

# Multiple iTrip Campaign Options (100 days)

Each template will be customized with local imagery, branding, and messaging.

Each campaign includes:

1234 Spring Street  
Boston, MA 12345  
888-234-4321  
info@company.com  
company.com

<prop\_city> -home\_type\_name> Owner  
<owner\_address\_1>  
<owner\_city> -<property\_state> - <zip>

Hi (neighborhood) (prop\_type) Owner,

You have many choices in Bradenton for taking care of your (prop\_type\_lower) in (neighborhood) when you're not in town visiting from (owner\_city). You can choose between a small "mom & pop" company or a large conglomerate with transient employees across the country.

With our team, you get the "Goldilocks" solution—not too big, and not too small!

I'd like you to consider taking a look at our team at iTrip of Bradenton. Perhaps we could have a 15-minute phone call or meet over a cup of coffee at my favorite coffee shop, Cremesh Bakery, when you're in town.

While property care is always paramount, we are also focused on your bottom line. We provide FULL-SERVICE property care for only an 18% fee—resulting in a better ROI for you.

We pride ourselves on our relationships with the 48 home and condo owners in Bradenton that we serve from all over the country. I am reaching out to you specifically because we have a high demand for (bedroom) (prop\_type\_lower) in (neighborhood).

Our goal is to add select properties in the right areas so we can best serve our homeowners, and I've identified you and your property as a perfect fit.

Please call or text me at 941-799-3018 to discuss the possibilities, or click here to learn more.

**Todd Wahl**  
Owner - iTrip of Bradenton

**8.5" x 11"**  
**Choice of Two Letter Format:**

**Letter Option 1**  
Minimal formatting,  
#10 envelope, stamp

**Letter Option 2**  
Full formatted letter,  
insert, #10 envelope,  
stamp

**LET US SHOW YOU**

Get a <prop\_city> -home\_type\_name> vacation rental for highly profitable while being low maintenance for the owner! We're the best to show you where we've cracked the code. We've been marketing and managing homes in (prop\_city) for over 20 years, and in that time we've combined our decades of local knowledge with the power of our 3rd party national, cutting-edge marketing technology to get the most out of your <home\_type\_name> when you're not visiting from (owner\_city).

Don't just take our word for it, let us send you a marketing pro forma rental projection and proposal specifically for your home at home address. We'll take into account your owner employment time, your rental goals, and market conditions specific to (location).

**REAL PROJECTIONS FOR HOMES IN (PROP\_CITY)**

- Emily K's 4 Bed Townhouse \$45,523/year
- Larry H's 3 Bed Condo \$32,559/year
- Jon K's 2 Bed Condo \$25,366/year

**MORE THAN JUST GREAT BOOKINGS**

- Professional Local Team**: Our highly trained staff lives in (location) and really knows the area, ensuring your guests will have the best possible experience when they stay at your property. We are on hand for everything from restaurant recommendations to help with booking the best activities.
- 24/7 Maintenance Services**: We've got your home covered, no matter what happens. Our maintenance team is ready to fix any issues that may arise, ensuring your investment is safe and your guests are happy.
- Cutting-Edge Rate Optimization**: Our proprietary revenue pricing technology combined with our in-depth knowledge of market conditions and local events and trends allows us to maximize your home's occupancy rate and profitability.

Our location team is committed to delivering exceptional hospitality, ensuring our managed vacation rental units are professionally cleaned, meticulously inspected and properly staged for each arrival. This attention to detail extends to all matters related to our business, and is noticed & praised by rental guests and homeowner clients alike.

For the vast majority of our homeowners, their <prop\_city> property isn't a "rental property," it's their <prop\_city> home. Whatever your goals, we will develop and implement the right approach for you and your home.

Best Regards,  
RICHARD SANCHEZ

123 Anywhere St., Any City, ST 12345 | (123) 456-7890  
info@company.com | www.company.com

**Rental Projections Pro Forma Summary**

Total Projected Gross Revenue: \$94,750 (from \$7,000 to \$115,000 based on market conditions and pricing)

Total Projected Nights Rental	Total Days Owner Equipment	Occupancy	Average Nightly Rate
265	28	79%	\$358

Total Projected Gross Revenue: \$94,750

**LET US SHOW YOU WHAT WE CAN DO FOR YOUR HOME**

info@company.com  
www.company.com

**18"x9"**  
**Two-Sided Tri-fold**

**JOIN THE <PROP\_CITY> HOMEOWNERS WHO TRUST US**

iTrip Springfield has been helping homeowners in (prop\_city) get the most out of their short term rental properties for nearly 20 years. Our business has thrived because we understand homeowners first, and provide a high-touch experience for both our homeowners and their guests.

We combine this with an eye towards the future, judiciously implementing the latest in booking technology, rate optimization, and marketing solutions.

We value a personal touch and our team is located in (prop\_city), so everything we do is through the lens of what's best in YOUR market.

**WHY WORK WITH US?**

- Meticulous property care
- Cutting-edge rate optimization
- 24/7 maintenance
- Professional, friendly & white glove distribution
- Best in Class Owner Portal
- Free professional photography
- Highly trained local staff
- High-tech laundry facilities
- Dynamic pricing

**Let us show you**

Connect with our local expert team and they'll send you a marketing pro forma rental projection focused on your needs. To give you the most accurate projections, we factor in:

- Your owner employment time
- (prop\_city)-specific events
- Your goals and preferences
- Data from our current homes and years of industry experience in (prop\_city)

Scan here to request your custom proposal

**You're just two steps away from seeing what we can do**

- Scan the QR code and fill out the form to get us your home address. Tell us a little about your home and your rental goals so our local team can generate a proposal that fits YOUR home.
- Receive your detailed and personalized rental proposal for your (prop\_city) -home\_type\_name> -home\_type\_name> complete with pro forma projections and a complete picture of what we can do when we manage your home.

