# Welcome to Vacasa

How we make running your vacation rental profitable and effortless





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# Introduction

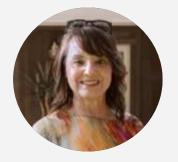
Vacasa is the easy way to own a vacation home. As the leading vacation rental manager in North America, our tech forward approach to hospitality simplifies vacation home ownership for tens of thousands of people. We take care of all the essentials, including implementing local teams in every region to look after your home, 24/7 concierge service, and dedicated marketing experts prepared to get your home seen. With the heavy lifting covered, you can enjoy the rewards of investing in vacation, effortlessly.

# Your home is where our heart is

Because that's where our home care teams do what they do best.

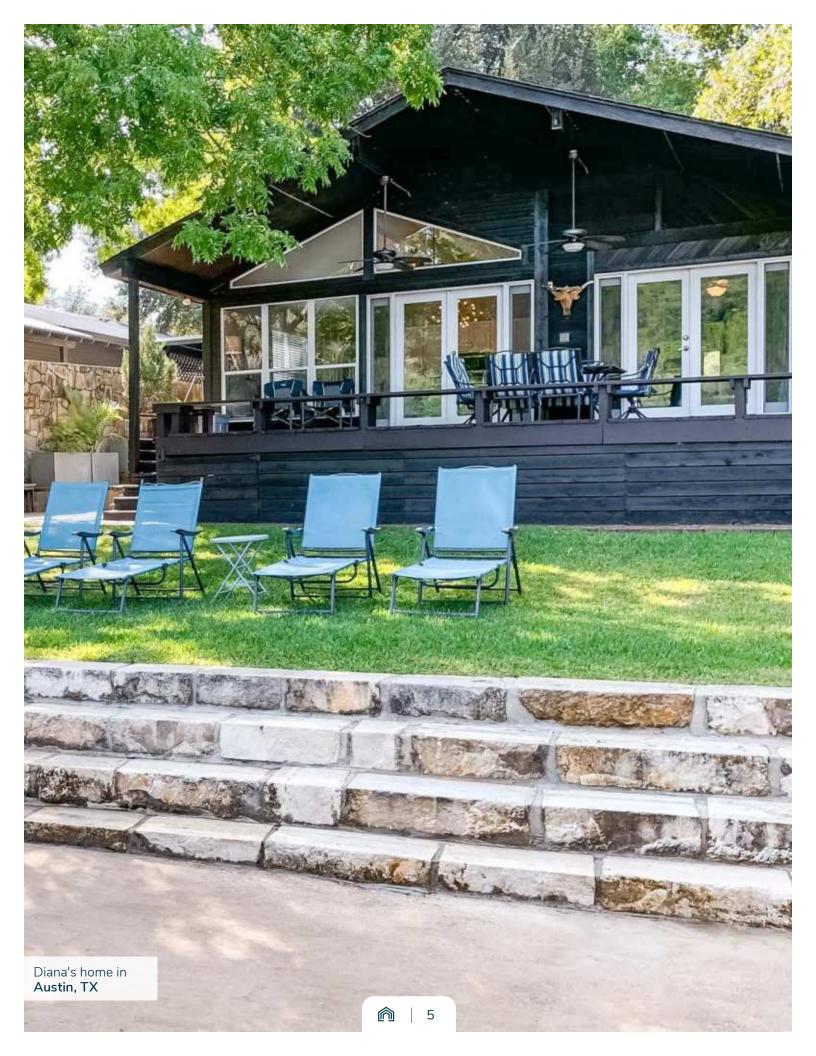
Our talented, hard working crew cares for your home like their own. You can rely on them to be there for everything from making the beds to proactively checking in before and after a storm rolls through.





It's hard to find a property management company that cares about the services that they're providing. And that is truly the thing I like best about Vacasa.

— Diana Z., Vacasa homeowner since 2018



# How Vacasa cares for your home

#### Home care team

Before and after stays at your property, a professionally trained home care team member completes a 140-point inspection of your home to ensure it's guest-ready, including

- Items left behind by previous guests are cleared
- ✓ Kitchen surfaces and appliances are clean
- Artwork and accent pieces are dust-free, arranged neatly, and hung straight
- All floors and carpets are swept or vacuumed
- Electronics function properly and have working batteries

- Bathtubs, toilets, and sinks are sanitized
- ✓ Beds are well made with clean sheets
- Soaps, shampoos, and cleaning supplies are filled and ready for the next guests
- ✓ All rooms are well-lit

#### Maintenance

We take care of the small to-do's that come with owning a home, many at no extra cost to you. For larger projects, our dedicated maintenance teams charge an hourly rate, or we'll connect you with a reputable, local contractor.

#### Example services covered at no extra cost to you

- Replace standard batteries and lightbulbs
- ✓ Repair minor issues with blinds and shades
- ✓ Plunge toilets
- ✓ Unclog sinks and drains
- ✓ Clean and service BBQ
- ✓ Maintain hot tub\*

- Secure and store furniture in-home during extreme weather events
- Troubleshoot WiFi in tandem with service provider
- Test and maintain smoke and CO detectors

### You're in safe hands



#### On-the ground and 24/7 over-the-phone support

With local and remote Vacasa teams there to help all day, every day, you never have to interrupt your own life.



#### A space just for you

You can designate a locked closet in your home to store items you don't want guests to have access to.



