

VACATION RENTAL OWNER SERVICES

Your Vacation Rental. *One Seamless System.*

A complete breakdown of every service, system, and support layer included across our three vacation rental programs — built to maximize performance and give you back your time.

Hospitality that feels like home.

A — FULL SERVICE

B — REMOTE MANAGEMENT

86%

Revenue increase
per unit

15–30%

Occupancy
rate uplift

22–28%

Profit margin
improvement

100%

Owner time
burden reduction

100%

Professional ownership
of relevant departments

Full Service Management

For owners who want peace of mind, hotel-level care, and maximum performance. Every detail of your vacation rental — revenue, guest experience, operations, and reporting — managed end to end, with as much or as little involvement as you choose.

01

REVENUE OPTIMIZATION & YIELD MANAGEMENT

- | | |
|--|---|
| • Daily pricing by revenue managers | • ADR, RevPAR & occupancy growth management |
| • Booking pace analysis & demand monitoring | • Seasonality, holiday & event-based pricing strategy |
| • Short & long-term demand forecasting | • Competitive benchmarking — local comp set analysis |
| • Minimum stay strategy and gap-night opportunities reviewed | • Daily rates reviewed by revenue managers |
| • Owner revenue projections & opportunity identification | |

LISTING CREATION, OPTIMIZATION & DISTRIBUTION

- | | |
|---|---|
| • Airbnb, Vrbo, Booking.com, Expedia — fully managed | • Marriott Homes & Villas eligibility & setup
Capital One Travel, Whimstay, Hopper |
| • 17+ vacation rental platforms activated | • 100+ hotel distribution channels
(Available for 4+ same-location unit collections) |
| • OTA algorithm optimization for ranking & visibility | • Listing title, photo sequencing & content strategy |
| • Conversion rate optimization across all platforms | • Strategic inventory allocation across channels |
| • Direct booking engine setup & management | • Rate parity management across all platforms |

GUEST EXPERIENCE & HOSPITALITY MANAGEMENT

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|---|---|
| • End-to-end guest communication — inquiry through checkout | • 24/7 guest messaging & phone support |
| • AI-powered response systems | • Pre-arrival digital welcome & property guidebook |
| • In-stay support, issue escalation & resolution | • Post-stay follow-up & re-engagement sequences |
| • Optional offers, where available | • Local concierge recommendations & experience curation |
| • Guest portal & app access | • Repeat booking triggers & loyalty integration |

HOUSEKEEPING, TURNOVER & PROPERTY CARE

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|--|--|
| • Hotel-level turnover cleaning between every stay | • Quality inspection after every turnover |
| • Linen, towel & amenity restocking coordination | • Welcome setup & staging for each arrival |
| • Maintenance request intake & vendor dispatch | • Preventative maintenance scheduling |
| • Vendor management & service quality oversight | • Inventory & supply management |
| • Damage assessment & documentation protocols | • Dedicated claims department — pursuit & fulfillment of all property damage and loss claims |
| • Snow plowing & lawn care — fully handled | • All turnover amenities included |
| • Print materials & branded property collateral | • Personal guest welcome cards & goodbye cards |
| • Pet packages including pet welcome card | • Guest gifts & curated arrival experiences |

MARKETING, PHOTOGRAPHY & DIRECT BOOKING GROWTH

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|---|---|
| • End-to-end photography, videography & staging | • Property staging guidance for maximum visual impact |
| • Property-branded digital assets & collateral | • Direct booking website design & management |
| • SEO strategy & Google Business Profile optimization | • General market Google PPC included |
| • Email & SMS guest nurturing campaigns | • Social media content support |
| • Repeat guest & loyalty program management | • Launch campaigns for new listings or rebrands |

06

OWNER REPORTING & TRANSPARENCY

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|---|--|
| • Unit-level revenue & performance reporting | • KPI tracking — occupancy, ADR, RevPAR, reviews |
| • Monthly performance summaries with forward projections | • Market & competitive intelligence reporting |
| • Booking pace & demand forecast reports | • Year-over-year growth analytics & benchmarking |
| • Owner app for real-time visibility into bookings & earnings | • Proactive pricing & performance communication |

07

ACCOUNTING, DISTRIBUTIONS & TAX REMITTANCE

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|--|--|
| • Owner distribution processing & reconciliation | • Short-term rental tax collection & remittance |
| • Occupancy tax compliance by jurisdiction | • Monthly financial statements & summaries |
| • Operational expense tracking & reporting | • Vendor & contractor payment coordination |
| • Audit-ready financial record keeping | • Revenue accounting across all booking channels |

