

HOTEL & MULTI-UNIT

Management

A partnership built around your asset.



*Hospitality that
feels like home*



Exceptional stays. Thoughtfully managed assets.

For boutique hotels, condo hotels, branded residences and multi-home portfolios.

A remarkable property deserves a complete operating team.

The challenge is connecting every part of the business:

- Demand and pricing.
- Guest experience and local operations.
- Technology and distribution.
- Owner reporting and clear accountability.

We connect those disciplines around your property, your ownership structure and your goals.



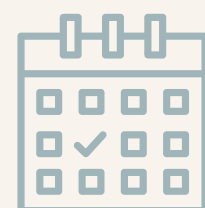
One property. Both marketplaces.

Individual listings. Hotel room types. Working together.

Reach both marketplaces, with two clear ways to book directly.



Hotel marketplaces
Suitable units sell as room types on hotel OTAs, simultaneously.



Vacation-rental marketplaces
Individual listings on eligible channels: Marriott Homes & Villas, Capital One Travel, Whimstay, Hopper and our site.



Direct: individual units
Book specific rooms and residences in our vacation-rental search.



Direct: hotel-style room types
Browse grouped room types on each multi-unit asset's own direct-booking page.



Revenue & owner care
Pricing, channel mix, owner reporting and communication aligned with your goals.



Consistent operations
Guest care and property upkeep support the stay. Channel access depends on eligibility and setup.

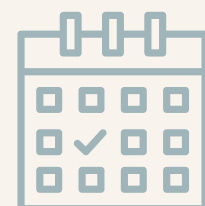


Built for the next direct stay.

Build direct demand alongside a strong OTA presence.



Be found in your market
Tourism guides, local articles, SEO and AI-search work connect trip planning to our local portfolio.



Reach the right guest
Google PPC, local partnerships and Facebook group engagement build market presence and support booking demand.



Make direct booking easy
Individual-unit search and hotel-style room types give guests two clear ways to book directly.



Turn gaps into longer stays
Available nights around each stay are reviewed by our team, with extensions offered where suitable.



Give guests reasons to return
Loyalty points support future direct stays under the current earning and redemption terms.



Reconnect at the right moment
Email and text campaigns bring opted-in guests back for events, holidays and approved promotions.

Tools and campaigns follow the agreed management scope, approved budgets, programme terms and guest consent.



For the people running the property.



Give your team room to lead.
Centralized systems, revenue support
and clear departmental
responsibilities.



Keep hospitality at the center.
Support local teams with practical
processes, oversight and guest
communication.

*Defined responsibilities.
Visible priorities.
A supported team.*

Choose your partnership.

01 / Full Service Management

A complete operating partnership for owners seeking coordinated management across the property.

Core service areas:



Property onboarding
& optimization



Guest care & experience
management



Housekeeping,
maintenance, inspections



Dynamic pricing &
revenue optimization



Operational accounting &
tax remittance



Transparent dashboards
& reporting



Strategic coaching by department
(*Revenue, Housekeeping, Front Desk*)



OTA listing optimization
(*Airbnb, Booking, Vrbo, Google Travel, + more*)



Accountability you can see.



Commercial performance
Review revenue, rate, occupancy and booking pace together.



Operating performance
Understand costs, service delivery and the path from revenue to profit.



Owner visibility
Your Owner Command Center: live performance, updates and financials.



02 / Remote Management

For owners with a local operating team who want centralized support and clear oversight.

Includes:



Virtual check-ins, smart locks, and automation setup



Operational accounting & tax remittance



Smart tools for daily operations & property upkeep



Scalable support that keeps you in control



Remote oversight of pricing, listing performance & guest experience.



24/7 guest care & emergency response



What makes a difference for our clients:



Clear ownership
Know who is responsible for the work and how it is progressing.



Practical operating support
Connect local execution with centralized expertise.



A consistent guest journey
Care before arrival, during the stay and after departure.



03 / Revenue Management

For owners with strong in-house operations who want a dedicated revenue and distribution partner.

Includes:



Dynamic pricing & yield optimization
Daily rates set and reviewed by our revenue managers using demand and booking pace.



Forecasting & market modeling
Use demand, seasonality and booking pace to inform decisions and track performance.



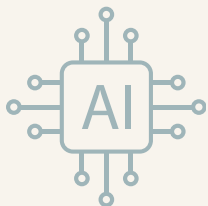
Multi-channel distribution management
Strategic inventory allocation across all major OTAs, direct booking platforms, GDS & more.



More insight. Better decisions.



Competitive benchmarking & market intelligence
Review the relevant competitive set, market demand and property-level performance.



Technology + human judgment
Daily pricing led by experienced revenue managers using market data and their understanding of the asset.



Listing quality & channel execution
Optimize presentation, availability and booking paths across relevant hotel and vacation-rental channels. Channel access depends on property eligibility and setup.

An agreed commercial plan, measurable priorities and ongoing review. Results vary by asset and market.



More support throughout ownership.

Included with Full Service and Remote Management, within the agreed property scope.

Airbnb Superhost account

Listings are managed through our Airbnb Superhost account, subject to individual listing display and platform eligibility.

Long-stay and seasonal placements

Insurance-displacement housing, hospital staff housing and 30+ night stays reach demand tailored to each market's seasonality.

Guest rehousing

If a property cannot host a booked stay, we coordinate rehousing into a suitable True North property, subject to availability.

Owner Success support

Proactive check-ins, booking-shortfall alerts and a recovery plan help address issues early.

Market-wide Google PPC

General market Google PPC is included in our commission. Property-specific ads can support launch velocity and performance, often at an additional cost.

Payment follow-through

Our guest team follows up on failed cards, open balances and over/under-payments before arrival.

Private owner WhatsApp group

An owner group with the True North team is set up at intake for questions and updates.

AI-assisted guest replies

Guests get a reply within a couple of minutes, 24/7, across all stays, with AI-assisted messaging that improves over time.

Your proposal and signed agreement define scope, channel eligibility, responsibilities, fees and implementation.

Clarity from setup to every stay.

Owner visibility and pricing control apply across all three management models.

Your Owner Command Center

Every multi-unit asset owner receives a private dashboard with live performance, operational updates and financials.

Live within 45 days

A written onboarding SOP covers listing build, channels and team setup, with multi-unit assets live within 45 days after signing.

An upsell program for your offerings

Multi-unit owners can use an upsell program for their own offerings, with scope, charges and revenue allocation agreed separately.

Daily pricing, with owner control

Revenue managers set and review rates and minimum stays daily. A rate below your floor or a minimum-stay reduction requires your approval first.

Weekday listing and link checks

Daily weekday checks help catch broken listings and booking links before they silently lose bookings and search visibility.

Checkout sentiment recovery

Unhappy guests are flagged for follow-up and recovery before they post a review. Every guest gets a gratitude call at checkout, thanking them for letting us host them.

The remaining services on this page apply to Full Service and Remote Management.

Your proposal and signed agreement define scope, channel eligibility, responsibilities, fees and implementation.

An operator's care. An owner's perspective.



- Our roots are in individual-owner vacation rentals.
- That experience matters when one building has many owners, homes and expectations.



- Leadership experience spans hospitality and vacation-rental assets as operators, investors and advisors.
- We build the operating plan around your property.



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