

# Top 10 Strategies To Grow Your Vacation Rental Inventory

A Practical Guidebook You Can Implement Today













# **Brian Riggs** VP Business Dev, Vintory







### Steve Schwab CEO, Casago





Bonkers season on tap for summer vacation rentals 90% of vacation rentals in Jersey Shore, Cape Cod were booked for July

FTI REAL ESTATE

a year of putting travel p mericans are eager to embar finding a place to stay domest easy as in years past. By the end of March, 90 perce isted on Vrbo in the Jersey Sh

Demand is high for summer vacation rentals in coastal Connecticut

April 21, 2021 10:30 AM

Published May 10, 2021 7:38PM / Updated May 11, 2021 8:35PM By Erica Moser Day staff writer Semoser@theday.com Y Erica\_Fath13

While Old Lyme-based Shore & Country Real Estate is seeing a lower inventory of summer vacation rentals, due to the waning of the

TOGETHER, WE'LL EMERGE STRONG.

pandemic, Realtor Aulay Carlson is also seeing local humeowners rent out their sources for the first time.

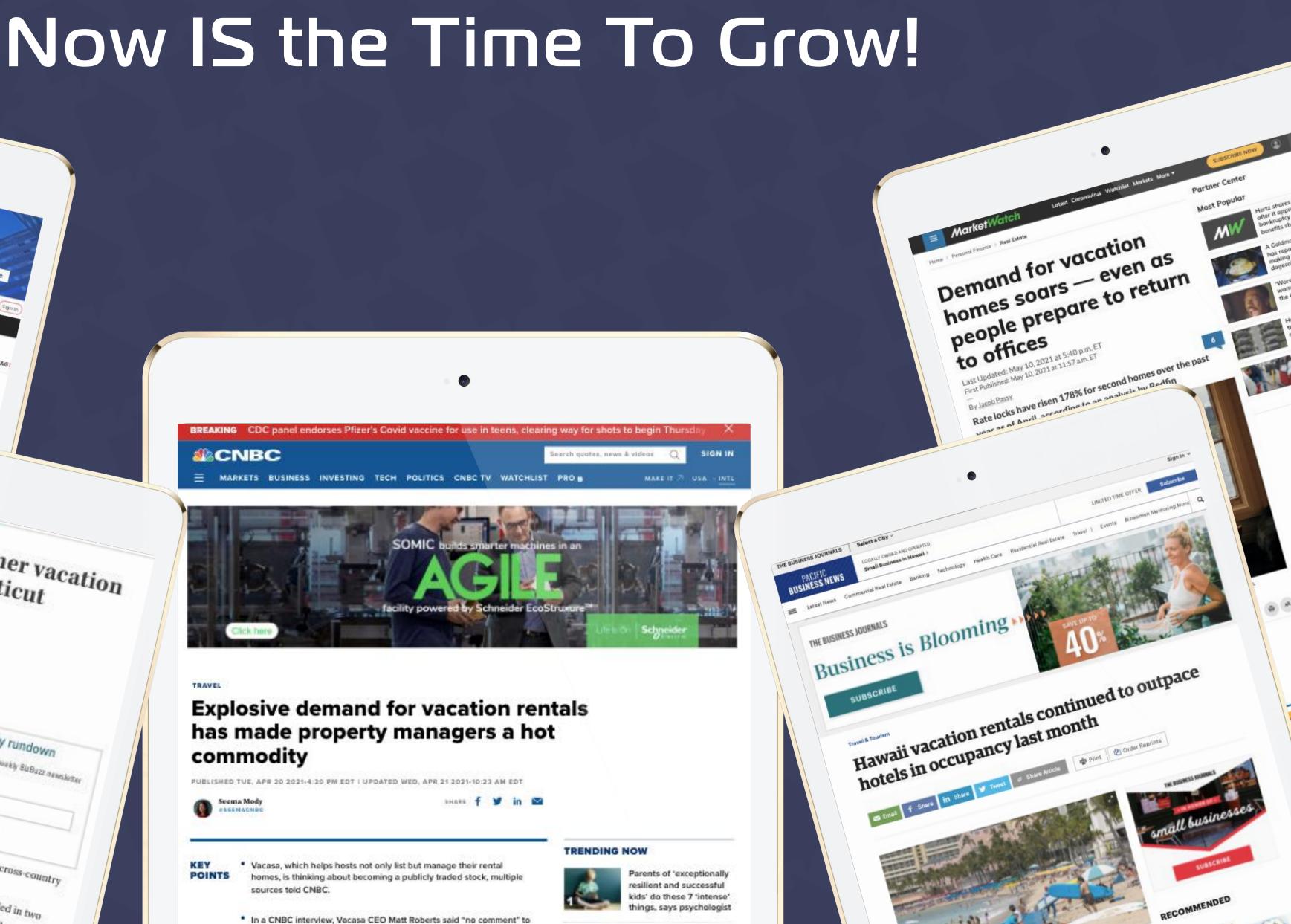
He said one property he has listed belongs to seene going on a two-month sailing

adventure this summer, and another to someone going on an two-month cross-country "These people are feeling more confident about traveling: they haven't traveled in two these people are neural more comment around travening they more that they are set of the people renting out their primary residence.

But overall inventory is down due to the opposite issue: People with second homes along the Connecticut shoreline are choosing to use them at times they arevinusly by "They've been stuck at home, just like all of

Get the weekly rundown Sign up to receive our morekly SuBuzz mensionar Type you and

**M**CNBC



In a CNBC interview, Vacasa CEO Matt Roberts said "no comment" to questions about whether the company is planning to go public,

• However, he did you the company expects to "concernte more to".

