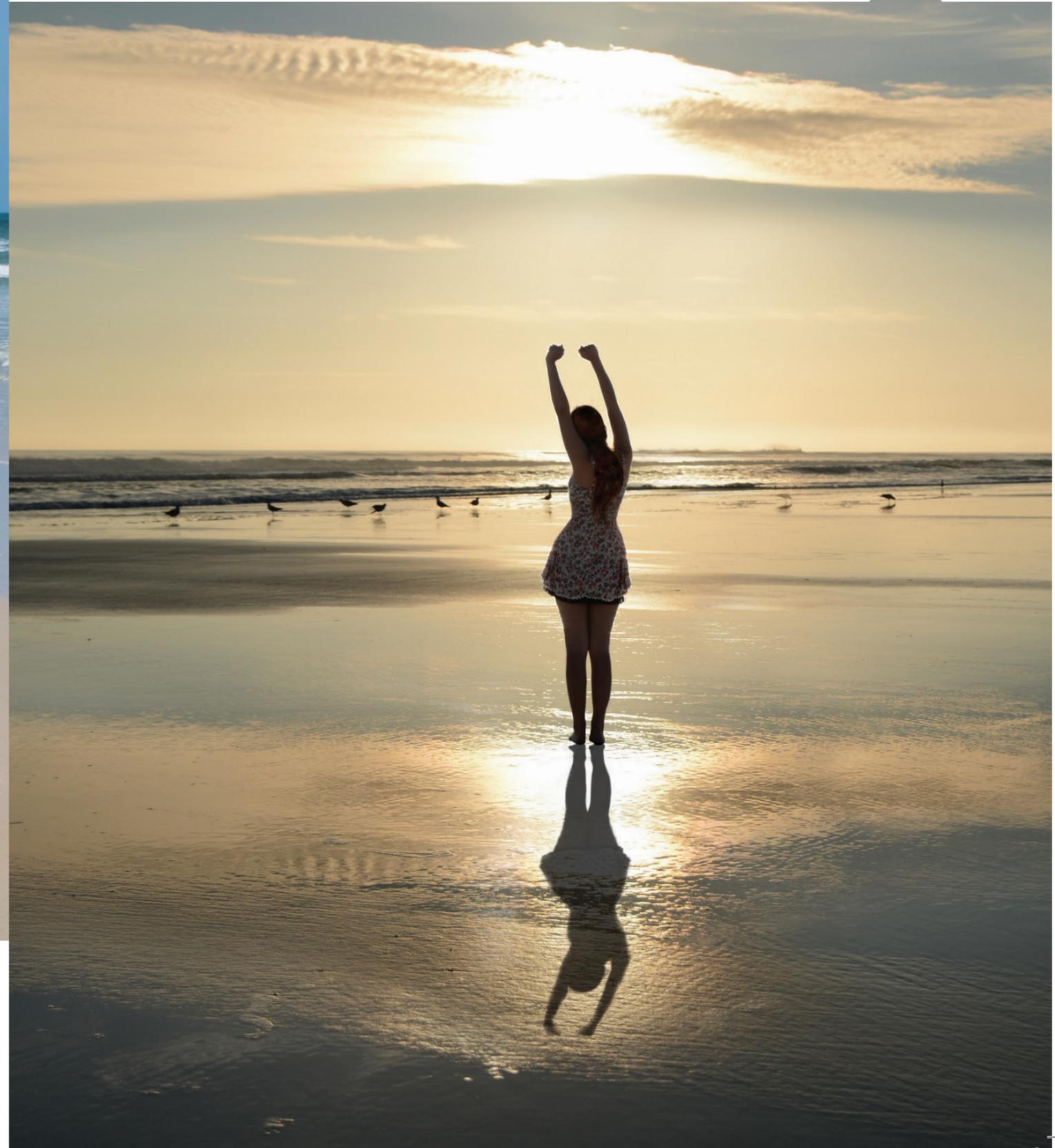


Your Vacation Destination



**itrip**vacations



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**itrip**vacations

### The **New** Chapter

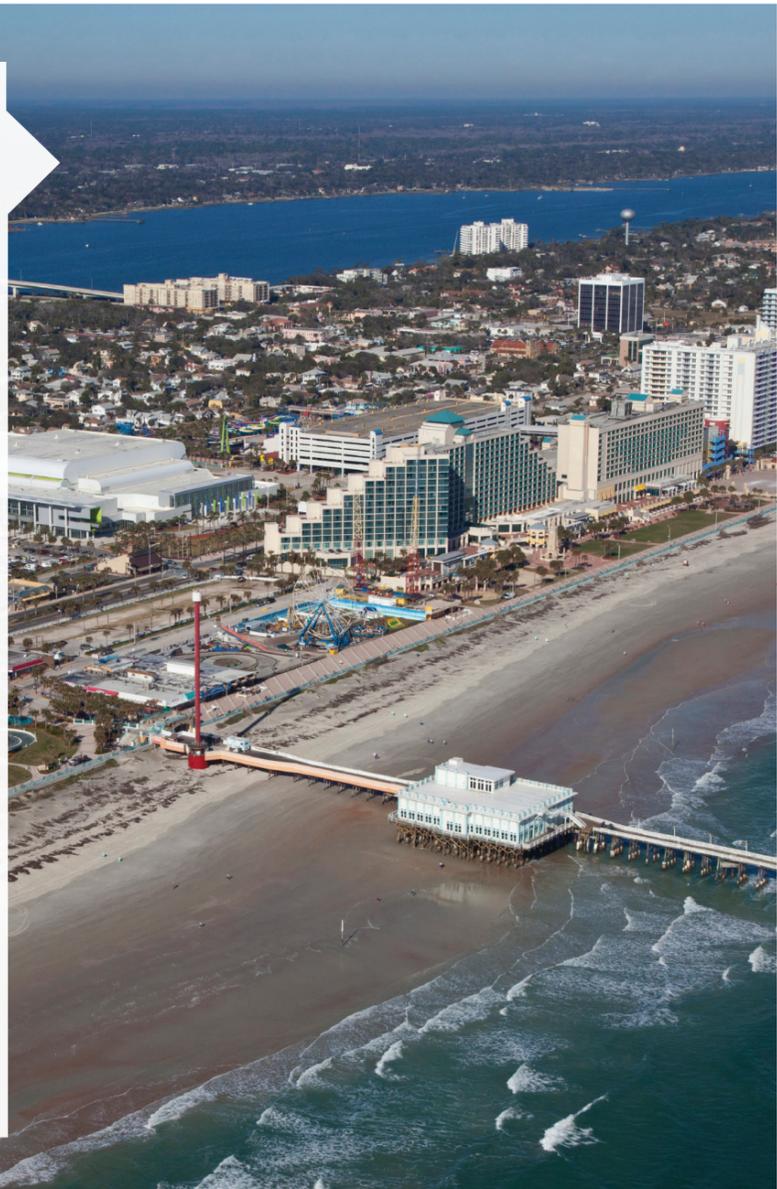
Personally select the best properties. Each iTrip® Local property manager personally selects the best properties, so we can keep our standards high and brand intact.

### Very **Competitive** Fees

Are you tired of overpriced property management fees and mediocre service? Frustrated with the challenges of doing it yourself? iTrip offers a full-service solution with very competitive rental and management fees.

