

Vacasa Multi-Unit Overview

Vacasa





Palmilla Beach Resort- 65 Units



Bahama Bay Resort- 192 Units



Illume Nashville- 50 Units



Margaritaville Orlando Resort- 110 Units

Vacasa Resort Management
 Vacasa has 150 condo projects where we manage the HOA and the Vacation Rental Program

Vacasa has an additional 50+ condo projects where we manage the Vacation Rental Program, including resort services.



TOPS'L Beach Resort- 192 Units



Sterling Resorts- 1396 Units



Surfside Resort- 71 Units



Waterscape- 159 Units

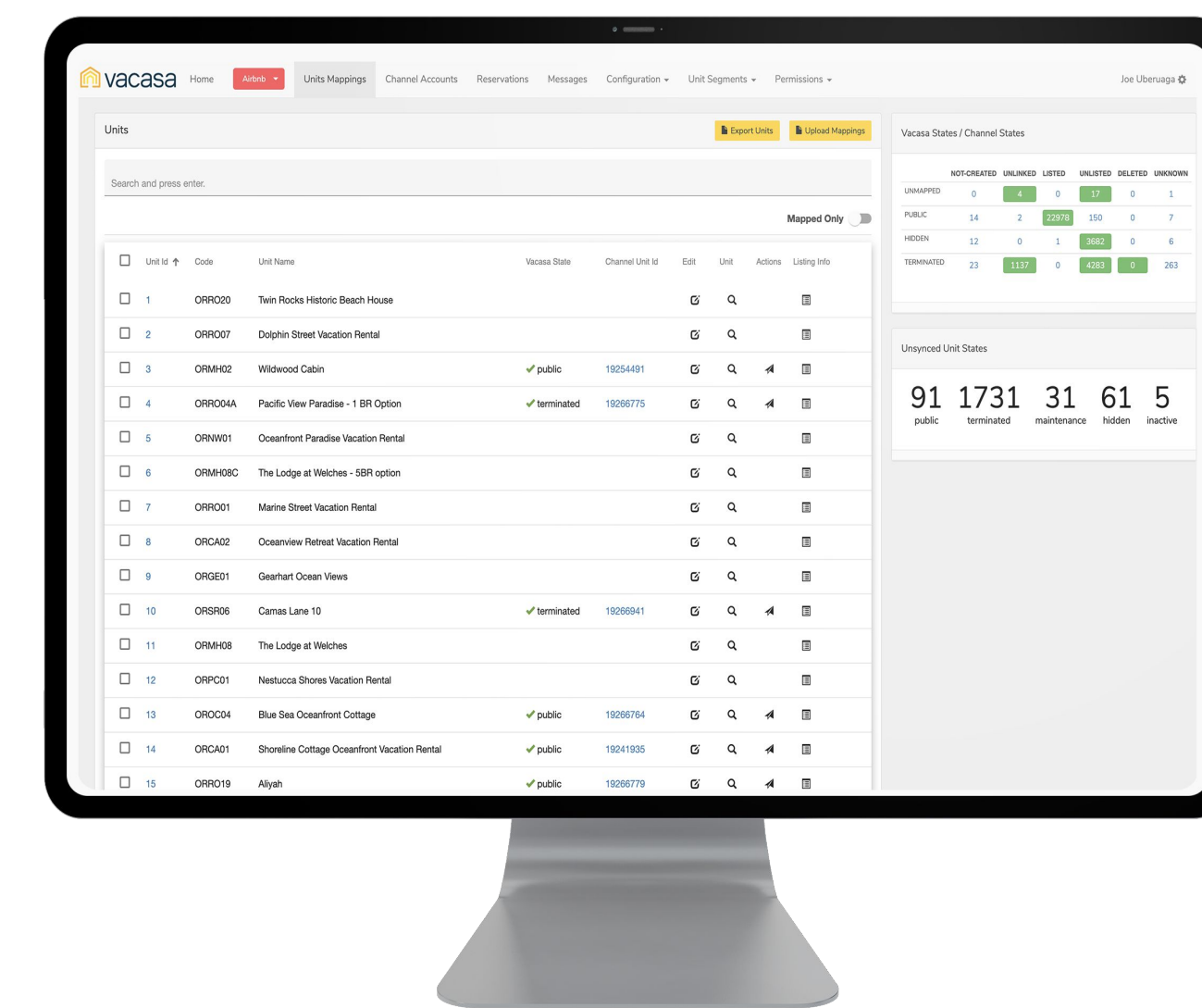
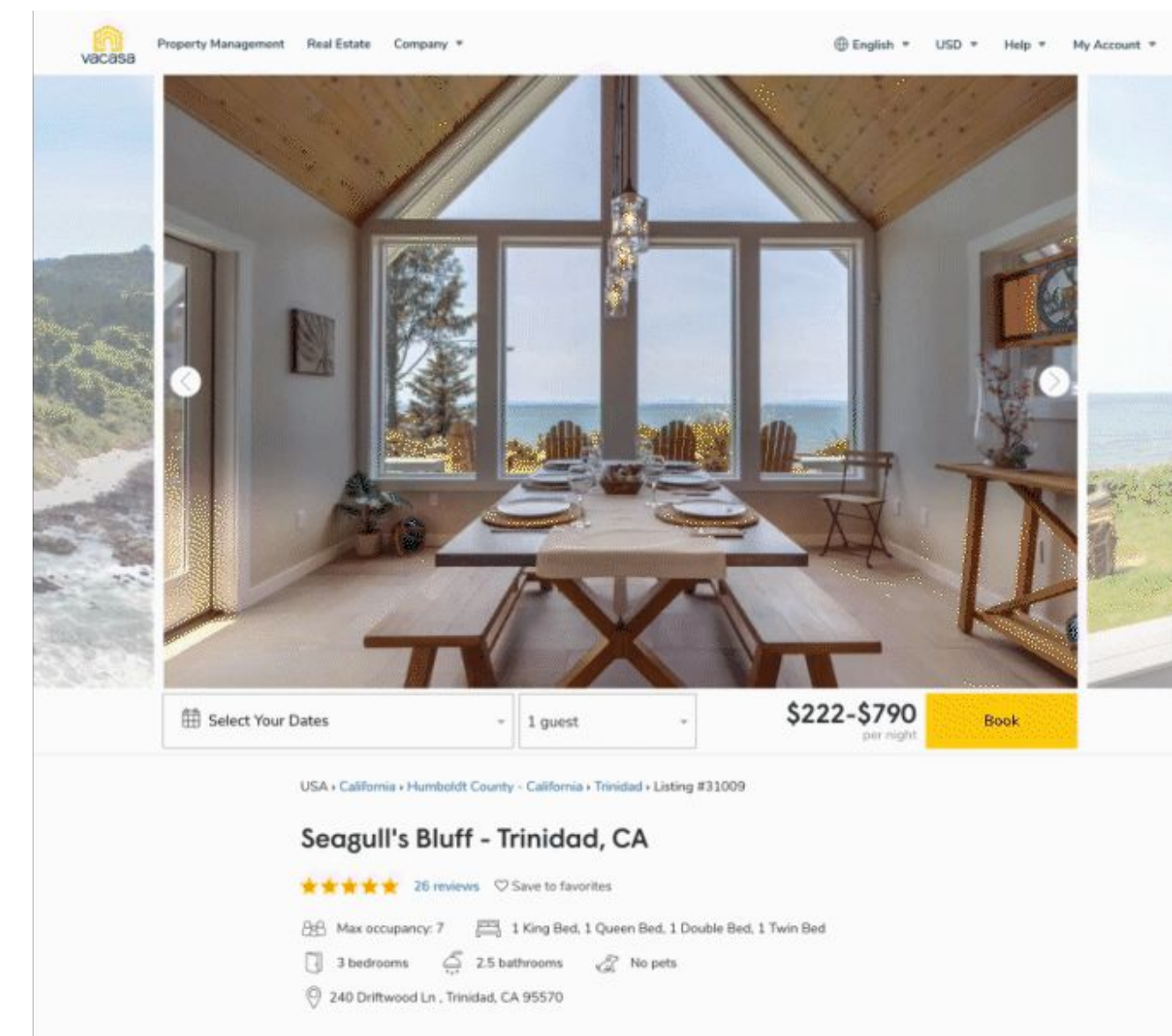
How Vacasa Helps You