#### A guest screening network

Our security-first method helps to stave off potentially risky reservations, plus protects you and your home. Learn more about Vacasa's approach to security at vacasa.com/screening

# Your home, made smarter

Smart technology is essential to delivering on the kind of convenience you deserve. And our tech-savvy teams are here to help.

When you're a Vacasa homeowner, you get these essential smart home devices—plus their installation and maintenance—at no additional cost to you. (That's over a \$500 value).



#### Smart locks\*

Benefit from more safety for your home with our smart locks controlling the access your home has—and when. That means more security and a modern experience for you and your guests.



#### Noise monitoring devices\*

Unlike security cameras, in-home noise monitoring devices are a discreet way to know if guests are enjoying your home in a respectful manner.

If their noise exceeds a certain decibel level, your local Vacasa property management team will get an alert to make sure everything's above board.



#### WiFi routers\*

Getting online at a Vacasa home is like using the internet at a hotel. We connect our router to your existing internet connection, making it easy for guests to get online.

But there's an added security bonus, too. Our routers monitor the number of devices connected to your network at any one time, which can help your local team weed out issues before they arise.

Learn more about smart locks at vacasa.com/smartlocks

\*Not yet available in all markets. Ask your local expert for details.





### Our linen program

The linen program makes it easy to provide hotel-quality linens for every guest stay. For a reasonable annual fee, we'll stock your home with linens and towels and replace them as needed (at no additional cost to you).

Here's a peek at what a fully stocked home looks like:

Per bed
Per guest in max. occupancy
2 fitted sheets
2 flat sheets
3 bath towels
8 pillowcases
3 washcloths
Per full bathroom
(plus 1 extra)

Get the details about the Linen Program at <u>vacasa.com/linens</u>

## What if I want to remodel or make upgrades?

It's simple: talk to your local manager about your plans. They'll help coordinate work, move reservations (if necessary), and even assist in finding good local contractors.

If your home needs a refresh, reach out to the Vacasa Interior Design team. They're experts at designing spaces and picking furniture specifically for vacation rentals. They can also coordinate delivery and staging, so you get to be part of the fun stuff without the heavy lifting.

But before you break out the sledgehammers, keep in mind that long-term projects aren't recommended while managing with Vacasa. If you anticipate work taking longer than 90 days, you might want to reconsider when to start your partnership with us.

Learn more about Vacasa Interior Design at vacasa.com/interior-design

#### Vacation rental insurance

Our partnership with Rental Guardian offers the Accommodation Protection Program, which provides an additional layer of vacation rental damage protection. Because there's no deductible and homeowners only pay for the nights they host guests, it's an affordable shortcut to true peace-of-mind. While you're not required to buy supplemental vacation rental coverage, we recommend all Vacasa homeowners consider utilizing our Accommodation Protection Program.

For \$7 per booked night for homes with 0–2 bedrooms and \$8.54 for homes with 3+ bedrooms, you'll get:

\$1 million in liability coverage for claims of homeowner negligence, such as injuries caused by broken stairs, defective railings, or warped flooring

\$1 million of coverage for guest-caused damage to your home

\$25,000 of coverage for guest-caused damage to your personal property

\$15,000 in bed bug protection, including income replacement

Learn more about Vacasa's Accommodation Protection Program at vacasa.com/accommodation-protection

# Change the game

Competition for vacation homes is fierce these days. But when you partner with Vacasa, you've got a ringer on your team. With our marketing experts and unmatched analytical abilities in the vacation rental space, you can be at the top of your game on the world's major booking sites—and find opportunities to earn more, too.







# How we create the perfect listing

Success starts small. That's why it's worth taking the time to create a detailed online listing that showcases your home's most attractive features. And the best part? It's all included before you even get your first booking.

#### Professional, high-res photos

Comprehensive pictures of your home inspire confidence in your guests.

#### 3D Matterport tours

Where supported, Matterport tours can help fill your calendar.<sup>1</sup>

#### Dynamic nightly rates

Vacasa-only tech creates precise rates to maximize bookings.

#### Keyword-rich copy

The right words make your home easier for guests to find.