08

REPUTATION MANAGEMENT & REVIEW GROWTH

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|--|---|
| • Five-star review generation system | • Review monitoring — Airbnb, Google, Vrbo, Booking |
| • Professional response to all guest reviews | • Negative review mitigation & recovery protocols |
| • Superhost & Premier Host status maintenance strategy | • OTA platform reputation management |
| • Guest sentiment analysis & reporting | • NPS tracking & listing perception monitoring |

TECHNOLOGY STACK & SMART
PROPERTY SETUP

• Property Management System (PMS)	• Revenue Management System (RMS)
• Smart lock integration & keyless access management	• Noise & occupancy monitoring setup
• Unified inbox & communication platform	• Channel manager & OTA connectivity
• Owner & guest mobile applications	• AI integration layer across guest & operational workflows
• Accounting & financial reporting systems	• Automated task management & scheduling platform

PROPERTY ONBOARDING &
LAUNCH

• Dedicated onboarding coordinator assigned	• Full PMS configuration & listing setup
• Smart lock & technology installation coordination	• Professional photography coordination & listing build
• Channel activation & distribution launch	• Revenue strategy & initial pricing calibration
• Owner onboarding & system orientation	• First-90-day performance plan & milestones

**OWNER PERSONAL USE & LONG-
TERM ASSET GROWTH**

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|---|---|
| • Owner personal use blocking & calendar management | • Owner app for seamless personal access scheduling |
| • Property readiness & turnover for owner arrivals | • Long-term asset value & exit strategy planning |
| • Growth roadmap & expansion portfolio planning | • Market opportunity identification |
| • Institutional-grade operational development | • PE-ready financial & operational structuring |

"Up to 86% increase in annual revenue per unit — while ensuring every guest experience adds to your property's long-term value."

FULL SERVICE MANAGEMENT

— OPTION B

Remote Management

For owners who want to stay in control while accessing the full power of an enterprise-level hospitality platform. Remote Management gives you institutional-grade distribution tools, revenue systems, and operational infrastructure — unlocking your property's full earning potential and building a true revenue engine, without the burden of managing it all yourself.

01

VIRTUAL OPERATIONS & SMART AUTOMATION

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|--|--|
| • Virtual check-in & check-out systems | • Smart lock setup & keyless access management |
| • Automated guest communication flows | • Digital welcome guide & property instructions |
| • Automated scheduling & task management | • Smart home device integration where applicable |
| • Remote noise & occupancy monitoring | |

24/7 GUEST CARE & ISSUE RESOLUTION

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|---|---|
| • Around-the-clock guest messaging & support | • AI-powered guest portal & local concierge integration |
| • Emergency escalation protocols & rapid response | • Issue intake, triage & resolution management |
| • Pre-arrival & post-stay communication sequences | • Dedicated reservations team support |
| • Review generation & reputation management | |

LISTING BUILD, OPTIMIZATION & MULTI-CHANNEL DISTRIBUTION

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|---|---|
| • Full listing creation & build across all platforms | • Dedicated listing optimization team |
| • Airbnb, Vrbo, Booking.com, Expedia — actively managed | • Marriott Homes & Villas & 17+ platform distribution |
| • OTA algorithm optimization for ranking & visibility | • Photography guidance & staging recommendations for maximum listing impact |
| • Photo sequencing & listing content strategy | • Conversion rate monitoring & improvement |
| • Superhost & Premier Host status strategy | |

04

MARKETING, BRANDING & DIRECT BOOKING GROWTH

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|---|--|
| • Property-branded digital assets & collateral | • Direct booking website design & management |
| • SEO strategy & Google Business Profile optimization | • General market Google PPC included |
| • Email & SMS guest nurturing campaigns | • Social media content support |
| • Repeat guest & loyalty program management | • Direct booking engine setup & management |

05

REMOTE REVENUE MANAGEMENT

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|---|---|
| • Daily pricing by revenue managers
Rates and minimum stays reviewed | • Demand forecasting & booking pace monitoring |
| • Competitive benchmarking & market intelligence | • Seasonality & event-based pricing adjustments |
| • Minimum stays and gap-night opportunities | • Channel distribution & inventory management |
| • Revenue analytics & performance reporting | |

06

TURNOVER & PROPERTY COORDINATION

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|--|---|
| • Coordination with local cleaning & turnover teams | • Automated turnover scheduling through our operations platform |
| • Quality oversight & turnover inspection checklists | • Supply & linen restocking coordination |
| • Maintenance request intake & contractor dispatch | • Preventative maintenance scheduling |
| • Vendor management & service partner oversight | • Snow plowing & lawn care — coordination & vendor management |

