

# Delighting Owners

**NEXT**  
SERIES

The **Heart** of Hospitality

# Today's Presenters



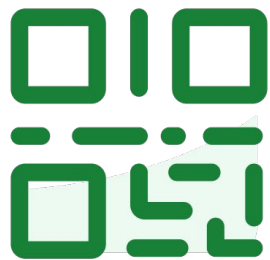
Jim Golightly  
Director of Key Accounts



Jason Lefevers  
Sr. Manager,  
Implementation Consulting



Christina Sasser  
Sr. Director of Client  
Success



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# 01

## Understanding Owners' Fundamental Needs

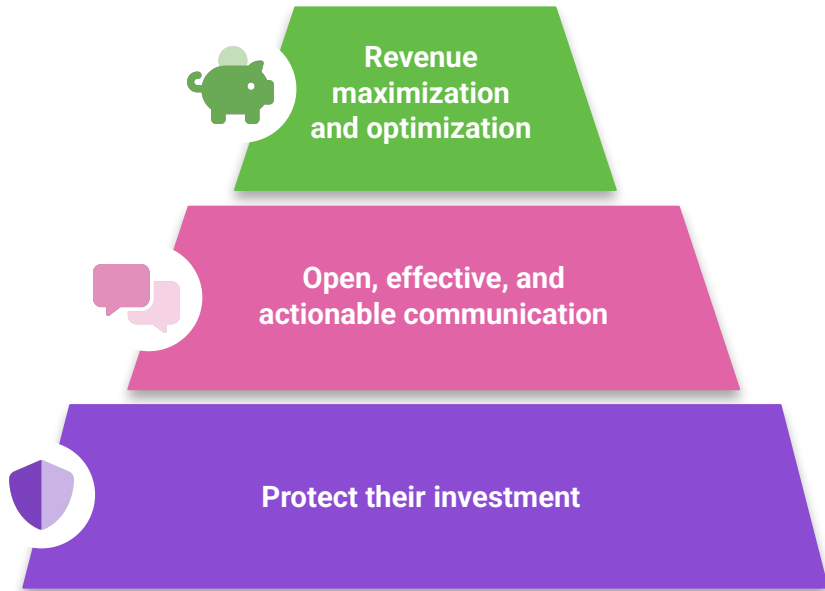
# Delighting Owners as a Focus



- Owner management is more critical than ever
- Owners are the core of your business
- Market headwinds impacting owners:
  - Economic challenges
  - Changes in market dynamics
  - Competitive pressure
  - Higher expectations
- Improved owner management protects and grows the supply side of your business

