

# Property Care Playbook: Expert Tips for Motivating Teams, Maximizing Efficiency, and Elevating Guest Experiences



Brian Butler  
Chief Sales and Marketing Officer



# Property Care Playbook: Expert Tips for Motivating Teams, Maximizing Efficiency, and Elevating Guest Experiences



Brian Butler  
Chief Sales and Marketing Officer

NAVIS

TurnKey  
VACATION RENTALS

  
vacasa

NEXT

The **Heart** of Hospitality

# Property Care Playbook: Expert Tips for Motivating Teams, Maximizing Efficiency, and Elevating Guest Experiences



1,100 Homes



245 Field Staff

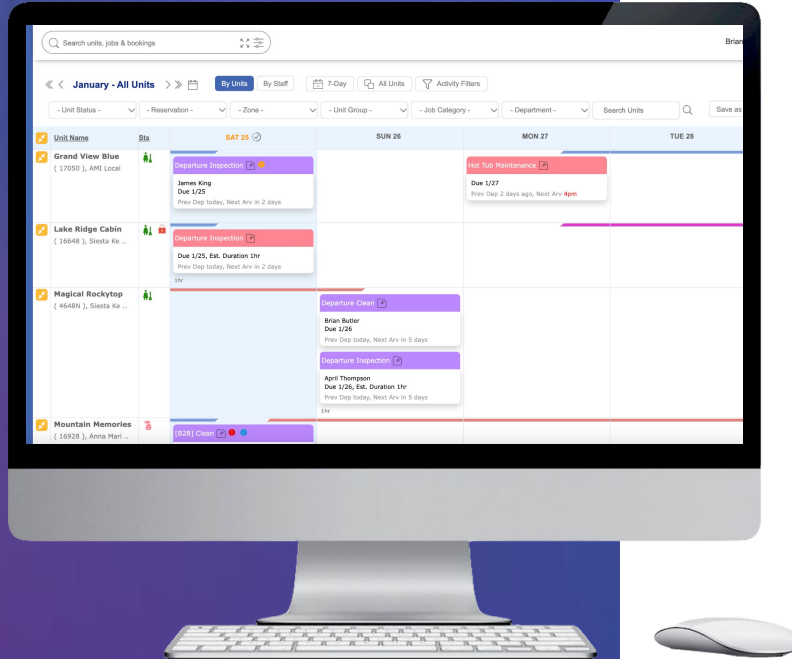
# About EZcare

## Did you know EZcare...

Has been in business since 2005

Is self-funded (no VC or Banks to service)

Has a global client base  
(over 150,000 keys internationally)







# Session Goal

- The critical **importance of cleaning and maintenance staff** in vacation rental success.
- Understanding **motivation as a driver** of performance and satisfaction.
- Practical strategies to empower teams and boost results using modern **tools like EZcare.**

# Why Motivation Matters

(Let's Define it)



78%

of guests consider cleanliness the most important factor when reviewing a property.



# Why Motivation Matters

(Let's Define it)



78%

of guests consider cleanliness the most important factor when reviewing a property.

75%

Guest Expectations: Post-COVID, guests expect immaculate cleanliness, with 75% more likely to leave a positive review if they find a property spotless.

# Why Motivation Matters

(Let's Define it)



Cleaning and maintenance staff are the backbone of guest satisfaction in vacation rentals.

**200%** The average turnover rate in the cleaning industry annually.

**60%** of cleaning staff report job-related physical fatigue.

# Why Motivation Matters

(Let's Define it)

Cleaning and maintenance staff are the backbone of guest satisfaction in vacation rentals.

**Proper motivation can:**

- Reduce turnover
- Enhance efficiency
- Maintain high standards.



# Why Motivation Matters

(Let's Define it)

Cleaning and maintenance staff are the backbone of guest satisfaction in vacation rentals.

## **Proper motivation can:**

- Reduce turnover
- Enhance efficiency
- Maintain high standards.

## **Their performance directly impacts:**

- Guest satisfaction
- Reviews
- Repeat bookings



A photograph of two hotel cleaners in a bedroom. One cleaner, a woman with blonde hair, is standing and holding a white pillow. The other cleaner, a woman with dark hair, is sitting on the bed, also handling a pillow. The room is bright with natural light from a window in the background. A bedside table with a lamp is visible. The text "No Cleaners, No Business!" is overlaid in the center.