price surge-and why ningly uprelated

What's behind dogecoin's

# 10 Strategies for Growth Acceleration



Strengthen Your Foundation Execute Omnichannel Marketing





Save Time With Software & Tools



# Strengthen Your Foundation





## Strengthen Your Foundation Target the Right Leads With These Data Tricks



#### Tax Records / MLS



List Broker

10



Vacation Rental Permit Data



OTA Scrape



# Strengthen Your Foundation Merging Data Sources



#### List Broker

**AHR**\*

Insert	Draw	Page Layout	Formulas	Data	Review	View	V Tell r								2 Sh	are 🗘 Com	menta
	Arial	- 1	- A' A'	Ξ	=	÷-	8-	Genera	6		- 12	· ·	E insert -	Σ·A	2.0	. 4	
5- 5	B 2 1	• .	0 - <u>A</u> -	=	8 8	8 8	<b>B</b> +	5 - 9	5.9	31.4		Format Call as Table Styles	E Delata +	50	nt find &		
1 8	v fx	Source															
			6					0							к		
	Page		here								Cortalitations.					Ing-Automatic	
	ContactAutor	NAMES OF CONTRACTOR	alay Faller		Perman	6 T	Lantana		Barrentla		Address	- ON	1.004 m			STATES AND INCOME.	100
			rangers Rd. 36 Names		Antes		Narthur				4 Westman Lin	Astrand	Non.		1201 1	kamphony insights Rd	Monet al
			HE Play, Mar Dies,		Cores -		Street.				204 Bar Island Rd 3 Broath Hill Tar	seconda	645			Line The Inti Plany	Mound I
	b B Kross Lo. St.	Intelligion, 5 Performance	i Mourian Via More. I C. Blue Rill, Huter.	and a	Bank		Rules I				2 Minute Lin	Alignment of the second	2			Of Buenci Mountain 5 Adjacement Dr	Bine Per
	V 144 N Collins	of Ave. Not 188 Action	A Genetary & Bareau	Dr. Michael			Rammer Dr.				148 N Daktand Ave	Rumania I	No.			88 Artituch Camenary	
	V. S.Patk Ave. 1	Armond, NJ 18pl Mean	feat Dr. Morge Pullian	un, Beatrics	a Beatrice		Pullighted				8 Pak Aue	Linesed	Né		8027 14	Apt. Meastroop (D	Margarit
			test Overlash Ballon				Manual y				8 Parts Rd	Addined.	No.		8846 4	Utile Deet Overla	
	A LTT Contrast A	the Post in Column	Holge CL. Mix Suffrage Learning Dr. Mix Brunn.	Copers.	Farm		Bulliope				2702 farmit Ave 117 Campbell St	Post Jaffarson	100		10000	Annual States and Stat	But for
			To Mine Aug. 1 Haven		in the second		19.00				PO-bia 172	Robert				Law Tare for	100
			Blod, Marganti Peanets		Automati		Prome				238 Georgetain Mal	Rechanter	W			Inclusion Blood	Margaret
	1 S17 Maple Av	in. Do Non. Brookhann	en Lin, Blue Rob Smith,	Charles	Overlage		(brath				817 Maple Ave	Ou Bets	10			houthered Lt.	Blue File
			Mountain Rd. Kathon		Margaria		Ration				478 Liberty Dr	Varidies	#8.			19 Bruce Meuntain Re	
			ring Creat Rig Hears		State .		Para				2518 Malesen St. 218 Taylor Rolps Hits	Patrace	UA.			E Micagaeling Creak A Peoplemite Reg	Ukryset
	1 still Meating	- Crant Md. Danses into	and Rd. Charty Tarrier	Labe	Lake		Tannar				sone Measure Creek		VA			lining (stated Pel	Charly L
	1 28/30 Longola	te Ave Se. 1988 Called	ta Meurissie Re Dalvay	Michael .	Michael		Dations				2630 Longview Ave 3		10.		20014.3	65 Cohulta Mountain	R: Sha Pas
			H. Bue Ally, I Harton		2 years		mature				PO-Box 1491	Denton	140			101 Ade BI	the No.
			Creat No. On Herner		1000		Marray 11				7833 Anges Ro	Ages	SXXXS			Of Buller Cost Rd	Chany L
			eck Rd. Blue R Herper spot Mountain Langue		Autor		Temper .				1236 Haritage Height 7 K Magnida Ol	5 L/ Haka Forest Southarn Press				101 Hughach Hel 100 Decemport Meuria	Blue Par
	1 dis riscourie i	R. Arction, 16 Philapolites	Pel, Mangainter Paullan.	A.4			(Martine				B4 Parries III	Action				Edge-law Rd	Margaret
			Great Rd. Ch. Yaytor.			aria .	Tephat				108 Alten Taylor Rd	Franklin	140		26734 8	475 Rock Creek Rd	-Oneity L
			Mineral BJ, 52 Dallace.		Carrie		Dation				433 Huntiers Oliei Lit		N0.			totes fid	Month of the
			FLA, Blue Holy Mallan		Sandra		and the local				PO 8ca 812	Lake Lore	80			have without 1.4	Star Par
	1 DEED BOOKING	tarrage Res. 1111 Blue	Philips 24, 581 1 Rescont House 24, 580 and Louise	, reason	Joseph Harrison		Name of				SHEE Builing Springer	File Marging Comunities	N.			111 Blue Holge Dr	Mt Cays
			Rig. Due Stig House.		Citera .		- the set				100 Tallar Rd	Gaugetoiet.	80			# Prime Rep	Blue No.
	1 2287 Brief S	A. Georget: File Nut D	5. Blue Hota C. House	Carvist	Carried I.		<b>Number</b>				2287 Brook St.	Georgetown	86			te Ret D	Due No
	1.181 Dutempr	LA, MARYLAN 1982 SLAVE	el D., Dian Pelig Marriella	1.2.28			Mundae J				101 Burniner LA	Manuka Gorner	86			82 Surrent Br	No. Pos
			Orack Rd, Oher Neyrer,		Terre		(Magent)				\$140 Toray LA	Burrenolte				179 Big David Mat	Owny L
			Intest Rd. Blue Healt. Rolps Rd. Chu Rosener.		January January		Panty Renty				3 Barrocatile (3 A18.5 Buller Pd	Consultant States	- 2			70 Tra Forest Rd 08 Ceder Notes Rd	Oharty L
			ry Dr. Blue Ni Charlie				Ouris				217 Anathyst Way	Dering a	KKKKK			It Dearbarry Dr	Blue Fax
	1 & Links Livity	Batery, BC 1758 Little	Paul Creat # Uling, 1	State 1	Millett		Line				8 Loss Lody	Salare	80		29676 1	738 Little Rock Greek	# Charty L
			town St. Blue I Harrison		-Brattine		-Harrison -				12 Shadow Helps Lo.	Albert	80			807 Kingtown Sk	Blue Ros
			et View Cr. Bi Politia		Tores		Pulling				8 Multan Hay	Buffort	10 10			U Mauritain View Dr.	Due Pos
			11. Minaral Bit, Mining res Branch Dr. (Gres.)		<ul> <li>Bayhari</li> <li>Record</li> </ul>		Strangton .				45 Roar Out Dr. M Hillung Or	According Estates	64			10 Williams Branch D	Mound I Margani
			+ Lake Dr. Die Scheel		Origit		School or				13 Berkalay Rd	Avordale Estates	(LA			A4 Holden Lake Dr	Charry L
	1 998 Viecourt	O. Avonds 722 Datiss	Lr. But Hits Plan.	laridhi	Sandra		Price				WW Vaccent DI	Avundale Extens	6A		30052 7	S2 Dallas Lo	The Par
	1 1810 Broader	et Calo Dr. 585 Necm	or No. Blue Robbitson	. Alber	Aller		second				1915 Broadwell Oaks		GA.			BI Record Rd	But Pas
	1 14740 Taylor	HE. Alphane 13146 Big	Owent RE. Chellion. JA	and a	Junitar		Cre				14745 Taylor Hd	Aghereta	GA			Stat Big Creat Rd	Charry L
			Loka Lo, Olar Janma		Brent		2014				3218 Union Hill Rd 528 Territori Trice	Apharetta	04 04 05 05			and Deg Lin 6 Hedden Lake Lin	She Real
	1. LANTE BR	w Mountaine 218 Mounts	ed Pt. Mergani Comm	et. Santo	Barry		Concern				14470 Marries Mourt		64			Té Rosiel Ple	Charry L Margarit
			Bear Pall, Billionar		April		Spece .				6211 Transformer Millernan I		GA			() Broan Sair Path	Die for
	1 1800 Redd R	J. Million, G. Std Shept	sends Walk. MI Pleasant	Canthrit	Canton		Henry				1800 Redd Rd	Secon	GA GA		20004 5	C2 Shephends High	Mergant
			<b>Dest NJ, Blue Histor</b>		George		Multi Jr				2188 Lake Grove Lo.		GA			Its Deer Crest No.	Don Ho
			to Divertisik Dr Fan, Li		100		Aug.				12087 Malantide Dr.	Alphanetta	GA GA			11 Column Duration	
	1 800 Bouldes	e un, Alema per 196 R	ental Ni, Buchners	1. ANT	Lan		Barre				800 Southfield Let	Alderta			20008.2	10 We Kendal Rd	Non Per