# Understanding Owners' Needs

An STR application of Maslow's hierarchy



**Physical** - the property

**Safety** - insights, data, market knowledge, benchmarking

**Social** - Communication - open, effective, actionable

**Self-Esteem** - Proactive retention by VRMs

**Self Actualization** - Revenue and profit maximization/optimization and ROI

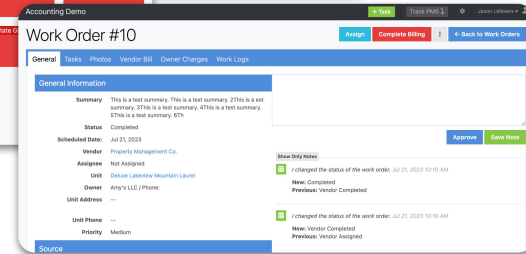
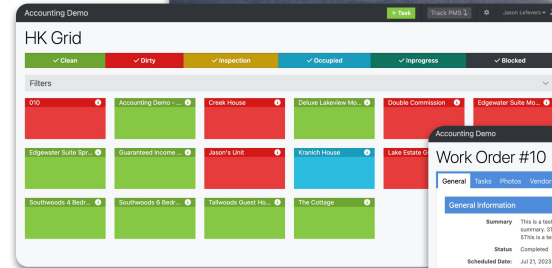
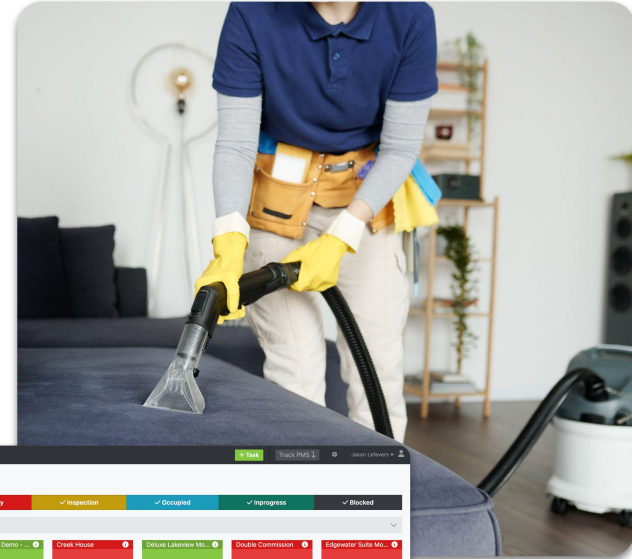
# 02

## Protecting an Owner's Investment

# Be Brilliant in the Basics

Deliver excellent service within the four walls

- Maintenance
  - Plan and resource appropriately
  - Leverage technology and automation to scale effectively
- Housekeeping
  - Consider your standards and quality controls
  - How can you ensure high quality and consistency?



Protect The Investment

Communicate and Educate

Maximize ROI

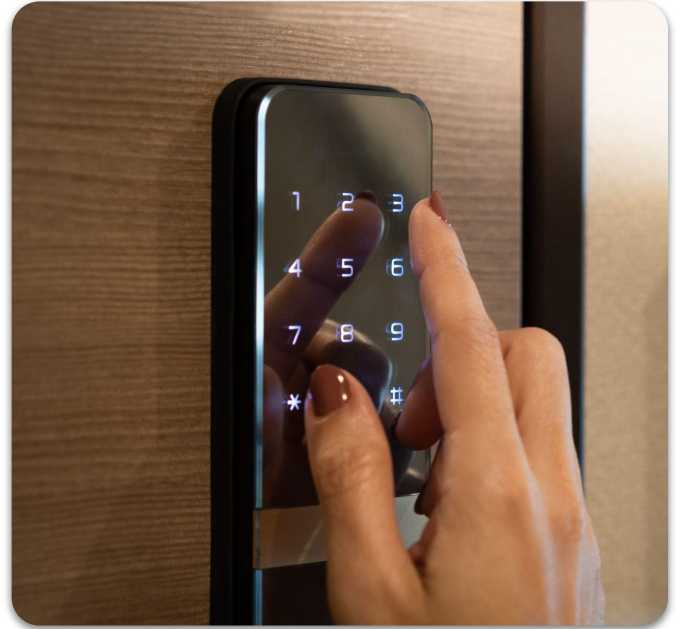
**NEXT**  
SOLUTIONS



# Be Brilliant in the Basics

Provide added security and a complete toolkit

- Travel insurance/damage waiver/security deposit
- Guest screening
- Keyless locks/home automation
  - Better visibility and automation with the property
  - Audit trail for access



Protect The Investment

Communicate and Educate

Maximize ROI

**NEXT**  
STAY

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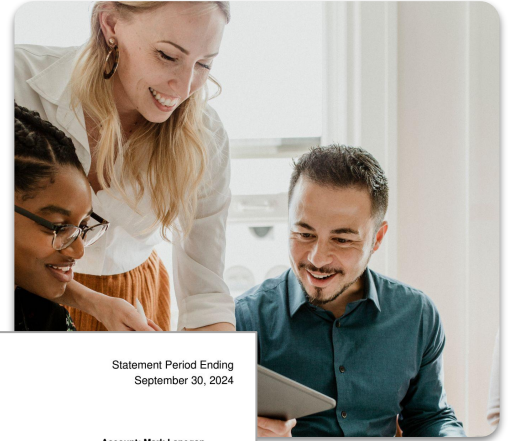
# 03

Provide Open,  
Effective, and  
Actionable  
Communication

# Be Brilliant in the Basics

## Communicate and Educate

- Statement comments
- Owner Portal & Owner Communications
- How do you meet your owners with the right level of communication but avoid overload?
- How do you serve the needs of both owners and guests, when those needs can be very different?



