

DARM

VACATION RENTAL DATA AND REVENUE MANAGEMENT CONFERENCE

Tuesday, August 9

- 7:45 a.m. Registration, Vendor Hall, and Tennessee Sunrise Breakfast Opens
- 8:30 a.m. Morning Motivation with Amber Hurdle: *Championship Teams: The Secret to Winning the Game of Business* (Symphony Ballrooms 2 & 3)
- 9:00 a.m. Welcome and Introductions with 2022 DARM Emcees Tim Cafferty and Jim Olin
General Session with John Suzuki: *The Secret Equalizer* (Symphony Ballrooms 2 & 3)
- 10:00 a.m. *State of the Vacation Rental Industry: Leisure Short-Term Rental Performance and Predictive Indicators* with Jason Sprenkle, CEO, Key Data (Symphony Ballrooms 2 & 3)
- 10:45 – 11:15 a.m. DARM Bakery and Bevs—Meet and Greet Networking Break Sponsored by Red Sky Travel Insurance (Mezzanine Vendor Hall)

11:15 – 11:55 a.m. Breakout Sessions

Rate Strategy and Communication in Today's Travel Landscape

Dynamic pricing is nothing new to vacation rental operators, but the strategies behind it are shifting to adapt to the evolving travel landscape. What market indicators should revenue managers look for to signal rate adjustment? How can an effective revenue approach support local operations—and deliver results for homeowners—during peak season or, conversely, fill gaps in the booking calendar while maintaining price integrity? Mike Boehmer will address the new and lasting travel trends impacting yield management strategies in 2022, as well as how to effectively communicate the process and projections to homeowners.

Presenter: Mike Boehmer, VP, Revenue Management, Vacasa

Room: Sound Emporium

Comp-Based Pricing Algorithms

In this session, Buoy CEO Tim Speicher will present the results of a case study where he tested a comp-based algorithm on three listing classes: luxury listings in Joshua Tree, mid-range listings in Washington, D.C., and budget listings in Leadville, Colorado. He created the algorithm from three sources: the comp set median, the expert set median, and the prime booking window. With these three elements set, the users left the algorithm on autopilot (i.e., no manual overrides) so the results would not be skewed by a human revenue manager setting rates.

Presenter: Tim Speicher, CEO, Buoy

Room: Blackbird Studio A

2023 Outlook: Scale Your Vacation Rental Business with Purpose and Precision

Join AirDNA's session to discover the key traits of the most successful vacation rental managers and gain benchmarking pro tips to avoid leaving money on the table while acquiring the right properties. This is the perfect session for anyone looking for definitive answers to questions like, what metrics to watch? How to remain competitive in your market? Which markets are going to see occupancy decline in the future? Get ready to discover how to analyze markets for expansion, acquire more listings, increase revenue, improve owner retention, and decrease homeowner churn.

Presenter: Jamie Lane, VP, Research, AirDNA

Room: Southern Ground

Five Data-Driven Strategies to Power Your Email Marketing

Now more than ever, rental managers are required to keep a watchful eye on market trends and be willing to adapt to an ever-changing landscape. Knowing which data points to observe and how to effectively leverage them plays a critical role in maximizing your return. With the help of Mark Bastin providing insights from a property manager's perspective, Hannah Dylewski and Britt Benson-Greer will explore five data points and how you can use them to better inform your email marketing strategies.

Presenters: Mark Bastin, Hannah Dylewski, and Britt Benson-Greer, RealTech

Room: Blackbird Studio B

Show Me the Money: Five Steps to Take When Preparing Your Company to Sell

We are in an interesting time in the short-term rental industry where owners of vacation rental companies are being pursued daily by potential buyers. While the demographic of these buyers can be vastly different, most are interested in similar metrics and KPIs. Before responding to these buyers, there are vital items to consider to ensure your business is best positioned to sell. Join M&A advisor Jacobie Olin and M&A attorney Daniel Benavides as they discuss today's best practices when preparing your company to sell.