*No Cleaners, No Business!*

# Understanding the Team

## Workforce

Field Services Teams often consist of:

- Third-party workers
- Part-time staff
- Full-time employees



# Understanding the Team

## 1099 Workforce



### Pros

A fluid workforce

End employment at anytime

Bring their own tools

### Cons

Can't tell them how to clean

Can't tell them what to clean with

Can't control when they start their day

All you can tell them is how you want it to look  
when they are done

# Understanding the Team

**Be the company people want to work for!!**





# Types of Motivation

## (Defined)

### Intrinsic Motivation

Driven by internal rewards, like personal pride in work, like maintaining a spotless property.

### Extrinsic Motivation

Driven by external rewards, such as bonuses, recognition, or tools like EZcare to make work more efficient.



## Serious Incentive Programs ??

Serious Incentive Programs ??

Extrinsic – External Motivation

## Serious Incentive Programs ??

### Extrinsic – External Motivation

- ✓ Offering **monetary bonuses, extra PTO, and rewards** motivates employees to exceed expectations.

## 1] Serious Incentive Programs - External Motivation

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Recognizing and Rewarding Performance ??

# Recognizing and Rewarding Performance

Extrinsic – External Motivation

# Recognizing and Rewarding Performance

## Extrinsic – External Motivation

- ✓ Providing **bonuses, awards, and public recognition** incentivizes employees to maintain high standards.



|                                     |                    |                   |  |
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|------------------|-----------------------------|
| <b>Strengths</b> | <b>Areas of Improvement</b> |
|                  |                             |

#### Action Plan / Feedback

## 1] Serious Incentive Programs - External Motivation

- ✓ Offering **monetary bonuses, extra PTO, and rewards** motivates employees to exceed expectations.

## 2] Recognizing and Rewarding Performance

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# Fostering a Positive Work Environment

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## Intrinsic – Internal Motivation

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Career Growth Opportunities

Intrinsic – Internal Motivation

**AND**

Extrinsic – External Motivation



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# Training & Development ??

Training & Development

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Fluid Feedback ??

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Intrinsic – Internal Motivation



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- ✓ **Intrinsic:** Employees take pride in seeing their **progress and self-improvement** over time.
- ✓ **Extrinsic:** Metrics-based incentives such as **leaderboards, performance-based bonuses, and promotions** encourage high performance.

# Tracking Performance Metrics

## My Reports

### Job Management

-  Completed Job Report
-  Job Search Report
-  Job Assignment Report
-  Issue Tracking Summary Report
-  Lag Time between Departure Inspection & Clean
-  Weekly Housekeeping Forecasting Report





### Inventory Management

-  Unit Inventory Recap Report Past 14 Days ▾
-  Monthly Inventory Report By Inventory Item 02-2025 ▾
-  Inventory Change Log Report

### Linen Management

-  HK Daily Linen Checkout Report
-  Linen and Amenities Forecasting Report

### Staff Management

-  Field Staff Work Time Details Report
-  Field Staff Work Time Summary Report
-  Housekeeper Performance Report
-  Housekeeper Rating Report

### Accounting

-  Unit Cost and Sell Report
-  Piece Rate Amount Earned Report
-  Maintenance Profit Margin Report
-  Cleaner Tipping Report

### Client / Homeowner

-  Client Monthly report

|                                     |                    |                   |  |
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#### Action Plan / Feedback

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# Quality Tools and Products ??



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Intrinsic – Internal Motivation

**AND**

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✓ **Intrinsic:** Employees feel more motivated when they have **reliable, high-quality tools** that make their work **easier and more efficient**.

✓ **Extrinsic:** Access to **top-tier cleaning products, modern equipment, and technology** improves work efficiency and **reduces physical strain**, creating a **safer, more comfortable work environment**.

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# Gamification and Incentive Motivation



