

Your Personalized Revenue Potential

📍 80412 Kiawah Is, La Quinta, CA 92253

We're pleased to provide you with a preliminary annual revenue projection for your vacation rental. Considering your home's size, location, and amenities, we are excited to share that you could earn **\$52,100 to \$57,600** a year with Vacasa.

This estimate is based on the performance of comparable short-term rentals in your area. As the largest vacation property management company, we leverage our extensive portfolio to evaluate expected revenue performance accurately.

It's important to note that your home's revenue potential will grow as your listing gains visibility. The annual estimate considers seasonal demand patterns, reflecting the varying performance you can expect throughout the year.

As we continue onboarding your property, the additional details we gather about your home and its amenities will help us refine and clarify this revenue projection.



Understanding Revenue Drivers

Availability, bookability, and desirability are key variables influencing your rental's revenue performance.



AVAILABILITY

Will your home be available to rent for holidays and special events? Do you have availability throughout peak seasons and on weekends? These factors can significantly impact your home's revenue potential. In general, more availability means more potential for bookings.

Vacasa's revenue and marketing experts know the high-demand time frames and position your home to win bookings at the highest possible rate.



BOOKABILITY

Is your home competitively priced? To continue earning revenue, particularly in the low season, will your home invite last-minute travelers with a lower rate or a 2-3 night stay? Traveler preferences vary throughout the year, and competitive pricing is the key to bookability.

Vacasa's internal rate analysts stay on top of the market daily, keeping your property priced to maximize revenue.



DESIRABILITY

Is your home located on the slopes, on the beach, or on a golf course? Is it newly constructed or remodeled? Does it have updated appliances, a fully stocked kitchen, a hot tub, or a great view? Location and high-end amenities can help drive revenue to the highest potential.

Vacasa's professional writers and photographers highlight these key selling points and entice travelers to book your home.

Please feel free to contact me with any questions.

Joan Murchison
SALES EXECUTIVE

📞 760 285 2429

✉️ joan.murchison@vacasa.com

How to Maximize Your Revenue



PREPARE YOUR HOME

The little things can make a big difference, and even the smallest touches can impress your guests. At Vacasa, we can help you identify and stock appliances, gadgets, games, charging stations, and more to boost your positive reviews.



DEPLOY DYNAMIC MINIMUM STAYS

While minimum stays may seem worth considering, they can often hinder your vacation home's revenue potential.

This is especially true when the required minimum exceeds the length of stay guests are searching for. When this happens, **your home doesn't show in guests' search results, so they have no chance to see and book your home.**

To maximize revenue, we recommend allowing Vacasa to manage rates and lengths of stay to ensure your home is consistently listed and actively booked.



TRUST OUR OPTIMIZED PRICING

We encourage you to let us know if there is a lowest nightly rate you want to offer for your home (also known as a minimum rate). If you do set a minimum rate, we also encourage you to consider:

- What is the lowest price you would be willing to take in a slow demand period or for a last-minute booking when your calendar is empty?
- Setting a rate above the market rate may discourage guest bookings during the low season. Your home may also be booked late in the high season when rates are already at their lowest.
- Lower rates often result in higher-value positive reviews and homes booked by single families versus groups. It's a myth that lower rates invite bad guests.

Mixing optimized pricing with a low-cost, last-minute discount rate can help drive additional revenue. Vacasa strategically uses a low-priced minimum rate for low-demand periods and last-minute openings to generate thousands in additional annual revenue.



BE STRATEGIC WITH OWNER STAYS

You should enjoy your home anytime you like. But as you book your stays, keep in mind that peak season, holiday, and weekend bookings typically bring in **2-3X or more revenue than midweek and off-peak reservations**. To maximize revenue, consider being as flexible as possible with owner stays.



How we help you get started:

The Vacasa Accelerator Program

The first 60 days of a home's online presence are crucial. Newly listed homes often rank lowest in major booking sites' search results, which are influenced by a home's reviews and booking history.

Vacasa's **Accelerator Program** aims to set you up for success by boosting your home's placement in these search results, leading to higher revenue.

First, we craft a search-optimized listing with captivating images and promote it on leading booking sites like Airbnb, Booking.com, Vrbo, and Vacasa.com — the largest U.S. direct booking site with more than 40 million annual visits.

Then, we use competitive pricing to invite near-term and last-minute bookings. The first guests to book your home will often take advantage of last-minute lower rates. These bookings help generate early and frequent reservations and reviews vital to maximizing revenue in your first year and beyond.

Vacasa also discounts our booking and housekeeping fees for the first 60 days to help attract reservations and quickly get your home off the ground.

THE RESULT?

Jump-starting your bookings and review history demonstrates to the booking sites we partner with that your home is desirable to guests. This earns your home a higher search ranking that can unlock future, higher-rate bookings made further in advance. While initial bookings may come in at lower rates, these reservations will help quickly fill your calendar. Long-term success starts here.



Please feel free to contact me
with any questions.

Joan Murchison
SALES EXECUTIVE

 760 285 2429

 joan.murchison@vacasa.com