

VRM LIVE!
intel

Proactive Homeowner Acquisition

Presenter: Brooke Pfautz

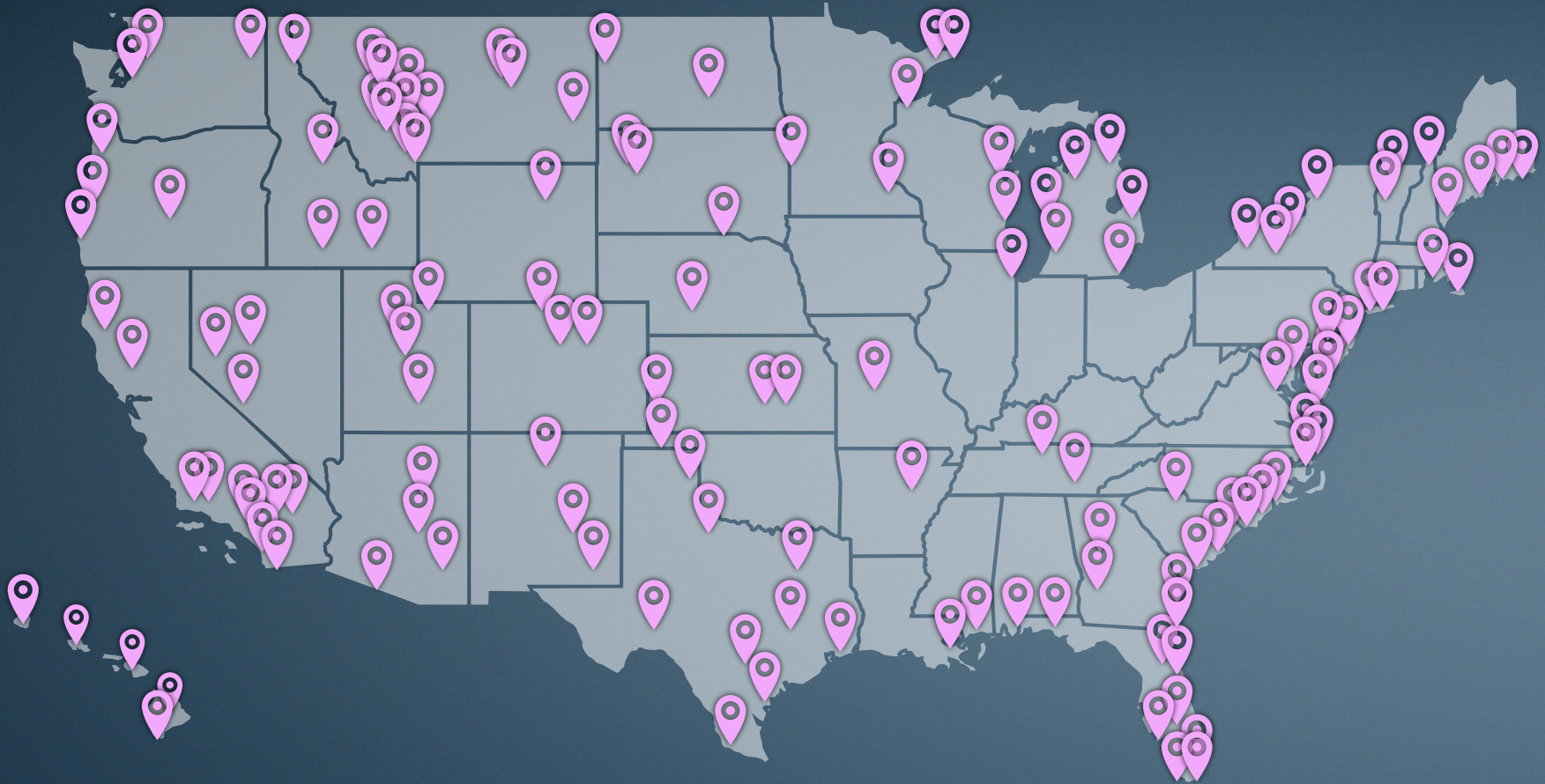


vintory

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Presentation at
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It's Tough Out There!

More and More Vacation Rental Companies



It's Tough Out There!