07

ACCOUNTING, DISTRIBUTIONS & TAX REMITTANCE

- | | |
|--|--|
| • Owner distribution processing & reconciliation | • Short-term rental & occupancy tax remittance |
| • Monthly financial statements & summaries | • Operational expense tracking & reporting |
| • Revenue reconciliation across all booking channels | • Vendor & contractor payment coordination |
| • Audit-ready financial record keeping | |

08

OWNER VISIBILITY, APP & PERSONAL USE

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|--|--|
| • Owner app for bookings, earnings & reporting | • Personal use blocking & calendar management |
| • Real-time reservation & performance visibility | • Monthly performance summaries |
| • Pricing & strategy updates & communication | • Guest review & reputation monitoring reports |

09

REMOTE TECHNOLOGY INFRASTRUCTURE

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|--|--|
| • PMS & Revenue Management System (RMS) — fully configured | • Smart lock & access management platform |
| • Channel manager & OTA connectivity | • Unified inbox for all guest channels |
| • AI communication & guest support tools | • Accounting & financial reporting systems |
| • Noise & occupancy monitoring integration | |

"Enterprise-level distribution, revenue systems, and operational infrastructure — unlocking your property's full earning potential while you stay in control of what matters most to you."

REMOTE MANAGEMENT

— AT A GLANCE

What's Included — Full Service vs. Remote

SERVICE AREA	FULL SERVICE	REMOTE
Daily pricing by revenue managers	✦	✦
OTA listing optimization — 17+ platforms	✦	✦
Multi-channel distribution management	✦	✦
Market intelligence & comp set benchmarking	✦	✦
Revenue forecasting & demand modeling	✦	✦
Owner reporting & revenue analytics	✦	✦
Superhost & Premier Host status strategy	✦	✦
Accounting, distributions & tax remittance	✦	✦

24/7 guest communication & support	✦	✦
AI guest portal & concierge integration	✦	✦
Smart lock setup & remote access management	✦	✦
Reputation management & review growth	✦	✦
Turnover & housekeeping management	✦	Coordinated
Snow plowing & lawn care	✦	Coordinated
Welcome cards, goodbye cards & guest gifts	✦	—
Pet packages & pet welcome card	✦	—
Print materials & branded collateral	✦	—
Marketing, branding & direct booking growth	✦	✦
End-to-end photography & staging	✦	—
Photography guidance	✦	✦
Owner personal use & calendar management	✦	✦
Full enterprise technology stack	✦	✦

More care. Clearer responsibilities.

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

Day-one Superhost account

Every listing goes live under our Airbnb Superhost account.

Daily pricing, with owner control

Revenue managers set and review your rates and minimum stays daily. Any rate below your floor or any minimum-stay cut needs your OK first.

Payment protection before arrival

Our guest team resolves failed cards, open balances and over- or under-payments before arrival, so your nights are paid nights.

Marketing included, scope made clear

General Google PPC across every operating market is included in our commission and supports every home we add. Property-specific ads are also available, often at an additional cost, to add launch velocity and performance.

Long-stay and seasonal placements

Insurance-displacement housing, hospital staff housing and 30+ night stays help your home reach demand across seasons. Seasonal opportunity depends on your market.

Guest rehousing

If a property cannot host a booked stay, we move the guest to another True North home and protect the review.

Attention throughout the partnership.

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

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.

A private owner WhatsApp group

Every owner has a private WhatsApp group with the True North team, set up at intake, for fast answers and updates.

Owner Success

Proactive check-ins, booking-shortfall alerts and a save plan help address small issues before they become big ones.

Weekday listing and link checks

Live listing and booking-link health checks run every weekday. Broken listings or booking links silently lose bookings and search ranking, so daily checks protect your revenue.

A clear path from contract to live

Listing build, channels and team setup follow a written SOP, with vacation rentals live in about 1 to 2 weeks after signing.

Care before a review posts

Unhappy guests are flagged and contacted before they post a review, so the team can address concerns during checkout. Every guest gets a gratitude call at checkout, thanking them for letting us host them.

Let's Turn Your Property Into a High-Performing Rental.

Whether you're looking for full-service support or a powerful remote management partner — we'll help you choose the right fit and build a custom plan around your property's potential and your personal goals.

- www.thetruenorthproperty.com
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- 10 years in hospitality management
- 1,000+ units managed with care and precision
- Operating in 13 cities across 4 countries
- Consistent year-over-year revenue growth
- 19% higher NOI delivered vs. national brand averages
- Not a generic asset manager — boutique hotel, resort and vacation rental specialists
- Expertise in revenue, hospitality, operations, and tech — under one roof



*Hospitality that
feels like home*