Presenters: Daniel Benavides, Sandman Savrann PLLC; Jacobie Olin, President, C2G Advisors

Room: Ocean Way

Think Tank: Franchise Models in the Vacation Rental Industry

This panel will discuss existing franchise models in the vacation rental industry. We will take a deep dive into the franchise business model, look at growth metrics, and compare and contrast the franchise model with the consolidated models and the independent-operator models.

Panel: Steve Caron, CEO, iTrip; Lukas Krause, CEO, SkyRun; Steve Schwab, CEO, Casago; Moderated by Rob Budd, RentBranson

Room: Symphony Ballroom 3

11:55 a.m. **Lunch and Fireside Chat with Expedia Group's Vivek Bhogaraju, GM, Revenue Performance Solutions, Lodging & Vacation Rental (Symphony Ballrooms 2 & 3)**

1:00 – 2:00 p.m. **4th Annual DARM Battleground: *Let the Games (and Voting) Begin!* (Symphony Ballrooms 2 & 3)**

2:15 – 2:55 p.m. Breakout Sessions

Revenue Management beyond Dynamic Pricing

The discipline of revenue management encompasses more than just dynamic pricing. Join Eduardo Mandri, Angel Host's cofounder and CEO, to understand the holistic approach the company has taken to consistently outperform the markets in which it operates. We will discuss what KPIs matter most and what strategies you can implement to maximize your properties' revenue and outperform your local market.

Presenter: Eduardo Mandri, Cofounder and CEO, Angel Host

Room: Sound Emporium

Portfolio-Level Revenue Management: The Pickup Approach

Drawing on his experience building a team of 10 revenue managers and growing a portfolio of 125 rentals to over 3,000 rentals in 30 US cities, John de Roulet shares his expertise on approaching revenue management for large and growing portfolios. Learning from other industries and leveraging novel ways to aggregate data, John shares how to "find the needle in the haystack" in a large portfolio and apply actionable yet efficient processes to STR/VR revenue management.

Presenters: John de Roulet, Wheelhouse, and Andrew Kitchell, CEO, Wheelhouse

Room: Blackbird Studio A

Tightening the Relationship between Property Data, Guest Experiences, and Profit

Fueled by data from its recent 2022 Property Operations Report, Breezeway CEO Jeremy Gall will lead an interactive and actionable session exploring methods to utilize the guest experience as a force multiplier for profit. With the first few minutes of every guest's stay being the most impactful, paving the way for an optimal guest experience often begins with streamlined property readiness and operations. Jeremy will break down the formula of organizing internal teams, scheduling routine and preventative maintenance, and optimizing one's tech stack to exceed guest expectations; and how through each of these outputs one can utilize guest satisfaction to increase profit margins. Understanding the relationship between property tools and data can make all the difference in not only your bottom line but your guests' interaction with your brand.

Presenter: Jeremy Gall, CEO, Breezeway

Room: Southern Ground

Pay Per Click (PPC) & Geotargeting: Demystifying the Tracking Data Overload

Just how effective is your PPC game? Are you getting the right ROI? What about targeting the right audience and geographic areas? Can you compete against OTAs with their big money? Join ICND as they answer these questions and break down the radical changes Google and Apple have made over the past few years and how they are affecting your investment. We will unveil some mind-numbing stats about privacy settings, tracking, and what this whole "cookieless" terminology is all about so you can be armed with the right knowledge for your growth.

Presenters: Paul Hanak, ICND, and Brandon Sauls, CEO, ICND

Room: Blackbird Studio B

Executing an Exit Strategy or Preparing for a Pull-Back: Guide to Navigating the Current Market

In this session, Ben Edwards will discuss tangible strategies with which to complete a successful exit strategy and avoid the looming economic slowdown, while identifying key tactics to employ to ensure

your business can navigate the road ahead.

Presenter: Ben Edwards, President, Weatherby Consulting

Room: Ocean Way

Think Tank: How Is Consolidation in the Vacation Rental Affecting Destination Sustainability?