Influx of Venture Backed Multi-destination VRMs



\$119,500,000

4,600+ Properties



\$99,200,000

10,000+ Properties



\$526,500,000

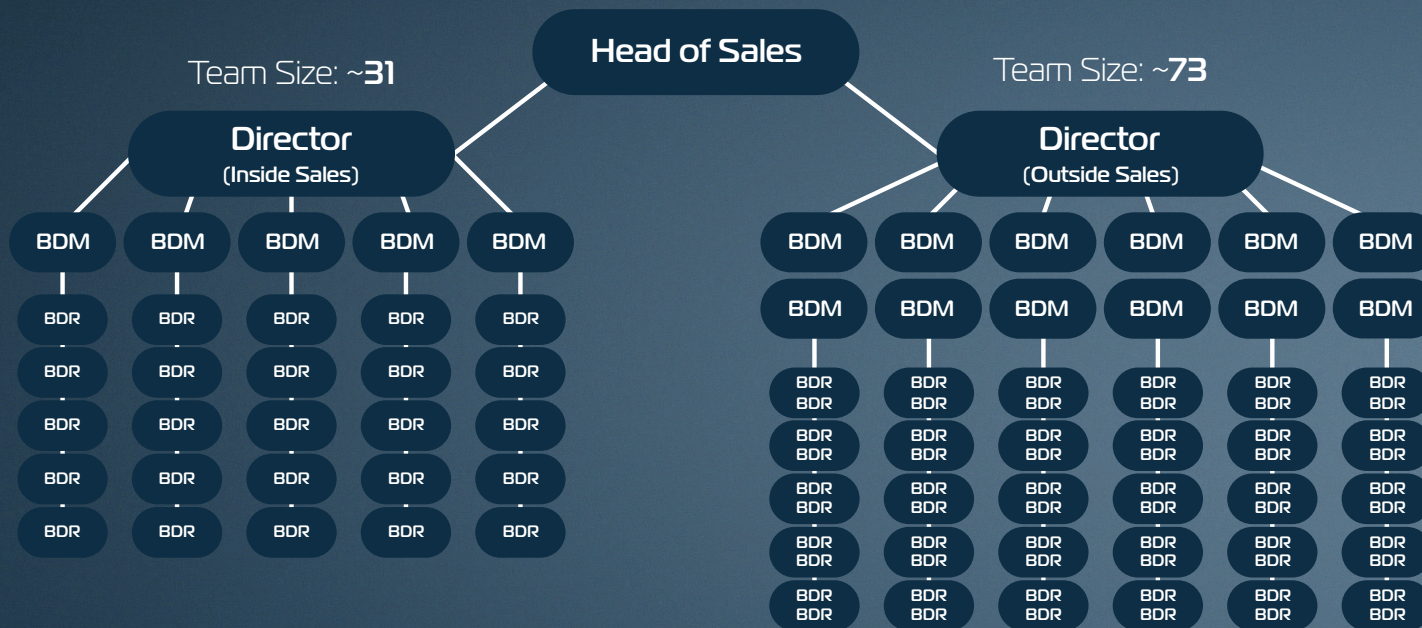
25,000+ Properties

It's Tough Out There!

Vacasa Business Dev. Org. Chart



Business Dev. Staff: 106



Team Size: ~40

Head of Marketing

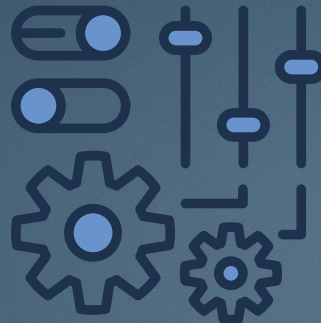
- + Sales Development Team
- + Inbound Sales Team (12)
- + Mail Marketing Team (10)
- + Events Marketing Team (4)
- + Real Estate Marketing Team (5)
- + Marketing & PR Team (5)

Don't give up! Don't quit!

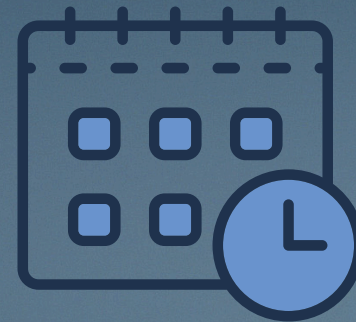
It just takes a game plan, execution and some discipline.



Game Plan



Execution



Discipline

Proactive Homeowner Acquisition Inventory Acquisition System



Proactive Homeowner Acquisition Strategy - Identify Your Goals



What type of new inventory?



How Many Properties?

