



RE: Full Management Program

Dear Prospective Owner,

This is Greg Garner, and I'm the General Manager of the Nashville market for Nashville TN Vacation Rentals (aka. StayInTN.com), a leader in full-service vacation rental management. StayInTN.com works with several properties and was founded by a travel and vacation rental leader with the goal of making vacation rental management better, easier and more rewarding for both homeowners and guests. We accomplish this with industry-leading technology and professional local staff and fees that save you as much as 50% compared to typical U.S. property managers.

I think your property in Nashville could be very successful in our program and I would love to discuss how much revenue you could earn and the services we provide to our homeowners and guests.

We provide superior local **service** to owners and guests with:

- **Our professional team:** We have a local, experienced, professional team in your market dedicated to providing excellent service to our owners and guests.
- **Terrific housekeeping:** We deliver consistent, high-quality housekeeping. **98% of guests rate the quality of StayInTN.com's housecleaning as 4 or 5 out of 5 stars.**
- **Superior guest experience:** We create a consistent, high-quality experience for guests. **97% of guests rate their stay at StayInTn.com properties as 4 or 5 out of 5 stars.**
- **Effective guest screening:** Our guest screening includes verification, age restrictions on rentals, and more.
- **Professional listings:** We invest an **average of \$5,000 on creating listings and launching properties.**

StayInTn.com generates higher **returns and charges less** with:

- **High Conversion rates:** Our booking-conversion rate is at least **2X the industry average** and the highest among the large property management companies on Homeaway^(R).
- **Rapid guest inquiry response:** Our professional guest experience team responds fast to guest questions which helps convert **40% of all guest inquiries into bookings.**
- **More guest reviews and more bookings:** Our guest communications and follow-ups generate **2X the average number of reviews per booking**, which leads to more inquiries and bookings.
- **Marketing reach:** We manage your listing and market your property on **20+ of the top vacation rental websites**, enabling you to reach more potential guests.
- **Lower commissions and fees:** Our technology-enabled, full-service offering comes at a low 15% commission rate, saving you as much as **50% on commissions and fees.**

I'd love to talk more about StayInTn.com's services or how much revenue your property could generate with us. Would you be open to a short conversation? If so, please call me at 615.266.6002 or I can be reached via email at greg.garner@StayInTn.com. I look forward to hearing from you.

Best Regards,

Greg Garner

What Can **StayInTn.com** Do For You?

StayInTn.com is the leading local full service rental property management company, offering superior service and higher returns.



We make you more money for less commission

Through robust online marketing with advanced rate management, StayInTn delivers up to 69% more bookings than competitors. We create, manage, and distribute your listings online, then respond to inquiries, almost immediately, earning you more revenue - all for half the cost of traditional property management.



We leverage technology for superior results

StayInTn invests over \$1,000 in your property to implement cutting edge technology for efficient property management and a superior guest experience. From our comprehensive Owner Dashboard to a mobile platform that tracks maintenance and cleaning lists, we save you time and headache. Guests love features such as digital locks, wireless hotspots, and our easy-to-use app.



We care for your property like it's our own

Through a large network of trusted vendors, we manage all rental cleanings, repairs, and service to your property to keep it in the top condition guests expect. We also conduct proactive guest screening, enforce your individual and local rental policies, and protect your property with guest paid per stay insurance.



We're local, and trustworthy

StayInTn's trusted local team provides around-the-clock support to you, your home, and your guests at all times. Our straightforward pricing and monthly payments make it easier for you to earn revenue for your rental.



**Superior
Home Cleaning**
98% of guests rate
the housecleaning
quality of their rental
as successful and
give us 4 or 5 out
of 5 stars



Leveraging Technology

Property Management Software Made Exclusively for Vacation Rental Managers

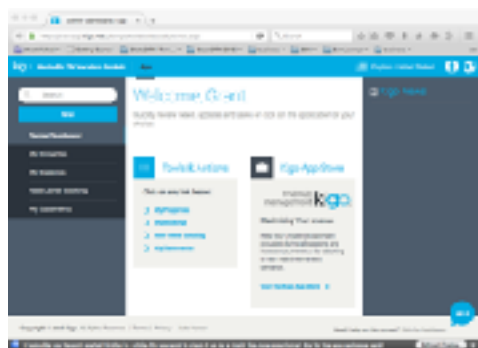


Channel manager - Save time and increase your bookings

StayInTn participates as a partner portal in our advertising network of more than 35 portals like HomeAway/VRBO, TripAdvisor Vacation Rentals, AirBnB, Booking.com and others. When we manage your property it is automatically listed with real time Rates and Calendar Updates to all these sites. Get more inventory with a single click.