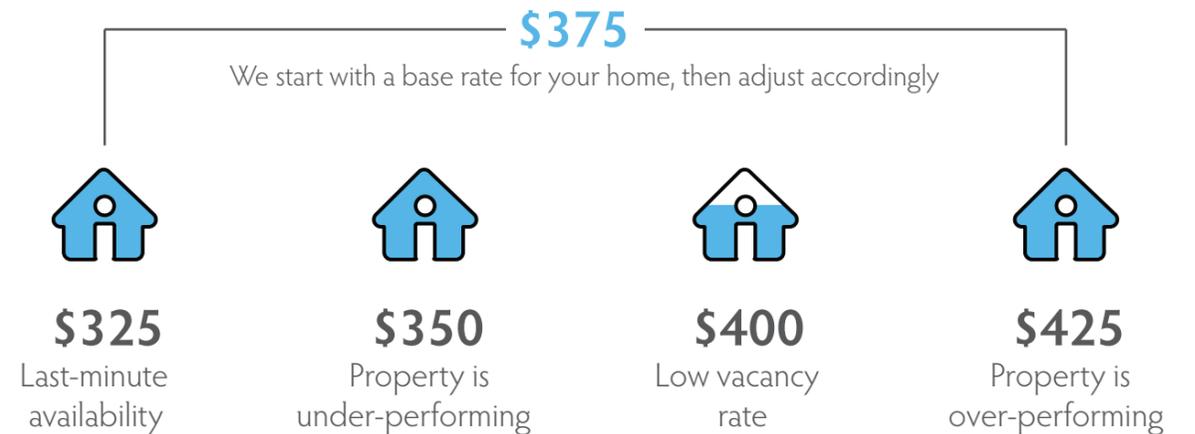
### **Revenue, Service & Transparency**

Our focus is on making sure you are more than satisfied with both the revenue we generate for your property and the wonderful experience we deliver to the rental guest. With our international, multifaceted, marketing approach, we will drive more revenue for you. With our 24/7 owners back office, you will always know exactly what is going on with your property and the financial results you are achieving.



## Dynamic pricing

One price does not fit all. We use several pricing techniques to maximize revenue for you. Just like the airline and hotel industries have done for years, iTrip uses data to set pricing. We then modify it based on perishability in order to maximize revenues.



## Filling **Gaps** Between Reservations

In order to fill gaps between reservations, we send discounted offers to guests on either side of the open dates. This helps fill more nights that would otherwise be unlikely to book and increases incremental revenue for you.



Both of these guests receive an email from iTrip offering them to extend their stay for a discounted rate

## A Better Model

iTrip began in 2008 with one goal in mind: Bring the best of the traditional vacation rental management industry together with the marketing power, efficiencies and economies of scale of an international Internet marketing machine.

As we surveyed the North American landscape, we noticed that due to the nature of this fragmented industry, few were truly leveraging the power of the Internet. Most were focused on that same core group of guests who came back year after year.

We wanted to build a model that allows owners to have the best of both worlds. Local property management to ensure your property is professionally managed, all while having worldwide exposure in front of the "right" rental guest. We wanted to build a model that stripped the excess fees that most rental companies charge, leverage our efficiencies, and pass the savings onto you, the property owner.

If you are tired of the status quo, then let iTrip share with you our differences, and learn how we plan to give your property the maximum exposure to the "right" guest.

**Thanks for considering iTrip.**

Meet the Vacation Rental Management Company that is **rewriting** the book on the vacation rental industry

## Owner Testimonials

My revenue is up 78% from my previous company. Need I say more?

**John S**  
iTrip Rental Owner

“ The first thing we do when we are planning a vacation is to check and see if iTrip has a presence in that location. With over 100 vacation destinations being served by iTrip, we know that when we arrive, our vacation rental property will be just like we want it. We have used iTrip over and over again. We are even teaching our adult children about iTrip. ”

**Elizabeth H**  
iTrip Guest

“ This was our first vacation rental experience. I must say my wife was nervous. She kept saying, what if it doesn't look like it does online when we show up? I am not sure what it was about iTrip, but I just trusted them. To my wife's surprise, when we opened the door, the property looked just like it did online. We had a great vacation with the kids and grandkids. We will be using iTrip again. ”

**Sharon J**  
iTrip Guest

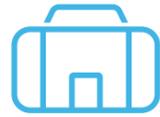


“ We had an issue with one of our guests, and it was great having iTrip managing our property. They were professional, fair, but firm. The guest actually thanked them at departure for handling the situation in such a timely and professional manner. It is nice for a company to look out for the owners' interest and not just their own. ”