#### Complete amenity lists

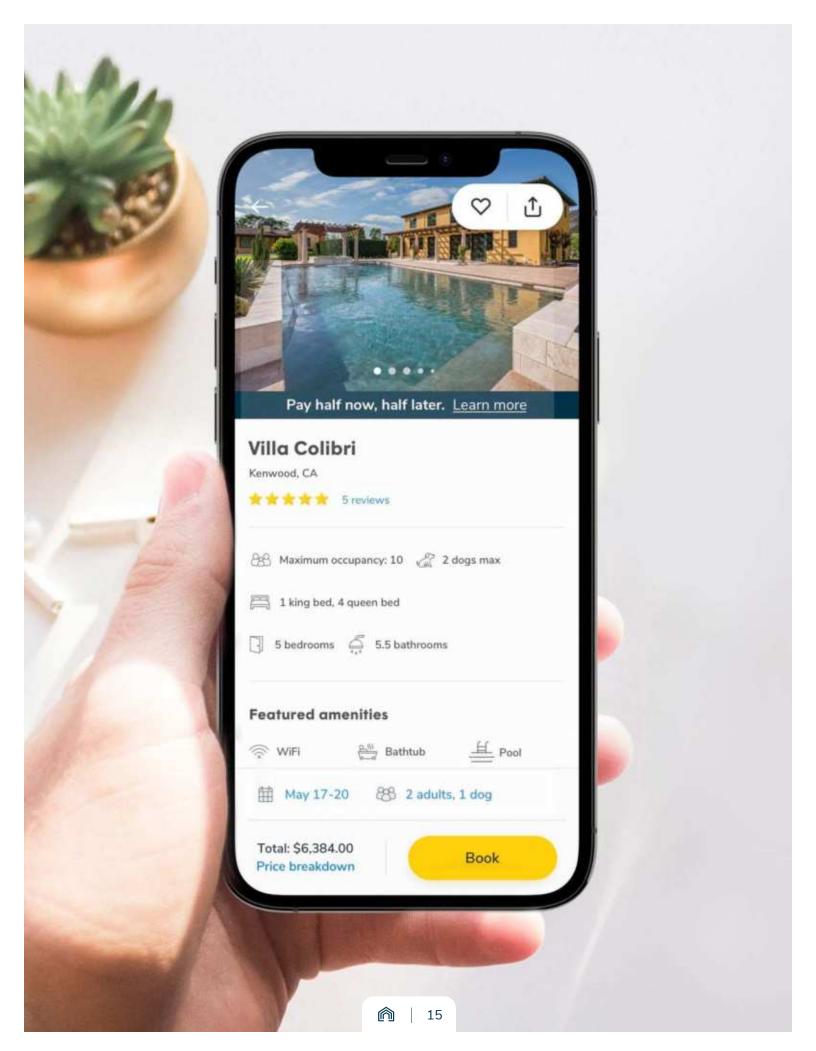
The little things help make it easier to find your home (and a no-brainer to book it).

#### Guest reviews

We ask for reviews after every stay to help you rise in search rankings.







# Where we market your home

Once the elements of your online listing are assembled, we start marketing your home on the world's top vacation rental booking websites. Because of our position in the vacation rental market, we often get special benefits. And, of course, pass them on to you.

# 4.5 million

guests (and counting) stay with Vacasa each year

## 1 in 3

homeowners who switched to Vacasa from another manager earned 50% more in their first year<sup>2</sup>

## 30 million+

users checked out Vacasa.com in the past year

## 20%

is how much more homeowners earn on average after switching from another vacation rental manager<sup>2</sup>



Marriott International's curated list of premium properties is a go-to booking destination for distinguished travelers. It's also beloved by the 145 million Marriott Bonvoy® members around the world, who can earn and redeem points when they book a stay. Select Vacasa homes are now available on this expertly curated channel, and your home may qualify.

Individual homeowners aren't eligible to list on Homes & Villas by Marriott International. Only top-tier vacation home property management companies can list on the platform, and they must follow requirements like professional cleaning and 24/7 local guest support (which come standard with Vacasa's management service).

<sup>&</sup>lt;sup>2</sup>Average increase in net revenue with Vacasa during the first year for homeowners who were eligible for, and chose to participate in, a Vacasa Performance Commitment. Figures based on the average of first-year income guarantees that finished March 2019–February 2020.



We work closely with Airbnb, so we get to test new features before individual hosts do. That helps get your home into the best position possible.

# Booking.com

Vacasa homes on Booking.com automatically get Premier Partner status, which guarantees support on the platform and keeps your listing constantly up to date.



Google is far and away the number one search engine in the world.<sup>3</sup> We integrate directly with Google to list our homeowners' homes on Google Vacation Rentals. That helps Vacasa. com generate about one-third of all our bookings per year.



Vacasa homes automatically get a Premier Host badge, which allows us to create a more dynamic listing for your home on Vrbo.com and gives us dedicated priority support.



Exclusive to Vacasa homeowners, our listing site generates about 1/3 of all our bookings. It's a powerful place to be online, and everything vacationers need to find your home on Vacasa.com is also available through our sleek guest app (which is almost like a bonus channel in itself).

## Niche sites

We'll only list your home on smaller sites if it makes sense. By keeping things streamlined, we focus our major marketing efforts where guests are looking and booking most, instead of spending more time on non-major sources of revenue.





# How we price your home

#### Meet Laura and John

Laura and John\* own nearly identical condos in Panama City Beach, Florida. The only difference is Laura signed with Vacasa and John uses a booking site.

#### Each home:

- ✓ is located in the same building
  ✓ sleeps eight people
- ✓ is a 2-bed 2-bath
- √ has a view of the gulf
   √ is in good condition

But in 2021, Laura earned \$26,766 more than John.

Guests booked Laura's home nearly three times as often as John's, thanks to her flexible minimum rates and stays.

#### Compare a week of bookings at Laura's condo...

Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
Booked	Booked	Booked	Booked	Booked	Booked	Booked
\$372	\$475	\$495	\$445	\$355	\$275	\$269

Demand-driven pricing + No stay restrictions = \$2,686 grossed for the week

...to one at John's.

Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
Available	Booked	Booked	Booked	Available	Available	Available
\$400	\$475	\$495	\$445	\$400	\$400	\$400

\$400 minimum nightly rate + 3-night minimum = \$1,415 grossed for the week.

Over the course of a year, her approach earned her a gross income of \$41,580 in 2020 and \$61,570 in 2021. By comparison, his approach grossed only \$22,479 in 2020 and \$34,804 in 2021.

#### And that's not all:

With more guests, Laura had opportunities to earn more positive reviews.

And more positive reviews mean better search rankings on sites like Airbnb and Vrbo—and more bookings, too.

