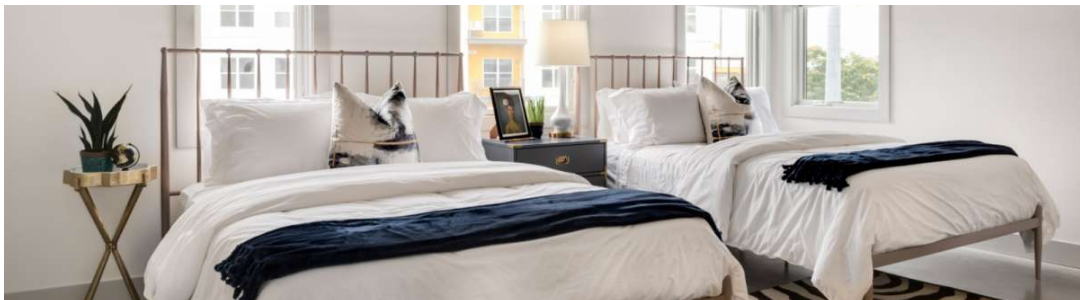
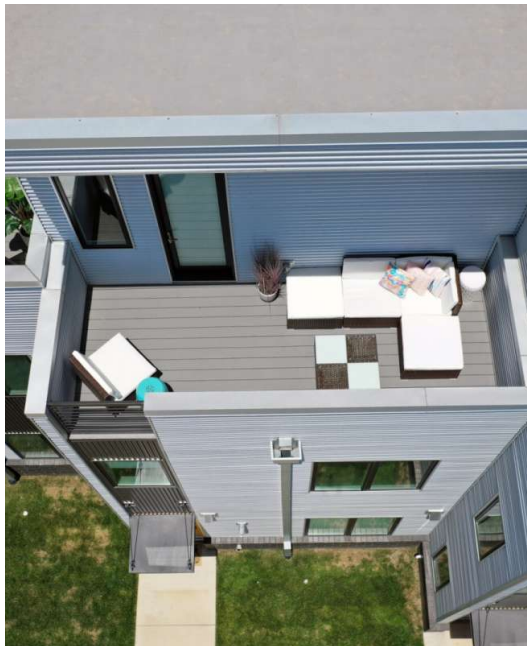




itripvacations



Who is iTrip Vacations?

iTrip Vacations is an international vacation rental property management company with local property management companies based in destinations from coast to coast.

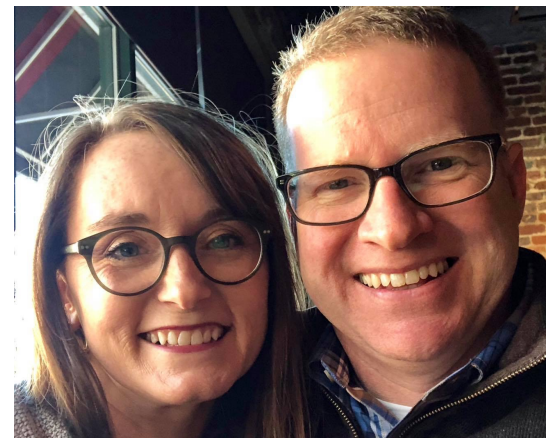


Created by vacation rental property owners for vacation rental property owners, we began in 2008 to bring the best of traditional rental management paired with the power of an international marketing machine.

Today, we have over 2,200 vacation rental properties in over 105 resort destinations across North America, including Puerto Rico and Canada and continue to grow.

We market globally and spend millions of dollars each year on marketing and advertising, including social media and Google, and list each property on 80-plus distribution channels. This translates to increased revenues and conversion rates that are 5x the industry averages.

iTrip Vacations markets globally but manages locally. Our local property management franchise owners focus on individual relationships, which allows us to provide top-quality boutique-levels of service. Unlike other property management companies, we do not process you through a call center in another state. Our local owner managers are your contacts anytime you need to talk to us and bring a high level of customer service to your market, managing your home with care and professionalism.



Kevin and Kelly Copeland



The iTrip Vacations Team

"I really value the personalized service. Unlike my past experience where your unit was just a number and never really well marketed, iTrip stays on top of things. When there is something to discuss, iTrip is just a phone call or email away. iTrip's familiarity with our unit is as if it were their own. [The company is] a pleasure to work with, and I am looking forward to a long, mutually rewarding experience."

- Jay O.

"I appreciate iTrip's hard work and dedication in making my owner experience a successful one! I have been renting my property for eight years now, and this past year with iTrip has been a wonderful experience in every way!"

- John C.

What iTrip Homeowners Receive

- **Higher booking conversion rates** which translates to more revenue
- **Best-in-class software and automated processes** that provide lifestyle improvement for our property owners
- **No-rotation of properties listed online**
- **Property owners control their time at their property**
- Optimum process for **more and better guest reviews**
- **International digital marketing** through retargeting, social media, online advertising



Partnerships with **80+ distribution channels**, including HomeAway, VRBO, Airbnb, Booking.com