Data +

100 Tennes Tens, Alphan Mi Hobien Luiss (n. Oher Janmen, Benen Bener, 11427 Munning Mauritan JY Rayslad PH, Natyael Chronos, Bany 11427 Tenytaon Manon Di, 1142 Brown Baar Path, Bi Speer, Ravin 1150 Tenytaon Manon Di, 1142 Brown Baar Path, Bi Speer, Ravin 1150 Tenytaon Manon Di, 1142 Brown Baar Path, Bi Speer, Ravin 1150 Tenytaon Manon Di, 1142 Brown Baar Path, Bi Speer, Ravin 1150 Tenytaon Manon Di, 1142 Brown Baar Path, Bi Speer, Ravin 1150 Tenytaon Manon Di, 1142 Brown Baar Path, Bi Speer, Ravin 1150 Tenytaon Manon Di, 1142 Brown Baar Path, Bi Speer, Ravin 1150 Tenytaon Manon Di, 1142 Brown Baar Path, Bi Speer, Ravin 11290 Speer State State State State State State State State State 11290 Speer State Sta



#### Permit Data

#### Scraped Data

V Tell m								2 58	are Comm	tents
10-	General	E.		E - 6	R-10-	Haart -	Σ: 27·	0	. 4	
8.	5-9	6 9 11		Conditional Fo		Delete +	Sort &	Find I		
				Formatting as	Table Styles	TER Locate +	Q ≈ Filter	Selec	C.	
					- i	1	- K.			
			9	machildren					DisAddana .	
Lastraine .		Barrentlers .			09	(Refer	14	2000	Address Concentration	City .
Nertha				Recording Lik	Autopol	100		1721	Numphony Heights Hid	Menand P
(Draw				4 Bar Island RJ Bluch NE Tar	Laboration of the laboration o	ME NU		Table 1	Over The 198 Pillary 807 Buarto Meuntain Vie	Advantal I
Name -				Eros Lo	Manual and American				Religecreal Gr	Blue Hits
Rainear Dr.				a to Changed Ave.	Remember	N		8078	Mill Articch Carranny R	A Manager
Pohama				Fail Ave	Linesoul	N.		8421	High Meanines Dr	Mergant
Wednesday.				Fueld Ref	Millard	N.			42 Little Great Overhold	Olas Pile
Bulliont				tit Tarral Aca	Desaration	WV .		11879.1	Nonettoolfa Holge Ci	Shat Hat
Brund				7 Campital IX	Put Jefferum	NY		11777	Colluste Overhood Or	Blue His
19.48				1808 170	Healbury	107			Tues Tiges Tol	Blue No.
Pageate				D Donaritate Rd	Rectanter	M			Deptreas Bird	Morganit
See				7 Magnie Ave	Ou Bolk	24 FA			Brookhavan Lo.	Bue file
Page 1				K Liberty Dr. Di Milwan Di	Yardey Philadetechia	PA		inter.	819 Bruce Mountain Ro 48 Million Questi Ro	Address of the
Party				8 Tapler Reige Hisp	Patraca	VA		21mm	Singularita Relo	Morgant
Tarrent					Number	VA			Guose Island Rd	Cherry L
Salvey				III Longview Ave Stat	Romona	108		24014	355 Cohutra Meurean R	t Film Pile
Malore				1 Box 1451	Denton	HC .			1131 Ada 58	Star No.
Marrie 11				11 Augen No	Apres	M			104 Buller Creat Rd	(here i
-				te rentage resigns to		100		27587	890 Hughank Rd	Bine fee
langative				E Magnotie D	Southern Pines			and the second	100 Devergori Miseriai Rogerose RA	Margard
Taylor				8 Allen Taylor Rd	Farmer			DATES	6075 Rock Great Rd	Cherry L
Dation				D Plantane Glan Lin	Parallel Long No.	- M			Rollin Rd	Minarial I
<b>MARKED</b>				2 Bea 812	Late Lore	140		18746	Barri Minuti Lik	Allen Phil
Rear on				43 Auting Springs Rd	Multilly	- MI		26906	1111 Blue Holge De	Mt. Cays
Longs in				F signation L4	Columbia	80			101 Weissenate Dr	Minetel
(Seale				6 Tailao Re	Georgeoue	80			18 Prides Pdg	Shan Han
Manhor A				67 Bruce ID 1 Burner LA	Gaungational Manuface Carman	20 20			Fina Mart DF 062 Burrand Bi	Bine Hot
Married Providence of the local division of			- 2	All Tarmy LA	Burran da	2			1179 Big Creat Rd	Dian Road
7940				Bartaliatia G	Great	80			470 The Porest Hot	Dia No
Reality				4 E Buller Hd	Manufacture .	80			156 Center Rolpe PM	Charry L
Otestie			- 21	7 Armittyni Weg	Service	80		29672	99 Develoery Dr	But Phil
URW				Loke Ling	Salari	80			1758 LAtte Rock Greek	# Chairy L
-				Shadow Rolps Lr.	Adust	80		29801	1807 Kingtown BL	Blue Rea
Public .				Multiple Way Maren Chak De	Buffort Hitse Head Island	80			72 Mixuman View-Cir Rah Trag Tir	Blue Hit Mineral I
line .				Millation D	Australia Estatuta	GA			335 Williame Branch Dr	Margard
Schoolser				Revision No.	Avendale Estates	dia.			644 Hiddan Loke Dr	Charry L
Price				# Viscourt D	Avondale Estative	0A		30002	722 Dallas Lr	Elus Pha
Mouther				10 Broadwell Data Dr.	Apharetia	64		30004	540 Haccon Hu	Birs No.
(Cont				THE Taylor He	Aphanta	- GA		30004	13146 Big Creek Rd	Charty L. Stue Hot
Jugar				TE Union HE RE	Aphanetta	GA		90004	Lost Deg Ln	20.00
General				6 Termin Tite	Apharatta	10.6 10.6			96 Hidden Lake Ln. 214 Realent Pla	Charty L
See.			- 2	173 Moning Musican 1 Texture Manur D	Approvement of the second seco	GA			143 Brown Bear Path	Marganit Dive 1913
Taxan .				CE Real Page	Miller	GA			502 Shepherile Walk	Margard
Made Jr.				Mi Late Onne Lo	Million	GA.			589 Deer Crest Rd	Size Per
Ran			10	Of Balancia Dr.	Aphanista	-UA		30004	111 Gallutta Overlock 0	x Dise Hits
Bourse				E Studielist La	Asturatia	GA.		30004	209 With Hamilali Ind	Ehrs No.

try this! upwork fivert.

