

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.

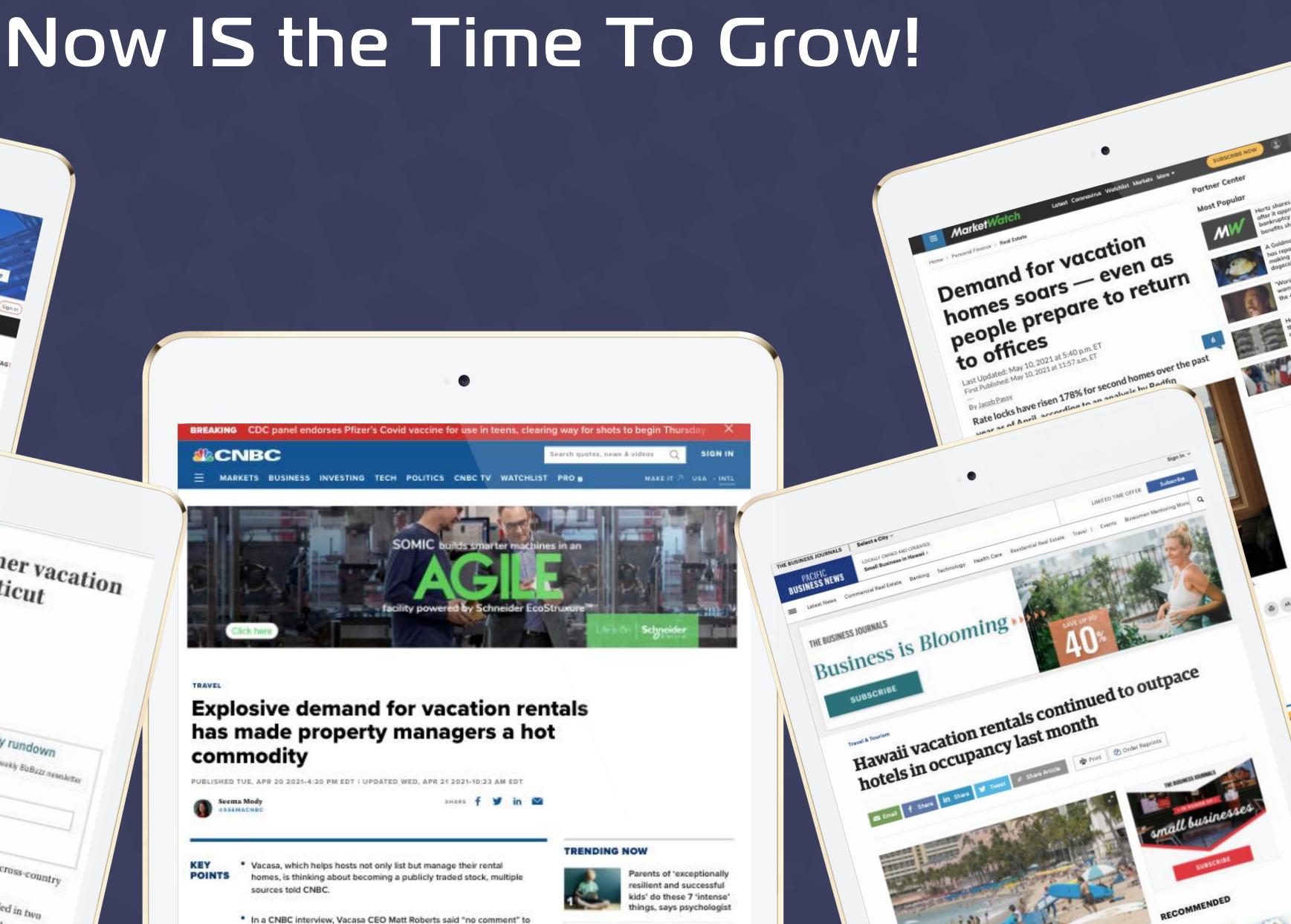
He said one property he has listed belongs to seene going on a two-month sailing

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

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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