Highest booking **conversion rate** in the industry, up to 5X



Average increase in **revenue** to the property owner is **25%**



Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Blogs



Retargeting displays iTrip ads on other sites, **keeping iTrip top of mind**



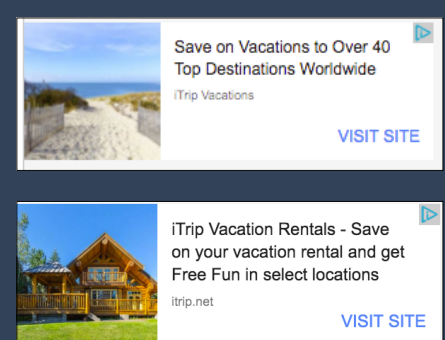
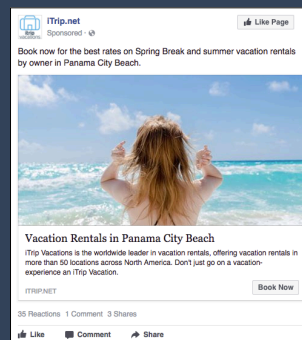
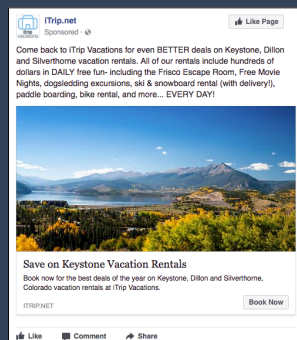
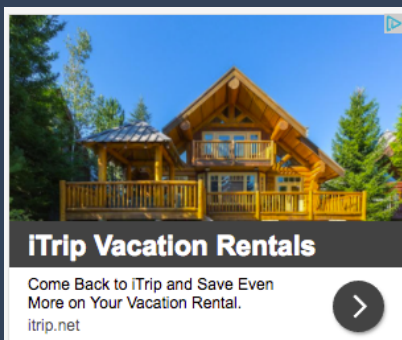
Custom app **simplifies** guest review process

