

Direct Booking Channel



Find Rentals partners with NWVRP to support the direct booking movement

- Find Rentals operates as a vacation property managers direct booking channel by delivering a high volume of qualified travelers to their website to increase occupancy rate and higher profit margins.
- Since 2002, Find Rentals has serviced tens of millions of travelers with the primary focus is to deliver a consistent and meaningful message to travelers of the advantages of booking directly with the locally run vacation property managers. Strong site with SEO authority
- What vacation property manager will receive is more direct bookings, website visits, calendar and email clicks, brand lift and awareness, guest transparency, direct linking and enhanced SEO authority.
- Having your brand and listings visible to where travelers are searching for no booking or travel fees sites, is key to growing direct bookings

Annual Subscription Model Includes:

- More qualified travelers directed to your site
- More travelers booking directly to your site and Kigo PMS
- More eyes on your brand
- More control over traveler experience
- Branded company profile page
- SEO enhanced listings
- Social Media branding
- Brand name on property listings
- Updated availability calendar and rates
- Social Media Sharing
- Content Creation
- Conversion and traffic dashboard
- Greater return on investment over paid SEO

Direct Booking Channel



Find Rentals partnered with NWRP to provide Branding Boost for Vacation Rental Property Managers

- Over 350 VRPM brands and 20,000 + property listings
- Maximize visibility to boost VRPM brand
 - SEO property listing with unique longtail descriptions
 - Backlink the property Listings to VRPM Website
 - Syndicate on social media each property listing
 - Host VRPM blogs with backlinks to their website
 - VRPM Brand is visible on every property
- We promote all VRPM properties, amenities, rates and calendar
 - Unlike an OTA, if a property is unavailable, Find Rentals offers other properties in VRPM's portfolio rather recommending an unrelated property of another brand

Measurable Results

- Since 2002 Find Rentals has built up a deep and substantial domain authority with the search engines. Resulting in high page rank within a few months, once entering a new market.
- Find Rentals traveler traffic has grown 48% over the past 12 months as a result of enhanced SEO strategy and volume of new listings.
- We produce 86,000 click throughs a month at a 14% CTR
- Our conversion/lead rates from Find Rentals to VRPMs' websites are ranging between 5% to 35% based on market
- Our qualified leads to bookings on VRPMs' website have been reported by VRPMs and 3rd party marketing firms via google analytics to range between 4% and 16%
- Our VRPMs' testimonials state that we are always in the top 10 referral sites, and in many cases #1 - #3

Direct Booking Channel



Member Benefits

Act Fast for Saving of 25% for NWVRP Members

- **Sign-up before July 1, 2021 and lock-in for 2 years at \$36 per property annually for 30+ properties**
- **Sign-up before July 1, 2021 and lock-in for 2 years at \$48 per property annually for 10+ properties**
- **Sign-up before July 1, 2021 and lock-in for 2 years at \$99 per property annually for 1+ properties**
 - Note July 1, 2021 there will be a price increase
 - Note year guarantee requirements
- **Free quarterly webinars on educational strategies to increase direct bookings hosted by Find Rentals**
- **Sign-up for a free fireside chat on May 19th 1:00 PST to learn more about Find Rentals and this NWVRP time sensitive Special Offer**

To learn more: <http://www.findrentals.com/signup-nwvrp>

Steven Nuenighoff: steve@findrentals.com

Cindy Dahlen: cindy@findrentals.com



Direct Booking Channel

Member Benefits

NWVRP Market Place Offering



NorthWest
VACATION RENTAL
PROFESSIONALS

- Add visibility for your website with direct links to your Website from Find Rentals as a partner of NWVRP. The purpose is to be less dependent on OTSs.
- Find Rentals can post on Social Media with direct links to your website with Find Rental subscription
- **With full inventory subscription to Find Rentals, we will offer a Tower Add with 3-5 SEO key words with your logo and destination photo providing a powerful link for \$1,000 annually. We have the flexibility to try this Tower Add for 3 months at \$300.**
- Note these are exclusive first come- first server, for a single member and available on a city, region or sub region destination level.
- **Also, On Find Rentals Partner Page, we will host a direct link the NWVRP main page and to the member's page**

To learn more: <http://www.findrentals.com/signup-nwvrp>

Steven Nuenighoff: steve@findrentals.com

Cindy Dahlen: cindy@findrentals.com