Proactive Homeowner Acquisition Strategy



# of Properties		# of Properties	
Current # of Properties	100	Direct Mail	25
Target Goal	140	Referrals	10
Churn/Attrition	10	Inbound/Digital	15
<hr/> Properties Needed		<hr/> Total	
50		50	

Proactive Homeowner Acquisition Strategy



Direct Mail Calculator	
Current # of Properties	<input type="text" value="100"/>
Churn/Attrition (per year)	<input type="text" value="10"/>
Goal (# of Properties)	<input type="text" value="140"/>
# Properties from Referrals (Year)	<input type="text" value="10"/>
# Properties from Inbound (Year)	<input type="text" value="15"/>
# Properties Needed from Direct Mail	25
Direct Mail Response Rate	0.015 % <input type="range" value="0.015"/>
DM Lead to Deal Conversion	0.3 % <input type="range" value="0.3"/>
# Letters Needed to Mail (Year)	5556
# Letters Mailed /Month	463
Cost/Letter (\$)	\$ <input type="text" value="1.00"/>
Total Annual Investment	\$ 5556



Proactive Homeowner Acquisition Strategy - Marketing Calendar

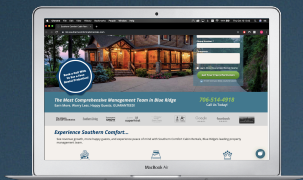


MacBook Air

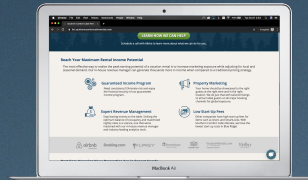
Proactive Homeowner Acquisition Inventory Acquisition System



Proactive Homeowner Acquisition Competitive Messaging



Unique Selling
Proposition



Features
& Benefits



Call to
Action



Risk
Reversals



Social
Proof



Trust
Icons

Unique Selling Proposition

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Southern Comfort Cabin Rentals

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Book a Call With Us For a Free Rental Projection!

Phone Number *

Comments

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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 VACATION RENTAL SHOW superhost

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.

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Features & Benefits

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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!

airbnb Superhost Booking.com FLIPKEY HomeAway Premium Partner TripAdvisor VacationRentals.com Premium Partner Vrbo Premium Partner

Don't Even Know Your Properties Are in Expert Hands

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Call to Action

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• 100% Satisfaction Guaranteed •

First Name *

Last Name *

Email *

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We never share your details, unsubscribe anytime.

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Risk Reversals

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Southern Comfort Cabin Rentals

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Unlimited Owner Use

Other companies limit when homeowners can stay in *their* vacation homes. We don't think that's right. It's your vacation home - enjoy it as much as you'd like.




No Long Term Contracts

End your contract at anytime! It's as simple as a 60 day notice.



Luxury Vacation Rental Network

Owners of qualifying homes receive a complimentary \$2,500 membership and free travel credits with ThirdHome, a home sharing network of more than 11,000 luxury vacation homes across the world, for the duration of your partnership with Southern Comfort.



100% Satisfaction Guarantee

We don't believe in charging owners when you aren't 100% satisfied. If you're dissatisfied for any reason, let us know and we'll refund the previous month's fees.

"We have been with Southern Comfort for over 10 years and we cannot say enough about the professionalism, service, support and friendship we have enjoyed, they're simply the best."

- Mike R
Southern Comfort Cabin Rentals Homeowner

[LEARN MORE ABOUT OWNER BENEFITS](#)

Low Startup Fees | No Long Term Contract | 100% Satisfaction Guaranteed

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Trust Icons

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Learn How Much You'll Earn!

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The Atlanta Journal-Constitution Southern Living VACATION RENTAL SHOW Airbnb Superhost Fannin County Chamber of Commerce BBB A+ rating Google 5 stars facebook 5 stars 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

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Proactive Homeowner Acquisition Inventory Acquisition System



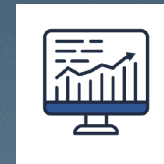
Unique Strategies & Practices Data



Local MLS,
City/County



List
Broker



Vacation Rental
Permit Data

ProTip!
OTA scrape
& segment

Unique Strategies & Practices
Data - Personas



RBO
Ruby



Competitor
Chris



Purchasing
Petersons

Unique Strategies & Practices

Data - Personas



RBO Ruby

WHO IS SHE?

RBO Reyna is currently renting out her home on Airbnb and Vrbo herself. Her pain points are managing her time and dealing with all the headaches associated with guest issues. She also has a hard time finding good local contractors and cleaners. She is worried that her home isn't being taken care of from far away.

PERSONAL DEMOGRAPHIC QUICK FACTS

HOME MARKET
Boston, Massachusetts

EMPLOYMENT
Job: Lawyer
Employer: Law Firm
Salary: \$150,000+

PRIMARY FACTORS THAT ARE IMPORTANT TO HER

- 24/7 Local Support
- Expert Revenue Management
- Powerful Property Marketing

Secondary Factors: Royal Treatment

HER PAIN POINTS

- Long Term Contracts

POTENTIAL OBJECTIONS

"Why should I pay you to do something that I can do myself?"