Home Insert	Draw Page Layout	Formulas Data	Review View	♀ Tell me				1
n- 4	Atal - 3	- A' A' = :		10 - General			I hert -	Σ . Ac.
D 84-			- 181	the constant	- mo - e	11 · FA	SE Delete ~	. ZY .
isste of	B J ⊻ - ⊞ -	<u>••</u> ▲• ≡ :		🖽 - S - % 9 😫			Format -	Q - Sort &
1 1 ×	√ fs Source							
		5		F 4				
Barra .	- Series	Name			CarlaciAddress			
Sarie .	ContactAddenationy MaAdden		Frankers	Lachere Retrectore	And Street of Lot	City .	There are a second seco	24
	<ol> <li>4 Wandridge Lin, Aufland Hampton;</li> <li>204 Bar teamst Rd, Millon Door The</li> </ol>		Andrew	Mare .	the flar loand fit	Automatica Contractor	-	
	1.3 Brush HB Tax. Kinington BD7 Scient	ni Mouttan Val More. Disphain	Emphan	Marra	3 Broath Hill Tax	Kinesetter	14	
	1 3 Kinis Le, Menalapan, 9 Mulgarine	et Dr. Blue Holp, Kultur, Ransly	Rendy	Kate	B House Gat	Menalisport	1962	
	<ol> <li>1. 1945 Ni Chelotanol, Aure. Run: 2006 Arriton 1. B. Pigels, Aure. Lumentani, Rul High: Mean</li> </ol>	och Canadiany R. Kanner St. Mutant	Michael Realities	Kenner Sr Poheme	Los In Calcord Ave 3 Park Ave	Ruthering and	2	
	8 Part No. Menuel, NJ 81 47 Little 1		Jonagh	Mathematy	4 Fast No.	Milleri	744	
	1 2708 Named Ava. Down: Roomand	in Holpe Cl. Bio Sullivan, Eugene	Expens	Bulliont	\$715 Tarrell Ave	Course in	107	
	1 117 Gamphali St. Put Ja Golulta I	Duarticole 29, Blu Bruno, Patar	Pater	Brute	117 Campbell St.	Put Jefferson	NOT NOT	
	1 Pic Box, Readoury, NY 13 Yon, Yun, 1 205 December Re, North Declaration	Mird Manageria Property Research	Bulan	Parte Parte	PO Box 172 200 Discorting Rd	Rectary	-	
	1 \$17 Maple Ave. Do Box. Brookhair		Otarles	Seath.	E17 Maple Ave	Du data	24	
	1 476 Liberty 2b. Yardes. (819 Bruss		Mejorie	Rafice	ATE Literity for	Tariby	10	
	1 2020 Michage St. Philade 45 Weige 1 218 Taylor Ridge Wei, P. Stragbard		Electration (	Perce	2436 Million St. 218 Taulor Hillion Hills	Patrate	10	
	1 SUID Manatine Creat No. Count In		Late	Tarret	sing teacher (rest for		10	
	2000 Longoine Ave Se, 1955 Links	altis Meuntain He Dativay, Methaari	Michael	Dativey	2010 Longoine Aut 200	Rearcho		
	Po Box, Danson, MC 272 1131 Ada		Auty	Matting	PD Box 1981	Denter	140	
	1 7003 Pargen Rd, Apen, 90 100 Bulle 1 1236 Heritage Heights L/ 990 Heigh		Allow Technol	Marker 11 Harper	1210 Regarding resigna is	Appen .	*	
	7 E Magnetia GL Bauthar 149 Dave		John	targate	7 K Magnetia-O.	Budger Pres		
	1 del recence 31, Action, 15 Holgavilla	e Pd. Meganice Hallon, Bull	and a	Patton	the reprint to	Artist	140	
		it Coast Fill, Dr. Yaylor, Darro Marie	Darw Mete	Taylor	206 Albert Tourise Wet	Family	NO.	
	1 400 Humany Olen Lo. He Rooms Ro Po Ban, Lana Lore, NC 3 Best Max		Canil Standing	Deltes	#23 Numbers (Sterr Lit. PRI Box #12	Lata Late	2	_
	I balk's Building Springer Mit. 1777 Bloom		Joseph	Research	Initi during Syrings No.	Multing		
	1 107 Ligostron Le, Galues 101 Million	armate Dr. Write Lucies Jr. Hervey	Parvey	Locas p	107 Lightman La	Calumbra	80	
	1 189 Tallaci Rd, Georgetor 26 Proles		Geen	Titude	165 Taihar-Hat	Georgetown	2	
	1 2087 Brank St. Georgets Fox Run 1 1 101 Buterar Lr. Moroka SEJ Bure		David Jack	Plants Microfiler, J	2007 Break St. 101 Barrant Lo.	Georgetinet Manufic Correct		
	1 8140 Tarrey LA. Burney 2170 Big.	Cost Ri. Clar Mean Train	Travia	Mar	R145 Turing Lin	Burmarcha	80	
	1.3 Barratable D, Grean 1.470 The F	Forest Rd. Blue Heals. Janitiker	Januthar	Heatly	3 Barracatos Cit	Great	10	
	1 816 E Buller Rd, Mauldin 156 Cella	er Holge RJ, Chu Kaseria, John	2010	Kaste	819 E Buller Rd	Mautho	10 M	
	<ol> <li>DIT Amerityst Way, Sensible Dearts 7.6 LANA LANS, Ballerin, BC 1788-LIN</li> </ol>	in Real Court Follow, Martinet	Mahari	Charite Lifes	Bill Annethysis West Bill Here Lindge	Serect a	-	
	1 13 Sheetine Police LA. Mill 1807 Ming	given D. Blue l'Heimes, Butthie	0.000	TRATING	12 Status Ridge Lot	Apan	10	
	1 9 Madeater Way, Biod?loot, 73 Meurit	an Vew Dr. Bi Pulina, Tronas	Thurses	Police	It Multister Hiller	duffue	90	
	1.45 River Club Dr., Miton I Faith Trap 1.08 Withshee Dr. Avenulaii: 333 Willia	71, Altranal DJ, McIsaghler, Singhan	Stapfart Kernelb	Minuple	All River Chill Dr. Mill Hillington Dr.	Millon Head Island Australiais Estates	96 6A	
	1 23 Barbailey Pd. Associal Did Hattin		Denals	Gray Extraher	21 Barkalay Md	Acondaie Estates	64	-
	1 998 Vectorit C. Avonds 722 Della		Sarda	Pite	WW Hacture G	Avondaite Existen	GA GA	
	1 1912 Broadwell Calls Dr. 387 Naco		Abe	Mitchell	1910 Broadwall Cake Dr	Aphantia	6A 5A	
	1 14740 Taylor Rd. Alphane 13146 Big 1 3016 Linux HB Rd, Alphy Lost Deg	g Crean MJ, LTv Con, Jaroutar	Jacobart Rochard	Cire Jograw	14740 Taylor Rd 3018 General Hit Rd	Aphantia	64	
	1 S26 Tennes Tron. Agriar 56 Hiller		Bran	James	608 Terman True	Aphantia	-04	
	1 14470 Merring Mountain 214 Road	land PL Morgani Contonan, Barry	Bary	Geograph	14475 Monting Mountain	Approved to	-504	
	1 620 Trephan Manur Dr. 1943 Brow		Karm	Spear .	ADI Teylum Mane DI 1800 Rest Rd		04	
	<ol> <li>1800 Relat RJ, Millon, G. S22 Shep 1 2153 Late Groue LA, MI 189 Deer</li> </ol>		Carolyn George	Hennel Khatte Jr	2705 Late Grow LA	Million .	6A 6A	
	1 12597 Watersele Dr. Apr 111 Cultur		30	Fai	12107 Naterials D	Automite	GA GA	
					ALL Southfall La			