**Sherry M**  
iTrip Rental Owner

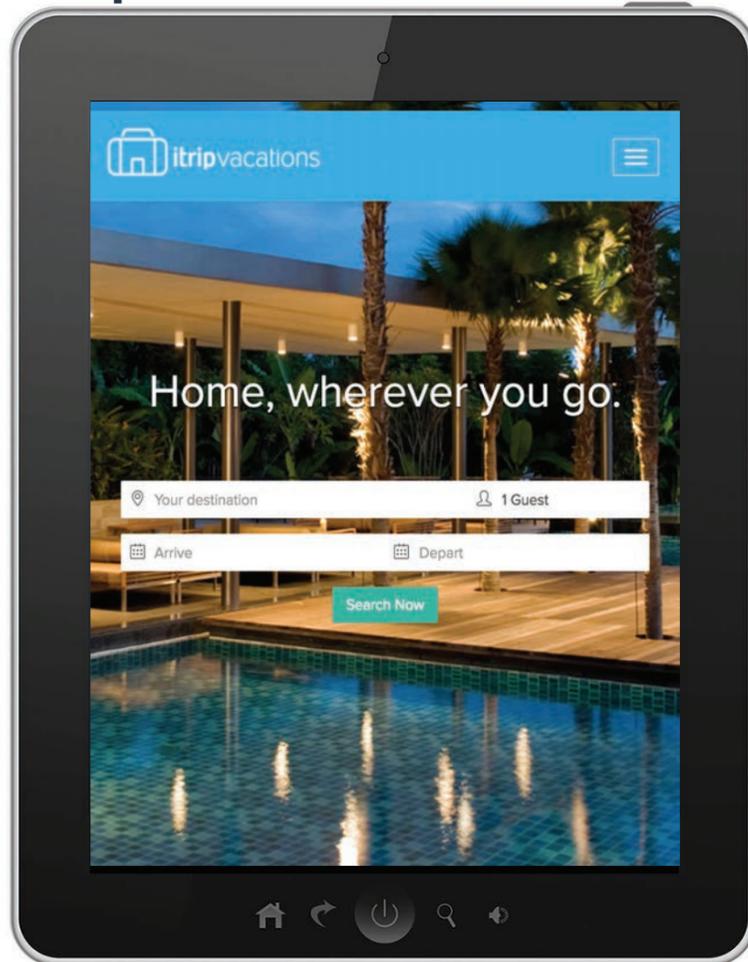
“ Communication, or lack there of, was the main reason we switched management companies. With our previous company, they would take days to respond. With iTrip, I have direct communication with the local manager in my market. This is how I deserve to be treated. ”

**Lisa J**



An **Unparalleled** Guest Experience

**itrip**vacations



## Make Them **Smile**

Guests greatly appreciate the professionalism and simplicity of the iTrip booking process. Some even take advantage of the state-of-the-art online booking engine. Our local cleaning and maintenance teams ensure the unit is properly prepared for the arriving guest. iTrip's standards are second to none in the industry.

## Tip of the Iceberg **Marketing**

When your property is hosted on the iTrip site, this is just the tip of the iceberg. In addition to professional marketing on the iTrip site, your property is also listed on some of the most visited websites for vacation rentals. Sites like VRBO, HomeAway, Vacation Rentals.com, Trip Advisor and Flip Key. The page views on an annual basis for all of these sites totals in the millions per month.

## **Strategic** Content

In addition to professional photographs of your property, we also produce a virtual tour (movie) of your property as well. Both the photographs and video help the guest visualize a vacation in your home. We also strategically embed alt and meta tags in these photos and videos to enhance optimal Web search results.

## Customer **Service**

Our focus isn't just on you. We also ensure the experience the guest has both before and during their stay is of the highest level. With our new industry-leading mobile app for iPhone, iPad and Android, our guests are more connected than ever. The information they need is always there for them 24 hours a day with features like GPS driving directions, local events, attractions, automated help center, and Check In and Check Out at their fingertips on their smartphone.