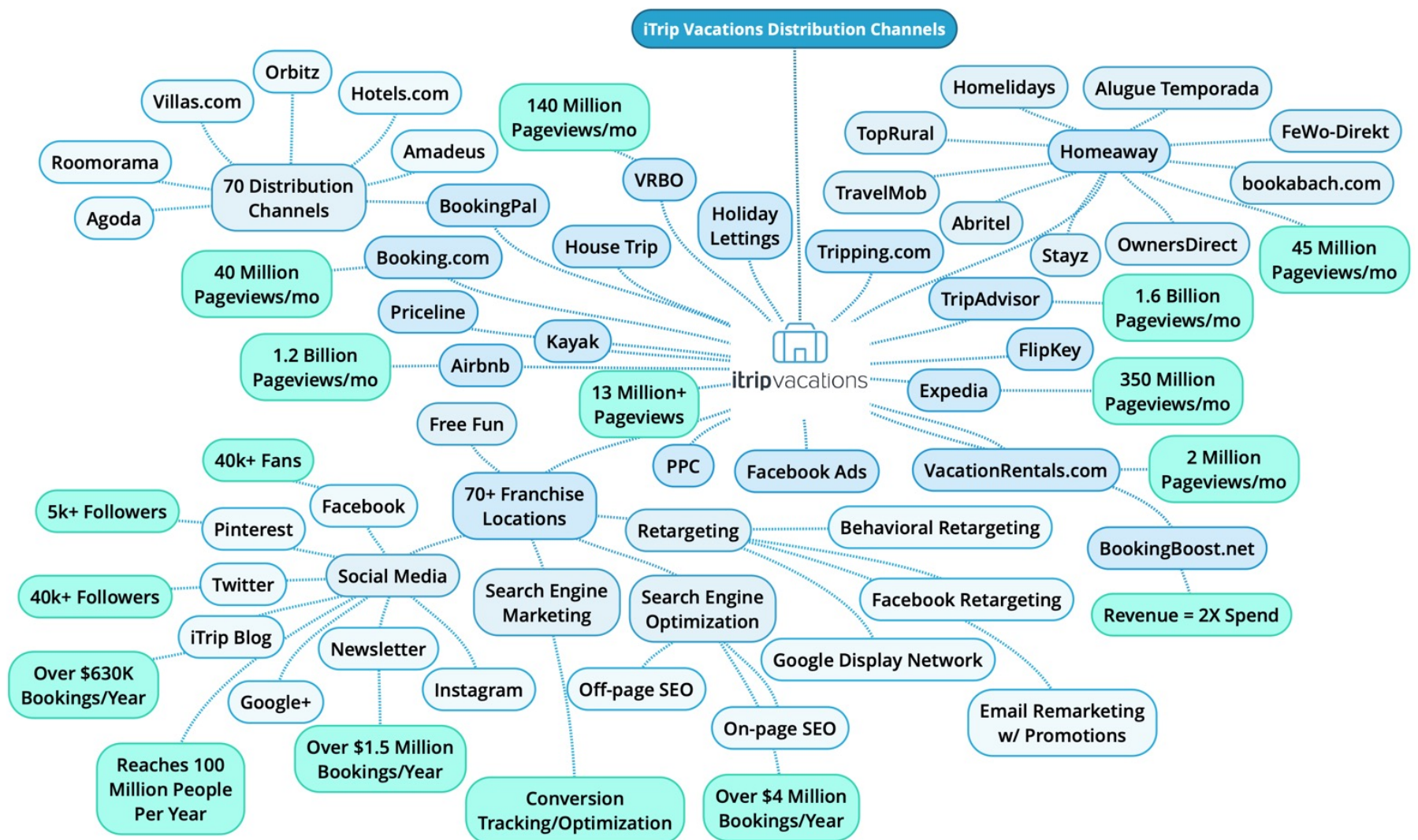


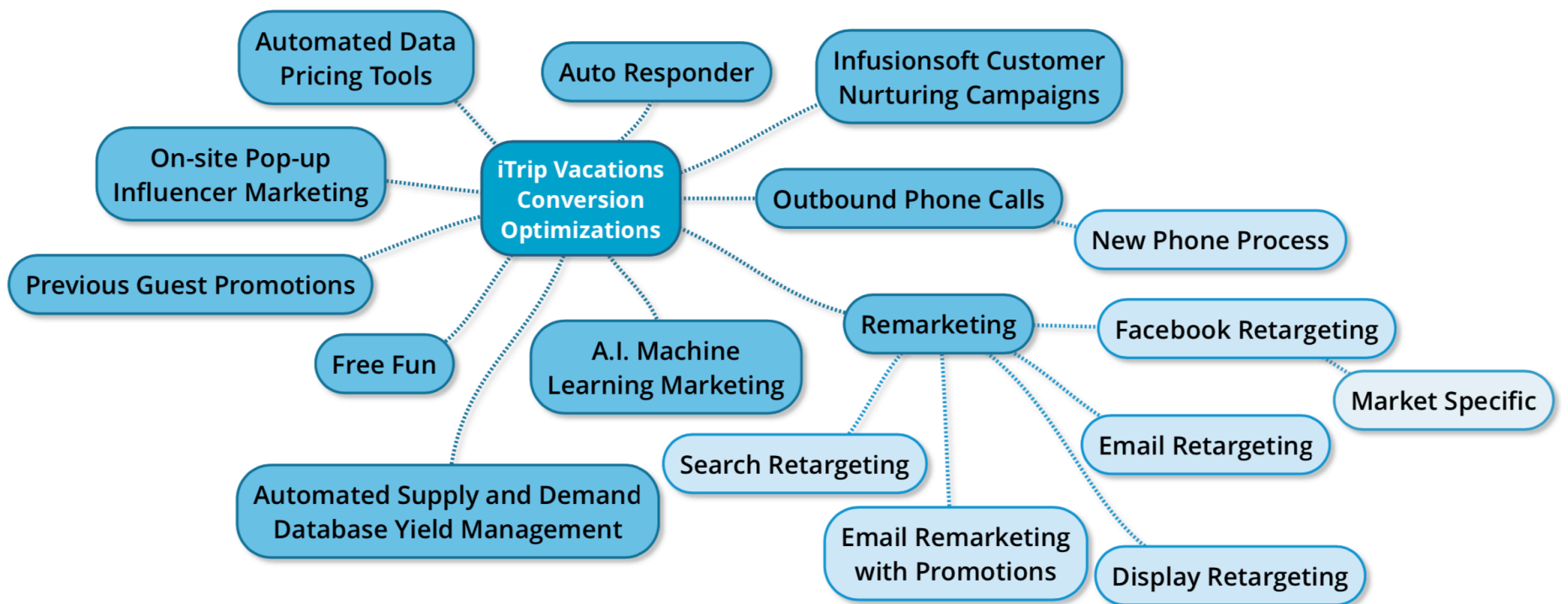
SEO: iTrip appears organically on Google **page 1** search results for **500+ terms** related to vacation rentals



Digital marketing strategies reach **100M+ people per year**







The three following revenue projections are based on third-party data mining the rates of 151 comparable properties. The rates are then adjusted based on a number of factors. Some which elevate the potential rate (premium), and others that lower the potential rate (discount).

Premiums

Location – Proximity to Downtown
Bed Configuration (maximum)
Design/Photography
Reviews
Walkability to Attractions
Pool
Rooftop
Features – Pool Table, Hot Tub, Etc.

Discounts

Location – Away from Downtown
Bed Configuration (minimum)
Reviews
Crime Report
Parking
Lack of Amenities

The first is adjusted to 80th percentile (Only Top 20% of properties perform at this level)

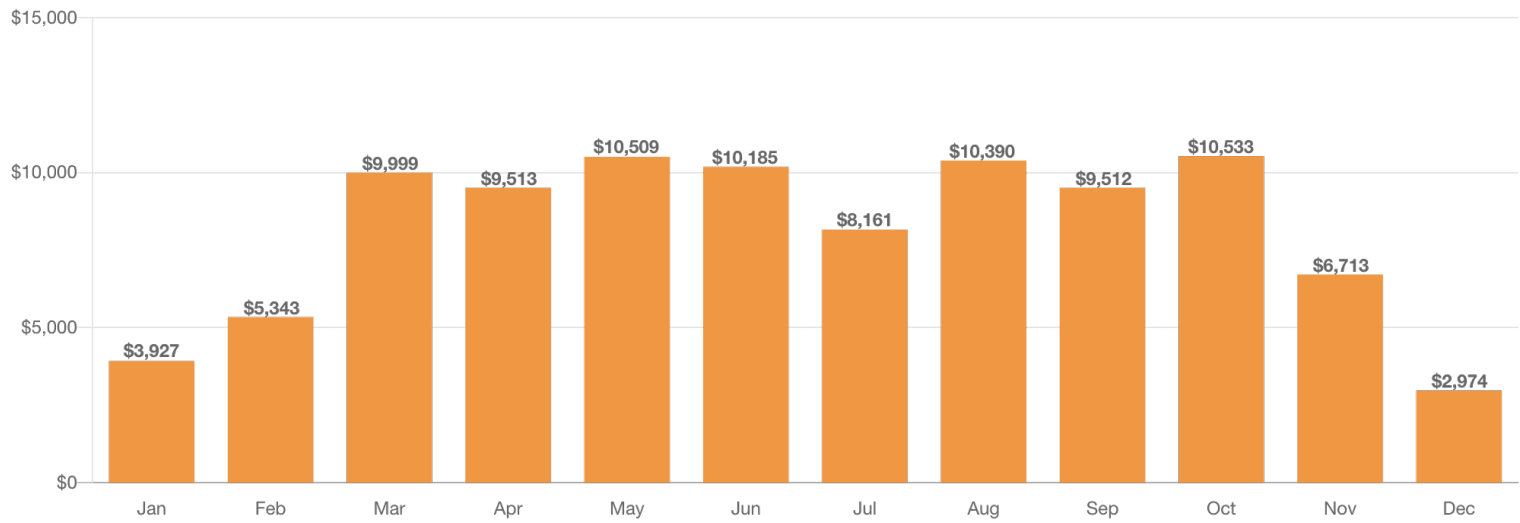
The second is adjusted to 55th percentile