# Q & A



# Extra Stuff



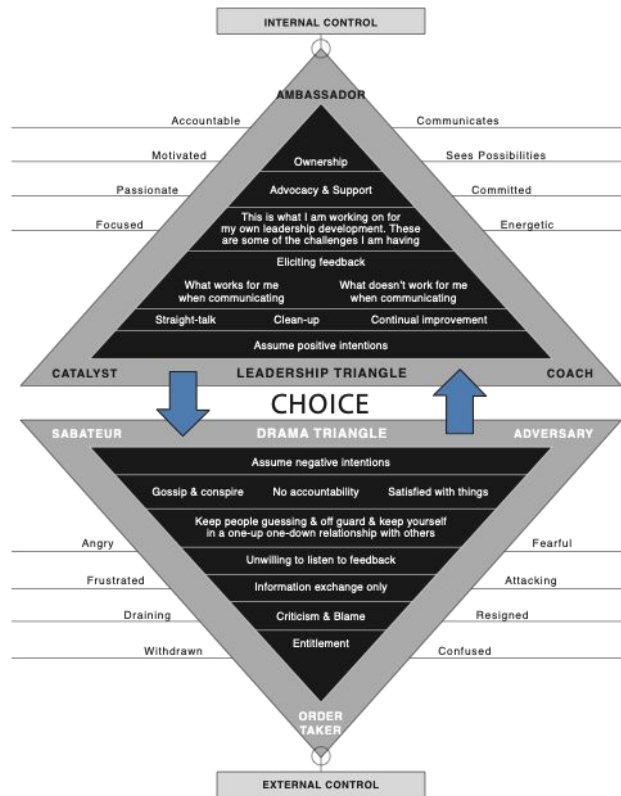




Additional information to serve as reference material

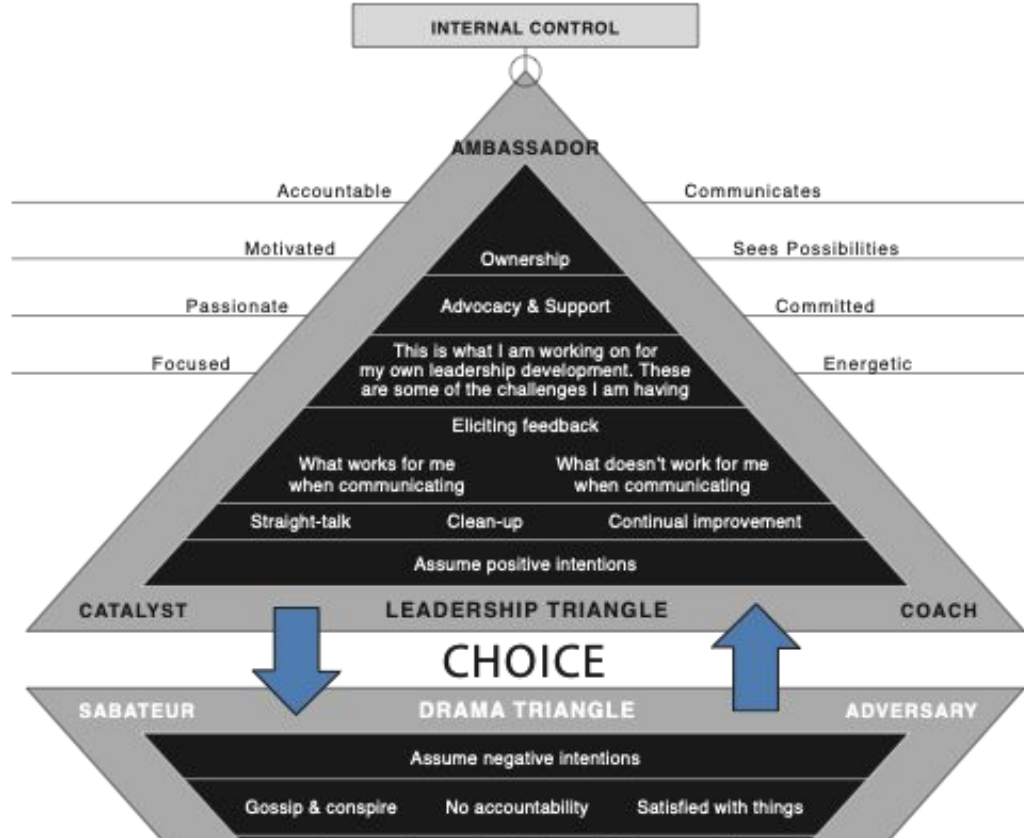
## BUSINESS DEVELOPMENT LEADERSHIP TRIANGLES