Destination sustainability is about much more than “green” policies; it is about helping to ensure that the destination will be enjoyable for families for generations to come. Historically, local vacation rental management company leadership has been instrumental in working with state and local officials on major initiatives and projects concerning infrastructure, smart development, city planning, zoning, beach renourishment projects, disaster planning, and so on. Over the past three years, a large number of these prominent locally owned vacation rental management companies have recently sold to large multi-destination companies, leaving a void of influence on destination sustainability. Where are we today? Are the new business models helping to ensure these destinations can still be enjoyed in the future? Are new entrants filling the void? What should our industry be doing to preserve destinations?

Panel: Miller Hawkins, Booe Realty; Claire Reiswerg, President, Sand ‘N Sea; Leslie Becker, Founder and Broker, Smith Mountain Lake Properties; Scott Seay, CEO, VTrips; David Krauss, CEO, Rent Responsibly, and Moderated by Amy Hinote

Room: Symphony Ballroom 3

2:55 – 3:25 p.m. Ice Cream Social Networking Break Sponsored by Red Sky Travel Insurance

3:25 – 4:05 p.m. Breakout Sessions

How to Build a Revenue Management Strategy

In this session, the audience will learn how to conceptualize a revenue management strategy starting from basic building blocks and expanding to more complex and sophisticated detail. They will learn how to break the key levers of revenue management into bite-sized chunks and relate them to actionable guidelines to inform their revenue management approach. The audience will also be given examples of how to document these approaches in a clear manner, giving them the building blocks to increase the sophistication of their revenue strategy as well as the tools to train and scale a team of revenue managers through documentation.

Presenter: John de Roulet, Wheelhouse

Room: Sound Emporium

Vrbo Trends and Property Listing Optimization

Description Coming Soon

Presenter: Jordan Locke, Partner Revenue Performance Manager, Vacation Rentals, Vrbo

Room: Blackbird Studio A

Setting Up Your Key Data Dashboard for Each Department

One of the biggest challenges for enterprise-level VRMs is having all departments aligned with the same mission and rowing in the same direction. In this session, Key Data CEO Jason Sprenkle will share which key performance indicators (KPIs) should be regularly monitored by all department heads, and which KPIs should be monitored by individual departments. He’ll also demonstrate new features and functionality and how to configure shared and department-specific dashboard views.

Presenter: Jason Sprenkle, CEO, Key Data

Room: Southern Ground

Evaluating Online Marketing Performance and Making Rapid Adjustments

In this session, we will review the “trigger points” for when to adjust and change your digital marketing. In today’s ever-shifting market of demand, it is critical that you know when to hit the gas, and when to hit the brakes on your digital advertising and marketing efforts. We will cover from the intermediate to the advanced tactics: return on ad spend, auction reports, impression share, average open rates, and a lot more. Make sure you leverage the power and data behind each marketing platform (Google, Facebook, Instagram, and more) to maximize your marketing performance.

Presenter: Conrad O’Connell, Founder and CEO, BuildUp Bookings

Room: Blackbird Studio B

Using In-Property Technology to Improve Guest, Owner, Management Company, and Employee Experience

In-property technology has obvious benefits for guest experience, but it can also help your management company stand apart from the competition, be more successful recruiting new homeowners, create a better work environment for employees you are trying to recruit and retain, and more!

Presenter: Suneel Goud, VP, GuestView Guide

Room: Ocean Way

Think Tank: Risk Mitigation and Changes in the Travel Insurance Industry

Travel insurance has historically been a critical tool for reducing risk for homeowners and guests and a significant source of revenue. With the increase in the number of bookings coming from OTAs and online sources, how has the role of travel industry changed since COVID? Do new companies understand reducing risk for homeowners as a PM responsibility? How has policy coverage changed? Annie Holcombe will take a deep dive with leaders from the top travel insurance companies in the industry.