Book More Guests
Increase Revenue
And Provide A Premium Experience

We create optimized listings

- ✓ Keyword-filled copywriting for SEO optimization
- ✓ Professional photography
- ✓ 3D Matterport tours
- ✓ Floorplans
- ✓ Amenities offerings



And distribute them via multiple VR channels

- ✓ Proprietary PMS with real time channel updates and secure bookings
- ✓ In channel communication w/ <5m inquiry response SLA 24/7
- ✓ 33%+ Book direct @ Vacasa.com
- ✓ VRBO, Airbnb, Homes & Villas by Marriott Intl, Google Hotels, Expedia, Booking.com, 50+ more



+50 Independent booking sites

Exclusive Booking Channels



33%

Reservations that are booking directly from our website



140M+

Exposure to Marriott Bonvoy members who book on HVMI



7

Vacasa is 1 of only 7 managers selected for the American Express Travel pilot program

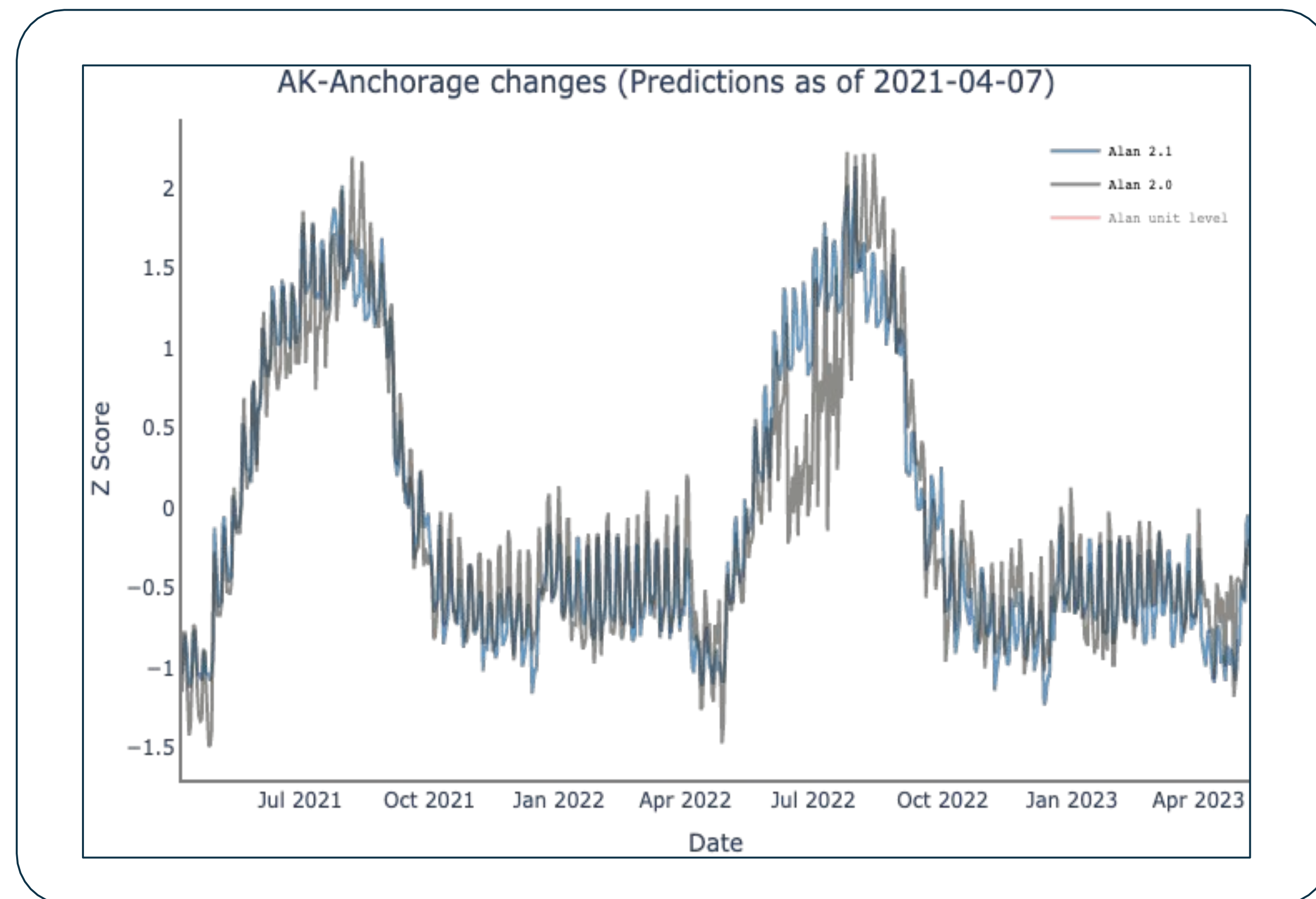
Homeowners earn more from day one with our industry-leading pricing algorithm.

Proprietary pricing data

Sophisticated pricing algorithms

Rental revenue optimization

AI modeling for continual improvement



Initial Rate Set

Local Knowledge

A/B Tests

Rates Adjustment

Vacasa Dynamic Pricing

We developed a powerful AI-driven dynamic pricing tool that pulls in data from weather forecasts to guests demand to optimize the nightly rate of each unit earning our homeowners more.

Learn more about Vacasa's Dynamic Pricing:

<https://youtu.be/YfEr40xlrKo>



Dedicated Booking Page on Vacasa.com

Filters

Guests can search using filters to find the perfect rental for them to stay

Rooms

Bedrooms -

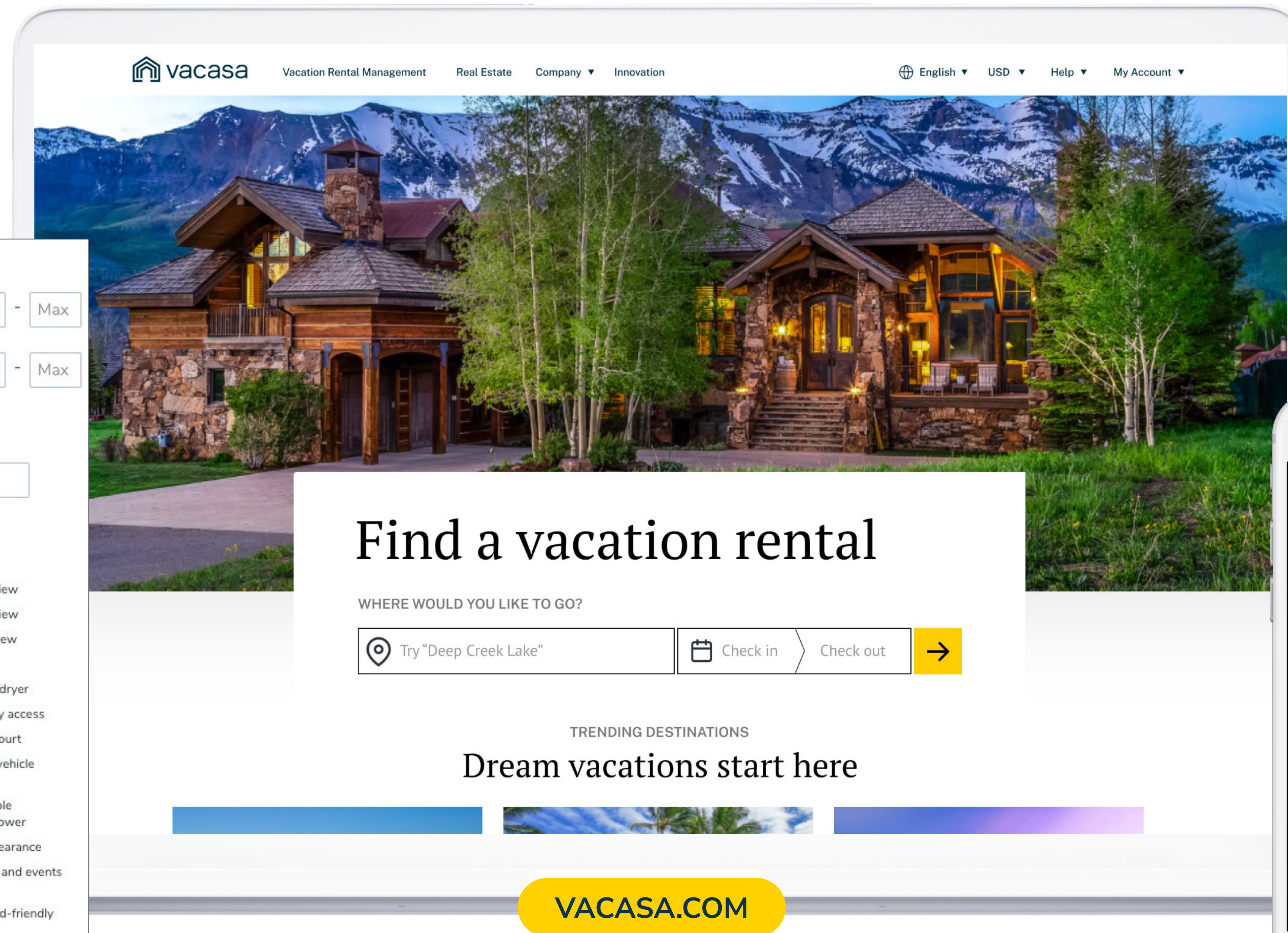
Bathrooms -

Nightly rate

-

Amenities

<input type="checkbox"/> Hot tub	<input type="checkbox"/> Internet
<input type="checkbox"/> Pool	<input type="checkbox"/> Ocean view
<input type="checkbox"/> Oceanfront	<input type="checkbox"/> Sound view
<input type="checkbox"/> Soundfront	<input type="checkbox"/> Water view
<input type="checkbox"/> Waterfront	<input type="checkbox"/> A/C
<input type="checkbox"/> Dog-friendly	<input type="checkbox"/> Washer/dryer
<input type="checkbox"/> Bikes	<input type="checkbox"/> Disability access
<input type="checkbox"/> Pack-N-Play	<input type="checkbox"/> Tennis court
<input type="checkbox"/> Elder Access	<input type="checkbox"/> Electric vehicle charger
<input type="checkbox"/> Mountain View	<input type="checkbox"/> Accessible Bath/Shower
<input type="checkbox"/> Step-free Access	<input type="checkbox"/> Wide Clearance
<input type="checkbox"/> Enclosed yard	<input type="checkbox"/> Meeting and events allowed
<input type="checkbox"/> Pool spa	<input type="checkbox"/> Snowbird-friendly
<input type="checkbox"/> Wedding venue	



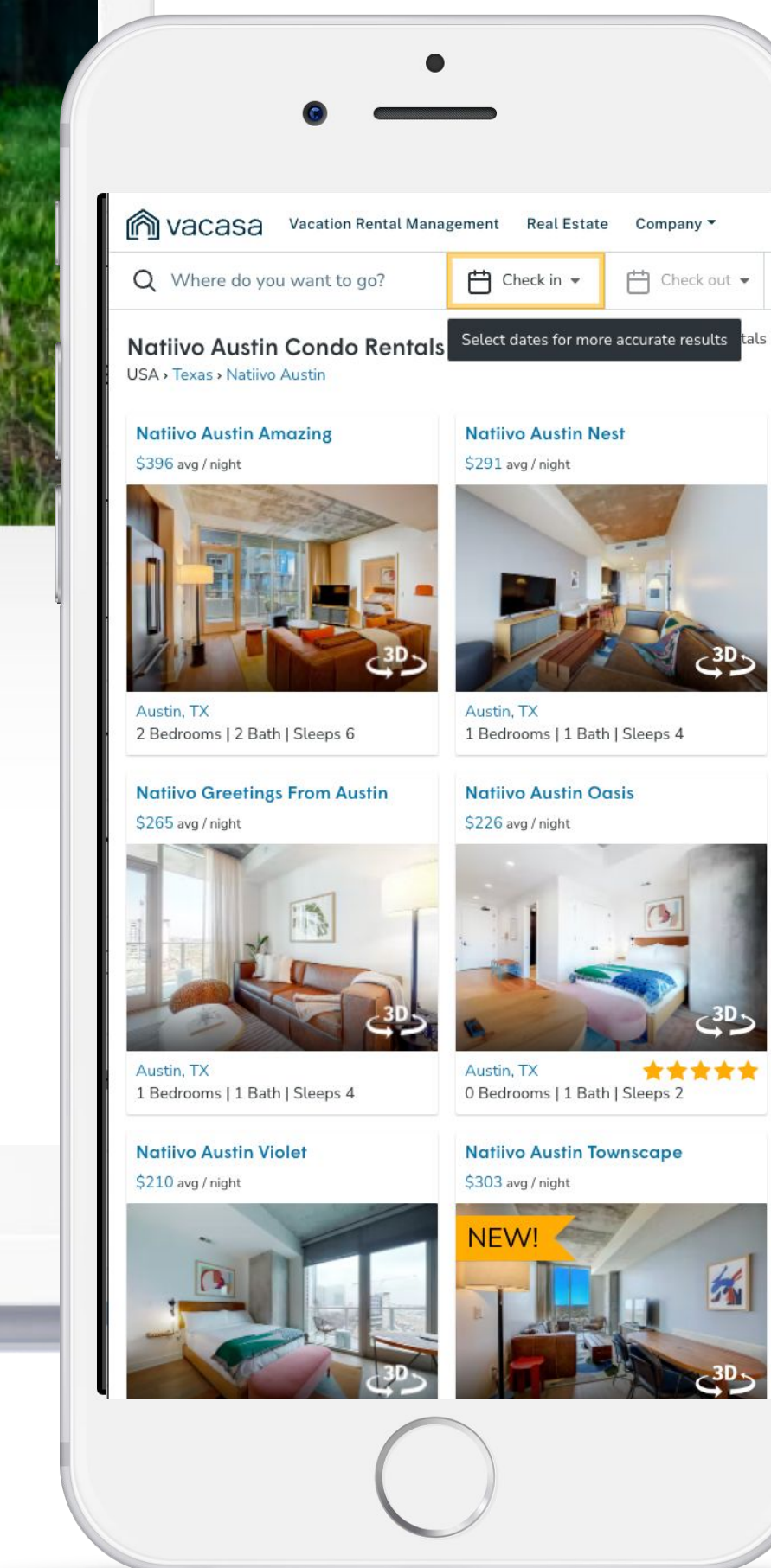
Mobile & Tablet Friendly

The dynamically responsive design will be bookable via phone, tablet and desktop devices

70% of travelers start researching on a mobile device.

Thirty-one percent of leisure travelers say they've booked travel on a smartphone, while 53% of business travelers say the same.

-ThinkwithGoogle.