**Let us show you all we can do for your home**

Scan here to request your custom proposal

888-234-4321 | info@company.com | company.com

**Treat your short-term rental like the small business it is**

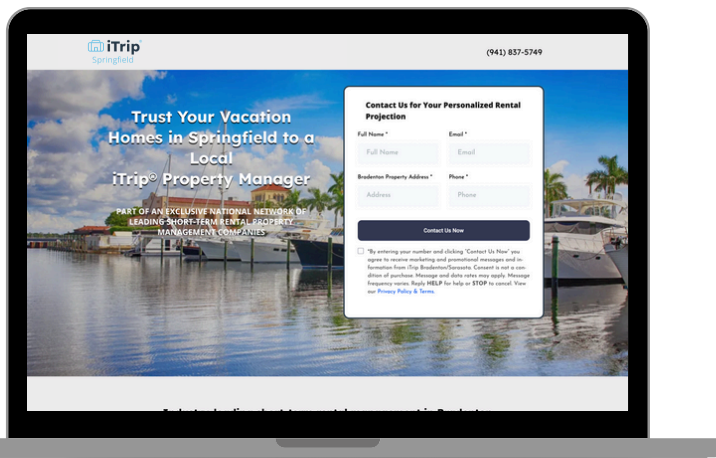
We work hard to maximize your ROI and maintain your home's value.

- Your home stands on its own: We customize your home's presence through professional photography and individualized setup on all major platforms.
- Easy sharing, optimized pricing: Once you bring us to your network and they love your home and its review, our technology constantly reviews pricing on demand and ensures your home is priced to maximize revenue at all times consistent with the local market.
- Pay yourself on the map: Our team understands how to present your home on the map so you're not just an address but a destination to visit. Our team will help you with those little things that make your home stand out.

Each campaign includes:

Multiple iTrip Campaign Options (100 days)

### 6"x11" Two-sided Jumbo Postcard

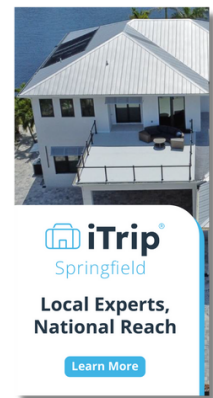


### Custom Landing Pages

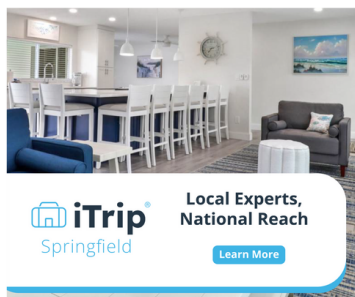
### Digital Ads



600px x 315px



300px x 600px



600px x 500px



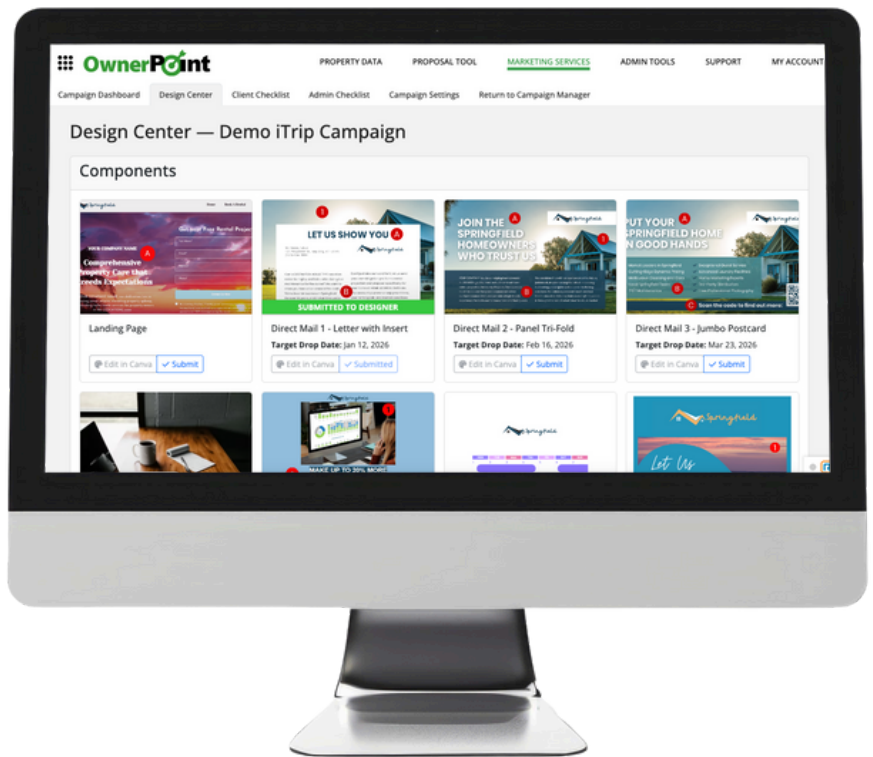
970px x 250px

Early draft of template 1 (template 2 under development)

# Campaign Management Tools

## Design Center

View, edit, and approve your customized campaign materials and personalize your messaging.



## Marketing Dashboard

See the details and monitor the progress of your 100-day campaign.

