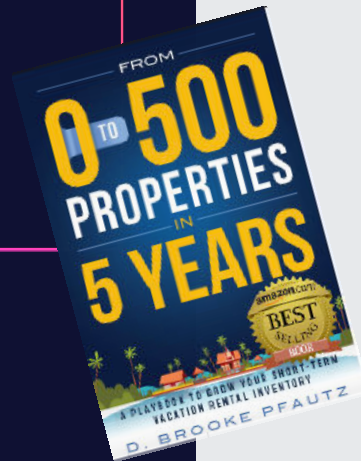
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Thank You!
Get in Touch!



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Questions?

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Offline Q's

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