## Creating your nightly rate

Your nightly rate is a key part of your listing: priced too high, and you decrease your home's booking potential; too low, and you miss out on earning the financial return your home deserves. Vacasa's exclusive demand-driven pricing tech adjusts your nightly rate to find the perfect balance every day of the year.



# Next-gen marketing tech

Our data science, marketing, and analytics teams collaborate to create proprietary tech that helps your home find vacationers. It's smart stuff, and it's only available with Vacasa.

Automated advertising: find your guests before they find you

We identify guests whose browsing histories suggest they might like to book your home.









Guest searches for homes in your region

Search engine marketing (SEM) tech detects their interest Guest sees ads for homes like yours

More bookings driven to your home

Targeted email: personalized exposure where it matters

We deliver curated emails based on a Vacasa guest's previous bookings and search history, featuring homes in their area of interest.

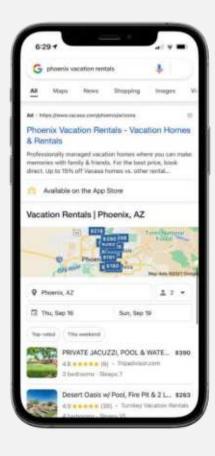
1 million

targeted emails sent per week, on average 90+ million

emails sent last year to our opted-in Vacasa guests

### Our secret sauce

There are scores of people who make the incredible possible with Vacasa. Our in-house Search Engine Marketing team is one of them. Here's what these internet experts do (and why it matters to you)



#### What is search engine marketing?

SEM is a marketing strategy where Vacasa bids for ad placement on the top and bottom of a Google search results page. SEM helps diversify marketing so we're not reliant on one or two booking sites to generate revenue for Vacasa homeowners.

#### What's special about SEM at Vacasa?

Vacasa has a proprietary bidding tool that helps maximize your home's potential for returns. We fine-tune how much we spend on ads in your area to help business hum during busy periods and win bookings when it's slow. That means you can stay competitive and earn revenue you might have otherwise missed. Some Vacasa homeowners say our ability to earn them more is magic—but we've got it down to a science.

That's thanks to the people who navigate this nuanced process for you. Combined, our in-house SEM team has 44 years paid digital experience and 24 years in the vacation rental industry. That means we're not only one of the main innovators in the vacation rental industry, we also have one of the most deeply knowledgeable teams, too.

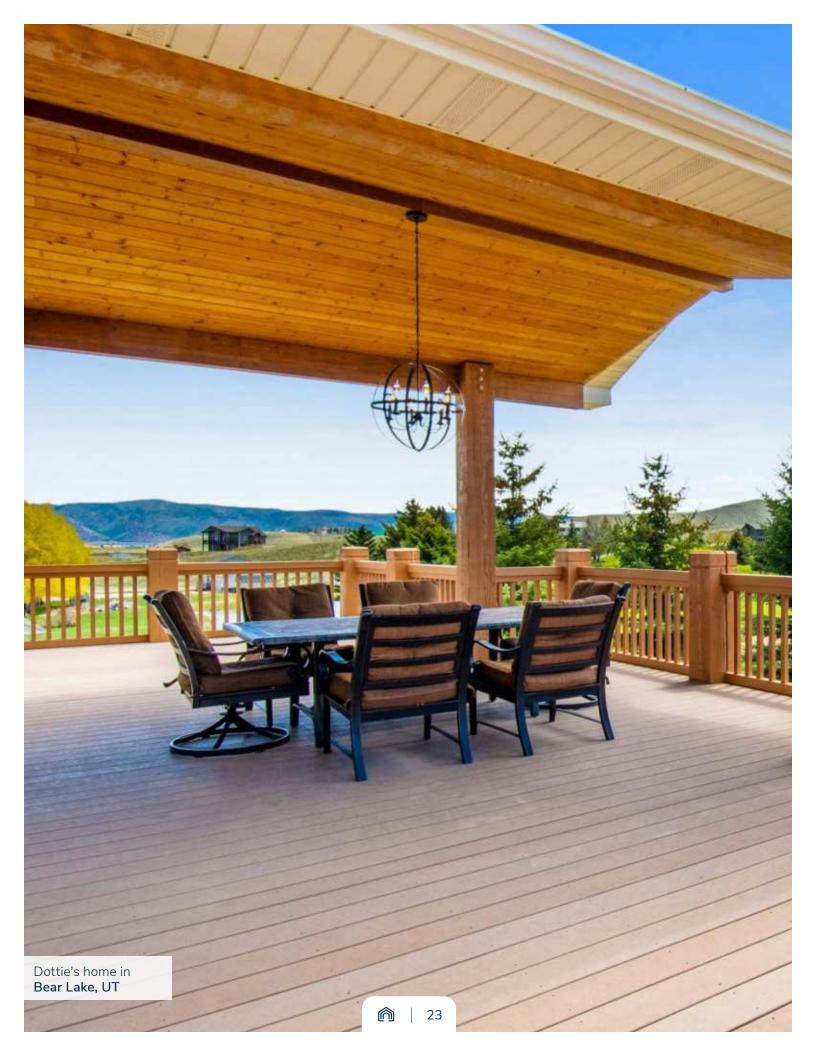
# All hands on deck

Management with Vacasa means you're never up the creek without a paddle. Our comprehensive support teams and systems make it simple to get things done with minimal disturbance on your end. Now that's smooth sailing.