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Strengthen Your Foundation





Strengthen Your Foundation Target the Right Leads With These Data Tricks



Tax Records / MLS



List Broker

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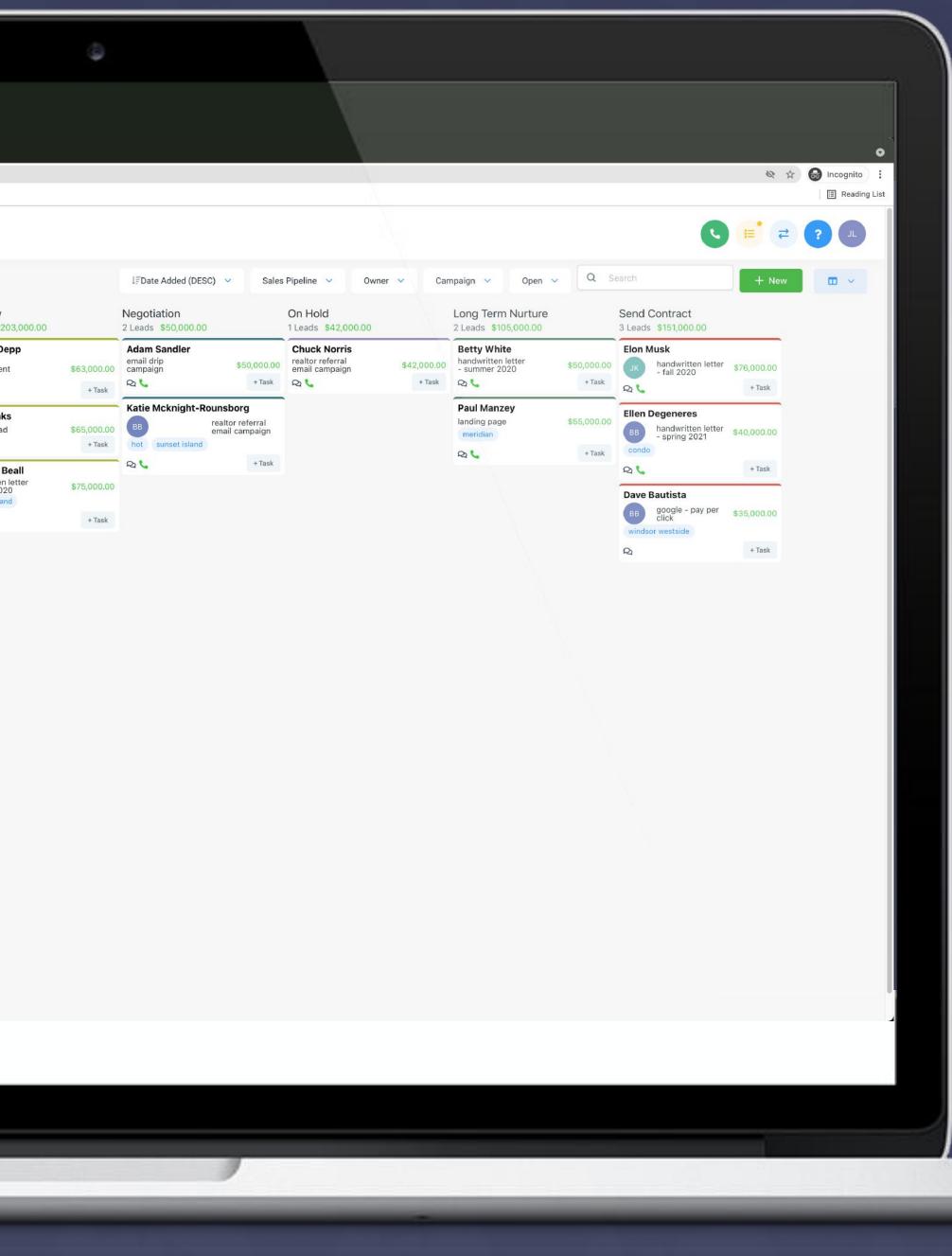


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Q	Conversations		New Leads 2 Leads \$60,000.00		Responsive Lead 3 Leads \$110,000.00		Appointment Booked 2 Leads \$70,000.00		No Show 3 Leads \$203,000
8	Opportunities		Kerstin Doherty		Will Smith		Ryan Marcell		Johnny Depp
뮮	Workflows		BB summer postc	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								