Panel: Laird Sager, CEO, Red Sky; Brady Stump, CEO, Rental Guardian; Tony Santilli, National Accounts Director, Generali Global Assistance; and Moderated by Annie Holcombe

Room: Symphony Ballroom 3

4:15 – 5:15 p.m. Keynote Discussion with Spencer Rascoff, Cofounder, Zillow and Pacaso—*Vacation Rental Industry Investment: The Widening Intersection of Real Estate and Short-Term Rentals* (Symphony Ballrooms 2 & 3)

Wednesday, August 10

8:00 a.m. Music City Recovery Breakfast and Vendor Hall Open (Mezzanine and Symphony Foyers)

**8:30 a.m. Recap with Tim Cafferty and Jim Olin
General Session—*Is Business Booming, Hitting a Speed Bump, or Bottoming Out? Data***

***Trends to Drive Decisions for 2023 and Beyond* with AirDNA's VP of Research, Jamie Lane (Symphony Ballrooms 2 & 3)**

9:25 a.m. **General Session—*When the Winds Shift: Optimizing Stay Restrictions to Boost Revenue* with PriceLabs Founder and CEO Anurag Verma (Symphony Ballrooms 2 & 3)**

10:00 – 10:30 a.m. **In-Case-You-Stayed-Out-Too-Late-And-Missed-Breakfast Networking Break Sponsored by Jurny (Mezzanine Level)**

10:30 – 11:10 a.m. Breakout Sessions

Managing the True Source of Your Revenue: Your Homeowners

Filling need periods when you notice a less than desirable dip in occupancy is a vital component of a scalable revenue management strategy. While some need periods can be planned for, others are less predictable. How do you build a balanced strategy to accommodate a last-minute shift in booking pace that boosts occupancy without over-discounting and sacrificing revenue opportunities? If you have ever experienced the financial strain of shoulder season, the panic of a last-minute group cancellation, or the sudden drop in occupancy that comes along with weather events, natural disasters, and other community disruptions, this session is for you.

Presenters: Heather Brown, StayLuxe; Caleb Hannon and Fran Lawrence, StayLakeNorman; Whitney Sauls, Sloane Realty; and moderated by Valerie Clagett, Rented

Room: Sound Emporium

Current Travel Trends & How Airbnb is Adapting to Them

Propelled by the flexibility created by remote work, travel is undergoing a fundamental change. This session covers recent travel trends, how Airbnb is adapting to them, and how you can adapt to them too.

Presenter: Julia Herrington, Airbnb

Room: Blackbird Studio A

Leverage Competitive Intelligence and Industry Data for Profit

In this session, David will analyze the tactics and strategies used by some of the biggest brands in our vertical. Utilizing multiple cross-sectional data tools, he will demonstrate ways to drive higher profits and streamline email marketing, pay-per-click campaigns, display campaigns, and make informed marketing and business decisions.

Presenter: David Angotti, Cofounder, StaySense

Room: Southern Ground

Are We Pricing Repeat Guests Out of Our Markets? Prioritizing Repeat Stays

Description Coming Soon

Presenter: Tyann Marcink, Queen of Guest Experience, Touch Stay, Cohost of *The Guest Cast* podcast, and Founder, Missouri Haus and Branson Family Retreats

Room: Blackbird Studio B

The Truth about Scale: An In-Depth Look at Which Components of a STR Business Benefit from Scale

With over 3,000 properties under management and 25 office locations between the US and Mexico, Casago continues to develop the best practices, strategies, and tricks to successfully scale its operations. During this session, Casago CEO Steve Schwab will share strategies, worksheets, and best practices it utilizes to empower its local operating businesses to thrive in even the most competitive markets in the world. We have seen the vacation rental marketplace changing from a cottage industry 10 years ago to a Wall Street darling. Managers across the country are now faced with the reality of competing with well-funded and, in some cases, even publicly traded national organizations. What can we learn from these scaled business models, and how can we implement them into our local businesses to help increase efficiency, de-risk our business, reduce overhead, accelerate growth, and increase profit?

Presenter: Steve Schwab, CEO, Casago

Room: Ocean Way

Think Tank: What Does the VR Tech Stack Look Like in 2023 and Beyond?

How many technology systems and tools are vacation rental management companies using today? How do they fit together, and how do new entrants make buying decisions? And how do companies expect hospitality employees to be effective in their roles with so much new tech to learn? Executives from companies under the Inhabit umbrella discuss the future of technology and integrations for vacation rental managers.