The third is adjusted to 45th percentile

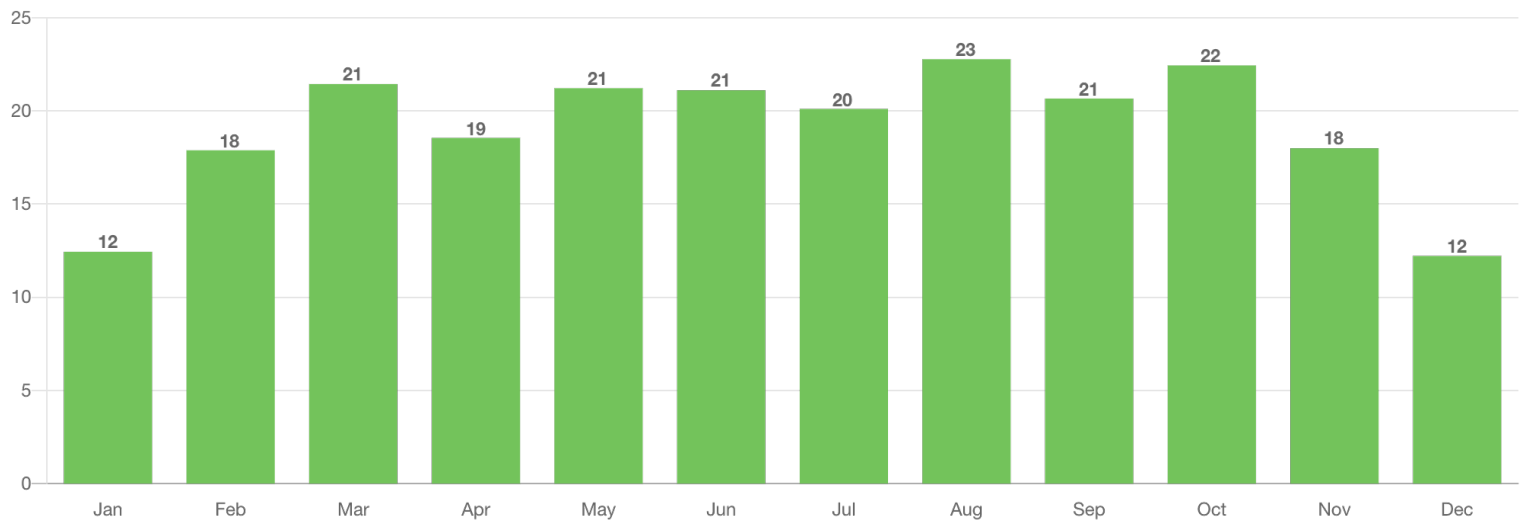
Average Property Details (Annual)

Rent Revenue	\$97,765
Average Daily Rate	\$427
Average Stay Revenue	\$1,366
Days Booked in Advance	104
Guest Nights Booked	229
Owner Nights	12
Owner Nights Lost Opportunity	\$0