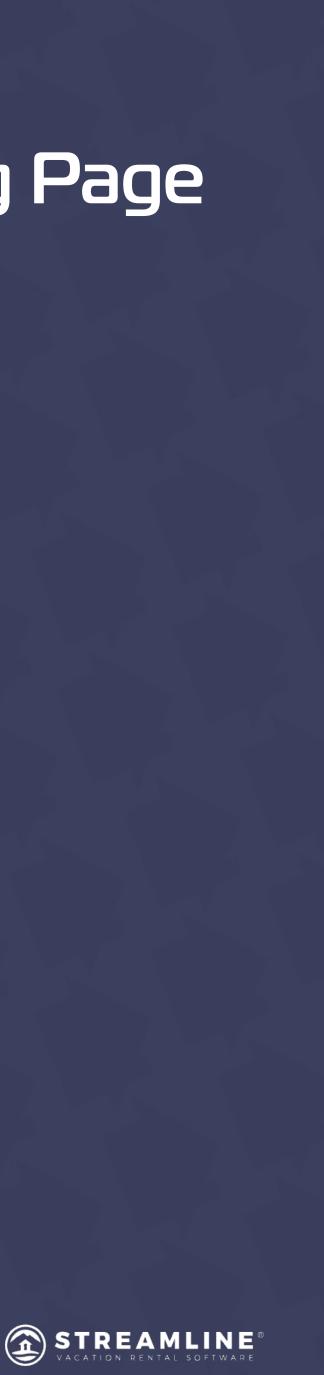


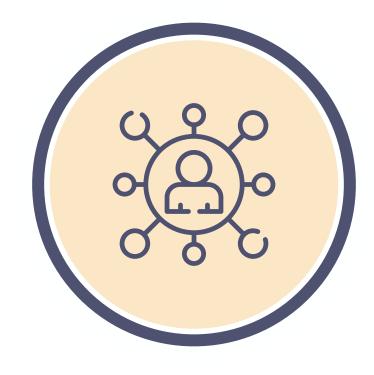
Strengthen Your Foundation

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

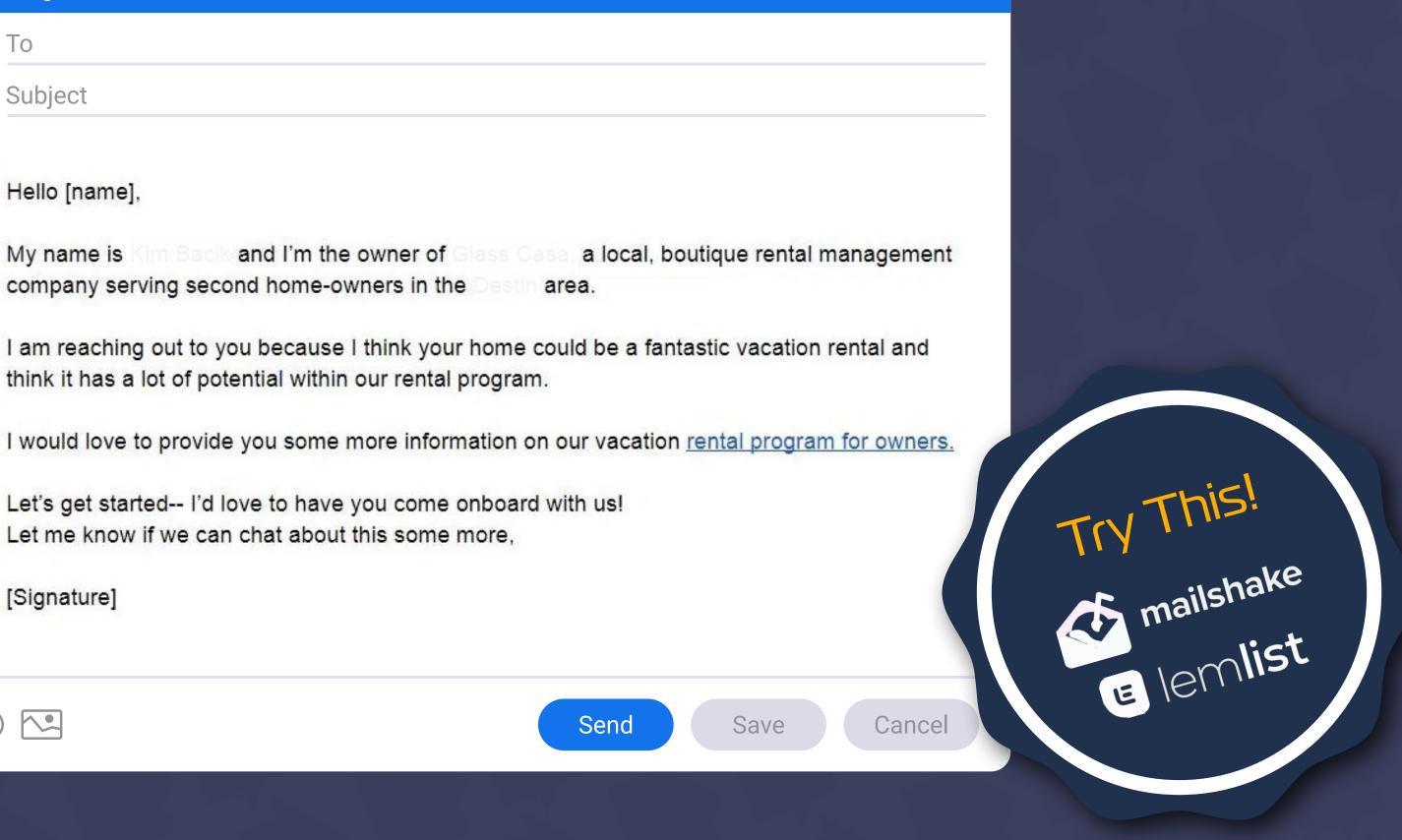
think it has a lot of potential within our rental program.