Presenters: Lynell Gordon, LSI; Desiree Garcia, RevMax; Amber Trzinski, Bluetent; Tiffany Butterfield, Streamline; Jessica Singer, LiveRez; Chris Savino, Lynnbrook; Brady Stump, Inhabit; and Moderated by Lino Maldonado, BeHome247

Room: Symphony Ballroom 3

11:20 a.m. – 12:00 p.m. Breakout Sessions

Let's Get Serious about Revenue Management

Looking to take your revenue management strategy to the next level? Join us as we dive into the latest vacation rental pricing and distribution strategies and uncover ways to stay ahead of your competition. From stay restrictions and discounting to channel management and segmentation, this session is a chance to learn the ins and outs of an advanced short-term rental revenue management strategy.

Presenters: Jeff Breece and Ryan Saylor, Beyond

Room: Sound Emporium

What Is Changing in the OTA/Distribution Landscape

After hearing from both Airbnb and Vrbo, this panel will discuss the changes they have seen in the channels over the past year; the successes and challenges in optimizing listings, rates, and promotions on the top OTAs; and what changes they expect to see over the next year.

Panel: Cameron Felton, Evolve; Sarah Franzen, Natural Retreats; Emily Pattillo, Highgate; Cidalia Pinto Coelho, Awaze/Novasol; and Mike Boehmer, Vacasa

Room: Blackbird Studio A

Building Your Web: Online Strategies to Drive Direct Traffic, Increase Brand Visibility, Strengthen Community Relationships, and Create Recurring Revenue

Thinking outside the box, learn various online strategies that will drive direct traffic to your site, increase

the visibility of your brand, strengthen your relationship within the community in which you live, and even create recurring revenue. In this session, Travis Wilburn will share how to build relationships with other tourism partners (affiliate networks) using tech stacks outside the VR space that help drive revenue and relationships. In addition, Wilburn will showcase how to build your own private DMO website that will help create revenue and drive traffic to the VR's website using social media best practices, walk through various tech that will help create and grow email lists, and ultimately, create a web that has multiple sales funnels that help grow direct traffic and reduce OTA dependence.

Presenter: Travis Wilburn, CEO, Stay Charlottesville

Room: Blackbird Studio B

How to Use Data to Ignite Your Inventory Growth Success

Data is the fundamental element for the success of your inventory growth strategy. It helps you predict your return on investment, tells you which markets and which homes to target, gives you homeowner contact information to fuel your marketing efforts (and unlock new channels), and ultimately helps you optimize your sales and marketing strategy. Without data, you are essentially driving blindfolded. In this session, Vintory CEO Brooke Pfautz will show you how to use data to illuminate every stage of your inventory growth efforts so you can maximize your success.

Presenter: Brooke Pfautz, CEO, Vintory

Room: Southern Ground

Long-Term Value Building for Executives: Building Value in Your Business to Accomplish Long-Term Goals and Exit Strategies

You are busy building your business, but are you building the value of your business? Understanding the fundamentals of business value is the key to creating a valuable enterprise that you can convert to personal wealth, funding your lifestyle, retirement, or family legacy goals. Courtesy of Whichard & Woolard Wealth Management Group of Wells Fargo Advisors, Tracey Gillespie's session will review VRM market trends and valuation dynamics that can inform your value-creation strategy, examine the impact of risk, answer your questions regarding ownership transition options, and discuss best practices successfully used by other company owners as they prepare for their future.

Presenter: Tracey Gillespie, Wells Fargo

Room: Ocean Way

Think Tank: Ancillary Revenue Opportunities for VRMs: Exploring Additional—and New—Sources of Revenue Rental revenue isn't the only source of income available to today's PMs, including services, activities, EV charging, Wi-Fi landing pages, partnerships, and much more. In this panel, Wes Walker will lead a deep dive into new non-commissionable revenue streams available to vacation rental managers.