I know that I can count on Vacasa to follow through with what I ask, and that it's going to be done right and quickly.

— Dottie G., Vacasa homeowner since 2019



# Need a hand?

As a Vacasa homeowner, you'll have an abundance of resources to get answers when you need them.

The homeowner library	24/7 Online	Articles about Vacasa's services, finance, legal, home care, revenue, and more
Your homeowner account	<b>24/7</b> Online, Homeowner App	View your calendar, tax information, contract, reserved time, local manager contact information, and more
Central homeowner support team	6 a.m. to 6 p.m. PST daily Phone, Email	Talk to someone about revenue management, finances, calendars, add-on programs, your owner account, and contract
Your local manager	On call Phone, Email	On-the-ground help with guest care, major and minor home maintenance, home cleaning, specific programs (like linens or smart locks), inclement weather, and special requests

Want to learn more? The library's always open. <a href="https://www.ner-library">wacasa.com/owner-library</a>

## Connecting you to all Vacasa can offer

Whoever said that no one has all the answers had never met Vacasa's Account Support team. Here's what our thoughtful, creative homeowner advocates can do for you.

#### What does the Account Support team do?

The Account Support team is the glue that binds local and specialized Vacasa teams to you. They help homeowners understand how to make the best use of Vacasa's services, and assist with everything from logging into your account to strategizing ways to maximize month-to-month revenue.

They constantly collaborate with teams across Vacasa, including Product, Revenue, Marketing, Finance, and (of course) local management teams around the U.S. They're our resident problem solvers.

#### What's special about the Account Support team at Vacasa?

They're there to help you get what you want out of your home. Ask yourself what you want out of renting, then connect with them to chat. The Account Support team loves to hear about your long-term goals. Chances are, they'll be able to optimize your Vacasa experience and help you on your road to success.



## Stay informed with your homeowner account

Your private homeowner account makes it easy to stay in the loop with what's going on at your home. Access your home's calendar, reserve time for personal use, review performance, and more from your mobile device or computer, anytime, anywhere.

Learn about everything your online account can do at vacasa.com/homeowner-account

# The Homeowner app puts peace of mind in the palm of your hand:

Log in just once for seamless access to everything in the app—no password reentry needed.

Book your own stay in seconds and add it to your personal calendar with a few taps.

Review stats at a glance on your personalized dashboard, then dive into the details of each booking.

Set up instant alerts when you want them, like push notifications when you get a new booking.

Learn more about the Homeowner app at vacasa.com/owner-library/homeowner-app



## Booking time at your home



Wondering about homeowner stay limits? Rest assured.

From your homeowner account, you can reserve days for personal use anytime of the year. We'll never put limits on how many days or when you can use your home. So keep your family traditions going strong, and make the most of your home in the meantime.

## Money matters

#### How we pay you

On the 10th of every month, check your account. You can review your statement from last month to see how much you earned. You'll receive payment within 1–3 days after your statement if you chose direct deposit, or 5–10 days if receiving a check by mail. Homeowners on a fixed contract will be paid at the beginning of each month.

#### How you're billed

Our management fee is automatically deducted from your gross earnings each month.