share Groomm	ents
· 7	
A.B. Manan	
ent.	
	_
Baaddees	
	01
1 Humphony Heights Rd	Altrared 8
8 Over The Hill Phay	Mineral I
6 807 Boarni Meuntain Ve	Star Phil
6 Respectent Dr 8 388 Action Camerary R	Mus Hole Morganite
1 High Meadows Dr	Mergande
6. 62 Little Crast Douritonk	Ehrs Fibb
2 Neuroisedia Weige Ct	Stat Phil
7 Eathurse Overlook Dr	State Pick
6 Tools Flats Tol	She His
6 Daylowak Blod 1 Strackhaven LA	Margarite Blue Hick
7 819 Bruce Mountain Rd	Akergarde
6 of Millipering Dreek Rd	Motana B
0 Elephenids Holg	Morganite
8 Goolee Island Rd	<b>Charry</b> L
# 1855 Converte Mountain PE 9 1131 Ada St	Blue Pick
2.108 Buller Grant Hil	Charry L
7 800 Hughank Fall	Shat Plat
F 7499 Davangori Mauriani	Blue Hole
A Rolgeview Pd	Abrgards
A 8575 Rock Creak Rd	Otarry 1
6 Bert Wood LA	Minoral II Diam Photo
6 1111 Blue Ridge Dr	Mr. Cours
0 101 Windowskie Dr	Minaral B
0 38 Prides Ridg	Allow Plate
0 Fea Run Dr	Blue Fills
5 SAU Gurtenil BI 8 3179 Big Creat Ra	Blue Peak Cherry L
0 470 The Forest Hol	Dury L. Blue Pick
2 156 Center Rolge Rd	Charry L
2 80 Dearbarry Dr	Bios Phil
6 1738 Little Rock Deek F	Cherry L
5 1607 Kingtown St. 0 72 Mountain View Gr	Eliza Pilot
0 72 Mauntain View Gr 8 Fish Trap Tr	Shus Filth Minarul I
2 332 Williams Branch Dr.	Mergarde
2 BAL HAdden Lake Dr	Charry L
2 722 Delles Ln	Bive Rich
6. SHO Recover PM	Sha Hot
4 13145 the Dresk Rd 4 Lost Dep Ln	Cherry L.
4 16 Hidden Lake Le	Shue Pible Cherry L
6 214 Rowland Pla	Murgante
8 541 Brown Bear Path	Blue Hole
8 S02 Shephenis Walk	Morgania
4 589 Deer Crest Hd	Blue Ride
8.111 Dahutta Overlook D	Diue Fible
6 260 Wit: Nandall Pol	Blue Ride