- How we market -

Our advanced marketing strategies

Google-ready SEO listing page
+
Excellent channel reputation
+
Hyper-local remarketing ads
+
Targeted email marketing to
industry-largest base of booked guests

+
SEM search engine ads
+
Social Media Channels

=





Taking Care of Your Rental(s) & Delighting Guests



We're both a world-class tech company and a local property manager

Vacasa-exclusive technologies are key to our business.

But they do not replace the care and attention of helpful friendly people for our customers.



Vacasa Guest App

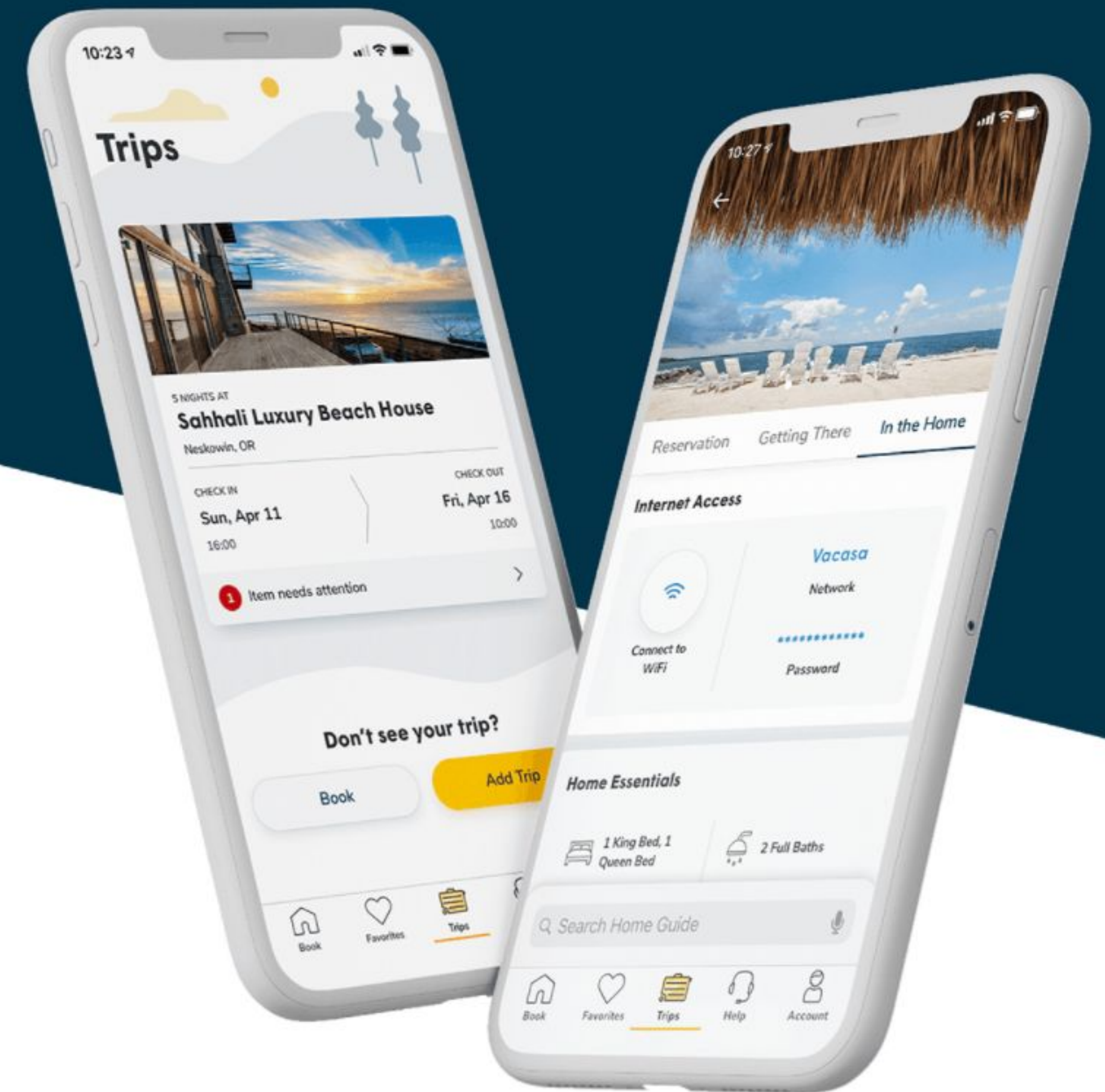


Guests can download our free app for on-the-go access to everything you need for their trip.

- Travel Directions
- Trip Details & Updates
- Home Entry Codes
- Instant Wifi Connection
- Convenient messaging with Vacasa
- Contact Details

Offline mode allows you to easily find the information needed to get to your vacation rental and get inside even if cell coverage is spotty.

WiFi with one tap. It's easy with the app.





Contactless Check-In Safety & Convenience

- Proprietary technology allows our locks to be not dependent on wifi. Think how your garage door opener works.
- A unique door code for every reservation for only the duration of their stay.
- No more worrying about lost keys or having guests wait in line to check in.
- Exceptional durability and longer lasting battery life
- No cost to you and works on standard deadbolt door openings

Good Neighbors with Noise Monitoring

We admit it: we're not party people.

As a part of our [Good Neighbor policy](#), all Vacasa guests agree to treat your community with the respect it deserves.

And we can nip problems in the bud, thanks to in-home noise monitoring. 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. That means you—and your neighbors—can rest easy.



Linen and Terry Program That Inspires more “aaaahhhs”

Impeccably made beds and soft, fluffy towels - simple luxuries for every guest

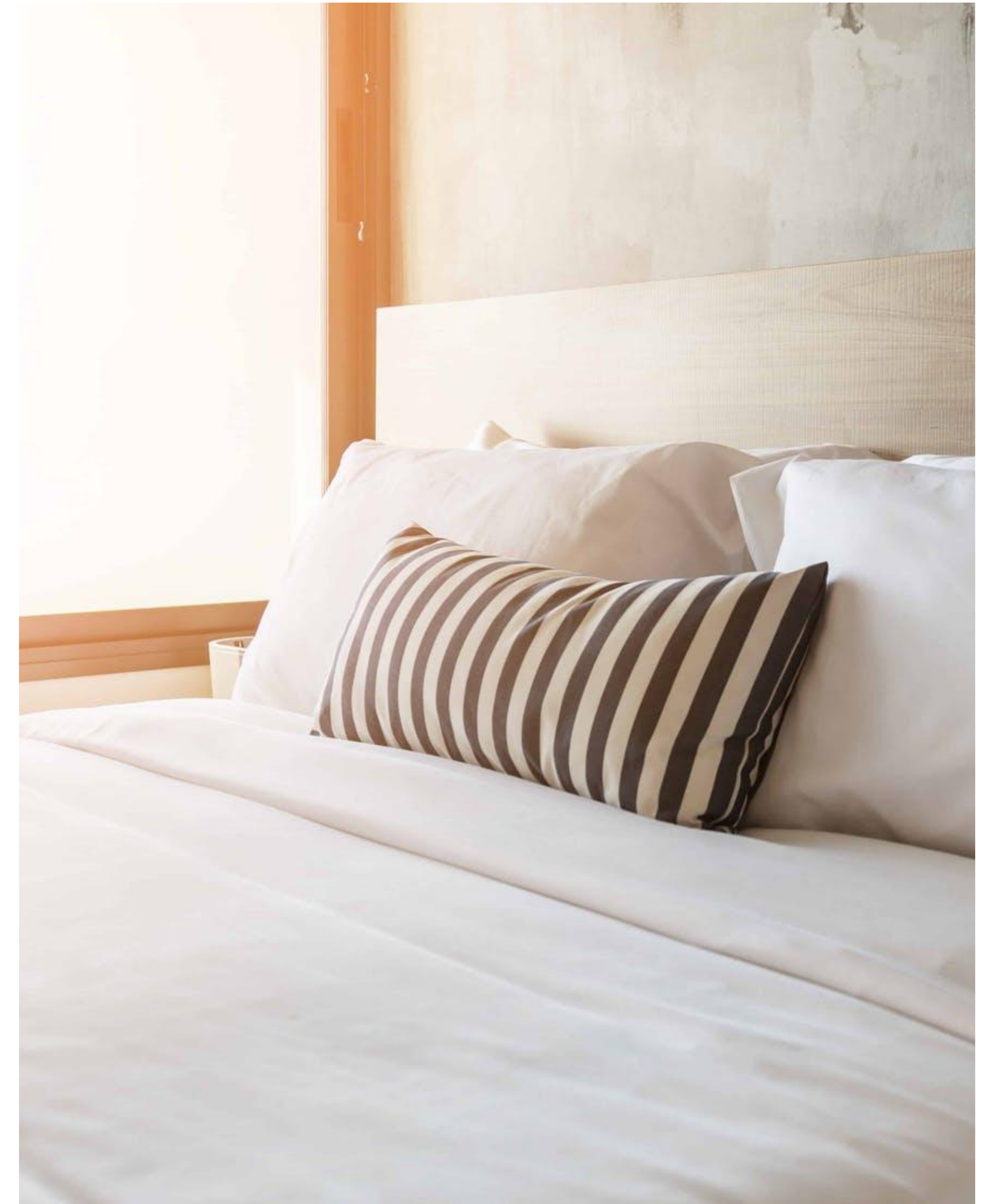
Guests always arrive to a home stocked with clean, hotel-quality linens and towels