REBUTTALS

The Neutral Rental team is local to Cape Cod and our expertise and on-the-ground presence resolves everything that winds. Plus, our expert revenue management and powerful property marketing allows our owners earn more money. Together, we can fill more summer weeks and keep the burden of guest issues off your back.

The Purchase Petersons

WHO ARE THEY?

The Purchase Petersons have been married for 30 years and have two children. They have just purchased a brand new home in Cape Cod. They are financially savvy, but also like and need convenience when it comes down to it. They are willing to pay to make their lives easier. While they appreciate knowing details, they are also looking for an efficient, easy process to secure a rental management team.

PERSONAL DEMOGRAPHIC QUICK FACTS

HOME MARKET
Hartford, Connecticut

EMPLOYMENT
Job: Business Owners
Employer: Self
Salary: \$200,000+

PRIMARY FACTORS THAT ARE IMPORTANT TO THEM

- Expert Revenue Management
- Past Guest Database
- Quick and Easy Online Bookings

Secondary Factors: Constant Financial Reporting

THEIR PAIN POINTS

- Don't want any start-up fees

POTENTIAL OBJECTIONS

"How will you make me more money than the competition?"

REBUTTALS

Most of our reservations come through us direct bookings, and not through third-party booking sites. Combined with our expert revenue management process, this results in greater rental revenue for our owners.

Competitor Chris

WHO IS HE?

Competitor Chris is with another management company. His pain points are getting 'nickel-and-dimed' to death for fees and feeling unsupported as an owner. He also worries that lackluster marketing is hurting his overall revenue and weeks booked.

PERSONAL DEMOGRAPHIC QUICK FACTS

HOME MARKET
New York City, New York

EMPLOYMENT
Job: Software Developer
Employer: Amazon
Salary: \$175,000+

PRIMARY FACTORS THAT ARE IMPORTANT TO HIM

- Minimizing Risk to Owners
- Powerful Property Marketing
- Past Guest Databases

Secondary Factors: Expert Revenue Management

HIS PAIN POINTS

- Wants a 100% Satisfaction Guarantee

POTENTIAL OBJECTIONS

"Why should I risk switching management companies when I may lose repeat renters?"

REBUTTALS

We're built by owners, for owners. This owner-centric foundation shows in everything we do. We understand the fear of switching management companies, but our powerful property marketing, past guest database allows us to minimize that risk. Fill your summer occupancy, and build a loyal following of repeat renters to your home.

Proactive Homeowner Acquisition Inventory Acquisition System



Unique Strategies & Practices
Marketing



Direct Mail



Inbound

Unique Strategies & Practices

Marketing - Direct Mail



Customized for Owners "Call Kelly Ruby"

Contact Us To Learn How Much You'll Earn!

No Long Term Contract | 100% Satisfaction Guaranteed | Unlimited Owner Use

Call Kelly
Call Us Today And Let Us
Walk You Through Everything!
850-331-7302



Postage



Updates And Feedback
Receive monthly maint. and housekeeping updates and know what your guests think about your property!



Trust Accounting
We protect and secure your money with our strict principles.



Unlimited Owner Use
Enjoy your home when you'd like, as long as you'd like.



Earn Guaranteed Income
Risk free, financial reliability in your hands.



Engage Guests for Repeat Stays
Receive more repeat bookings through our huge database of past guests.



The Royal Treatment
Give your guests the beach escape vacation they've dreamed of with luxury rentals and services.



Partnership with Owners
Partnering with 30A means you're part of our family as we build financial results together.



Explore The World
Your home gives you access to more than 11,000 vacation homes through our reciprocal network.