**TRACK** A TravelNet Solution

**Track Vacation Rentals**  
9900 Henningsway Ave S  
Cottage Grove, MN 55016  
(844) 757-0800

Statement Period Ending  
September 30, 2024

Owner: Mark Lanegan  
Ellensburg, WA  
United States

Account: Mark Lanegan

Year: 2024 Period: 9

Unit Performance Summary	Revenue	Expenses	Net
Above Market	\$0.00	\$-10.00	\$-10.00
Starfish Cottage			

Date	Description
<b>Unit: Above Market</b>	
Reservation #1458 (09/29/2024 - 09/30/2024) 1 Nights - Guest F	
<b>Owner Charges</b>	
09/02/2024	Monthly Owner Fee
<b>Unit: Starfish Cottage</b>	
Reservation #1633: Demanche(07/08/2024 - 07/10/2024) 2 Nigh	
07/10/2024	Room Charge
07/10/2024	Commission Charge
This was the guest who had an issue with the dishwasher	

Track Vacation Rentals

Dashboard Availability Reservations Statements Work Orders Documents Messages

### Messages

Messages

Show 25 rows

Subject	Sender	Sent	
This is another test	Track Vacation Rentals	a year ago	<a href="#">View</a>
This is a test	Track Vacation Rentals	a year ago	<a href="#">View</a>
Fridge	Track Vacation Rentals	a year ago	<a href="#">View</a>