Panel: Eric Broughton, CEO, Ok2Charge; Arthur Colker, CEO, StayFi; Jeremy Gall, CEO, Breezeway; Matt Loney, CEO, Xplorie; Alisa Justice, VP, Silicon Travel; and Wes Walker, CEO, Propersum

Room: Symphony Ballroom 3

12:00 – 1 p.m.

Lunchtime Motivation Sponsored by Inhabit—Rented CEO Andrew McConnell, *Get Out of My Head: Creating Modern Clarity with Stoic Wisdom* (Symphony Ballrooms 2 & 3)

1:00 – 2:00 p.m. **4th Annual DARM Battleground: The VRM Shark Tank Continues—Voting Still Open— (Symphony Ballrooms 2 & 3)**

2:00 – 2:30 p.m. **Cheese and Chocolate, Book Signing, and Networking Break (Mezzanine Level)**

2:30 – 3:10 p.m. **Breakout Sessions**

Climbing Out of the Valley: Scalable Strategies for Filling Need Periods

Filling need periods when you notice a less than desirable dip in occupancy is a vital component of a scalable revenue management strategy. While some need periods can be planned for, others are less predictable. How do you build a balanced strategy to accommodate a last-minute shift in booking pace that boosts occupancy without over-discounting and sacrificing revenue opportunities? We will cover end-to-end strategies you can implement to help identify, promote, and fill need periods including: using historical search trends and booking data to anticipate need periods; crafting a strategy-driven offer or promotion to stimulate demand; coordinating your revenue management strategy with your website and digital marketing efforts; tracking, measuring, and repeating your success; and preparing back-pocket strategies to navigate the unexpected. If you have ever experienced the financial strain of shoulder season, the panic of a last-minute group cancellation, or the sudden drop in occupancy that comes along with weather events, natural disasters, and other community disruptions, this session is for you.

Presenters: Eve Anderson and Tim Schutts, TravelNet Solutions

Room: Sound Emporium

How (and Why) Revenue Support Is Linked to Homeowner Support and Vice Versa?

Building a strong organizational relationship between homeowner management and revenue management is critical for future property management success. Revenue managers need to understand homeowner motivations on a property level in order to build strategies. And homeowner relations managers need to be able to understand and communicate revenue strategies with homeowners. In this panel, we'll talk about homeowner motivations, personas, and communications and compare property management with asset management strategies.

Panel: Chad Blankenship, VTrips; Pat Denny, Holiday Isle; Heather Richer, Richer Logic; Max Schuster, StayMarquis; and moderated by Tim Cafferty, Outer Banks Blue

Room: Blackbird Studio A

How to Drive Direct Bookings and Steal OTA Traffic

As an employee of a niche OTA, Brittany has thoroughly studied how large brands and OTAs drive traffic and developed a mindset of achieving similar results on a budget. She will outline the process used and tools needed to build a brand to millions of website visitors. This knowledge can be leveraged for direct bookings.

Presenter: Brittany Mendez

Room: Blackbird Studio B

Data-Driven Property Managers: How to Grow VRM Profitability with Financial Data You Already Own

As the number of short-term rental properties you manage increases, so does the complexity and volume of your accounting processes. For each bill, invoice, withdrawal, deposit, and every transaction in between, financial data is involved, and your PMS may not capture all the information that is

important to your business. Searching it out after the fact is painstaking and time-consuming, so this leads to full reconciliations only being done periodically, leaving rental property managers blind to their real cash position for most of the year. Luckily, the vacation rental landscape is evolving too, and more managers are leveraging the power of automation to simplify accounting processes, so they can focus on building the bottom line. We will break down how property managers can make accounting workflows more efficient and use real-time insights to improve their companies' financial positions.

Presenter: Jesse Ehret, Founder and CXO, Ximplifi

Room: Southern Ground

Employee Recruiting and Retention: Building—and Keeping—a Winning Team

Description Coming Soon

Presenters: Sue Jones, CEO, HR4VR; and Steve Trover, CEO, Better Talent

Room: Ocean Way

Think Tank: The Next Generation Has Arrived: A Look at What Is Driving New Entrants in the Vacation Rental Industry

The vacation rental industry is undergoing a transition as legacy companies sell and new companies emerge. Let's talk about what's driving these new entrants to the industry, what gap they're filling, and what is different in how they are approaching the sector.