VRMA   facebook  Google  airbnb 



Return Address
5399 E County Hwy 30A, Suite 7 Santa Rosa Beach, FL 32459

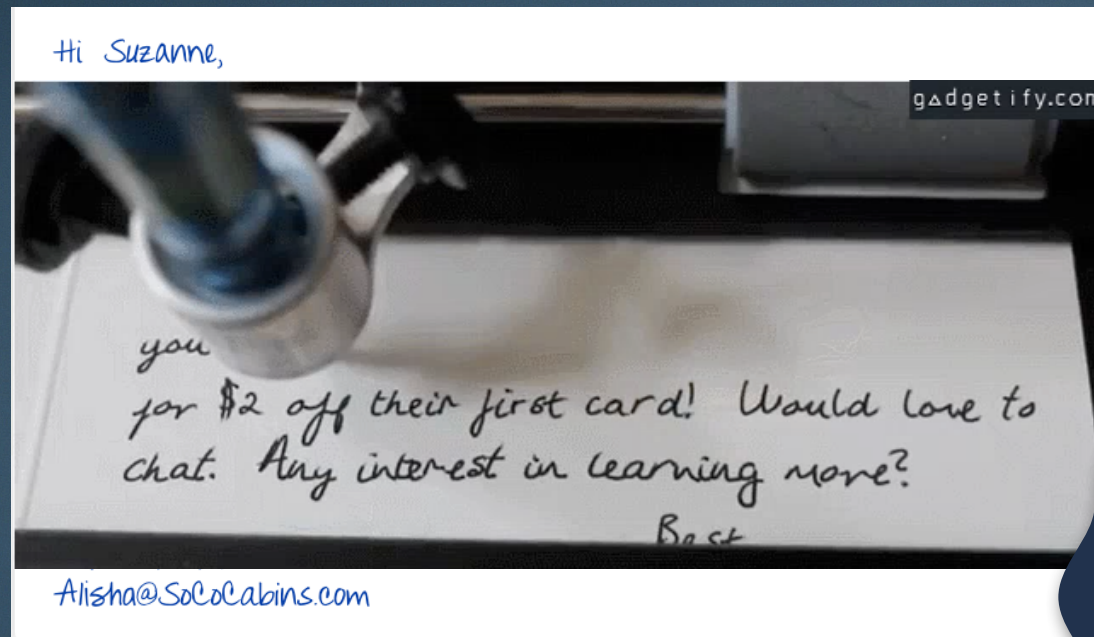
Mailing Address

850-331-7302 | list.30a-vacay.com

ProTip!
Change features
and benefits!

Unique Strategies & Practices

Marketing - Direct Mail



ProTip!
handwrytten.com

Unique Strategies & Practices
Marketing - Inbound



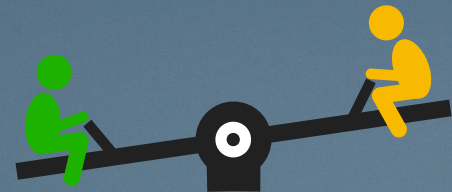
Inbound Marketing

Unique Strategies & Practices
Marketing - Inbound



Inbound

Outbound



Seller

Buyer

Unique Strategies & Practices

Marketing – What is Inbound Marketing?



Attract Customers



With valuable content
and experiences tailored to them

Form Connections



By solving problems
they already have

Unique Strategies & Practices

Marketing - Inbound - Buyer's Journey



Unique Strategies & Practices Marketing - Inbound



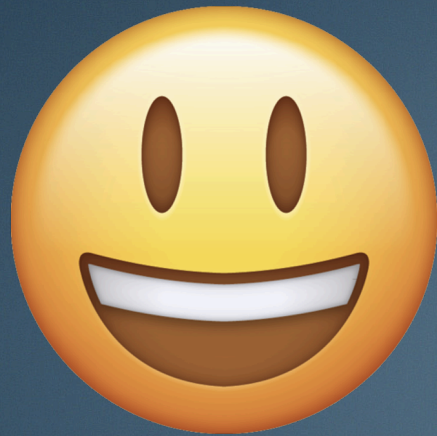
Blogs
Infographics
Video
eBooks
Checklists
Retargeting



Case Studies
Webinars
Interactive Content
Social
White Papers
Landing Pages

Unique Strategies & Practices

Marketing - Inbound - Why is it Important?



61%

This is the way people want to buy

Inbound costs less

Unique Strategies & Practices Marketing - Inbound



How do I get started?



Pain Points

+



Solution

=



Unique Strategies & Practices
Marketing - Inbound



Where do you find help to do this?