- - + 85%

Q P

# Strengthen Your Foundation Save Time & Grow Faster by Customizing Your CRM

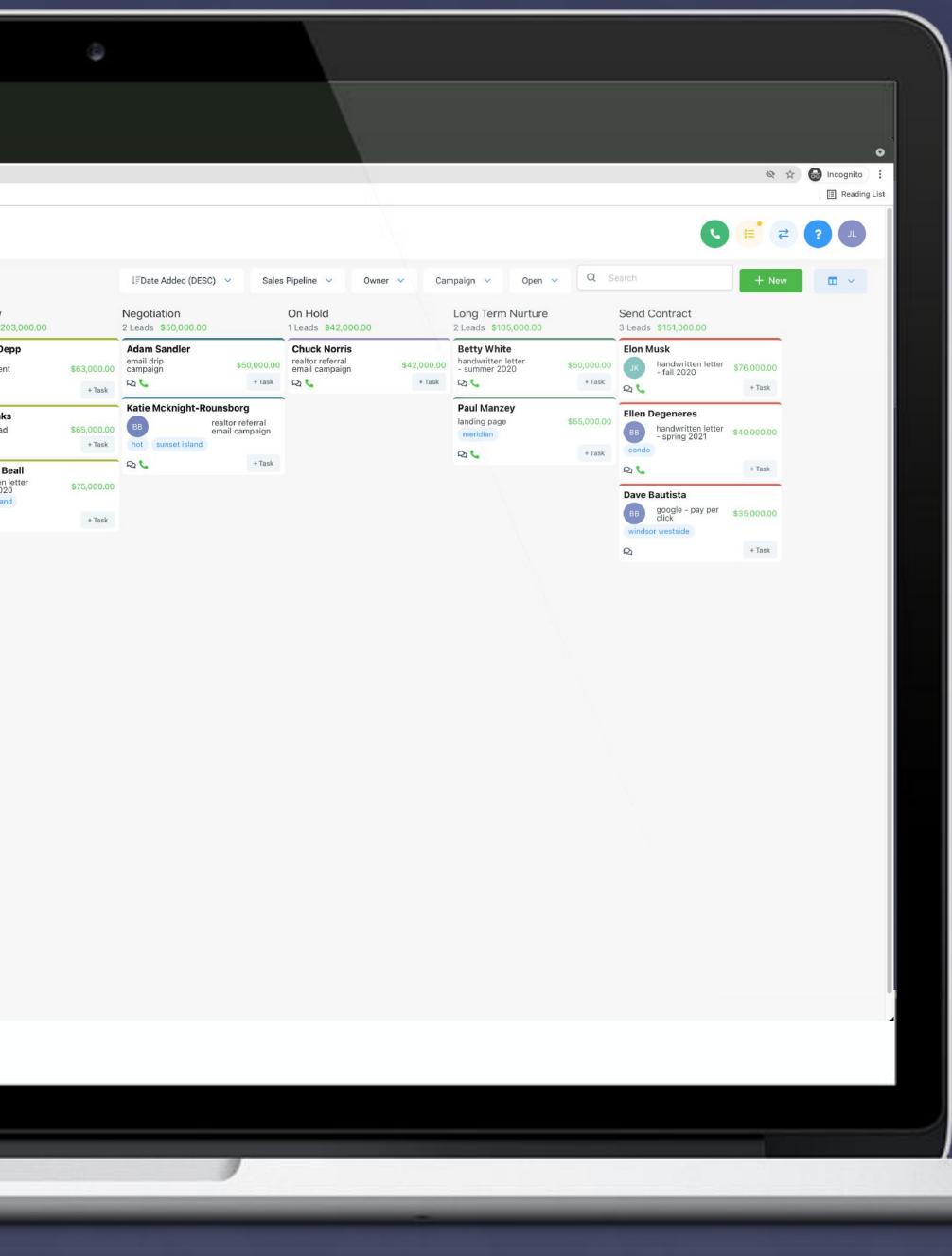


10 9 8





••	https://app.vintor	y.com	/location × +						
<ul><li>← -</li></ul>	→ C	om/lo	ocation/ISGuQqVp2GXe	sL1vnYRa/opport	unities				
🛅 Wa	avepaths Docs 📋 Wavepath	is Soc	ial 🔡 GMB 🛐 Caler	idar 💣 ClickUp	🏷 HubSpot 🧲 Conte	ntful ಿ Eventb	rite 📑 Research Insights	🗐 Wavepath	s Comm
()	vintory	<	Vintory Business Dev Select dat		rville, MD \vee				
Ø	Dashboard		Select dat	e a unie					
Q	Conversations		New Leads 2 Leads \$60,000.00		Responsive Lead 3 Leads \$110,000.00		Appointment Booked 2 Leads \$70,000.00		No Show 3 Leads \$203,000
8	Opportunities		Kerstin Doherty		Will Smith		Ryan Marcell		Johnny Depp
뮮	Workflows		BB summer postc	ard \$60,000.00	google searc	h \$75,000.00	BB summer postcard - a tier	\$40,000.00	
	Marketing		sunset island		24	+ Task	meridian hot		email Q
~	Reporting		24	+ Task	Michelle Deweese		26	+ Task	Tom Hanks
	Scheduling		John Burke		BR handwritten let - winter 2020	ter \$35,000.00	Tristan Webb		facebook ad
	Reputation		ВВ	email drip campaign	Q L	+ Task	BB handwritten letter - summer 2020	\$30,000.00	2
	Online Listing		meridian				sunset island hot		Michelle Beall
R	Contacts		R1 📞	+ Task	Randy Savage		24	+ Task	handwritten letter - spring 2020
T	Funnels and Websites				- fall 2020	+ Task			sunset island
ę,	Triggers								R .
Q	Chat widget								
⊵	Rental Projections								
0	Support								
	Help Articles								
\$	Settings								

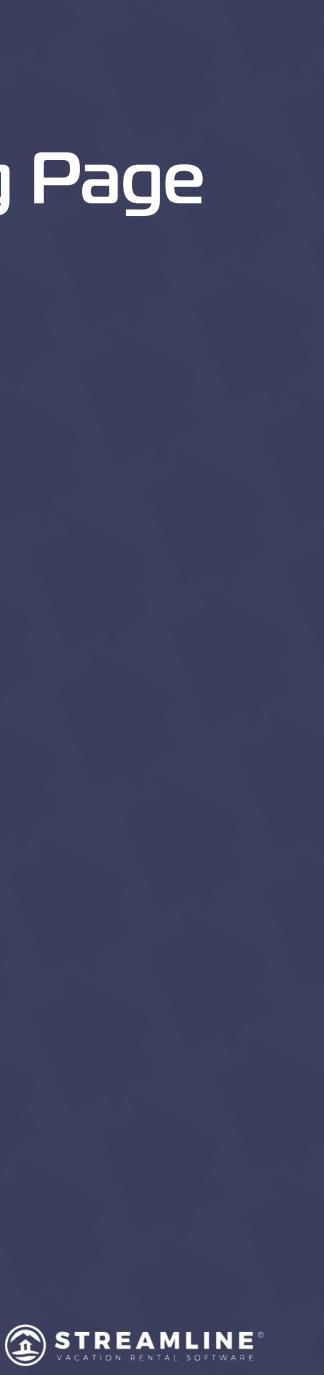


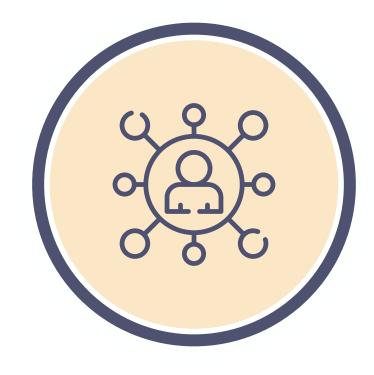
#### Strengthen Your Foundation

### Increase Conversions by 30% With an Optimized Owner Landing Page

8







# Execute Omnichannel Marketing

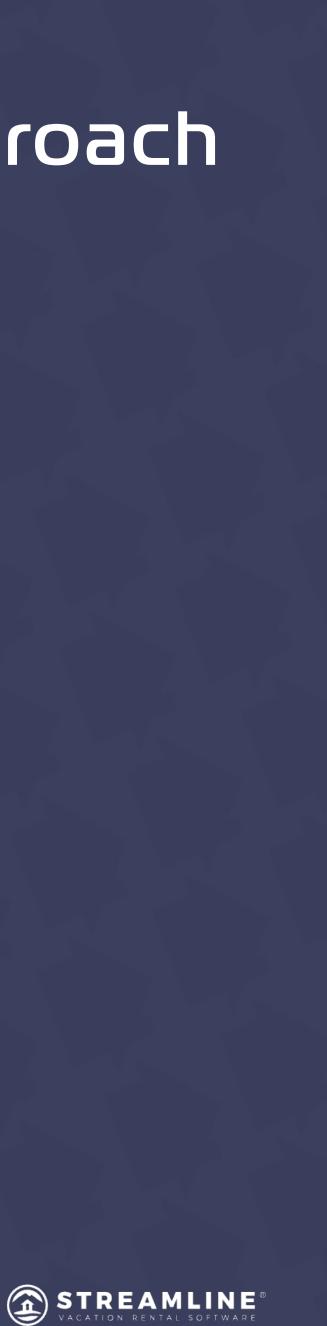




### Execute Omnichannel Marketing Realize Marketing Synergies With An Omnichannel Approach



Direct Mail



Retargeting

### Execute Omnichannel Marketing Stand Out From the Crowd With a Compelling Direct Mail Offer



#### 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**

10 9 8 7 6 5 4 3 2 1

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.

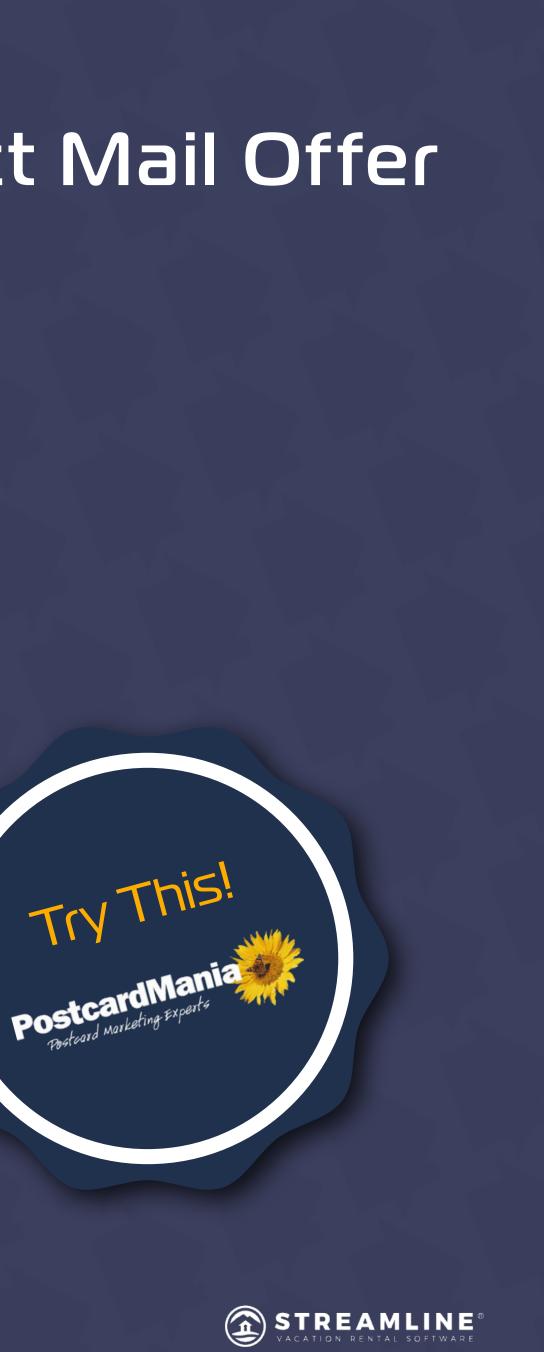
#### World-Class Hospitality

With Casago, your guests will enjoy the familiar standards, consistency, and convenience of a hotel with the personal care and 24/7 service of a professional host

