

WHO IS ITRIP?

iTrip® is a network of professional short-term rental managers with locally owned property management companies based in destinations from coast to coast.

Created by vacation rental property owners for vacation rental property owners, we began in 2008 to bring the best of traditional rental management paired with the power of international marketing and sophisticated property management software.

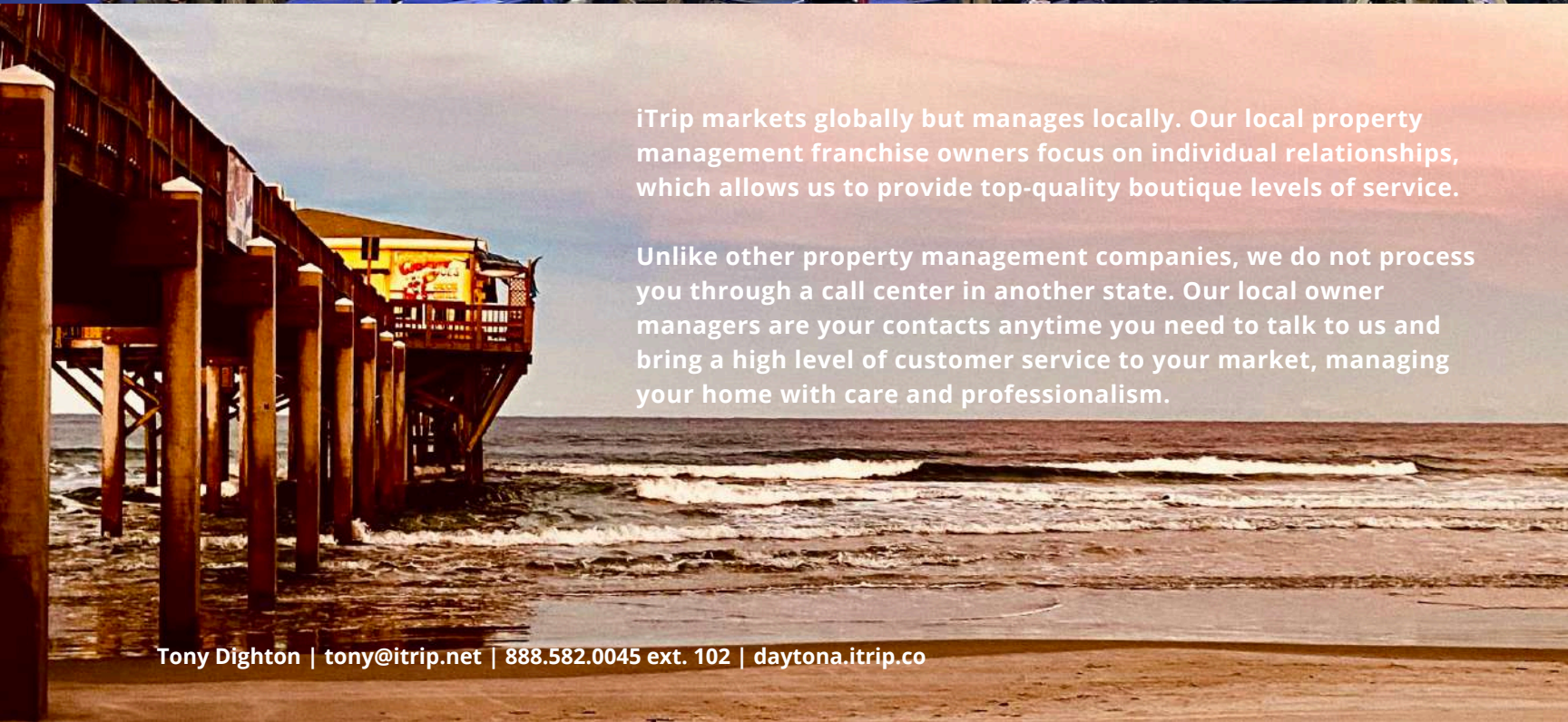


iTrip manages more than 4,500 vacation rental properties in 100-plus resort destinations across North America, including Canada, and we continue to grow.

We market globally and spend millions of dollars each year on marketing and advertising, including social media and Google, and list each property on 80-plus distribution channels. This translates to increased revenue and conversion rates that perform above industry averages.



The iTrip Team



iTrip markets globally but manages locally. Our local property management franchise owners focus on individual relationships, which allows us to provide top-quality boutique levels of service.

Unlike other property management companies, we do not process you through a call center in another state. Our local owner managers are your contacts anytime you need to talk to us and bring a high level of customer service to your market, managing your home with care and professionalism.

Best-in-class software and automated processes that provide lifestyle improvement for our property owners



Custom app simplifies the guest review process



Up to **3x**
booking conversion rate; the highest
in the industry



Property owners control
their time at their property



25% Average increase in revenue
to the property owner vs.
self-managing



500+
Search Terms

SEO: iTrip appears
organically on Google
page 1 search results
for 500+ terms related
to vacation rentals



3M+
Visits

12M
Page Views per Year



No-rotation of properties
listed online



\$1B+ More than \$1 Billion in
booking revenue
generated by iTrip



80+ distribution channels, including
Vrbo, Airbnb, booking.com



Re-targeting displays iTrip ads on
other sites, keeping iTrip top of mind



SOFTWARE



REVENUE



ITRIP.NET



**DIGITAL
MARKETING**



**SOCIAL
MEDIA**

**WE TAKE
GOOD CARE
OF YOUR
CLIENTS**

What is included in
Full-Service Property
Management?