Revenue Management

A powerful tool designed to give you a competitive edge. StayInTn's Revenue Management is an engine that maximizes the revenue from every available night in your property. The system analyses the demand set by your local market forces and alters your prices within parameters that you set. This means that not only do rates increase, occupancy increases too as our Revenue Management automatically adapts to real time changes in market demand. This ensures that you always achieve the highest possible price for your properties. It works by integrating fully with our website and our channel partners. You simply set your pricing rules and then let the system do the work. It analyzes demand to produce an optimum price in order to fill low occupancy periods and align with the market during high season.



Reservation system for vacation rental managers

Save time, stay organized and automate every aspect of your business. When you work with StayInTn you get a personalized web landing page for your property, an owner's dashboard where you can make your own bookings, see your bookings and access your owner's accounting statements. In addition, our sophisticated Guest and Operations Management software keeps your guests informed at all times with your custom e-signed contract, pre and post stay custom messaging, a guest app that keeps the guest connected with host management at all times, and ensures cleaning and maintenance personnel are coordinated and on-time.

What We Provide

Manage Everything

We manage every aspect of keeping your vacation rental booked and ready for guests and owners to enjoy. Our goal is to enable you to make the most revenue from your rental without having to do any of the busy work involved with managing it. That means we do everything from taking photos, writing descriptions, and marketing it to potential guests as well as managing logistics like reservations, payments, check-in and check-out, housekeeping, light upkeep, and dispatching emergency maintenance. We can also manage handymen for regular maintenance, improvements, and emergencies (these costs are passed through to you monthly). Of course you can choose to do your own maintenance items as well. We make sure home owners can sleep well at night knowing their rental is being taken care of and generating the most revenue possible.

Setup Professional Listings

We will create a custom listing, take professional photos and promote your home on the major sites to over 50 million monthly travelers. In addition to our own site, we automatically get your property onto the major HomeAway sites (Homeaway.com, VRBO, Airbnb, Flipkey, and Booking.com to name a few). We also synchronize your availability calendar so every site shows the right rates and availability all of the time. You don't pay any additional fees for these sites.

Marketing

We promote your home on VRBO and many other major sites. Our team responds to guest inquiries and books them 24x7. We will act as vacation rental property manager on behalf of you and provide services for the marketing, care, management and occupancy of the Unit to the public for rent. We may market the Units via pay-per-booking sites, listing sites (as shown above), travel agents or brokers determined by StayInTn with a goal of maximizing your bookings and monthly revenue. These guest sites charge agency fees that equate to 3-15% per booking. We will net these agency fees from the gross rent. In order to increase net revenue to you, in light of these agency fees, we will charge a booking fee to the Guest which is currently 6% and will be used to offset your agency fees.

Registration

We will register your rental with the county and Hotspot tax for Sales and Hotel taxes (need 1 time power of attorney to complete) - doesn't apply to all counties.

Guest Cleaning & Laundry Fee

We'll charge the Guest a per stay cleaning & laundry fee - no cost to you. Our cleaning crew will do the cleaning.

Guest Insurance

We'll charge the Guest \$45 per stay for a \$1500 insurance policy (usually for 2+ night stays) and manage that on your behalf.

Property Insurance - Peace of Mind

We will work with you to help you get the proper insurance setup that you will need to do this type of business.



What We Provide - continued

Taxes

We'll charge the Guest all applicable taxes and county fees and submit them on your behalf. We'll deal with filing annually, monthly, quarterly and semi-annually.

Receive payment guests on your behalf

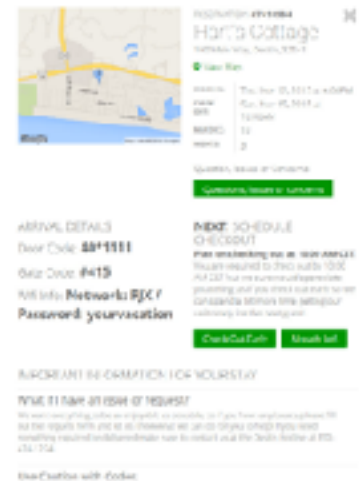
We use credit card processing through our software package. Travelers overwhelmingly prefer to pay with credit cards for transactions rather than send cash - it is safer, easier, and more secure. We can also take cash or check payments as well as eCheck/ACH but prefer to use credit cards. We accept Visa, Discover, MasterCard and American Express. Credit card companies do charge for their service, we deduct a typical fee of 2.5% for Visa/Mastercard and 4% for Amex from the gross rent to cover their fees.