- 2 sets of sheets and pillowcases for each bed
- 2 sets of bath towels (bath, hand, and washcloth) per guest
- 1 washable bath mat per bathroom
- Free unlimited replacements anytime they're needed

Affordable, annual solution for hassle-free maintenance

Approximate Costs (per bed)

- King Bed: \$66.43
- Queen Bed: \$55.77
- Full / Sofa: \$48.21
- Twin: \$30.77
- Terry/Towels: \$28.42 (per occupant)





Guest Stay and Local Operations

Professionally trained housekeepers follow a 140-point standards list to help your home sparkle—and impress your guests
Cleanliness is the major factor in ratings





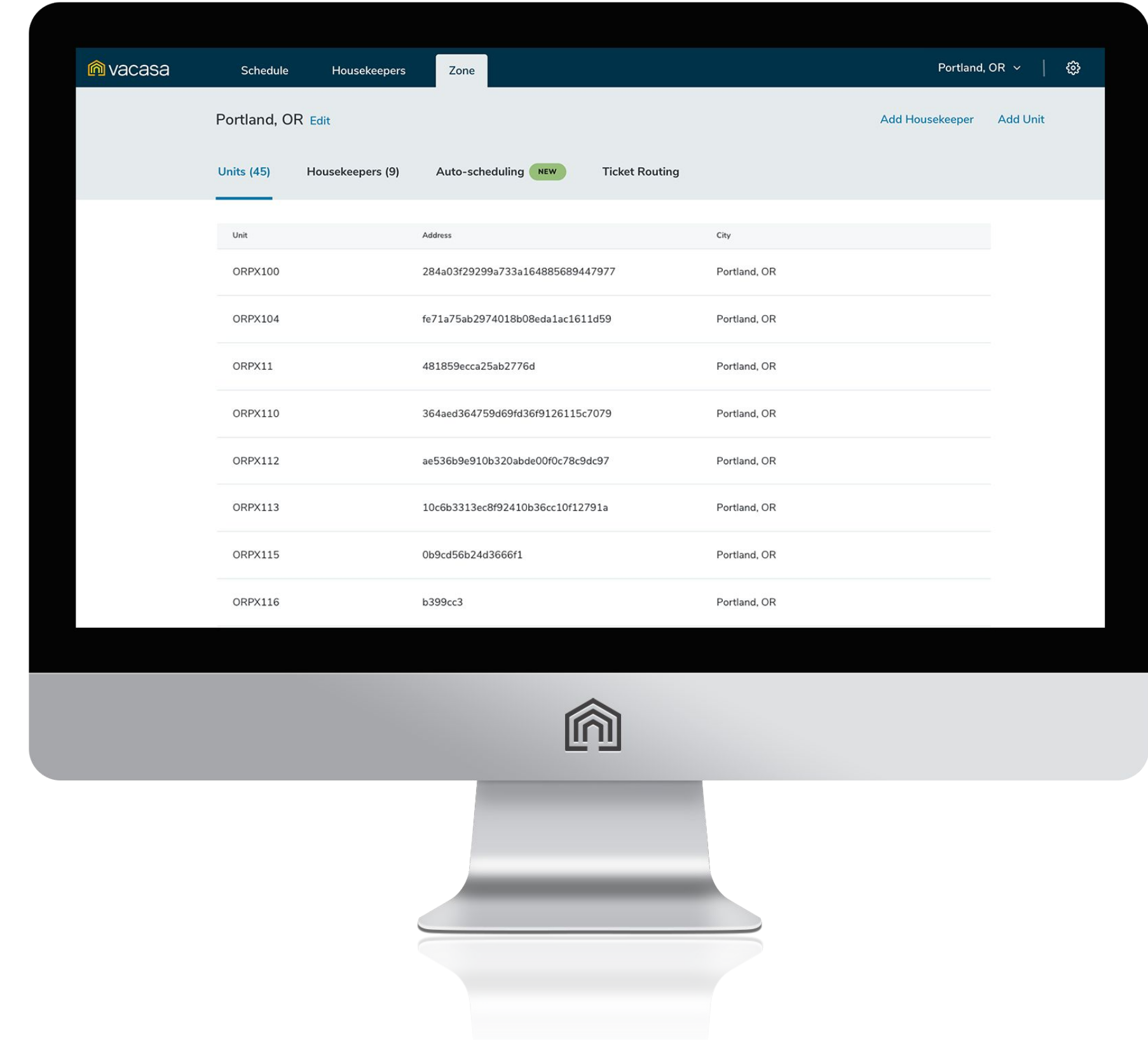
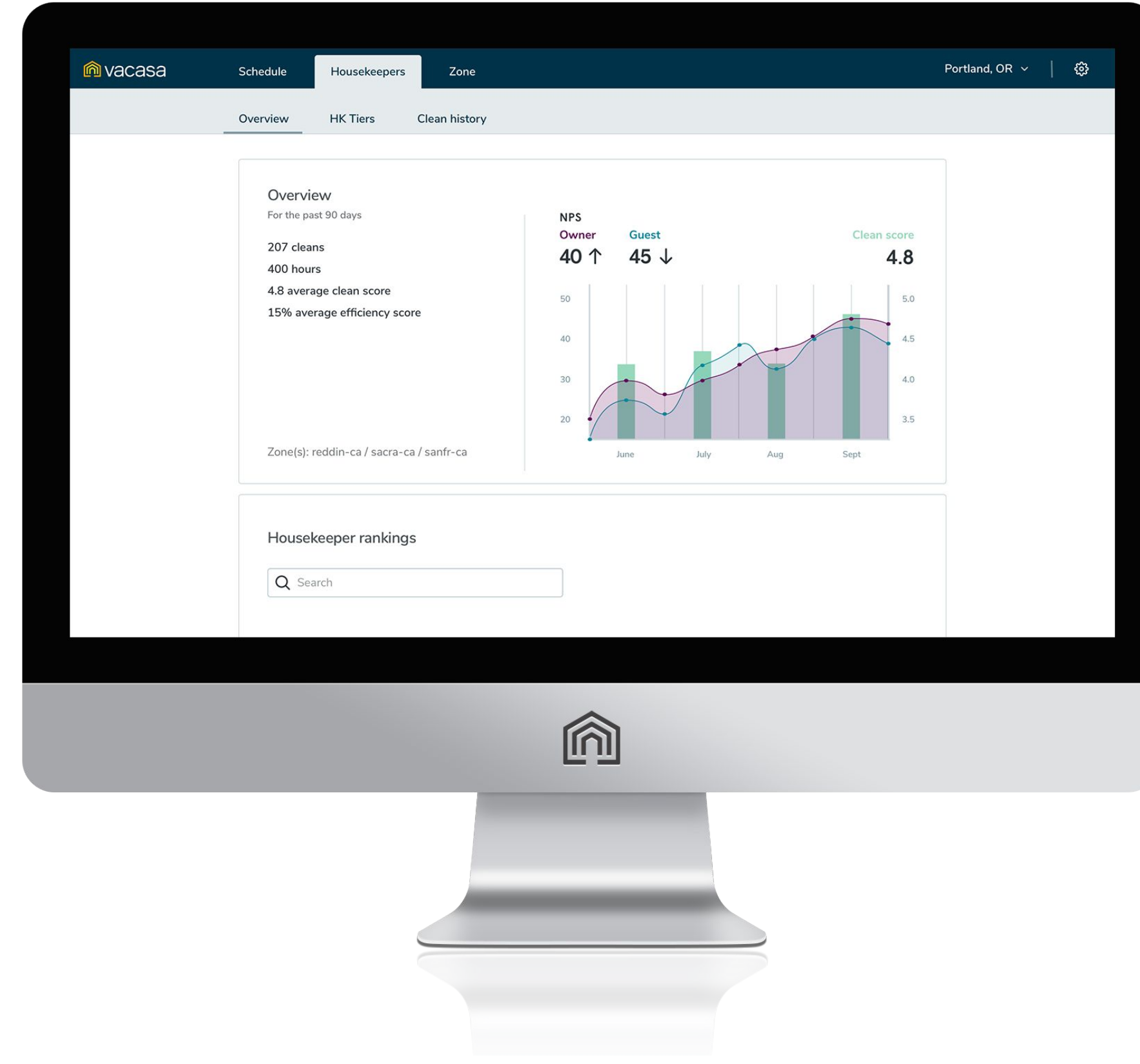
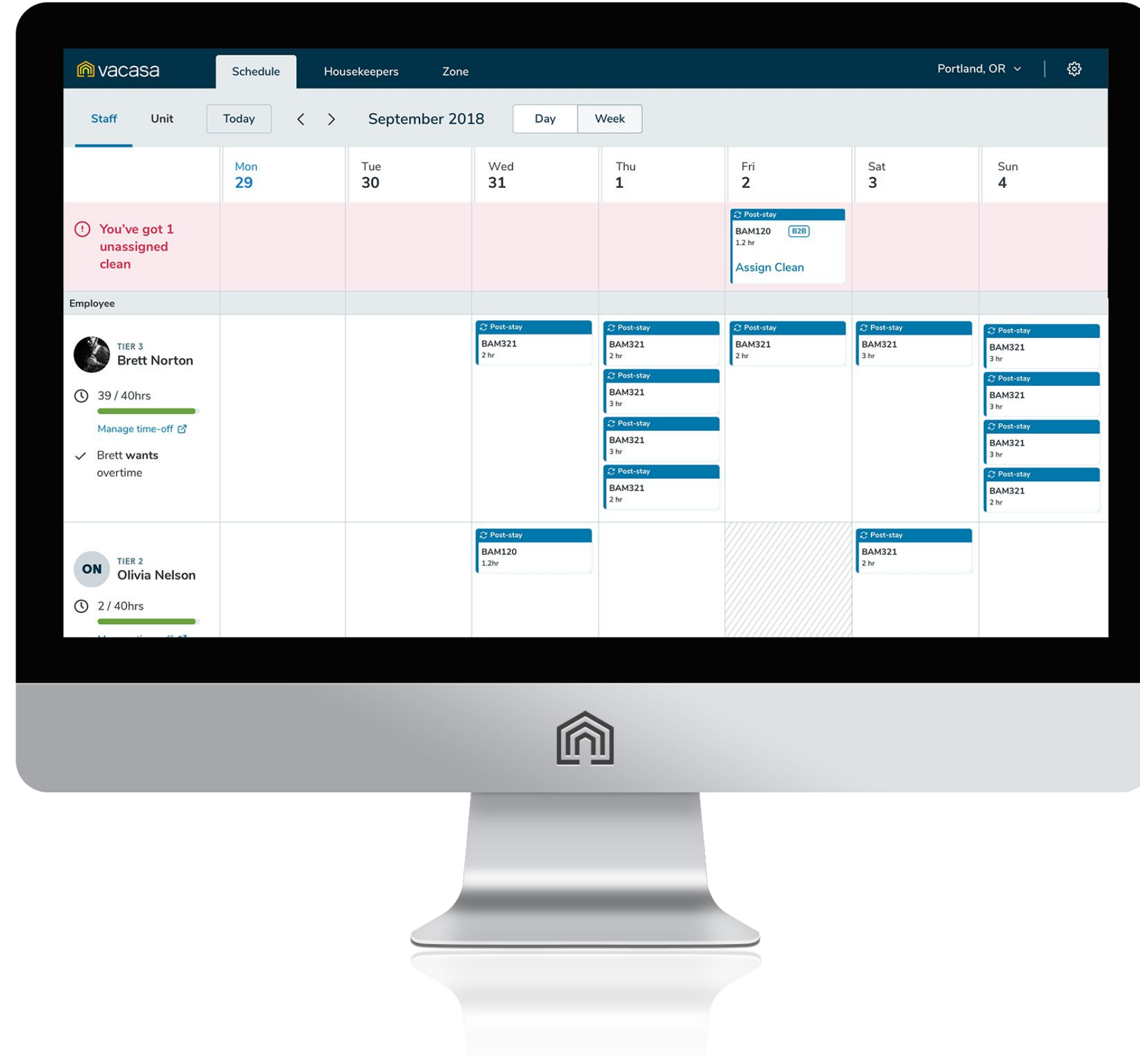
The Housekeeping Hub provides local operations managers a complete picture of the homes in their portfolio.