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]

(::)



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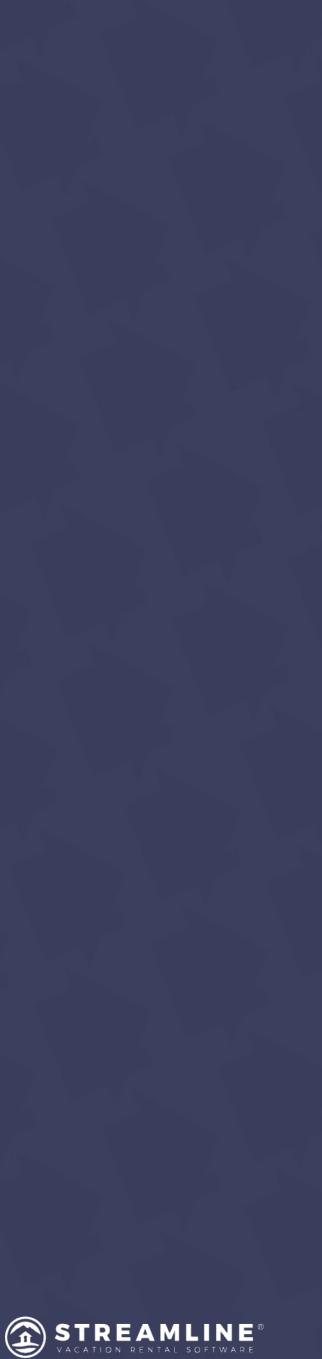




Execute Omnichannel Marketing

Double Your Engagement Rate With Video Email Marketing





6

5

Execute Omnichannel Marketing Capture Better Leads With List Based Retargeting

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	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