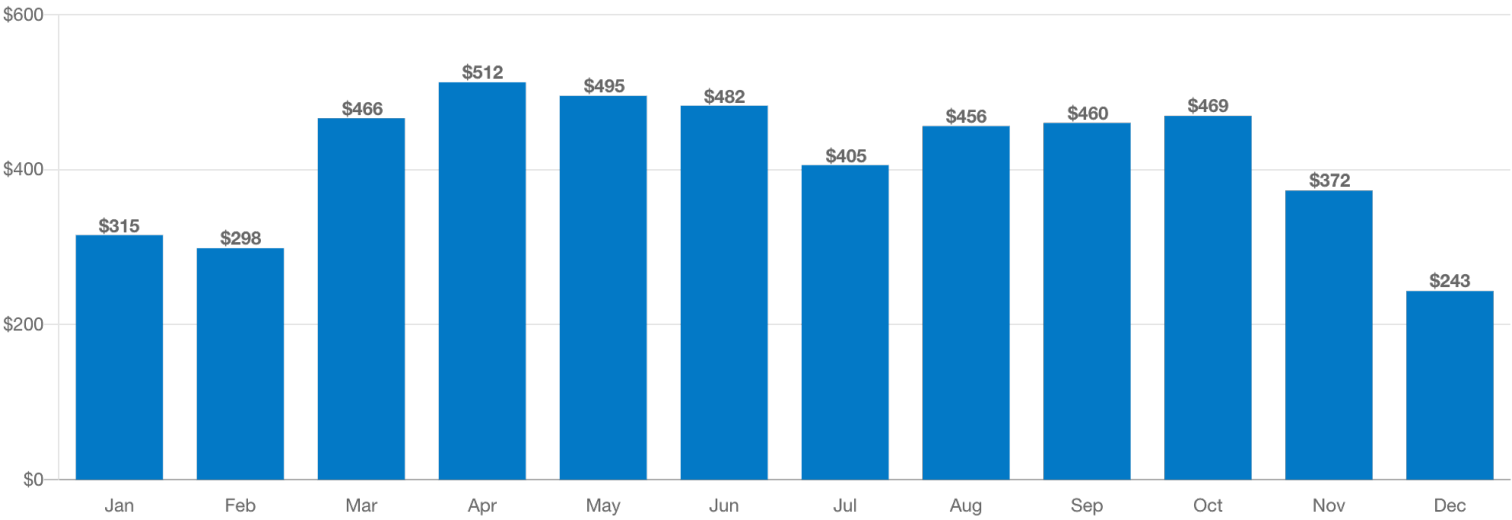
Average Rent Revenue by Month



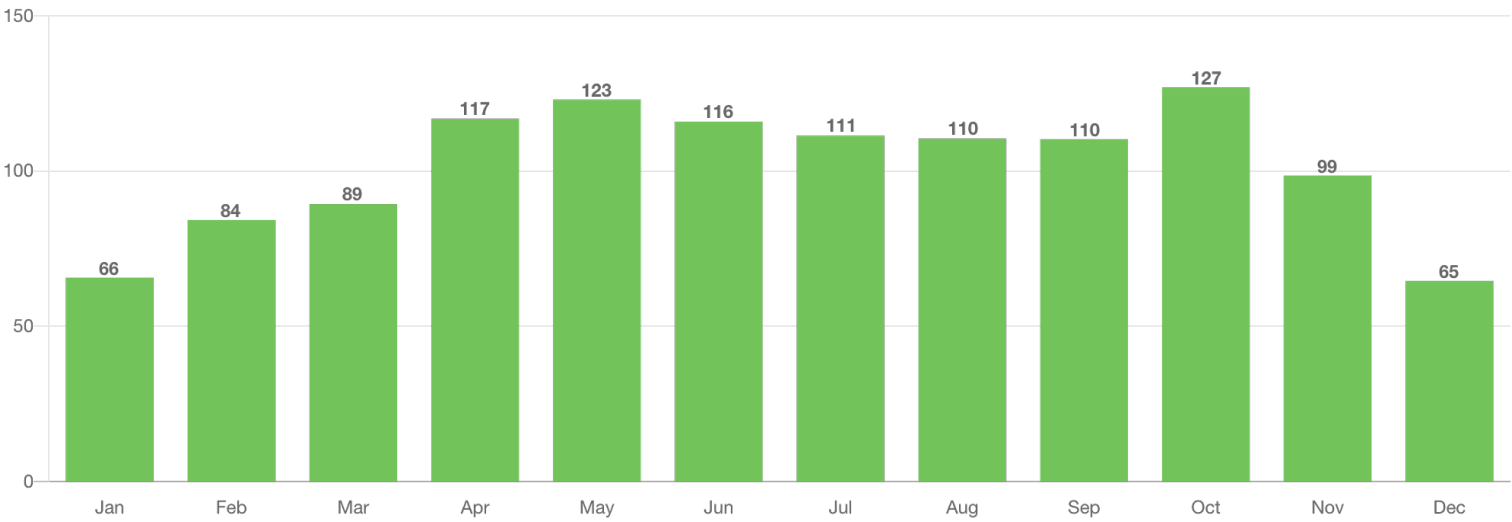
Paid Guest Nights



Average Daily Rate by Month



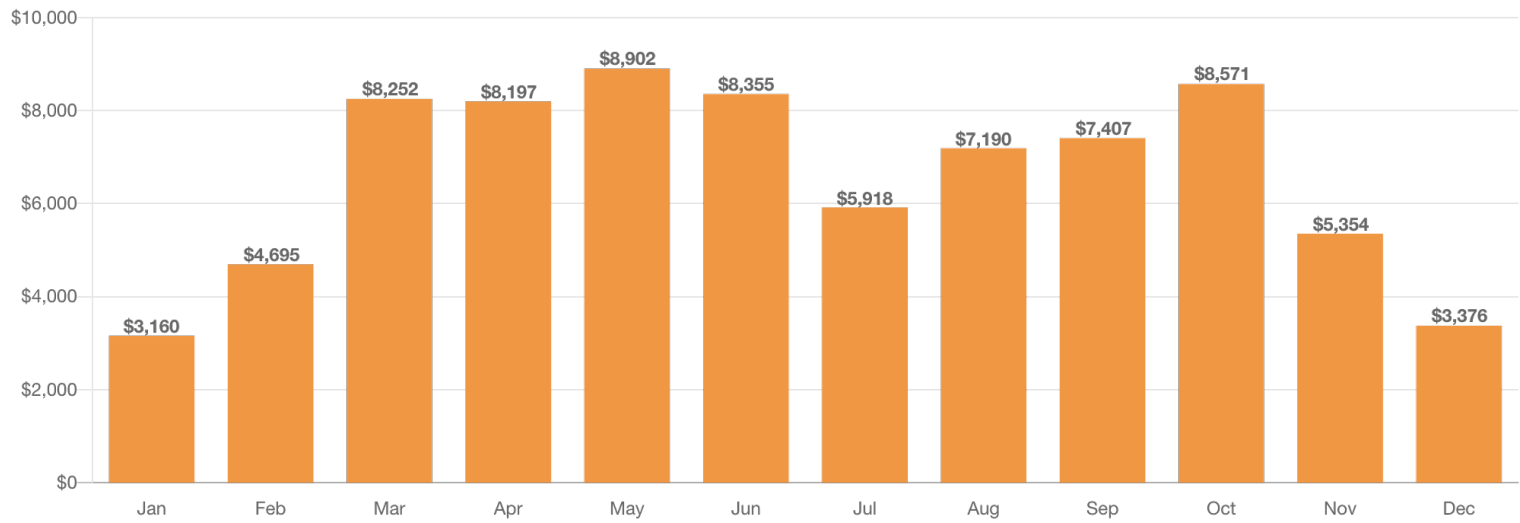
Average Booking Window by Month