Home statuses

House cleaner assignments

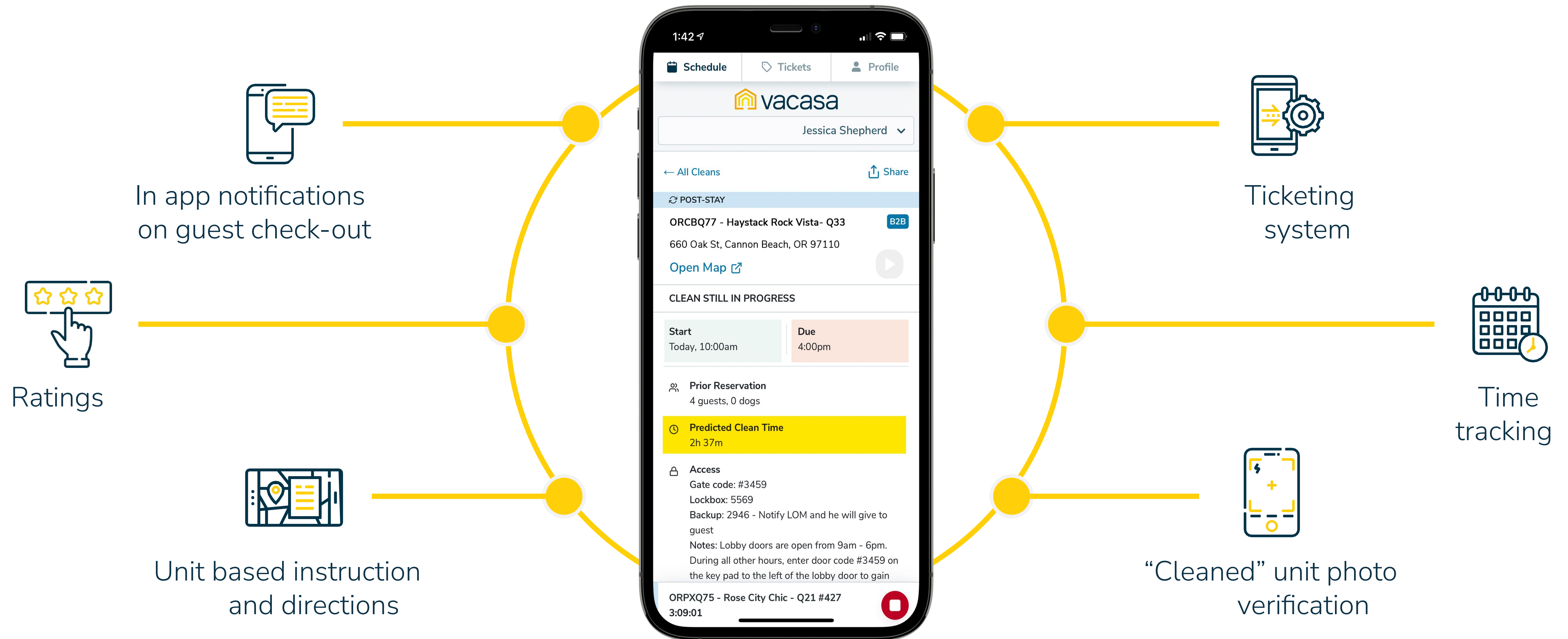
Staff optimization

Vendor Integration





The Field Application guides our local operations teams and enables them to deliver great service.

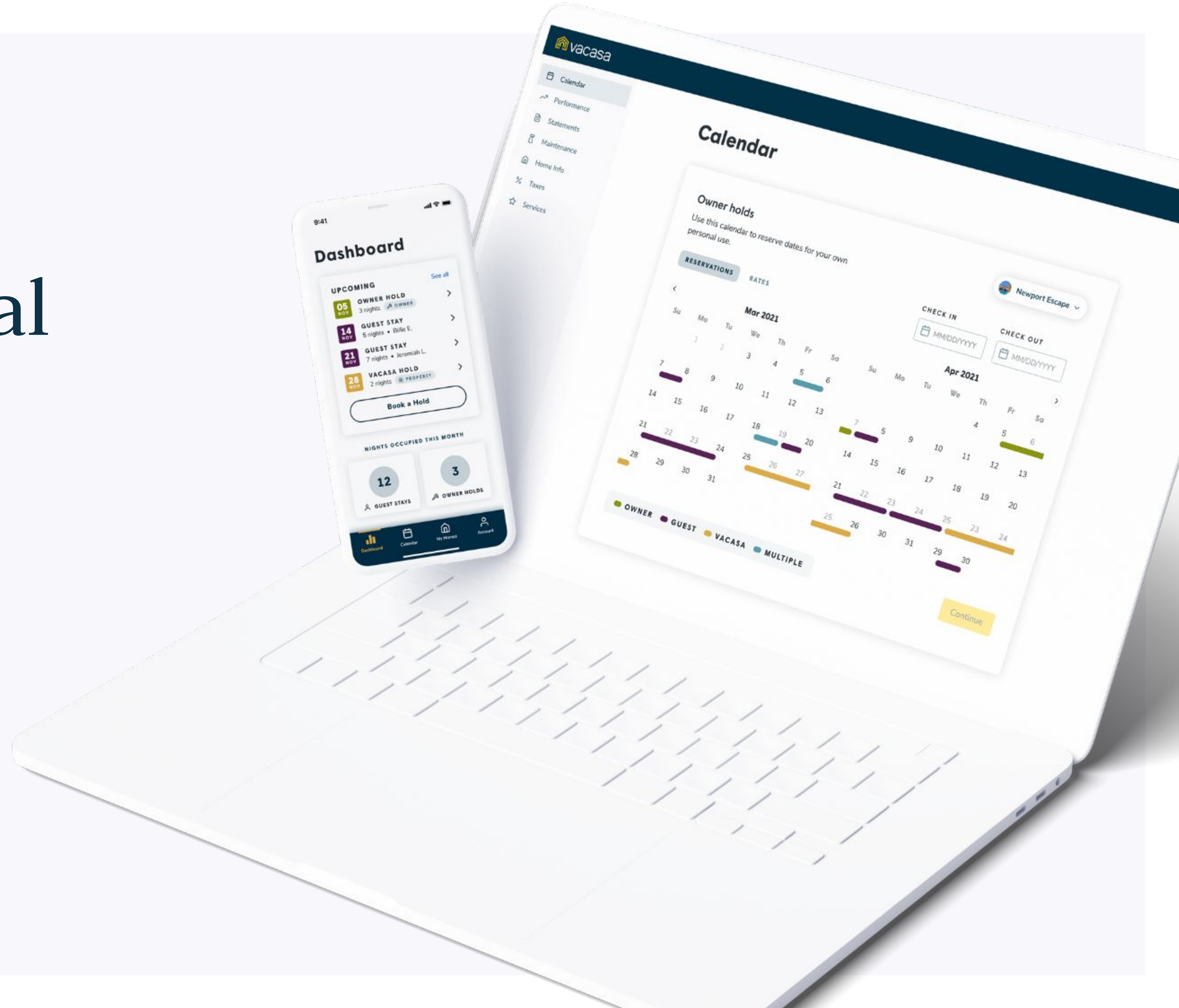




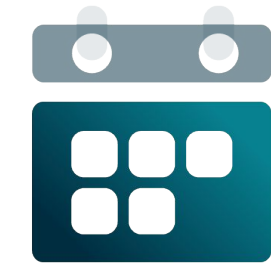
Owner Portal & App

Keeping Owners Informed

- Booking Notifications
- Reviews
- Easy Owner Holds
- Invoices
- Who to Call
- Current and Historical Performance
- Revenue Forecasts



Dedicated VIP Account Manager Service Offerings



Dedicated Account Management

Homeowner Ex Account Manager
and Local Field Operations

Dedicated Email and Phone Line

Proactive Communication



Tailored Financial Reporting

Occupancy, Arrivals, and
Guests In house

Pacing, Performance, and
Projections



Customized Service Agreements

Elevated Operational SOP

On-Site Presence

Dedicated Landing Page



Dedicated VIP Account Manager Service Offerings

➤ Monthly Communications

- Statement review
- Calendar review
- Review management
- Proactive upkeep suggestions
- Maintenance & upkeep tracking

➤ Quarterly Communications

- Performance review of portfolio
- Negotiation restrictions impact
- Past season performance, look ahead to next season
- Maintenance/inventory checklist - seasonal, regional, unit specific

➤ Consultative Annual Communication

- Holistic account management
- Investment & performance discussion
- Tax Support
- Year-end statement review





Rental Estimates
&
Exclusive PM Proposal

Revenue Data and Estimates - 2 Bedroom Units



Vacation rental income estimate for
Bacino Vista (2 bedroom units)
2 bedrooms | 2 bathrooms | 1606 sq ft | Pool

As of 8/23/2023

Your vacation rental could make

\$51,852 - \$78,761

yearly average *



Gross Rental Income Projections:

*Vacasa revenue projections are “rental income only”.
They do not include cleaning fees which Airdna does.