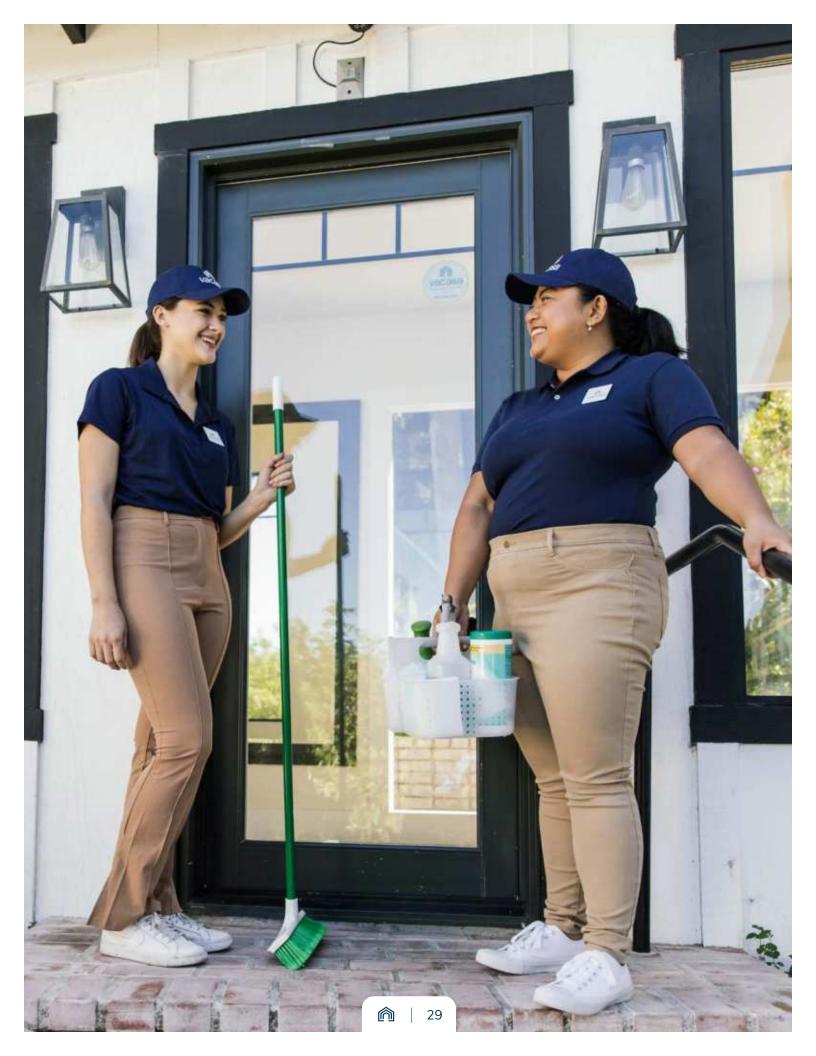
#### **Expenses**

Any charges billed to you (like repairs, replacement items, or upkeep of your home's amenities) will appear on your monthly statement, in addition to credits from Vacasa. Our Accommodation Protection Program covers many common issues, so be sure to check if you're eligible for reimbursement.

# Your community of support

"It takes a village" applies to managing a vacation rental, too. Here's a bird's-eye view of the hundreds of people working behind the scenes to keep owning and renting your vacation home stress-free.

Vacasa help	Remote care	Local teams
Homeowner success team	24/7 guest support	Your dedicated property manager
Available 7 days a week to answer questions and help you with your account  Provide insights into getting the most out of your Vacasa experience	Available online and over the phone, 24/7  Highly trained in attending to guest needs, including booking support, accommodations, billing, and in-home help	Manages home care staff and scheduling  Checks in on your home's condition and guests  Your go-to person for questions concerns, and requests
Homeowner App & Account See your booking calendar, reserve personal time, track earnings and more in the app. Manage personal details and access tax statements in your Account.	Guest App  Makes check-in and settle-in simple  Provides directions, entry information, details about your home, instant WiFi, and more  Usable even outside of areas with cell service	Home care  Professional housekeepers Clean and inspect your home before and after each guest stay  Report and help resolve issues as they arise  Maintenance techs Make minor repairs and help coordinate specialized services



# Onward

Vacasa's founding motivation is to help homeowners invest in vacation by discovering the unexplored potential of their homes.

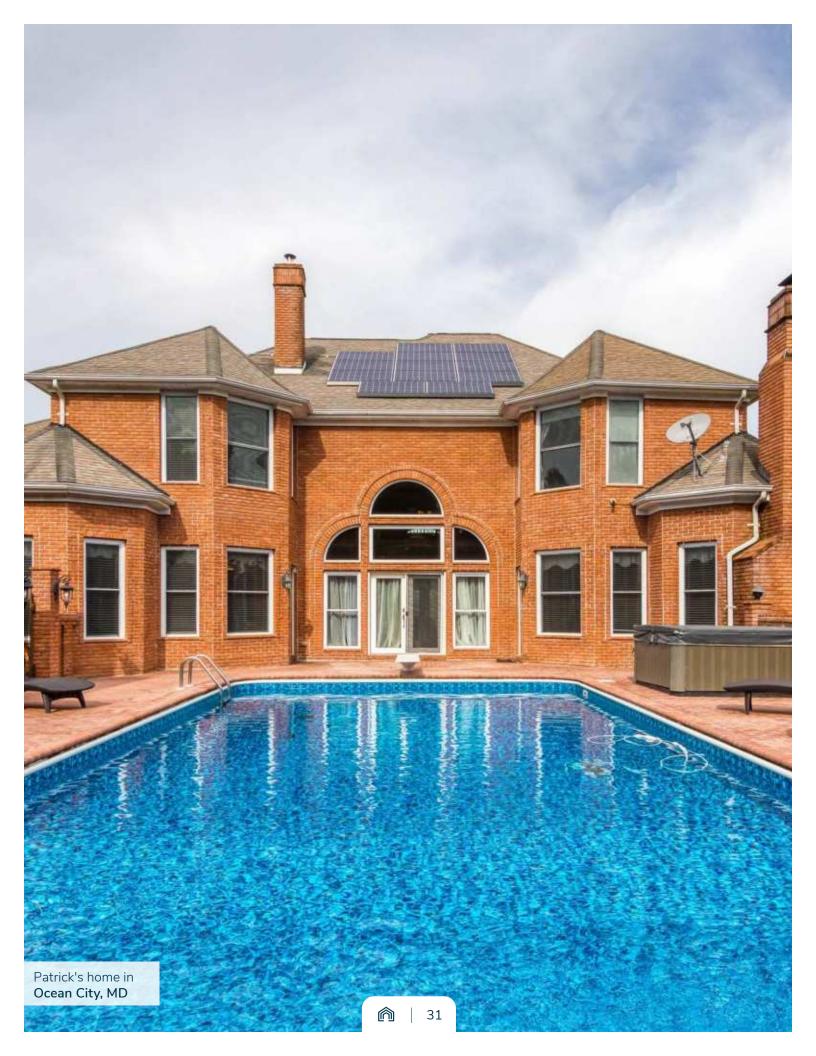
We help you dream bigger. We're proud to be there for you along your journey, every step of the way.





Without Vacasa, my road to becoming a successful property investor would have been much longer

— Patrick B., Vacasa homeowner since 2014



# The Vacasa management agreement

Our management agreement covers the services we'll provide when you partner with us, your rights and obligations, what happens if vacation rental laws in your area change, and more. (It's worth a read.)

The Vacasa management agreement is not a long-term contract. If you find we're not quite right for you, we can end business with 90 days' notice.