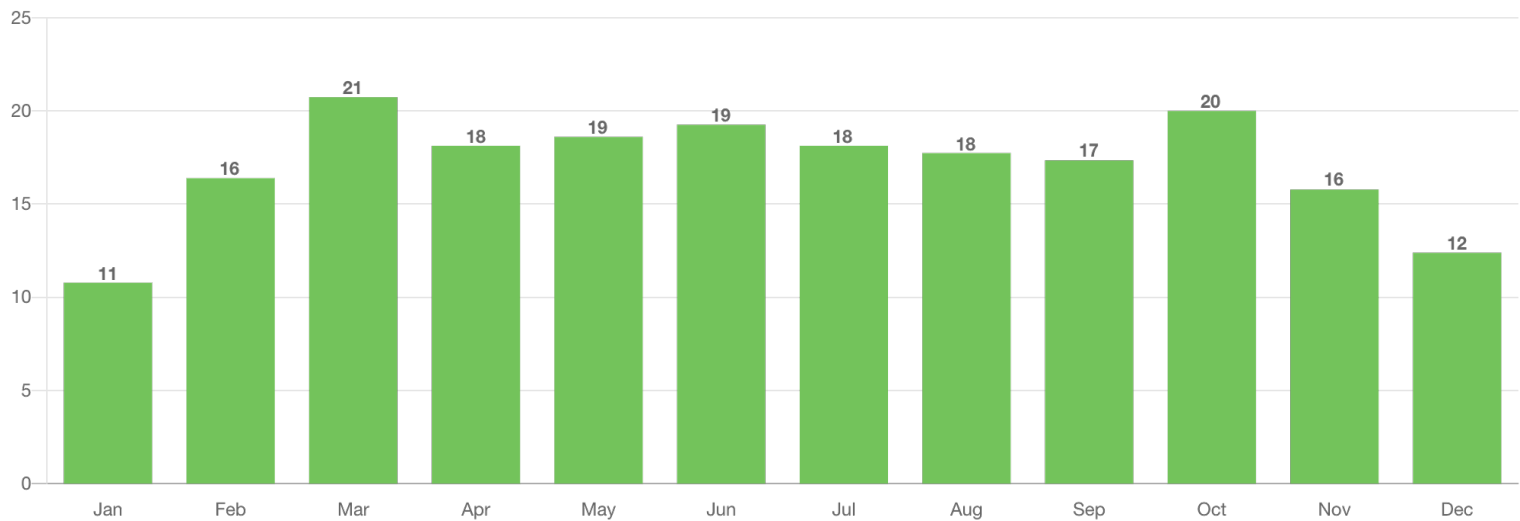
Average Property Details (Annual)

Rent Revenue	\$79,385
Average Daily Rate	\$387
Average Stay Revenue	\$1,257
Days Booked in Advance	93
Guest Nights Booked	205
Owner Nights	6
Owner Nights Lost Opportunity	\$0