Showing 1 to 3 of 3 entries

Previous 1 Next

Protect The Investment

Communicate and Educate

Maximize ROI

**NEXT**  
STAY

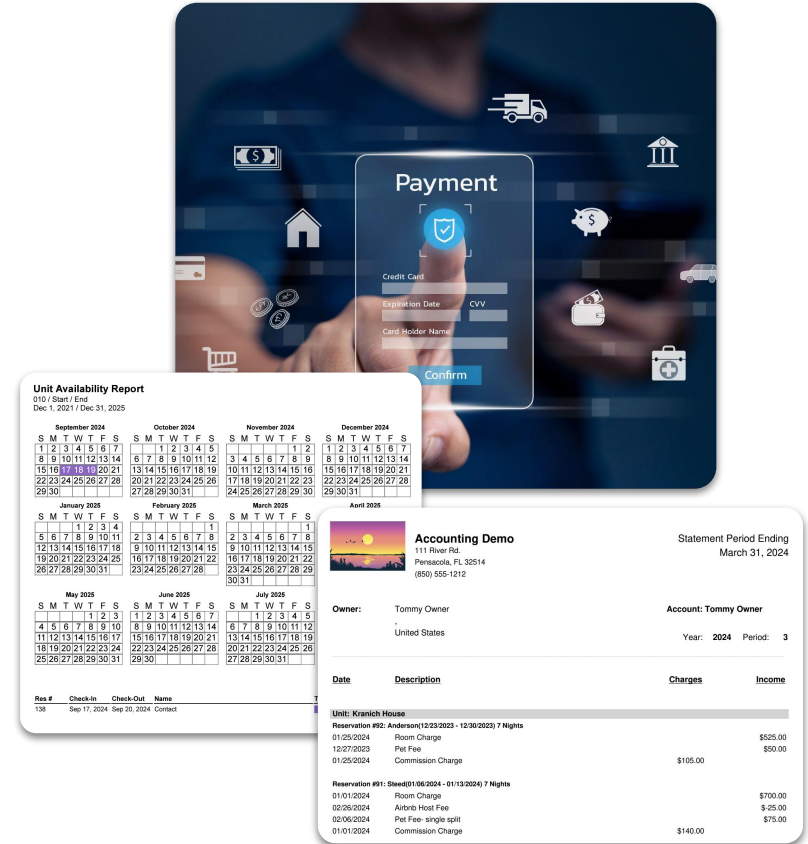
# 04

Proactively  
Optimize  
Revenue and  
Share Insights

# Be Brilliant in the Basics

Ultimately, ROI is why owners rent their properties

- Trust accounting
- Owner reporting
- Owner statements
- Payment options - Check, ACH, Direct Deposit



**Payment**

Credit Card

Expiration Date CVV

Card Holder Name

Confirm

**Unit Availability Report**

010 / Start / End  
Dec 1, 2021 / Dec 31, 2025

September 2024	October 2024	November 2024	December 2024
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**Accounting Demo**

111 River Rd.  
Pensacola, FL 32514  
(888) 555-1212

Statement Period Ending  
March 31, 2024

Owner: Tommy Owner  
United States

Account: Tommy Owner  
Year: 2024 Period: 3

Date	Description	Charges	Income
<b>Unit: Kranch House</b>			
<b>Reservation #92: Anderson(12/23/2023 - 12/30/2023) 7 Nights</b>			
01/25/2024	Room Charge		\$525.00
12/27/2023	Pet Fee		\$50.00
01/25/2024	Commission Charge	\$105.00	
<b>Reservation #91: Sewall(01/06/2024 - 01/13/2024) 7 Nights</b>			
01/01/2024	Room Charge		\$700.00
02/26/2024	Airbnb Host Fee		\$-25.00
02/06/2024	Pet Fee- single split		\$75.00
01/01/2024	Commission Charge	\$140.00	

Protect The Investment

Communicate and Educate

Maximize ROI

**NEXT**  
STAY

# Revenue Maximization/Optimization



Protect The Investment

Communicate and Educate

Maximize ROI

**NEXT**  
STAGE

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# 05

## Owner Relations Best Practices from



**NEXT**  
STORY



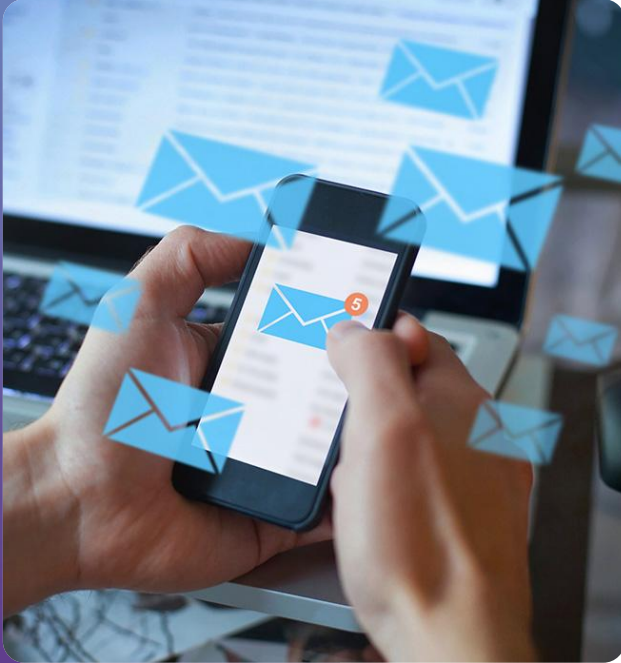


How does VTrips  
structure its owner  
engagement program?





How does VTrips serve a wide variety of owner types, ranging from pure investment owners to second homeowners?



What tools does VTrips use to ensure you are delighting owners?



What are some factors you consider when thinking about inventory growth and scaling as a property manager?

# 06

## Audience Q&A and Discussion



# Audience Q&A



Presenting with animations, GIFs or speaker notes? Enable our [Chrome extension](#)

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# *The **Heart** of Hospitality*