Leadership is a choice

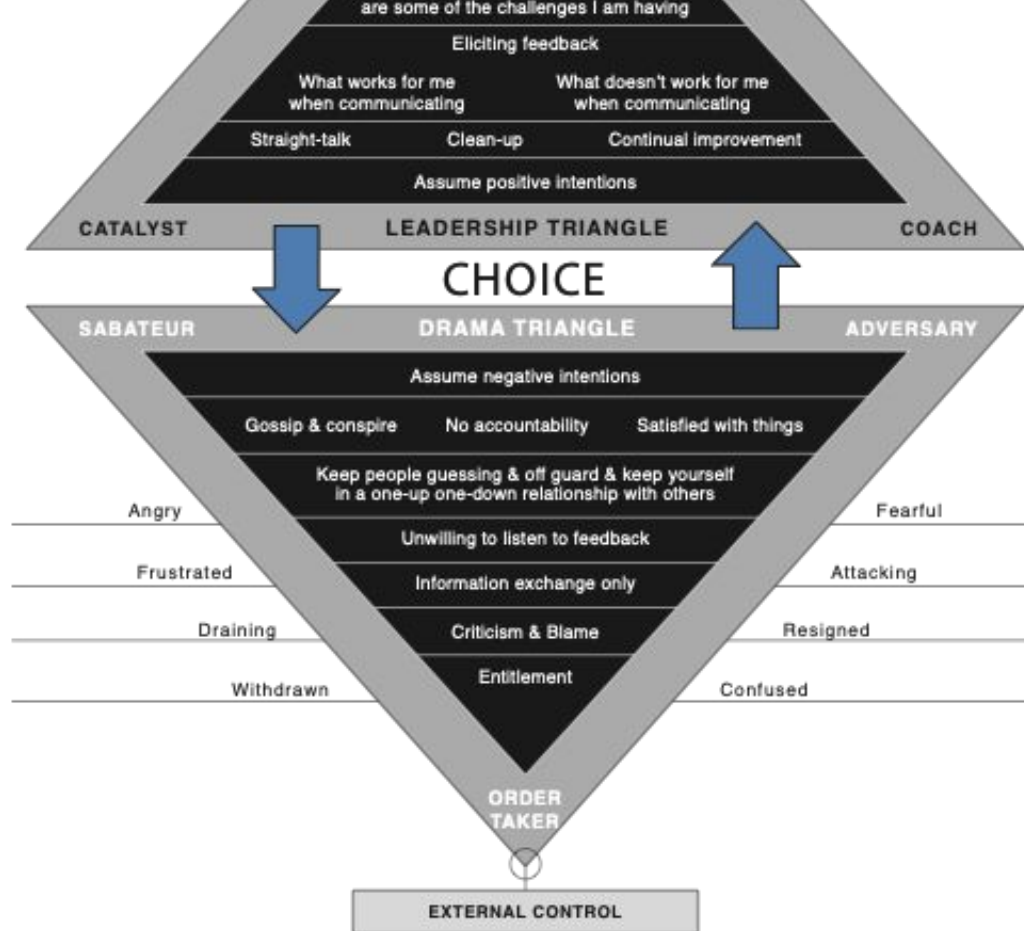


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**NEXT**



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#### Action Plan / Feedback

Extrinsic  
(external motivation)

1

## Fostering a Positive Work Environment

### Why it matters:

A motivated team isn't just about **pay and incentives**—it's also about **how employees feel** when they come to work. A supportive, inclusive, and engaging work environment leads to:

- **Higher job satisfaction**, reducing turnover.
- **Better teamwork** between cleaning and maintenance staff.
- **More efficient and proactive employees**, leading to fewer mistakes and guest complaints.

Extrinsic  
(external motivation)

1

## Fostering a Positive Work Environment

### Example:

A vacation rental company in Colorado found that its cleaning and maintenance teams were often **at odds**. Housekeepers would **report broken appliances**, but maintenance would **either not get the message or be too slow to fix them**, leading to frustration and miscommunication. This tension led to **low morale and increased turnover**.

Extrinsic  
(external motivation)

1

## Fostering a Positive Work Environment

The company implemented **EZcare's team messaging and issue-reporting system**, allowing:

- Cleaners to **report damages instantly** through the app instead of leaving handwritten notes.
- Maintenance staff to receive **real-time alerts**, reducing delays in addressing issues.
- A **shared task board (SNAPSHOT)** where both teams could track pending jobs and collaborate efficiently.



Extrinsic  
(external motivation)

2

NEXT

## Serious Incentive Programs

While verbal recognition is great, **tangible incentives** motivate employees to go the extra mile.



Extrinsic  
(external motivation)

2

NEXT

## Serious Incentive Programs

Studies show that:

- ✓ **85% of employees** feel more motivated when incentives are tied to performance.
- ✓ Companies with **structured bonus programs** see **higher productivity and lower turnover**.
- ✓ **Financial rewards** (bonuses, raises) and **non-monetary incentives** (extra PTO, gift cards) create a culture of excellence.