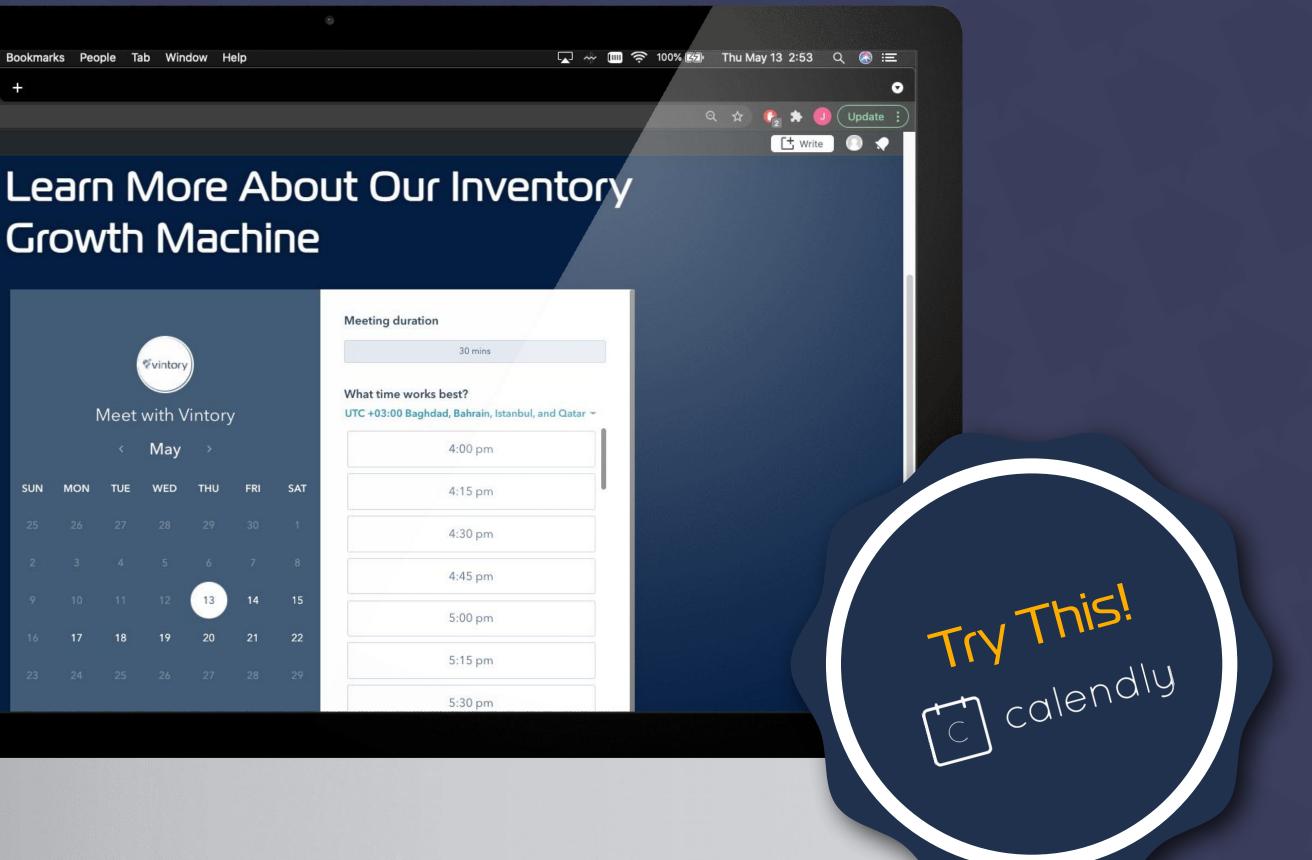


Save Time With Software & Tools Make It Easy For Leads To Meet With You

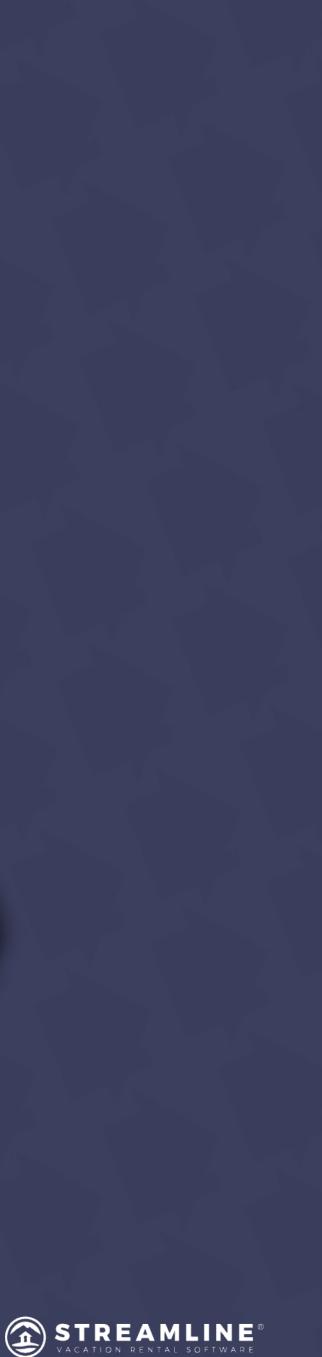
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Growth Machine

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				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[®]



Thanks for Attending!

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 - Copy of This Presentation
 - Essential Elements of Direct Mail Postcards
- Free 30-Day Trial of Vintory Software
- Free Homeowner Landing Page
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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