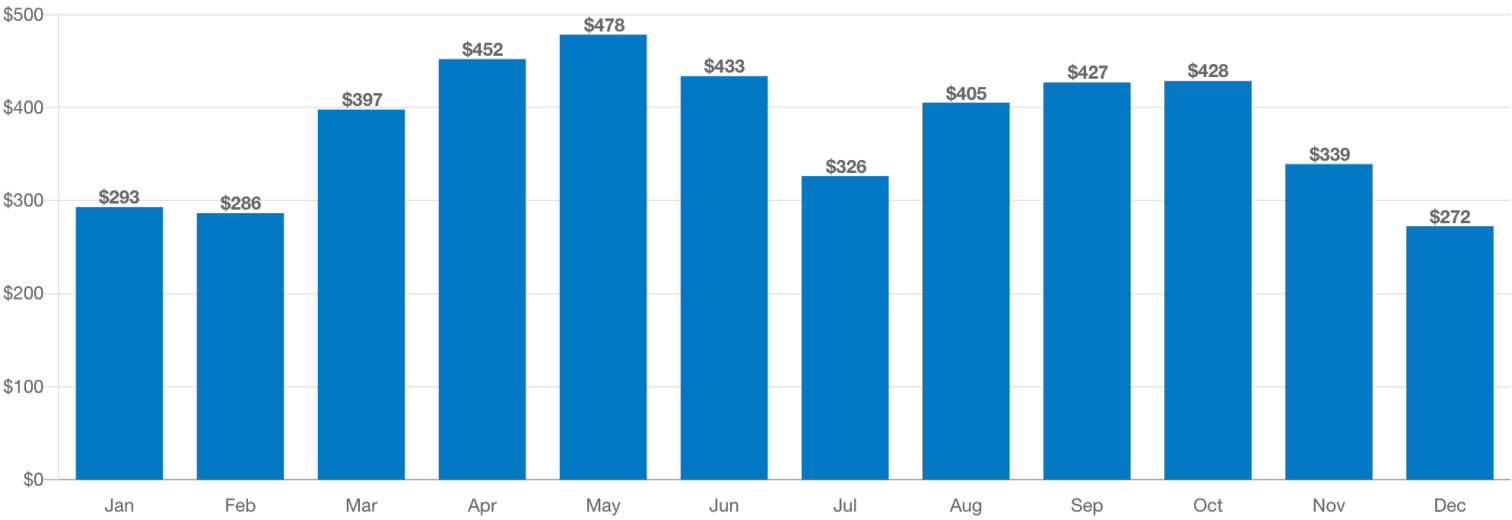
Average Rent Revenue by Month



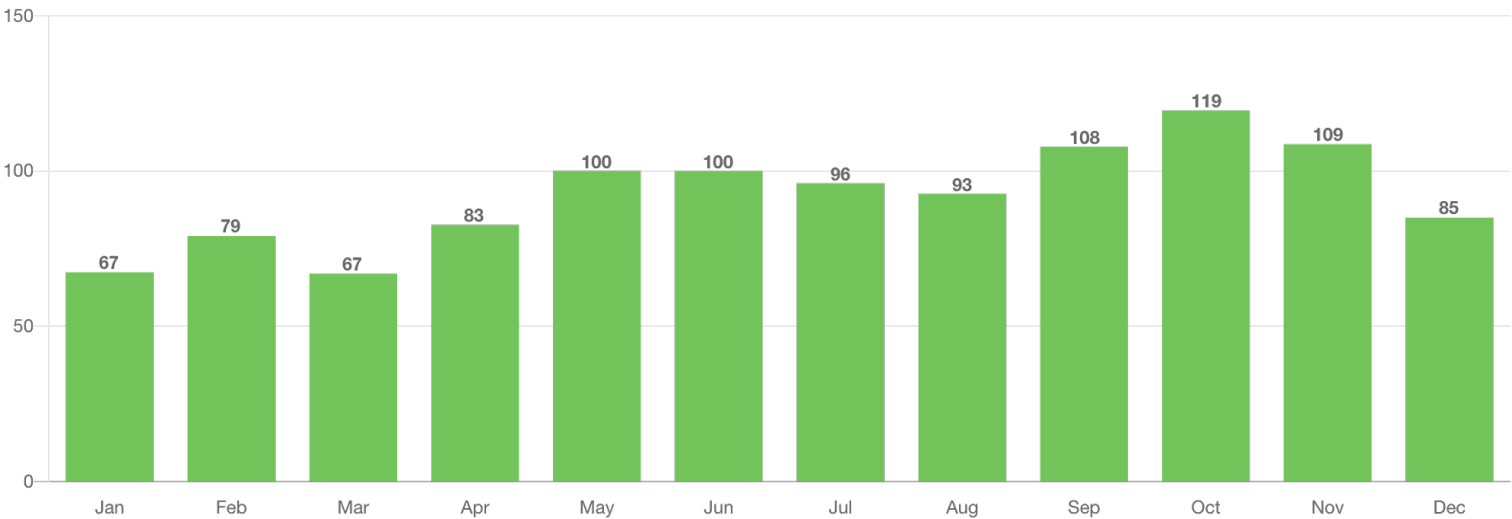
Paid Guest Nights



Average Daily Rate by Month



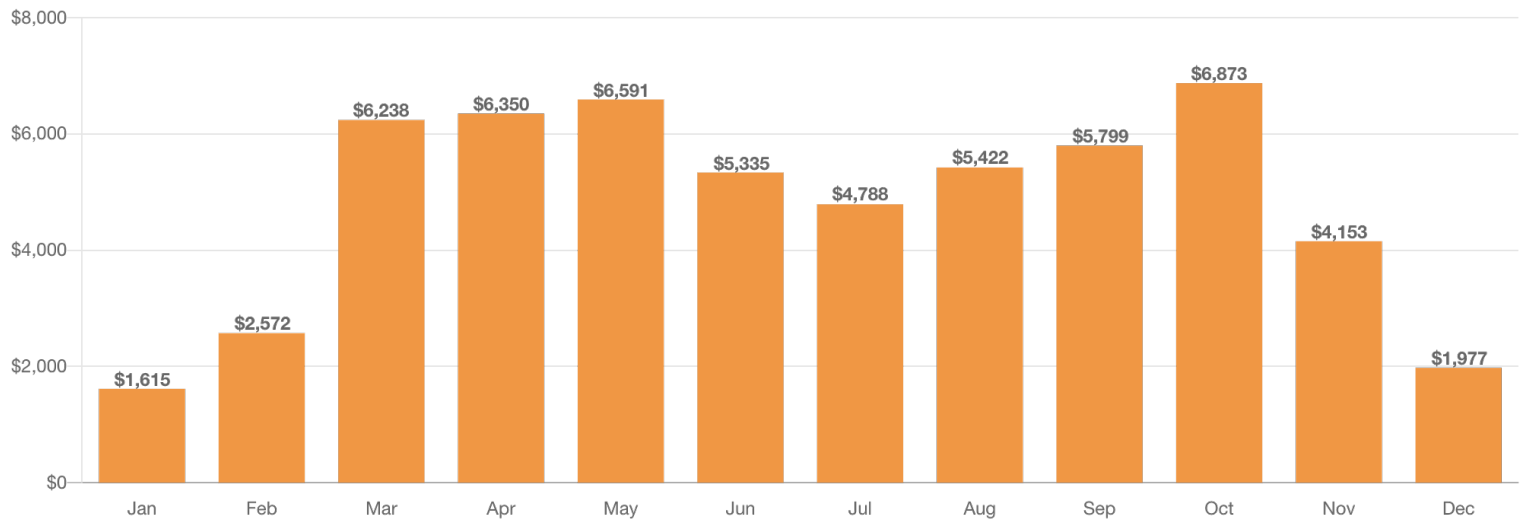
Average Booking Window by Month



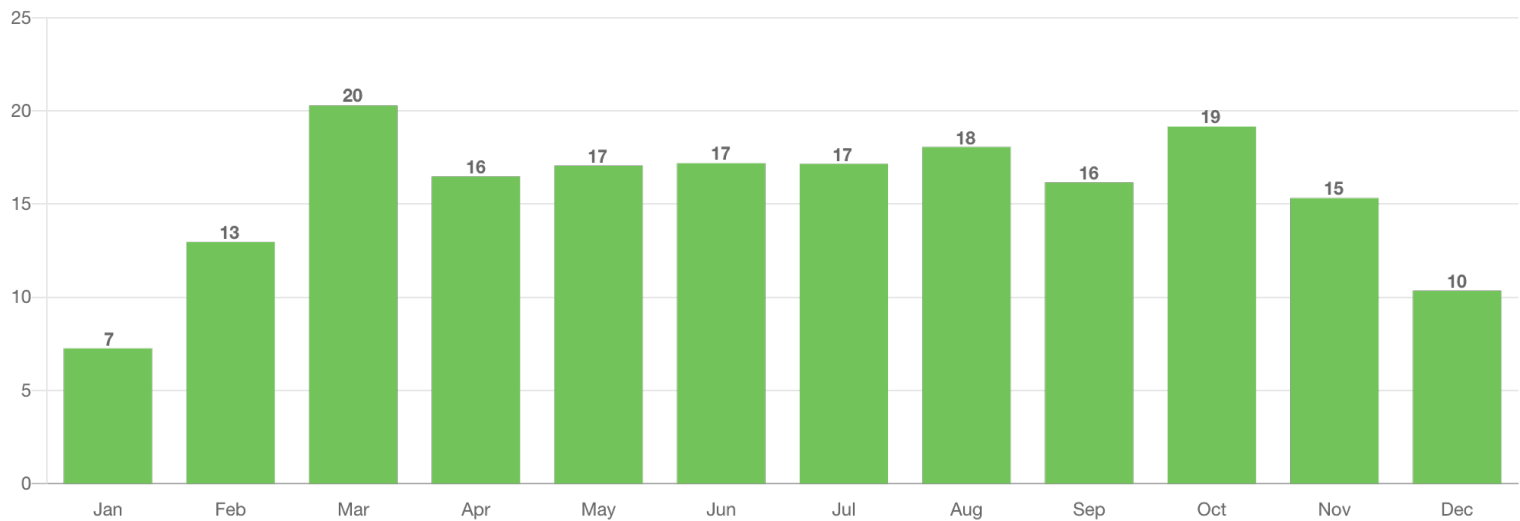
Average Property Details (Annual)