Your Payout

We pay once a month. We would setup so that we can do direct deposit into your bank account (suggest a separate business checking account). Expect to receive an owner statement and an ACH deposit to your bank account within about seven days after the end each month. This statement and deposit will cover all guests that check-out during that month. If you have a guest crossing over one month to the next, the payment for that reservation falls in the month they check-out.

Awesome Guest Experience with Guest App and Review Systems

We setup your customized web application for your guest for your property as well as custom messaging that they will receive. As the guest books they will receive a contract to sign electronically that we help you develop to protect you and your property. As their stay progresses they are messaged and driven back to the web app for check-in instructions and important property information like wifi details. The guest can contact us at any time with any concerns they have through their app and leave reviews for your property that drive even more business.



Much Higher Returns For You

We provide a Dynamic Revenue Management System (DRMS) that automatically adjusts rates based on vacancy, how far out the requested dates are from today, and some other algorithms designed to get the maximum rent for the lowest level of vacancy. This service is FREE to you as a part of being on my program.

Here is an example earning potential using a fictional scenario of a 1 bedroom/bath/kitchenette villa: Let's say we are setting rates at \$100 per night initially and set the DRMS to vary between +/- 50% depending on its rules. I.e. it could range between \$50 to \$150 per night depending on many factors.

If we base our projections on a 30 day month with 80% occupancy at a conservative \$100/night average rate you would see about **\$2400** per villa per month income or **\$28,800** per year. Of course that could vary up or down based on occupancy, fees and rates. We'll be doing our best to maximize you rates and your occupancy. Of course you'd need to subtract your costs from that to get a net.

Your Bottom Line Costs

- Furnishing your short term rental property and making it ready for guests
- 1 time cost of the professional photographer session - probably around \$150
- Required wifi setup (if you don't already have this)
- 1 time \$469 entry remote lock for each unit
- *15% of rent rental fees for our management - other local competitors charge 18%-30% and don't do as much or see as much returns as we do.
- *2.5%-4% of total fees for Credit Card Processing fees on gross revenue
- *3-15% per booking agency fees - depends on which agency guest books through - VRBO/Homeaway charges 6% for example. AirBnB 3%. We will be collecting 6% from the guest for you to help offset this cost.
- \$7 per stay for perishables (couple rolls of toilet paper per bathroom, a roll of paper towels, small sizes of soap, shampoo, and conditioner, and dish soap in the kitchen).
- Initial outlay for linens and such — we recommend certain kinds to make turn-over easy.
- Any Maintenance costs beyond normal cleaning and turn-over situations.
- Optional Suggested Items:
 - \$200 video wifi enabled doorbell that works with our remote lock
 - \$100 noise level alarm
 - NEST programmable thermostat that allows you to remotely manage the temperature
 - Internet Enabled Smart TV with Netflix and Pandora (for check-in music)
 - Internet Controlled Aroma Therapy for guest check-in

Typical Transaction Illustration

Guest Make a Booking for 10 nights on VRBO		
<u>Rental Revenue</u>	\$1000	
Taxes (15.25%)	\$152.50	Taxes calculated on % of rent
Guest booking fee (6%)	\$60	Guest fee used to offset Agency Fees
Housekeeping	\$50	Determined by Host and Paid to Host
Property Protection Program	\$45	Provides \$1500 of coverage
Total Paid by Guest	\$1307.50	
<u>Owner Receives:</u>		
Rental Revenue	\$1000	Passed through to owner
Plus Guest Booking Fee	\$60	Collected on behalf of owner
Minus Agency Fee*	-\$60	Paid to VRBO
Minus Credit Card Fee*	-\$25	2.5% for Visa/Mast and 4% for Amex
Minus StayInTn Service Fee*	-\$196.13	15% of Total
Minus Amenity Stocking Fee*	-\$7	Could be optional
<u>Net to Owner</u>	\$771.87	

*StayInTn.com's charges passed on to you. All other costs vary and may or may not apply to your situation.

**All other items Owner Provided