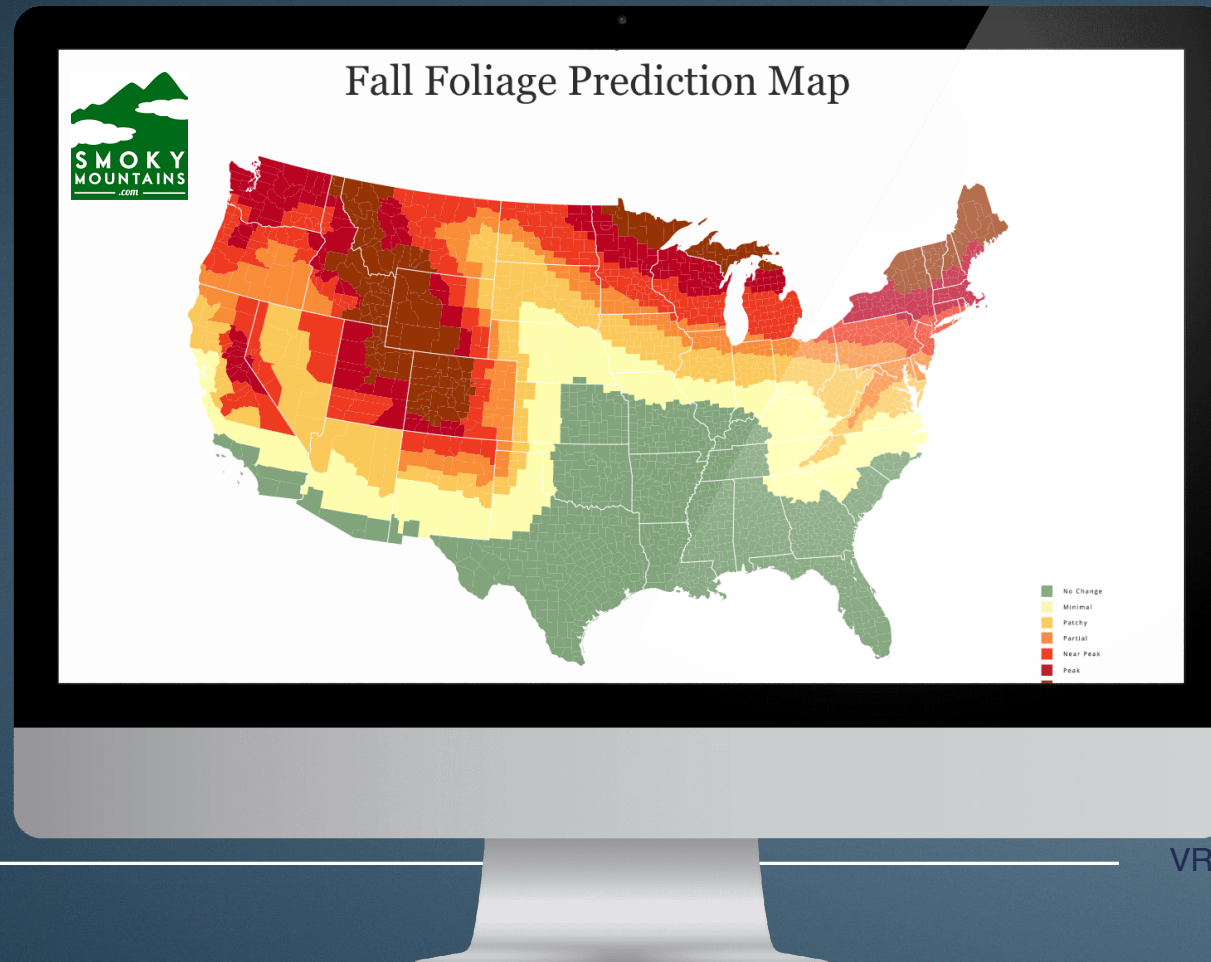
Copy Post Repeat

Writer  Access

fiverr

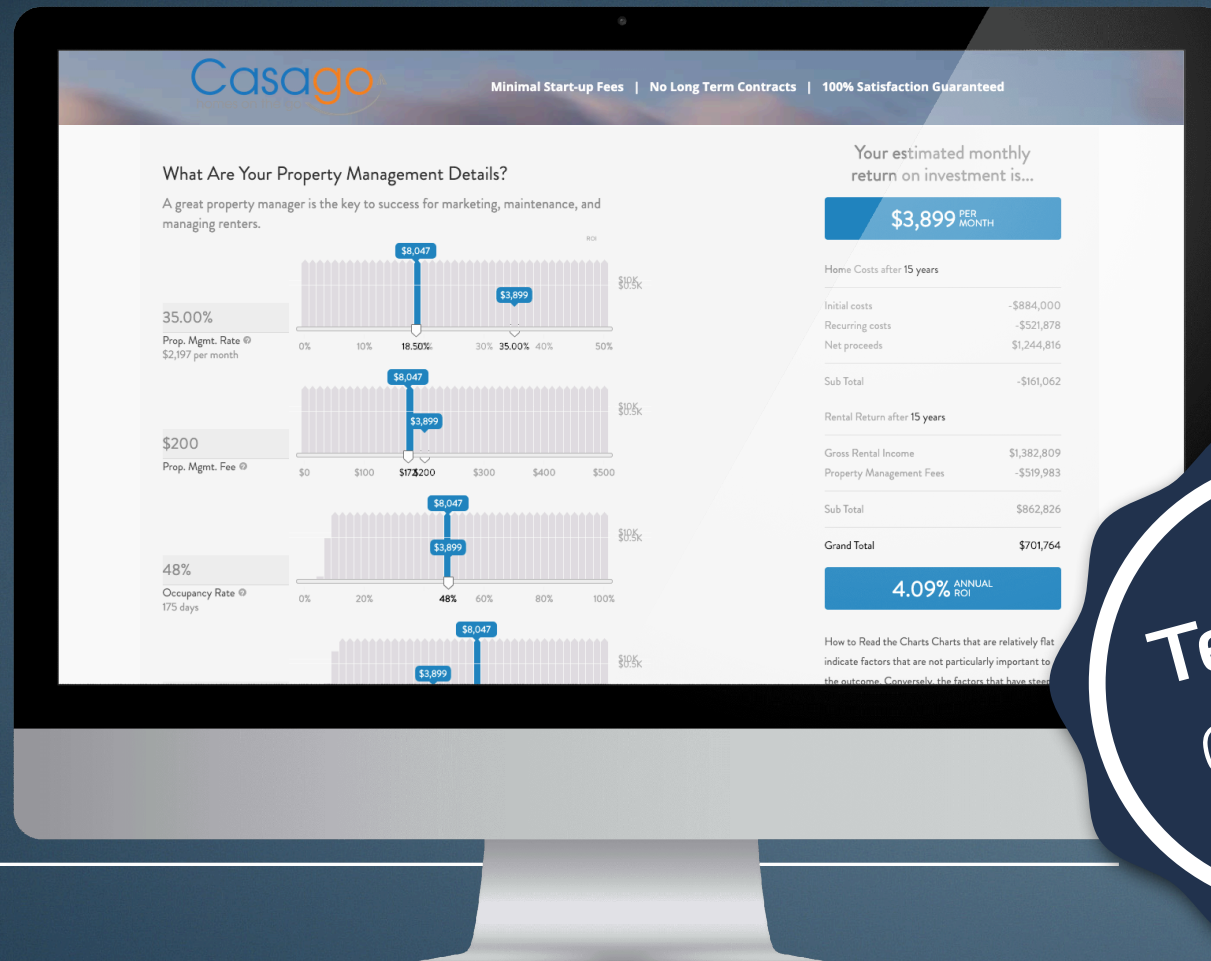
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Unique Strategies & Practices Content - Interactive