 **iTrip®**



iTrip's Combined Facebook, Twitter, Instagram, LinkedIn: June 2023 to June 2024

10K

Post Link Clicks
(that's more direct
traffic!)

32K

Video
Views

3.153M

Total
Impressions

33,500

Total Engagements
on Posts

3.2M

Impressions



154K

Engagements

Pinterest: June 2023 to June 2024

WHO IS ITRIP DAYTONA?

iTrip Daytona began in 2016. Our local company partners with dozens of vacation rental homeowners and serves thousands of guests each year in the Daytona Beach area.

As local business owners, we have a vested interest in the care of our owners' properties. We care for our properties with the same meticulous care that we have for our own homes. We have personal relationships with our homeowner partners, and we are attentive to their needs. We pay attention to the details and strive for excellent reviews and repeat visits from loyal guests.



At iTrip, we have a software and marketing team who is dedicated to getting our properties front and center on every available short-term rental website. As one of only 10 premier partners with Vrbo, our properties get better placement than the competition. More visibility equals more revenue.



WHAT YOU GET WITH ITRIP DAYTONA

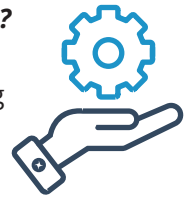
- The largest marketing campaign for your property.
- Listed on every major distribution channel including: Airbnb, Vrbo, Booking.com, FlipKey, Expedia, Google Vacation Rentals
- Increased visibility, search engine optimization, search engine marketing, retargeting, and direct marketing on social media leads to more potential bookings and more revenue for owners.
- Dynamic pricing and rate management tools to maximize nightly rates and occupancy.
- Full access to an owner portal where you can book your own stays, track monthly statements, view the booking calendar, and view any open work orders.
- Free light maintenance: batteries, light bulbs, etc.
- Professional cleaning crews and maintenance professionals.
- We inspect each property after each clean – every single time.
- 24/7 guest assistance.
- Free professional photos that will be used on each hosting website.
- Option for smart lock – most secure in the industry.
- You have the freedom to block off any dates for owner stays. No restrictions on the number of days as long as it doesn't interfere with a guest's stay – it's your home!
- We file all state and county taxes for you and provide a 1099 at the end of the year.

Since we are a local small business, we can custom fit a management program that works best for you. We would love to learn more about your goals and priorities so we can help you achieve those goals. Reach out to us today and experience the iTrip difference.

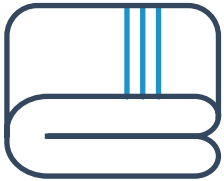
FAQs

What are the advantages of using a full-service management company as opposed to self-managing?

Managing short-term rentals is a full-time job. It is all we do, and we are laser-like focused on being the best in the business. We handle it all -- from promptly responding to guest inquiries and managing cleaners and landscapers, to 24/7 guest support, paying the applicable taxes, maintenance, and marketing, etc. Let us do the heavy lifting while you sit back and enjoy your investment.



Does iTrip have a linen program?



We buy hotel-quality linen in bulk for good prices. We outfit our homes with linens and pass the cost on to owners on an as-needed basis. Unlike other management companies who combine all your linens with everyone else, with iTrip your linens are your linens. Instead of paying into a linen program or having a large replacement expense once a year, we replace worn linens as needed, so they stay fresh and the expense is spread out over the course of the year.

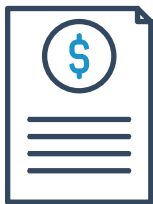
What other fees/expenses can I expect other than the 20% management fee?

- There is an annual Vrbo subscription fee of \$399. It is required to list on their site.
- You should also consider lawn service, utilities, pool service, pest control, etc. as ongoing expenses. We have contacts for these services and would be happy to help set up these services.



Do you limit the amount of time owners can stay at the property?

Absolutely not. It is your property and you can use it as much as you want. We also do not block out holiday weeks or peak weeks from owner stays.



Who pays cleaning fees?

The cleaning fees are always paid by the guest unless it is an owner stay. Owners can pay their own cleaning fees for their stays at the property. We can also just deduct the cost of the cleaning fee from that month's statement.




MAINTENANCE

Included in our management fee is what we call Free Light Maintenance. This includes all light bulbs and batteries. We inspect each property after every clean to finish staging the property for the next incoming guests. We also check every battery, every light bulb, and every filter--every single time. When needed, we cover the replacements at no cost to you, the owner.

In addition to free light maintenance, we also provide ongoing maintenance to the property for a low hourly rate. As with any property, there is constant ongoing maintenance such as touch-up painting, plumbing updates, weather stripping replacement, unclogging drains, carpet cleanings, and the list goes on. We will help coordinate the care of the home either in-house or with our trusted vendor partners. We offer full transparency with all invoices and hourly rates. If an electrician charges us \$200, then that is the charge on your statement.

We NEVER upcharge work orders.



Of course, communication is key in any partnership. We never want you to be surprised on your monthly statement with any large expenses. Any major maintenance expenses exceeding \$400.00 will be disclosed prior to any work being done.

OWNER PORTAL AND STATEMENTS

Owners have access to their own owner portal where they can view the real-time calendar, book their own stays, review bookings, view open work orders, see guest reviews, stay informed on pricing, etc.

Owners have access to current and historical statements anytime through the owner portal. Additionally, the beginning of each month, we will email a copy of the previous month's statement that includes all the checkouts for the month. This is always in the first 15 days of the month. The statement is itemized with each reservation and any expenses. We offer direct deposit, so the money is in your account the next day.

At the end of the year, we will provide an itemized 1099 for your accountant.