Rent Revenue	\$57,717
Average Daily Rate	\$308
Average Stay Revenue	\$1,008
Days Booked in Advance	68
Guest Nights Booked	187
Owner Nights	11
Owner Nights Lost Opportunity	\$0

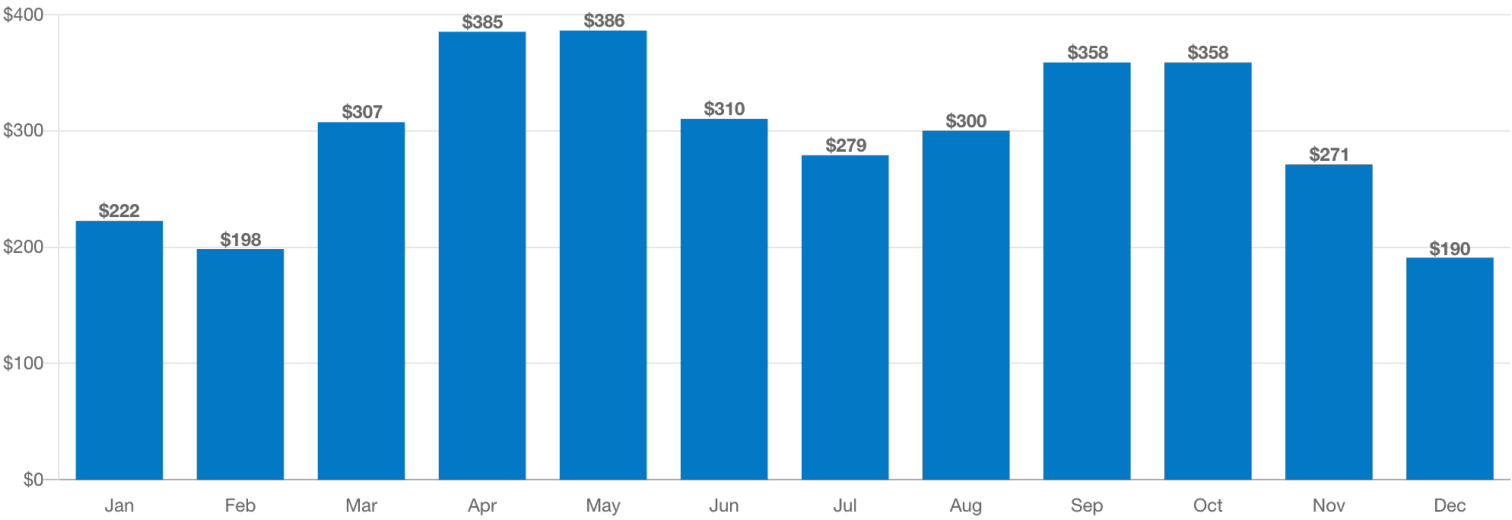
Average Rent Revenue by Month



Paid Guest Nights



Average Daily Rate by Month



Average Booking Window by Month

