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MEMO

Date: March 13, 2018
To: Ad Hoc Vacation Rental Committee
From: Braulio Escobar
Subject: Unsolicited Mail

I own a home with a long term tenant. I recently received the attached mailing from some company in the VCR industry.

The mailing may serve as an indication of how this industry is impacting our community.

Thank you.

6052414
PO BOX 922
WALDPOR, OR 97394



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BRAULIO ESCOBAR
PO BOX 747
NEWPORT OR 97365-0056



Earn an additional \$5,000 from your vacation home—guaranteed. Unlock your home’s full potential today.

Dear Braulio,

If you aren’t satisfied with the income your vacation home is generating, we should talk.

I work with Vacasa, one of the fastest-growing companies in the vacation rental industry. Thousands of homeowners, including many in Newport, have signed with Vacasa because our modern management services deliver unparalleled care for their vacation homes and unbeatable financial results.

Guaranteed income

We believe you should earn more before we earn anything.

If you’re currently renting your home through another management company, we’ll guarantee a net increase of \$5,000 in your first year, or we’ll refund the difference—up to the full amount of our management fee. If you’re currently self-managing, we guarantee you’ll make at least as much with Vacasa—after our management fee—and have more free time.

Unbeatable revenue

Our proven approach combines strategic marketing, dynamic technology, and passionate people. Here’s how we deliver on our promise:

- ✓ High visibility on top booking channels including HomeAway, Airbnb, and Booking.com
- ✓ Maximum revenue per booking with rate optimization enabled by machine learning
- ✓ Strategic marketing across search engines, social media, and native advertising platforms
- ✓ Premium home profiles with professional HDR photography, 3D virtual tours, and SEO copywriting



Unparalleled care

From the smallest day-to-day tasks to long-term preventative maintenance, our local teams ensure every home and every guest receives VIP treatment. Here are just a few of the ways we make it happen:

- ✓ Dedicated property managers and local caretaking teams
- ✓ Hotel-quality housekeeping supplemented by seasonal deep cleans
- ✓ 24/7 support to turn every inquiry into a positive guest experience
- ✓ Home interior services program with design consultation and tailored recommendations

Getting started

If you're new to renting altogether, we're here for you. I know the [location] community firsthand and can help ensure your home is ready to welcome guests. When you sign up with us, here's what you can expect:

- ✓ Specialized onboarding team provides step-by-step support
- ✓ Initial deep clean because we take care of all the details, always
- ✓ Permitting and licensing assistance if you need the support

I'm excited to work with you and make signing up with Vacasa as easy as possible. Call me or visit vacasa.com/getstarted today!

All the best,

Chantelle

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