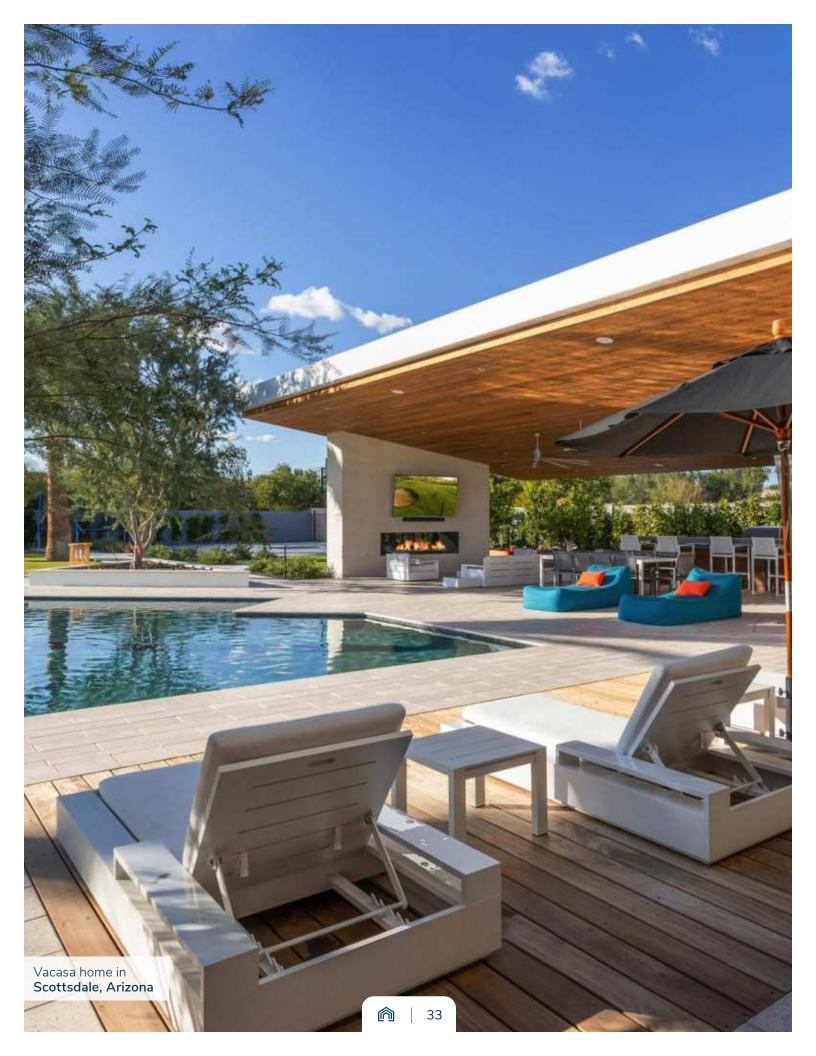
## How we set our fee

You've probably noticed that we don't advertise a specific management fee. That's because we don't have one.

At Vacasa, we like to keep our management local. And we do that for our fee, too. The quoted commission you get from us reflects your local vacation rental market and your home's specific features. We think tailored rates are the fair approach. After all, why should you pay the same rate as a home 1,000 miles away?

#### Guest fees at Vacasa

We charge your guests fees to cover some of the costs associated with managing your home, including booking, cleaning, and damage waiver fees. Booking channels (like Airbnb and Booking.com) may leverage an additional fee for their services, too.



# What's next

After you sign the Vacasa management agreement, we'll start getting your home on board.

## Prepping your home

Welcoming vacation rental guests into your home means preparing a bit differently than you would for a relative or friend. Here are some tips to get your rental off to a good start.

Store the possessions you don't want your guests to handle, including family photos, treasured antiques, and high-value items.
Stock up on vacation rental essentials in every room of the house (find our comprehensive lists on vacasa.com/homeowner-guides).
See that any major maintenance is completed before you host your first guest.
Invest in sought-after amenities that fit your home's location, like a barbecue, beach chairs, sleds, or even a hot tub.
If you've opted out of the Linen Program, make sure you have plenty of towels, sheets, bath mats, and pillowcases to last at least through the busy season.
Double check your insurance policies (or sign up for the Accommodation Protection Program to get covered).

Expert advice about renting your home, all in one place. Read the Vacasa Homeowner Guides now at <u>vacasa.com/homeowner-guides</u>

### The onboarding process

Your Sales Executive begins setting up your home in our systems

You'll receive a welcome email and get access to

your homeowner account



Reserve any personal time you know you'd like to stay at your home (our calendars fill fast)

We'll inspect your home, and schedule any necessary repairs or cleans prior to photography



After any repairs and a good clean, professional photographers capture your home and create a 3D Matterport tour



Your home goes live on Vacasa.com, Airbnb, and more



Pre-existing reviews on channels are transferred to your new listing (i.e. your old Vrbo reviews will transfer to your new Vrbo listing)

You'll choose if you'd like to utilize the linen program or Accommodation Protection Program



Remove any existing listings from 3rd party sites



Got existing reservations? We'll transfer them now

# Everything your vacation home needs

Comfortable rentals start with the essentials. This list is a general look at what you should have in your vacation home. But be sure to check-in with your local property manager to verify the details as some regions and states have slightly different requirements.