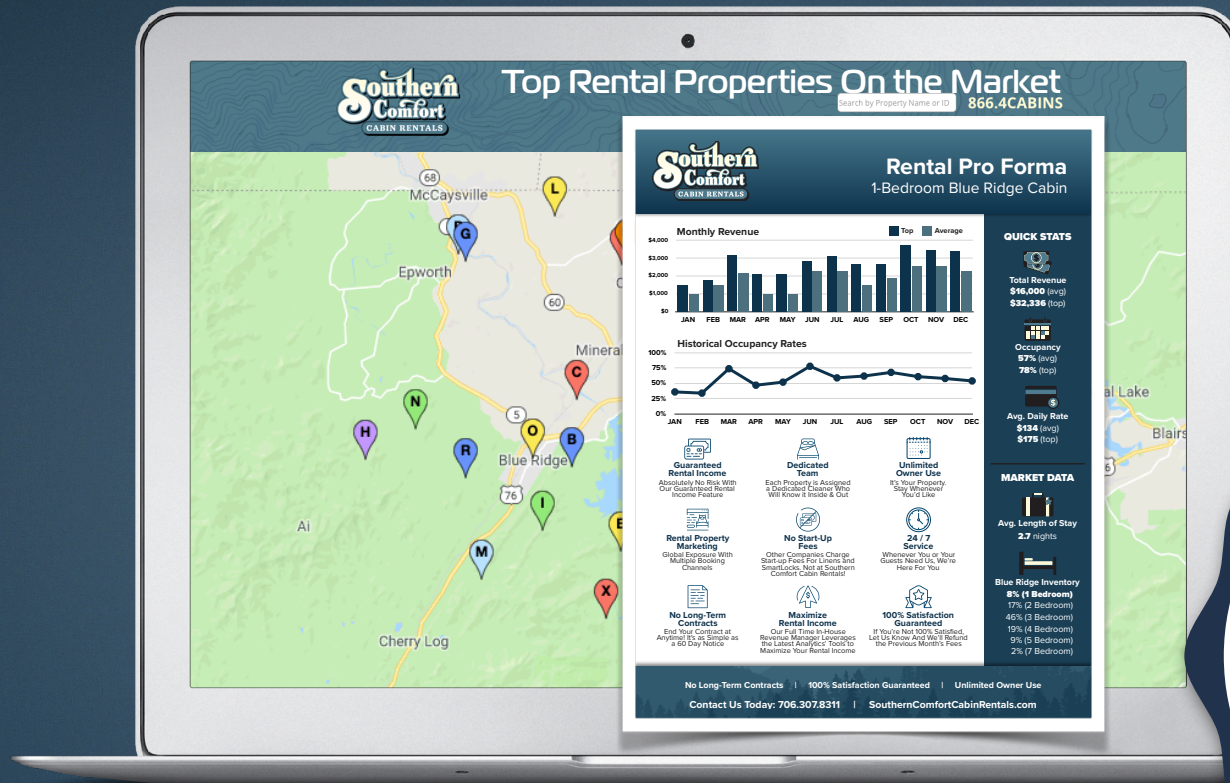
Unique Strategies & Practices

Content - Interactive



TechTip!
Calconic

Content - Interactive Content



TechTip!
BatchGeo

Proactive Homeowner Acquisition Inventory Acquisition System

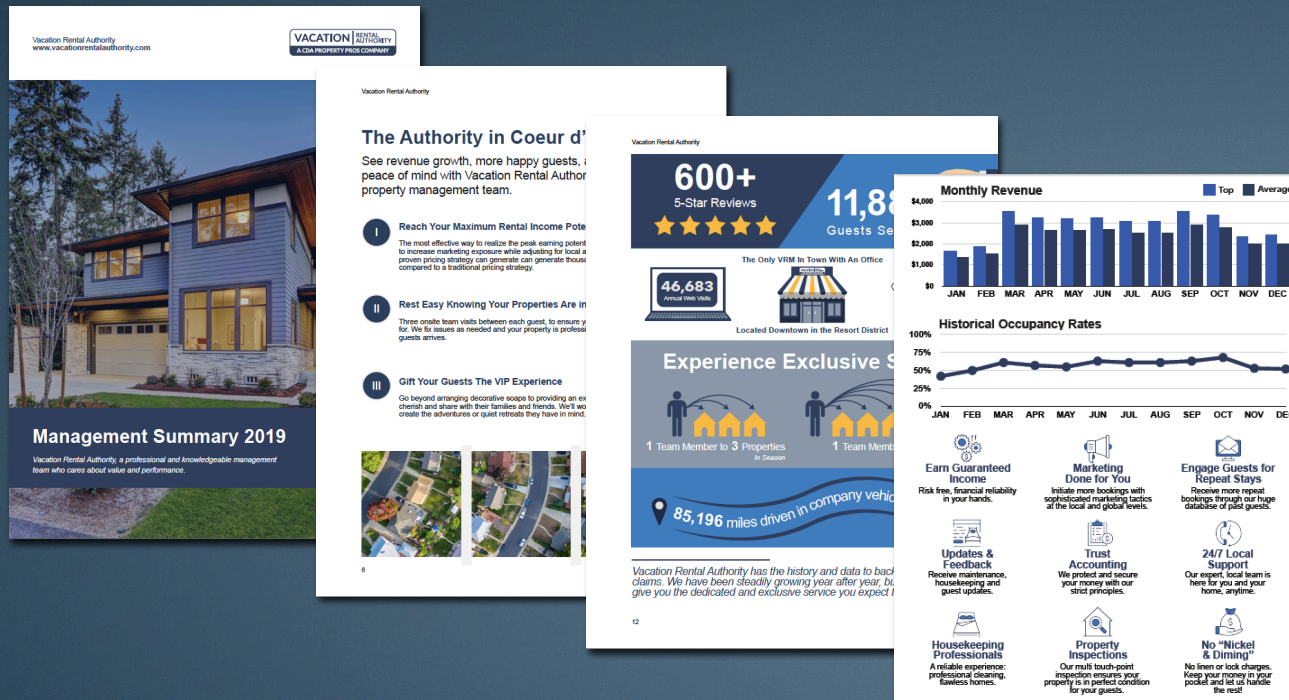


Unique Strategies & Practices

Sales Tools- Pro Formas



Unique Strategies & Practices Sales Tools – Market Reports



Proactive Homeowner Acquisition

Key Takeaways

1

Set Your Goals and Reverse Engineer

Use our DM calculator to find out how many letters you need to mail

2

Create Your Plan and Execute

Build a Marketing Calendar Playbook

3

Create Your Core Messaging

Update your landing page, etc... w/6 key messaging elements

4

Upgrade Direct Mail Efforts

Follow the postcard essential elements handout

5

Start With a Good List

Absentee owner lists. Overlay other lists.

6

Create Personas

Create custom messaging that speaks to each persona

7

Get Started With Inbound Marketing

Leverage outsourced talent to solve your prospects pain points

8

Interactive Content

Create interactive content with tools such as Calconic or BatchGeo