

3. Approval is obtained through BDR Manager, Scott Breon, or Gerard Butler depending on investment dollar amount.
4. Membership sign up.
5. Reporting of membership for central tracking and search engine optimization via Google form.
6. Ongoing monitoring of the effectiveness of the membership and annual review prior to renewal.

Community Events in Your Region

Vacasa wants to be involved in your local community. Please research a minimum of two local events that you feel you will gain leads from.

Here are the steps you need to take to get approval:

1. Talk to your manager to get approval for each event. You know your area better than anyone else so we are looking for you to come up with the community events that you would like to attend.

- Budget is \$500 per event with a maximum of \$1,000 per year.
- If you would like to attend an event that costs more than \$500 your manager will talk to Cliff to get approval. Please have data ready to support this request.

2. Complete this form (all fields):

<https://docs.google.com/forms/d/1EZPS0Q9dJEjXRxmW7gLEfssi5wrpUO5TpJC9Bo9qUG8/viewform?c=0&w=1>

3. The event marketing department will review your request and confirm approval of your participation.

4. Please speak with your manager and/or event marketing department (Danya Minyan or Carrie Pliska) to review best practices for event participation.

5. Follow up with your manager with feedback. Your manager will want to know your impressions of the event and whether you achieved your goals. Please document all leads received during event. Michelle Dowdle will send you a follow up form to gain relevant information and data.

Lead Management

Follow Up Email Examples

Hi _____,

It was very nice to talk with you today. Renting your home through Vacasa Rentals allows for many great opportunities, the attached Vacasa Owner's Welcome Packet contains a lot of details about how our whole operation works.

Please take some time to review all of the information in the Welcome Packet. Feel free to contact me with any questions you may have.

I look forward to helping you make the right choice for your home! Below are some helpful links; to our website, for the Lincoln City VRD application, as well as more information on the VRD process.

Click [HERE](#) to view our website, one of the best in the industry!

The local rep information you will need is below:

Taj Richardson

Day: [541-992-9008](tel:541-992-9008)

Night: [503-345-9399](tel:503-345-9399)

1727 SE 8th St.

Lincoln City, Or. 97367

info@vacasarentals.com

Hi there!

In short... I'd like to manage your vacation home. My [company](#) will do all of the work, and we'll guarantee that you make at least what you made last year, or ... we'll pay you the difference. - No Risk -

Is there a time that you might be available to meet one of our vacation home specialists for coffee, or a tour of the home? I'm also happy to send you a copy of our contract for your perusal in advance of that appointment.. don't love what you see, cancel :).

If a meeting is just out of the question right now, that's no problem. I can actually get you completely set up via email and telephone calls.

Thanks!

Next Email Realtors Only

I wrote you the other day about vacation rental management. What I failed to mention is that we offer a referral fee for any owners that sign a contract with our company by way of referral from a licensed broker or finance professional in the real estate industry.

Also, if you happen to manage rentals yourself, and have a few in your pool, it might be really beneficial for us to work together.

Not interested? Please recycle, pass this on to a new broker that could use the new relationship. :D

Next Email -

Hi There!

I hope business is good and life is treating you well! I wanted to follow up with you today and just make sure that you received my earlier email as well as share a few neat things with you.

The location of your home is fantastic, so I had to take this one last shot! :D.

What do you think of shiny professional grade pictures for your home shot by a real estate professional at no charge to you?

We'd also be happy to pay for a premium VRBO add with the US Bundle. So if you already have that, added with our guarantee to meet or beat your last year's net revenue, you'd be in the green for the year already! Check out the bottom of this mail, and I'll tell you the steps involved in becoming a part of the Vacasa family.

Anyway, before I turn this into a sales pitch.. Have you read this blog at all?

THE [TOP 10](#) COST-EFFECTIVE VR MARKETING ACTIVITIES

I'm in no way affiliated with Matt's blog, but that's a really valuable article (in my opinion). I don't know Matt, etc., I just read the blog.. and thought you might find that interesting.

I'd also like to invite you to a little group I've started online of [Vacation Rental Owners](#), and invite you to connect with me on [LinkedIn](#).

So how does it work? This Vacasa thing?

The first step would be to get a deep clean done of your home, and have it staged for photography.

Next we'd have a professional real estate photographer come in and take some really great pictures of the home.

After those are edited, we'd have our rates analysts have a look at the market in your area, and get rates set, and our copywriters write a couple descriptions of the home.

We'd put the home on Vacasa.com and on a new VRBO platinum package with the US bundle (about a \$2k spend).

Then we'd manage every aspect of the home every time, from marketing, to reservations, customer care, minor maintenance, and all the way through to housekeeping.

Please feel free to call me any day between 11am and 11pm if you have any questions at all! I can be reached at [831-601-3771](tel:831-601-3771).

Thanks so much for reading! :D

[Next Email](#)

It's been awhile since I'd emailed, so I wanted to reach out to you again and see how you're doing!

Vacasa is doing great! We're currently the 9th fastest growing company in the USA (Privately held).

I'm also doing fantastic, in fact, I am a granny, in my 30's! :D My first granddaughter was born in March! :D

Have you given any more thought to signing with Vacasa for management?