Get A Free Rental

Evaluation & Learn Your

Income Potential



### Execute Omnichannel Marketing Convert Cold Leads Into Warm Leads Automated Outreach

#### New message



То Subject

Hello [name],

and I'm the owner of Glass Casa My name is company serving second home-owners in the

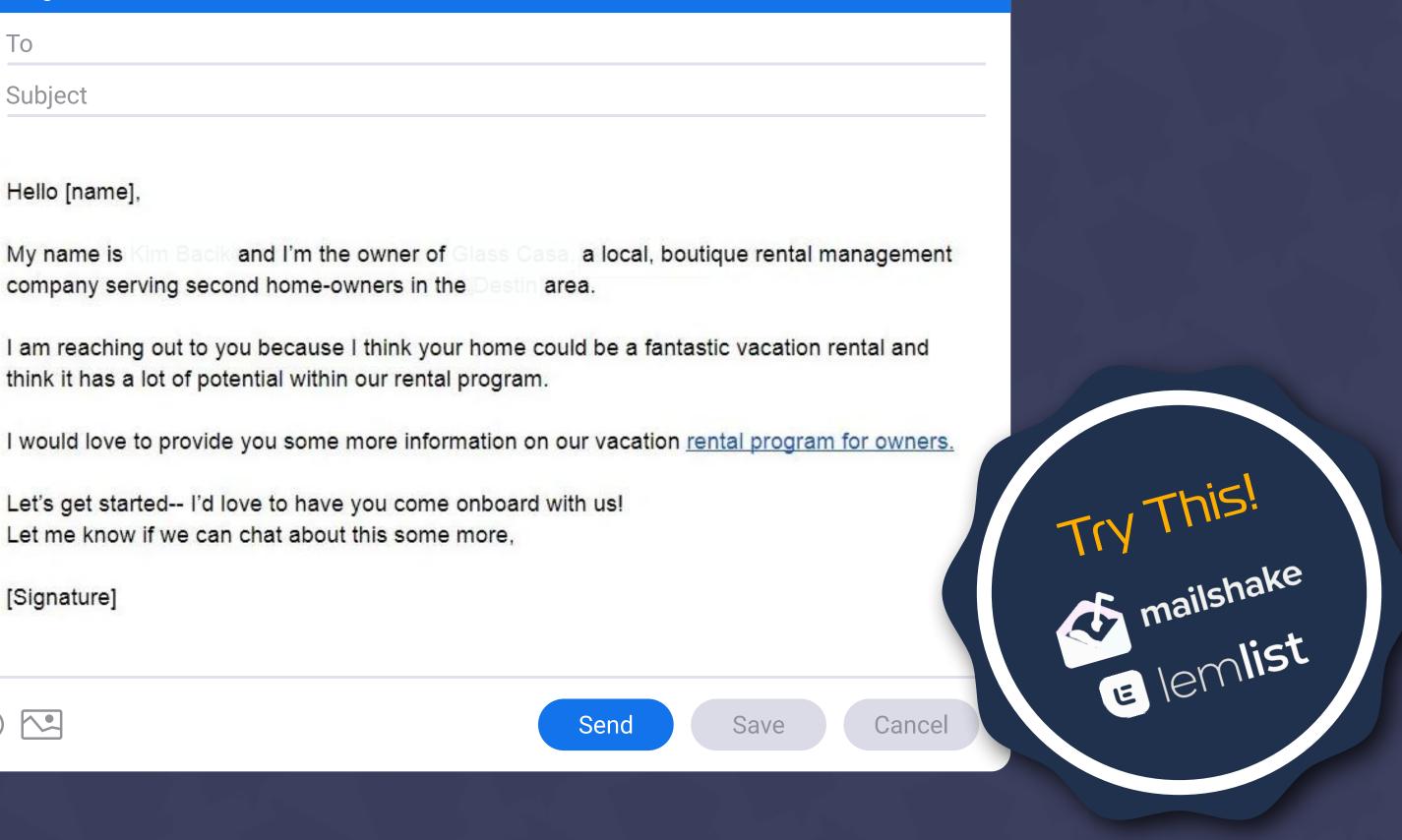
think it has a lot of potential within our rental program.

Let's get started -- I'd love to have you come onboard with us! Let me know if we can chat about this some more.

10 9 8 7 6

[Signature]

#### (::)



\_ .' X







#### Execute Omnichannel Marketing

### Double Your Engagement Rate With Video Email Marketing





6

5

### Execute Omnichannel Marketing Capture Better Leads With List Based Retargeting

é	Finder								4	) * Su	n 1:44 PM	ê q	i	
	<b>ਜ਼ 5 •</b> ੇ - ⊽			list_m	nailboxes.csv - Excel				Sign in	Ŧ			$\times$	
	ïle Home Insert	Page Layout Form	ulas Data	Review \	√iew Help Ç	Tell	me what you wa	nt to do				,∕⊊ Sh	are	
	External Data *	Table Refresh at Sources All -	Connections Properties Edit Links	Ž↓ <mark>Z A</mark> Z↓ Sort	Filter		Text to Columns S		What-If Foreca nalysis + Shee Forecast	st 👘	Group 👻 Ungroup Subtotal Outline	• "III • "III •	~	
D	L	$\checkmark f_x$											~	
	A	В			с		D	Е	F	G	н		I 🔺	
1	DisplayName	SamAccountName	Primar	ySmtpAddres	55		Ī							
2	Administrator	Administrator	Admin	istrator			exoip.com							
3	Ali Tajran	alitajran	Ali.Tajı	an			exoip.com							
4	Amanda Morgan	amanda.morgan	Amand	a.Morgan			exoip.com							
5	Anna Welch	anna.welch	Anna.V	Velch			exoip.com							
6	Benetiz Anees	Benetiz.Anees	Beneti	z.Anees			exoip.com							
7	Boris Campbell	boris.campbell	Boris.C	ampbell			exoip.com							
8	Carl Kelly	carl.kelly	Carl.Ke	lly			exoip.com							
9	Christopher Payne	christopher.payne		pher.Payne			exoip.com							
10	Piper Dylan	Dylan.Piper	Dylan.				exoip.com							
11	Elizabeth Roberts	elizabeth.roberts		th.Roberts			exoip.com						_	
12	Emma Underwood	Emma.Underwood		Underwood			exoip.com							
13	Hannah Walker	hannah.walker		n.Walker			exoip.com						_	
14	Jake Cornish	Jake.Cornish	Jake.Co				exoip.com						_	
15	James Paterson	James.Paterson		Paterson			exoip.com							
	Jeff Allan	Jeff.Allan	Jeff.Al				exoip.com							
	Jonathan Fisher	jonathan.fisher		an.Fisher			exoip.com							
	Julian Walsh	Julian.Walsh	Julian.				exoip.com					1		
	Kyle Peake	kyle.peake	Kyle.Pe				exoip.com							
20	Kylie Davidson	kylie.davidson	Kylie.D	avidson			exoip.com							