- Low: \$51,852
- Mid: \$64,650
- High: \$78,761
- Occupancy: 74% (annual)
- ADR: \$292 (annual avg)



Revenue Data and Estimates - 2 Bedroom + Den Units



Vacation rental income estimate for

Bacino Vista (2 bedroom + den units)

2 bedrooms | 2 bathrooms | 1606 sq ft | Pool

As of 8/23/2023

Your vacation rental could make

\$55,465 - \$81,270

yearly average *



Gross Rental Income Projections:

*Vacasa revenue projections are “rental income only”. They do not include cleaning fees which Airdna does.

- Low: \$55,465
- Mid: \$68,340
- High: \$81,270
- Occupancy: 74 (annual)
- ADR: \$301 (annual avg)



Revenue Data and Estimates - 3 Bedroom Units



Vacation rental income estimate for
Bacino Vista (3 bedroom units)
3 bedrooms | 2 bathrooms | 1866 sq ft | Pool

As of 8/23/2023

Your vacation rental could make

\$61,838 - \$104,390

yearly average *



Gross Rental Income Projections:

*Vacasa revenue projections are “rental income only”.
They do not include cleaning fees which Airdna does.

- Low: \$61,838
- Mid: \$82,750
- High: \$104,390
- Occupancy: 76% (annual)
- ADR: \$377 (annual avg)



Estimated Monthly Gross Rents By Unit Type

2 Bedroom



This is the gross revenue projection from the previous page. It is intended to give you an idea of the seasonality of income.

3 Bedroom



Monthly income projections can be volatile due to a number of factors *Note past revenue performance is no guarantee of future results.



Basic Pro Forma & Rental Estimates

High-Range

Unit Type	Estimated Gross Rents (Low)	Estimated Gross Rents (Mid)	Estimated Gross Rents (High)	# of Units	Gross Annual Rents (High)	Vacasa Mgt Fee	Developer Net Annual Rents (High)
2bd	\$51,852	\$64,650	\$78,761	8	\$630,088	18%	\$516,672
2bd + den	\$55,465	\$68,340	\$81,270	4	\$325,080	18%	\$266,565
3bd	\$61,838	\$82,750	\$104,390	4	\$417,560	18%	\$342,399
Totals (annual)				16	\$1,372,728		\$1,125,636

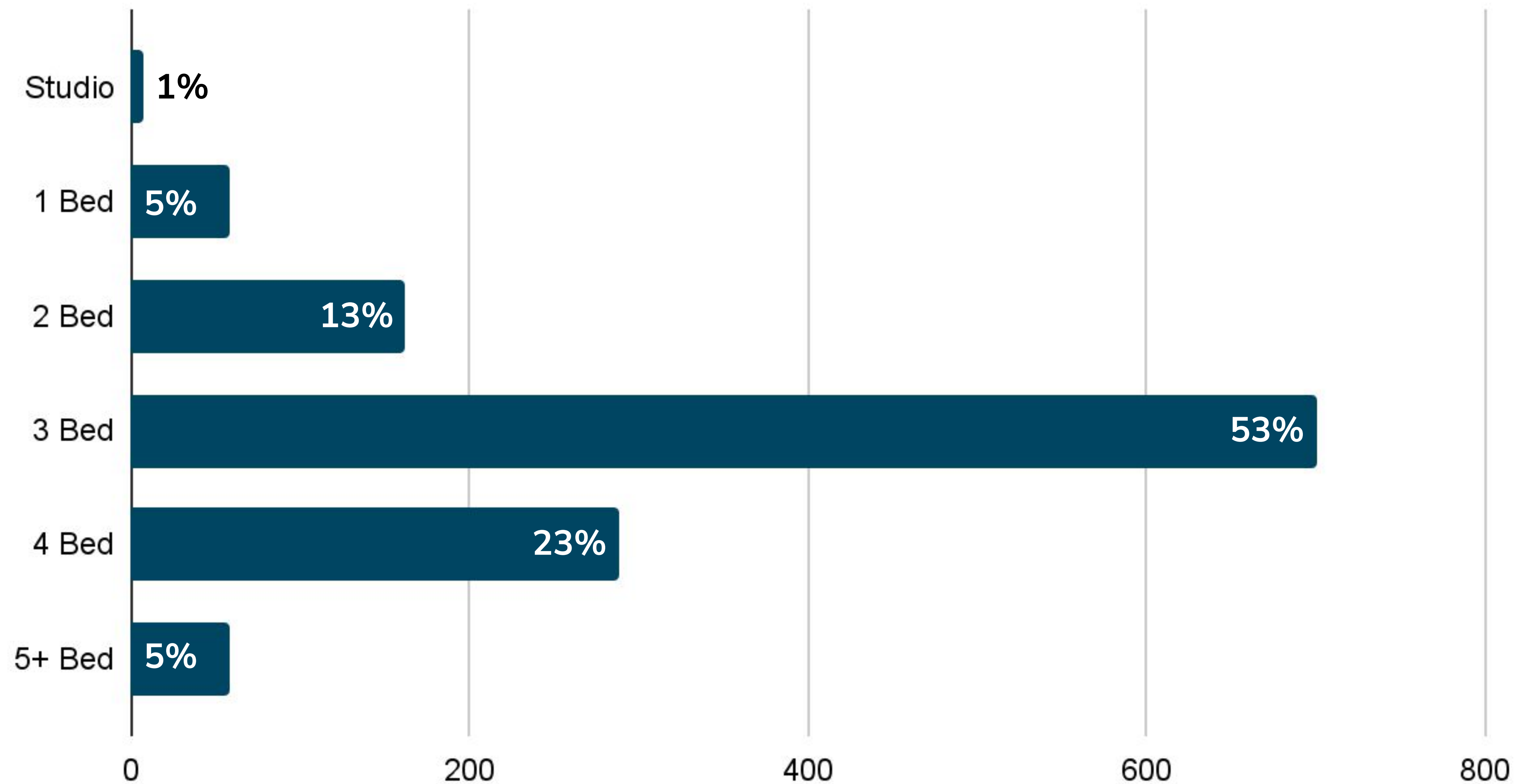
- **Low:** Less than ideal location, fair amenities, high owner use and peak season, long minimum lengths of stay.
- **Mid:** Good location, some high-end amenities, high owner use, minimum lengths of stay.
- **High:** Prime location, luxury amenities, low owner usage, minimum lengths of stay.

The information gathered is a blend of data from Vacasa actuals, pacing, and proprietary info, as well as Airdna. The revenue estimate is based upon assumptions and research that we believe to be reasonable and appropriate. However, this is not a guarantee.

The information in this presentation is based upon management forecast and reflects prevailing conditions and our views as of this date, all of which are subject to change.

Cape Coral Market Demographics

STR Inventory % Breakdown



There are approx. 4,886 active rentals in Cape Coral, FL with 1,312 of them being in the 33904 zip code.

There is a need within the market for 2bd condo units as most of the inventory is 3+bd pool homes.

Partnership Proposal - Full Service Management

What's included:

Vacasa Full Service Short Term Rental Management

- Marketing & booking services for all homes, including 360* matterport photography and dynamic pricing
- Vacasa will have a dedicated booking page for all managed units
- Vacasa will offer a dedicated VIP Account Manager in addition to dedicated Local Operations Team
- Installation of Vacasa's proprietary digital locks
- Installation of Vacasa's noise monitoring solution
- Vacasa to provide year 1 of the linen and terry program at no charge
- Guest screening
- Owner app and online portal & 24/7 guest support

Terms:

Exclusive Management Rate: **18%**

Term: **1 year agreement**

Vacasa will be the exclusive property management company for all short term rentals.



Thank You

Ryan Tolley

Multi-Unit Business Development

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vacasa