Panel: Heather Brown, Co-Founder and CEO, StayLuxe Properties; TBA, AvantStay; Clint Skidmore, COO; LMPM; Luca Zambello, CEO, Jurny; and Alex Zemianek, JZ Vacation Rentals

Room: Symphony Ballroom 3

3:20 – 4:00 p.m. Breakout Sessions

Building Your Revenue Management Team: In-House, Outsource, and Everything in Between

Description Coming Soon

Presenter: Heather Richer, Founder, Richer Logic and ASTRHO

Room: Sound Emporium

Revenue Management Technology: What Functionality Is Still Missing? Revenue Managers Sit Down with Tech Execs to Influence Future Road Maps

After seeing all the new features and functionality in data and revenue management technology, what is still missing? In this highly interactive session, advanced revenue managers will sit down with tech executives and discuss road maps and wish lists.

Panel: Revenue Managers' Q&A with James Burrows, CCO, Rentals United; Andrew Kitchell, CEO, Wheelhouse; Andrew McConnell, Rented; Ryan Saylor, VP, Beyond; Maureen Shilling, Cofounder, RevMax; Anurag Verma, CEO, PriceLabs, Moderated by Sarah Franzen and Emily Pattillo

Room: Blackbird Studio A

Website Design and Testing: Rethinking How We Have Always Done It

What if we just started from scratch? A candid discussion on the state of website design in the industry and how we can all approach design, iteration, and testing through the lens of a post-COVID19 consumer.

Presenter: Amber Carpenter, VTrips

Room: Blackbird Studio B

Grow Your Property Inventory Using OwnerPoint's Data and Growth Platform

Description Rentalz.com is the only booking platform that provides property managers with the hands-on tools to identify and target the most lucrative properties. The company developed OwnerPoint to provide its property manager partners with a powerful growth platform. In this session, OwnerPoint founder Larry Hoffer will demonstrate real-life examples of how you can use OwnerPoint to give you a greater understanding of the rapidly changing real estate market profile, and then identify and target the homeowners of the properties you would like to attract to your inventory. OwnerPoint includes a complete data platform, a compelling proposal tool, and a fully integrated CRM that delivers the homeowners' email addresses, phone numbers, and demographic profiles.

Presenter: Larry Hoffer, CEO, OwnerPoint

Room: Southern Ground

Diversifying beyond Airbnb and Vrbo with Got2Go, At Ease, HomeToGo, Hopper, and Whimstay

While new distribution sites pop up regularly, some are gaining a ton of steam. If you are looking to diversify your channel mix, these channels are professionally managed and help vacation rental managers increase revenue and reach new audiences. Join *Real Women of Vacation Rentals Podcast* hosts Alex Husner and Annie Holcombe as they take a deep dive into these hot new sites.

Panel: Alexa Aliota, Whimstay; Bryan Boice, HomeToGo; Anthony Gantt, At Ease; Craig Musumeci; Got2Go; John Stokinger, Hopper; and moderated by Alex Husner and Annie Holcombe

Room: Ocean Way

Think Tank: The Impact of Private Equity Investment in the Vacation Rental Industry and What the Future Holds

Over \$100 billion in private equity investment has been injected into the vacation rental industry over the past six years. How has this money changed the industry? In this panel, we will take a 360-degree view of the investment cycle and the impact PE investment has had on innovation, demand, service, and profitability. We will also talk about how market conditions affect future investment and changes in investors' expectations.

Panel: Stephanie Koenig, Stoic Lane; Ben Edwards, President, Weatherby Consulting; Scott Seay, CEO, VTrips; Sean Breuner, AvantStay; and moderated by Amy Hinote

Room: Symphony Ballroom 3

4:10 – 5:15 p.m. **Can't-Miss Closing Keynote—Best-Selling Author Aaron Ross: *From Impossible to Inevitable* + 2022 DARM Battleground Awards (Symphony Ballrooms 2 & 3)**