#### Upload People on Your List





# Execute Omnichannel Marketing Stop the Leak in Your Sales Funnel With Retargeting

#### Prospect

Google Tag Manager





Prospect Is Tracked

10 9 8 7 6 5 4 <mark>3</mark>

Prospect Later Visits Social Site Your Retarget Ad Is Displayed





## Save Time With Software & Tools



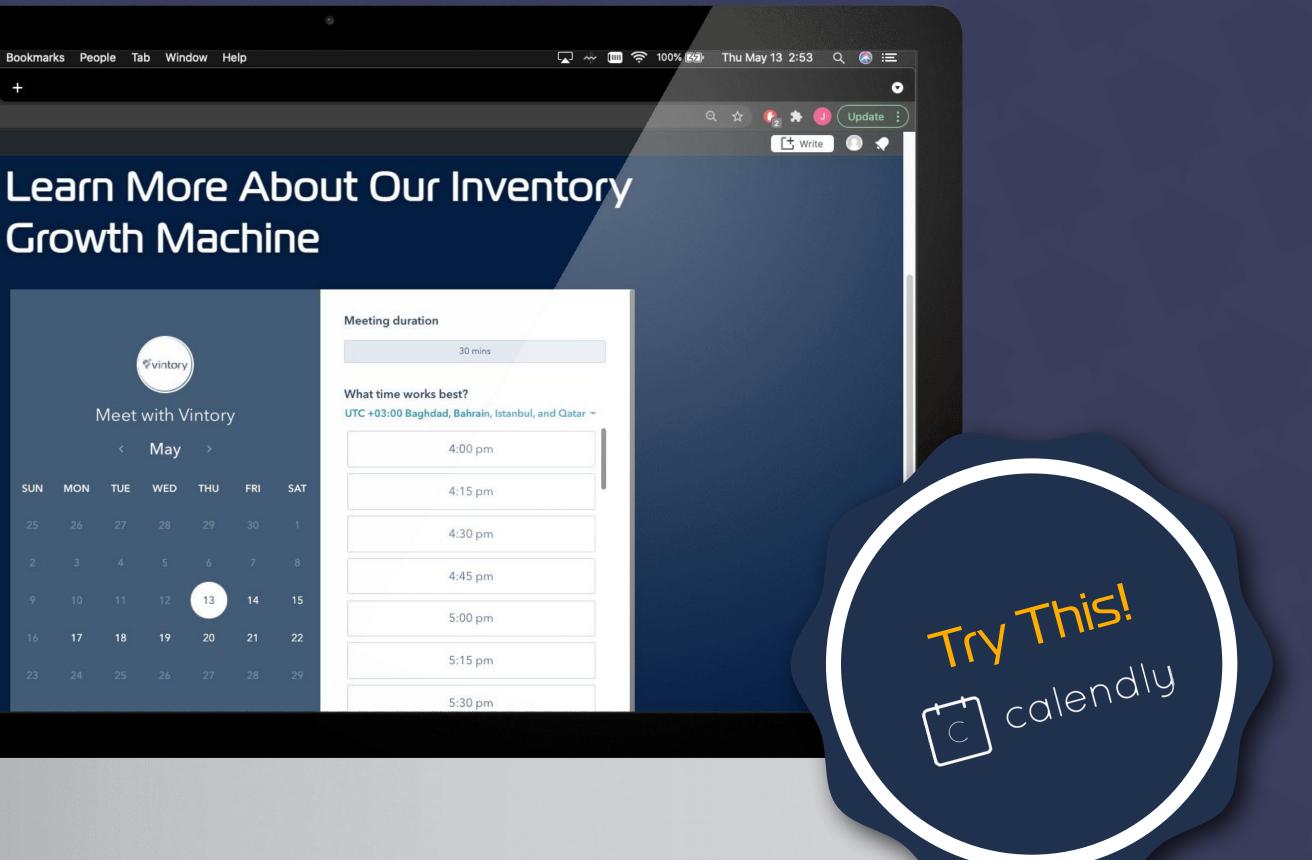


# Save Time With Software & Tools Make It Easy For Leads To Meet With You

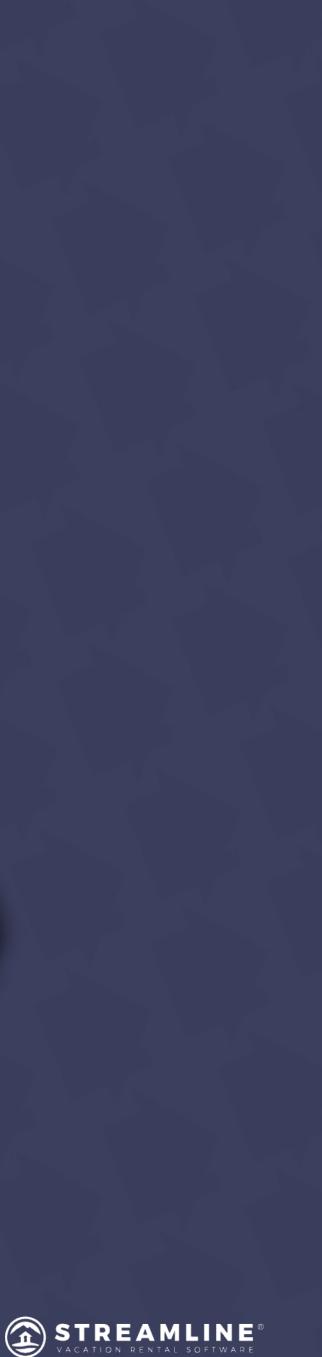
Ċ	Chrome	File	Edit	View	History	Bookmarks	People	Tab	Window	Help
• •	•	Book De	emo - Vi	intory	×	+				
<del>(</del>	→ C	🔒 vin	tory.c	om/boo	k-demo/					
1 M	/ Site 🖬	Reader								

### **Growth Machine**

	Vintory Meet with Vintory												
			May										
SUN	MON	TUE	WED	тни	1								
				13									
	17	18	19	20									



2



# Save Time With Software & Tools Track Your Campaign Calls

#### **Unique Callers**



10 9 8 7 6 5 4 3 2 1

Contact	Company	Qualified	Total Calls	Longest Call
Henderson Andre 407-460-9980	Bella Trae		1	54s
Linnette Martin 443-474-7187•	Midgett Realty		1	35s

STREAMLINE<sup>®</sup>



## Thanks for Attending!

# Go to vintory.com/streamline and get:

- Free Resources
  - Copy of This Presentation
  - Essential Elements of Direct Mail Postcards
- Free 30-Day Trial of Vintory Software
- Free Homeowner Landing Page
- No Commitment and 100% Free



Essential Elements of a Homeowner Landing Page

Free Homeowner Data File (Up to 500 Records)







# **Questions?**





# Thank You! Get in Touch!



### Brian Riggs brian@vintory.com



**Steve Schwab** steve@casago.com