Extrinsic  
(external motivation)

2

NEXT

## Serious Incentive Programs

### Example:

A vacation rental management company noticed that **some cleaners finished units quickly but others lagged behind**. However, they didn't want to push speed at the expense of quality.



Extrinsic  
(external motivation)

2

NEXT

## Serious Incentive Programs

They launched a "**Turnover Challenge**", where:

- **Teams were scored on both speed and inspection quality** (tracked via EZcare).
- The **winning team received a \$100 monthly bonus** and recognition at the company's all-hands meeting.
- The company's **leaderboard showcased real-time rankings**, fostering friendly competition.



Extrinsic  
(external motivation)

3

## Clear Communication & Expectations

### **Why it matters:**

- Every team member knows their responsibilities.
- Tasks are completed on time and to standard.
- Staff feel empowered, reducing turnover and increasing efficiency.

Extrinsic  
(external motivation)

3

## Clear Communication & Expectations

### Example:

A vacation rental company with 50+ properties faced **inconsistent cleaning quality**—some homes were spotless, while others received complaints. Without a structured process, cleaners followed different methods, resulting in varying guest experiences.

Extrinsic  
(external motivation)

3

## Clear Communication & Expectations

- **Standardized cleaning procedures**, ensuring each rental met the same high standards.
- Required cleaners to **check off each task** in the app, guaranteeing nothing was missed.
- Allowed managers to **conduct quality control inspections digitally**, providing immediate feedback.

Extrinsic  
(external motivation)

4

## Recognition and Rewards

### Why it matters:

Employees who feel **recognized and valued** are more likely to stay engaged, work efficiently, and take pride in their roles.

NEXT





Extrinsic  
(external motivation)

4

## Recognition and Rewards

**Why it matters:**

Studies show that:

- ✓ **69% of employees** say they would work harder if they felt more appreciated.
- ✓ Companies with structured **recognition programs** experience **31% lower turnover rates**.

Extrinsic  
(external motivation)

4

## Recognition and Rewards

### Example:

A property management company had a **hard time identifying its most efficient cleaners and maintenance staff**. Recognition was based on **subjective opinions rather than actual performance data**.

Extrinsic  
(external motivation)

4

## Recognition and Rewards

They leveraged **EZcare's automated performance reports**, which track:

- **Task completion times** (e.g., how quickly a unit is turned over).
- **Inspection results**, highlighting **quality and consistency**.

Extrinsic  
(external motivation)

5

## Flexibility and Work-Life Balance

### Why it matters:

For cleaning and maintenance staff, **burnout and unpredictable schedules** are among the biggest reasons for turnover. Many companies prioritize guest needs but **fail to accommodate employee work-life balance**

Extrinsic  
(external motivation)

5

## Flexibility and Work-Life Balance

### Example:

A vacation rental company in Arizona assigned cleaning shifts **last-minute** based on guest bookings. This led to **frustrated employees** who couldn't plan their personal lives or commit to second jobs for extra income.

Extrinsic  
(external motivation)

5

## Flexibility and Work-Life Balance

The company implemented EZcare's **self-scheduling feature**, which:

- Allowed cleaners to **see their assigned shifts in advance** through the app.
- Provided an **availability feature**, letting cleaners input preferred workdays to match scheduling needs.

Extrinsic  
(external motivation)

6

## Career Growth Opportunities

### Why it matters:

One of the biggest reasons cleaners and maintenance staff leave is the **lack of growth opportunities**. Many employees don't see a future beyond their current role

Extrinsic  
(external motivation)

6

NEXT

## Career Growth Opportunities

**Why it matters:**

**When employees see a clear path for advancement, they become:**

- ✓ More engaged and **productive**.
- ✓ More likely to **stay** long-term.
- ✓ **Brand ambassadors** who care about the company's **success**.





Extrinsic  
(external motivation)

6

## Career Growth Opportunities

### Example:

A vacation rental company in California had an issue with **inconsistent cleaning quality** across its properties. Some cleaners excelled, while others needed improvement. However, there was **no clear pathway for experienced cleaners to take on leadership roles**.

Extrinsic  
(external motivation)

6

## Career Growth Opportunities

Identify **top-performing cleaners** based on **quality inspection scores and guest reviews**.

Promote high-performers to **Quality Control Supervisors**, responsible for **training and inspecting** other cleaners.

Use a **task delegation system** to assign these supervisors **special audits and training responsibilities**.

