



The True Cost of Managing Your Own Vacation Rental

At Vacasa, we work with plenty of homeowners who have exhausted themselves and drained their resources trying to market and manage their vacation homes alone. It might seem like you're saving money by avoiding a management fee, but you end up paying for a heap of smaller expenses that are easy to overlook when you're hammering out a budget.

And that's not even getting into the cost of your time. It takes a lot of energy to market your home effectively, field calls from prospective guests, placate unhappy ones, make sure you're up-to-date with the right permits and licenses, handle your taxes, oversee cleaning and maintenance, research the optimal rates for vacation homes in your area...whew. Honestly, we're kind of stressed out just writing this.

Vacasa's all-in-one marketing and management fee means that you're never surprised by how much you pay to keep your vacation rental in ship-shape - and consistently booked. It also means that your life isn't interrupted by any of the unavoidable headaches we just mentioned. As a Vacasa homeowner, you just sit back and collect your payment every month.

If you choose to manage your rental yourself, here are some of the costs you can expect - in both money and time.

- ✓ Marketing and advertising
- ✓ Photography
- ✓ Writing copy
- ✓ Managing reviews
- ✓ Staging and interior decorating
- ✓ Housekeeping, including cleaning products, laundry, and guest amenities
- ✓ Indoor and outdoor maintenance, including landscaping, pruning and planting, hot tub and pool cleaning, carpet cleaning, seasonal deep cleans, snow removal, and sprinkler installation and repair
- ✓ Remaining on-call for guests
- ✓ Handling reservations, inquiries, and check-ins
- ✓ Processing payments
- ✓ Dealing with refunds and other unforeseen losses
- ✓ Communicating with concerned or unhappy guests
- ✓ Rate setting and optimization
- ✓ Accounting and taxes
- ✓ Securing permits and licenses
- ✓ Keeping abreast of HOA policies and other community regulations
- ✓ Managing vendors

At Vacasa, our goal is to take the weight off your shoulders. When you work with us, you're hiring a dedicated team of marketing pros, rate optimization experts, locally-focused property managers, seasoned housekeepers, and reservation specialists, all of whom are laser-focused on the success of your property.

We won't nickel-and-dime you, and we won't intrude on your life - we'll just manage your property impeccably and get you a better return on your investment than you ever thought was possible. It's really that easy.