We're currently the 9th fastest growing company in the USA (Privately held).

We have a reservations/booking department that will take care of all of your reservations it's open from 4am PST to 10pm so we don't let sales fall through the cracks, ever.

We also have a customer service team that handles any issues that arise during a stay, a maintenance team that takes care of minor maintenance, and a marketing team that will handle all of that.

We of course also handle housekeeping. Let's back up to marketing though. We're going to guarantee that you make at least what you made last year, but... we're going to buy you a brand new VRBO add. (Platinum package with the USA Bundle.)

Suspend yours, they stays there waiting for you.. ask VRBO for a refund, and boom, that's increased profit from last year. We are in fact VRBO's biggest customer.

We also handle minor maintenance.

My number, in case you're already ready to call me and set up an appointment to speak in person is [831-601-3771](tel:831-601-3771). Just in case I'm not as fantastic as I think I am though... More details to follow :D :D

Vacasa is a technology based company. We employ an algorithm that determines the very best rent for your home at any given time. So let's say a local community festival is announced, and it's generating a bunch of new page-views that we didn't expect, that algorithm is going to notice that increase in attention and the rents will be changed accordingly for future reservations during that time span.

We also get several hundred unique visitors to our own website. That gives us the ability to cross sell homes. So if your neighbors vacation home is booked, and yours is open, our sales team will immediately redirect the conversation and go for a booking at your home.

Our algorithm screens out potential parties too!

There are tons of pro's, and only one con that I can think of to making the switch. If you want to hear more about the pro's, and the con, I'm usually available until about 11pm. :)

I'd love to email you some information about my company, along with a copy of our contract. Just let me know if you'd be interested. Outside of that, if you have ANY questions at all, or would like me to setup an in person meeting for you, please let me know! :D

Lastly, and in closing: If you would be willing to chat with me for just 10 minutes, give me a call at [831-601-3771](tel:831-601-3771).

Management Company Leads

Part of Vacasa's growth comes from acquiring other property management companies. This can be a win/win/win:

The current owner gets an opportunity to retire, move on, or join Vacasa in a role suited to their skills and interests.

Homeowners get improved service and financial results.

Employees get a career path with Vacasa.

If you come across a lead that might be interested in joining Vacasa, please make an introduction to Amber Knight (amber@vacasa.com). Also, keep an ear out for companies that might be experiencing financial difficulties. Rather than leaving owners stranded and employees without work, we can often step in and salvage the situation.

Owners getting out the business will sometimes just give us their clients. In circumstances like this, start with a "We can take care of your homeowners for you" strategy rather than proposing an acquisition. They may just give you the clients, and you'll receive the full commission on the homes!

Owner Meetings

Your goal in an owner meeting is to leave with a signed contract and keys to the home.

Things to bring:

- Marketing collateral to share
- A copy of the management agreement and a pen
- A copy of the W9 form
- A copy of the ACH form
- Your camera, in case you have the opportunity to photograph the home

Tips & Tricks:

- When you schedule the meeting, give the homeowner an idea of how long the meeting will be. "Let's plan on meeting for an hour and a half..."
 - This shows you respect the homeowner's time and ensures there's an understanding of the time frame needed to conduct our business.
- **Always** arrive 5-10 minutes early.
- Make a point of turning off your cell phone and tell them, "Excuse me real quick while I turn my phone off so it's not distracting to our conversation" (or something along those lines).
 - This will make the homeowner feel important from the beginning and also send a cue to the homeowner for them to turn their phone off as well.
- Create Rapport
 - Ask questions about their home. Point out features that guests will appreciate (i.e. the ping pong table, or the double master).
 - Make some small talk about the house, the neighborhood, things you saw along the way to the house.

- COMPLIMENT the home, and ask questions about the home. Interject information about the home that they've already shared with you on the phone (it shows you were paying attention).
- Ask for a quick tour and ask more questions: how long they've owned it; if they've rented in the past; whether there are sentimental items in the house that they want to remove/lock up, etc.
 - Look for a closet that could be used as an owner's closet.
- Review the Management Agreement
 - Bring a pen, a copy of the agreement, and a copy of the owner packet for them to review. Ask the owner if they've had a chance to thoroughly review our agreement and owner packet and if they have any questions:
 - If they say yes, then answer any questions they have
 - If they say no, you can say, "Our agreement is only two pages so if you'd like to review it while I'm here, I can review it here with you or I can take some time to take some pictures of the home to give you time to review it and ask me any questions that come up (exterior only if their house is a mess and they are in the middle of the stay so they don't feel awkward about it) I've found that sometimes owners like reviewing the agreement without someone right there next to them so they can focus on it so I always bring my camera."
 - Bring the ACH form and W9 to make it a smooth process for their payments. This will instill that you are looking out for their interests.
 - While we never want to pressure an owner, many owners will not sign the agreement if you simply hand it to them along with a pen.
 - Some people like to be asked, or even need to be asked
 - "If you are ready to get started, I'd love to take some pictures and get some information today so we can get started as this is a great time of year to get your home listed with us."
 - "The season is upon us and we can start making you money right away or while it is currently the offseason, we are great at getting offseason bookings and we want as much lead time as possible to get the prime rates for peak season."
 - Remember to nod as you're asking for a signature. If you're nodding, psychological studies show the person you're engaging with will nod with you. (Nodding is like a yawn, it's contagious).
 - Seeing you start to photograph the home will create a feeling of commitment.
- If they have hesitations, find out what those hesitations are:
 - "Are you most concerned about how much income you will make or how well we will take care of your home?"
- Poke the bruise to get them to what the real objections are.
 - Remember, sometimes what they initially say is an objection, may not be the real objection.
 - Find out where their pain point is and see if it is something easily resolvable
 - Financial concern? = Guarantee
 - Home care? = Local ops manager and quality control management