# Strategies for Motivating Teams

Now With Intrinsic  
(internal motivation)

Intrinsic  
(internal motivation)

7

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## Quality Tools and Products

### Why It Matters

- **Efficiency & Job Satisfaction:** High-quality cleaning tools reduce strain and make tasks easier.
- **Pride in Work:** Having the right supplies ensures a better end result, increasing motivation.
- **Professionalism:** Workers feel valued when provided with top-tier equipment.



Intrinsic  
(internal motivation)

7

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## Quality Tools and Products

### Example:

A team of vacation rental cleaners struggled with outdated vacuums, leading to longer turnover times. After investing in high-efficiency HEPA vacuums, cleaning speed increased by **25%**, and staff satisfaction improved.



Intrinsic  
(internal motivation)

7

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## Quality Tools and Products

### How EZcare Helps:

- Tracks equipment requests and maintenance to ensure tools remain in top condition.
- Logs which properties need specific products (e.g., hypoallergenic supplies for pet-friendly rentals)
- Notifies managers when supplies are low so cleaners always have what they need.



Intrinsic  
(internal motivation)

8

NEXT

## Training and Development

### Why it matters:

Many vacation rental companies **expect high performance** from their cleaning and maintenance teams but **fail to provide proper training** or growth opportunities.



Intrinsic  
(internal motivation)

8

NEXT

## Training and Development

**Why it matters:**

Companies that **invest** in training and development see:

- ✓ **20% higher** cleaning efficiency.
- ✓ **Lower staff turnover**, as employees feel valued and see career growth.
- ✓ **A more skilled workforce**, reducing costly mistakes and rework.



Intrinsic  
(internal motivation)

8

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## Training and Development

### Example:

A vacation rental company with over 100 properties had **inconsistent cleaning standards**. Some cleaners **excelled**, while others **missed critical details**, leading to **negative guest reviews**.

Intrinsic  
(internal motivation)

8

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## Training and Development

### How EZcare Helps:

Provided **step-by-step digital cleaning checklists** accessible through the EZcare app.

Allowed managers to conduct **spot inspections** to reinforce standards.

Develop a **“Train-the-Trainer”** system




Intrinsic  
(internal motivation)

9

NEXT  
SERIES

## “Fluid” Feedback

### Why it matters:

Many vacation rental companies struggle with **one-sided feedback**, where managers only provide reviews during formal evaluations. 

Intrinsic  
(internal motivation)

9

NEXT

## “Fluid” Feedback

### Why it matters:

By implementing **fluid (continuous) feedback**, companies can:

- ✓ **Improve employee performance by 12-15%** through immediate coaching.
- ✓ **Increase engagement and job satisfaction**, as workers feel valued.
- ✓ **Reduce turnover**, as employees build stronger relationships with managers.



Intrinsic  
(internal motivation)

9

**Example:**

A vacation rental company experienced **frustration between cleaning and maintenance teams** due to **miscommunication about property issues**. Housekeepers would report damages, but maintenance wouldn't always receive clear instructions.

Intrinsic  
(internal motivation)

9

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## “Fluid” Feedback

The company introduced **EZcare’s messaging & feedback system**, allowing:

- Cleaners to **send instant reports** about broken items, with pictures and notes.
- Maintenance workers to **acknowledge and update** the team on repair progress.
- Managers to track **which reports were resolved quickly**, ensuring accountability.



Intrinsic  
(internal motivation)

10

NEXT  
SERIES

## Tracking Performance Metrics

### Why it matters:

Many vacation rental companies struggle with **measuring staff performance effectively**. Without clear metrics



Intrinsic  
(internal motivation)

10

NEXT

## Tracking Performance Metrics

### Why it matters:

By implementing **data-driven performance tracking**, companies can:

- ✓ **Increase accountability** by making expectations clear and measurable.
- ✓ **Boost efficiency** by identifying process improvements.
- ✓ **Improve guest satisfaction**, as quality and speed are monitored in real time.



Intrinsic  
(internal motivation)

10

NEXT  
SERIES

## Tracking Performance Metrics

### Example:

A property manager was struggling with managing operating costs, especially related to cleaning and linen services. They didn't have a clear picture of where money was being spent or how they could optimize.



Intrinsic  
(internal motivation)

10

NEXT  
SERIES

## Tracking Performance Metrics

EZcare's reporting and inventory management features helped the company track cleaning supplies, linen usage, and labor costs in real-time. The software provided detailed reports that pinpointed areas for cost-saving.