## Vacasa provides

- ✓ Hand soap
- ✓ Dish soap
- Dishwasher detergent
- ✓ All-purpose cleaner
- ✓ Sponges
- Kitchen hand towels

- ✓ Paper towels
- ✓ Garbage bags
- ✓ Laundry detergent
- ✓ Dryer sheets
- ✓ Toilet paper

#### Essentials

#### General Safety & utility ☐ Doormat at each door outside ☐ Step ladder ☐ Garbage container ☐ Broom/dust pan ☐ Battery-operated candles (in ☐ Recycling container (required if case of power outage, to be city recycling available) kept under sink) ☐ Specialty light bulbs (if needed ☐ Fire extinguisher in the home) ☐ Smoke detector ☐ Ironing board ☐ Carbon monoxide detector ☐ Vacuum cleaner\* ☐ First aid kit

<sup>\*</sup>Available in select locations only. And depending on your location, Vacasa may provide the vacuum cleaner. Check with your Local Operations Manager for details.





#### Bedrooms

- □ Window covers
- ☐ Linens and blanket storage
- ☐ Nightstand
- Lamp
- Dresser
- ☐ Hangers or hooks
- Outlet near the bed
- ☐ Thick mattress

#### Bathroom\*\*

- ☐ Towel rack for 2 towels (at least)
- ☐ Under-sink or in-cupboard storage for amenities
- ☐ Shower curtain and liner (unless not necessary)
- ☐ Clear surface space
- ☐ Trash can
- ☐ New shower head
- $\square$  Toilet plunger and toilet brush
- ☐ Window treatments

- ☐ Waterproof mattress protector
- ☐ Bed skirts for metal frame beds
- ☐ 2 fitted and flat sheets per bed
- ☐ 1 duvet or comforter per bed
- ☐ 4 pillows and pillowcases (per full-sized bed & up)
- ☐ 1 protective pillow cover per pillow
- ☐ Extra sheet sets and blankets for fold-away beds

#### Accessible bathroom

- ☐ Handrail next to the toilet
- ☐ Handrails in the shower
- ☐ Shower seat
- ☐ Shelving at a lower, more accessible height

Take the hassle out of buying and replacing linens. See what's included in the Vacasa linen program at vacasa.com/linens

\*\*In select locations, homeowners must provide their own toilet paper, bar soap, shampoo and conditioner. Ask your local manager for details if you fall into one of these markets.



Kit	chen		
	Coffee maker (plus coffee filters and instructions)		4-quart covered sauté pan 10-inch non-stick skillet
	Toaster		Baking dish
	Microwave		Roasting pan
	Blender		Sharp knives (at least 3)
	Spoons (set of 8)		Clean kitchen towels (at least 10)
	Forks (set of 8)		Ladle
	Butter knives (set of 8)		Slotted spoon
	Steak knives		Cutting boards (2)
	Drawer organizers for dining and		Spatula
	cooking utensils		Tongs
	Bowls (at least 1.5 per person)		- Mixing spoons
	Plates (at least 1.5 per person)		Mixing bowls
	Cups and glasses (at least 1.5 per person)  Coffee mugs (at least 1.5 per person)		Measuring cups
	1 1/2-quart covered saucepan		Measuring spoons
	3-quart covered saucepan		Oven mitts
	8-quart covered stockpot		Strainer
	o quart covered stockpot		Can opener
LIV	ring and dining rooms		
	Couch or sofa		Art
	Throw blankets (max. 1 per sofa)		Area rug
	Coffee table		Rug grippers
	Smart TV or streaming device		Window coverings
	WiFi		Dining table
	Lighting		Enough chairs for your max. occupancy

#### Outdoors

- ☐ Outdoor table and seating
- ☐ Patio umbrella or other sun protection
- ☐ Outdoor lighting

- ☐ Beach supplies (towels, chairs, beach umbrella, and sand toys)
- ☐ Outdoor blankets

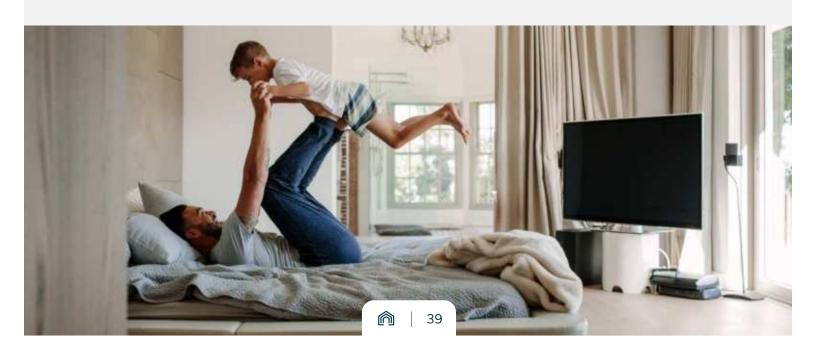
#### Extras

## Dog-friendly items

- ☐ Plastic dog bowls
- ☐ Furniture and carpet cleaner
- ☐ Small towels to wipe muddy paws
- ☐ Dog bed with machine-washable cover
- □ Dog waste bags

## Kid-friendly items

- ☐ Portable play yard
- ☐ High chair
- ☐ Child safety locks
- ☐ Corner guards and safety bumpers
- ☐ Outlet covers
- ☐ Kid-friendly stair gates
- ☐ Bed rails





# Here's to creating lasting vacation memories.

<u>newhomes@vacasa.com</u> <u>vacasa.com/property-management</u>