Avoid offering fixed rent or projections during an owner meeting. Your goal is to leave with a signed contract; if you offer fixed rent or projections, you'll be leaving with a homework assignment instead.

There's a difference between being pushy and being confident that Vacasa is the property management solution for the homeowner. Be confident that everything Vacasa offers is the best solution. If they are not ready to sign, find out when they think they will be ready, or find out what is holding them back. You should either be getting a signed agreement or setting the next appointment to ensure there is a next step.

Benefits to Discuss

Vacasa Smart Lock System

Vacasa has the ability our Smart Lock System for all Vacasa homes. The Vacasa Smart Home system in an industry-leading solution to improving security and energy efficiency in vacation rental homes, allowing to us to remotely manage electronic locks (and eventually thermostats and lighting).

Please refer to the Design and Document Center for a full description of the system and cost.

Negotiating Tips

1. Use silence with confidence.

Few things communicate confidence better than the ability to use silence.

Here are a couple of ways:

- First, of course, is when you communicate your offer or anytime you are looking for a response to a question. Ask your question and remain silent. Yes, it can seem awkward, but it's amazing how it will improve your position.
- Another way is when the customer sends you an offer via email or voicemail. Don't rush to respond. Just wait and remain silent. You'll be amazed at how many times the other person will take your silence as rejection and in turn sweeten the deal for you.

2. Take control by creating deadlines.

Naturally the person in control has a higher level of confidence. An easy way to do this is by setting deadlines. It might be something as simple as saying how you need to know an answer to a particular question by a specific date to ensure "x" can happen.

3. Know in advance what you will offer and what you won't offer the customer.

Nothing rattles people more than getting into a negotiation and not knowing what to do. The more you can know in advance what your various positions will be and, more importantly, what they *won't* be, the more confident you'll be.

4. Don't let the other person rattle your self-esteem.

Never forget that the other person is just another person. Regardless of their title, their name or who they work for, they're another person just like you. If they want to attack you personally, you walk away immediately without hesitation. Anyone who attempts to negotiate by knocking down the other person's self-esteem is not someone you want to deal with.

5. Be ready to walk away and don't hesitate to do it.

If you don't know in advance at what point in a negotiation you will walk away, you will never do it. Walking away is something that is rarely done and I'm not advocating doing it except in very rare situations.

The key is in knowing you can walk away. Just the feeling of knowing you can walk away is a huge way to build your confidence.

Overcoming Objections

Every concern or question is an opportunity to better explain the advantages of Vacasa.

General Principles

- Use examples whenever possible. As an example, when discussing risk screening, mention the group of 8 adults showing up on a Friday night that turned out to be a quilting group.
- It's okay to admit weaknesses. People appreciate that, and it gains their trust - so they give more credit to our strengths.
- Ask questions. Get them to elaborate on their concerns. Get them talking.

Caring for Homes

Fear of change, complacency, and lack of trust can make the process a difficult one for many owners. Creating graphics of owner testimonials, owner case studies, and industry trends can validate our services. Sharing reprints of news articles about Vacasa can have the same effect of establishing trust.

How are you going to take care of my home?

- We're going to care for it as if it was our own. The foundation of our company is the family property of our founders, and we created a company around caring for the upkeep of a home and the needs of the owners. We have local property managers and housekeepers that service the house regularly, cleaning it and making sure that everything is in order.
- Tell me a bit about your specific concerns. Are you talking about cleaning services, or potential damage? We have a team of housekeepers that clean the home to Vacasa standards after every rental. In fact, most of our housekeepers are employees rather than contractors, so they have more accountability and motivation to do a good job. Does that answer your question?

I prefer long term rentals as I don't want my house to be damaged.

- Care for your home is one of the strongest arguments in favor of vacation rentals. With Vacasa, we're in the home every week - if not more often - and beyond making sure it's cleaned and there isn't any damage, we're also ensuring that any preemptive maintenance is completed. That's a huge advantage over long term rentals, as with long term rentals, many months can go by without you or your manager inspecting the interior of the home. We have several homeowners that were previously long-term landlords but converted their holdings to vacation rentals for this very reason.

The demographics of vacation rental guests are also much more favorable than those of renters. Multigenerational families are very common amongst our guests - you'll have the grandparents, the parents, and the grandchildren. People who can afford a nice vacation home like yours tend to be very affluent.