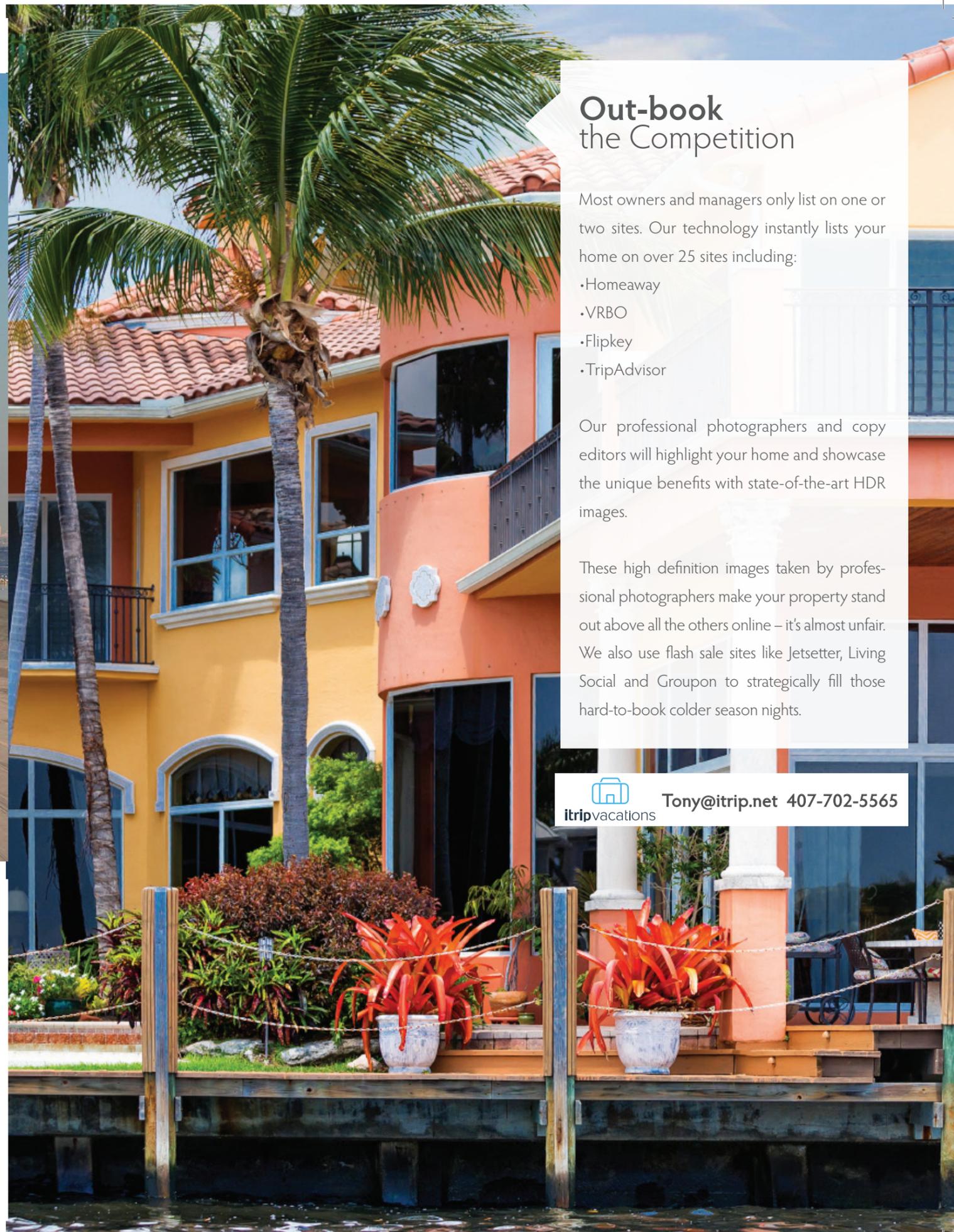


“With iTrip’s “Rapid Response” system, I know that anyone looking at my property is being professionally communicated within five minutes max. That is customer service. No wonder my bookings are up so much.”

**Jim & Amanda B**  
iTrip Rental Owner

“\$50 light bulbs! This is what my last company charged me to change a light bulb. With iTrip, it is FREE. You can tell the owners of iTrip own vacation rentals themselves because they treat owners like they want to be treated. Fair!”

**Stephen S**  
iTrip Rental Owner



## Out-book the Competition

Most owners and managers only list on one or two sites. Our technology instantly lists your home on over 25 sites including:

- Homeaway
- VRBO
- Flipkey
- TripAdvisor

Our professional photographers and copy editors will highlight your home and showcase the unique benefits with state-of-the-art HDR images.

These high definition images taken by professional photographers make your property stand out above all the others online – it's almost unfair. We also use flash sale sites like Jetsetter, Living Social and Groupon to strategically fill those hard-to-book colder season nights.



Tony@itrip.net 407-702-5565

## Owner Testimonials

“ With my last management company, my property was only listed on two sites. With iTrip, they have my property listed on all the top sites. Last check, those sites reached into 120 different countries. That is the kind of marketing I am talking about. No wonder my revenue increased 45% last year. ”

**Jonathon T**  
iTrip Rental Owner

## The **Financial Metrics** Speak for Themselves

The real secret to iTrip's success in maximizing revenue for your property goes way beyond some pretty photographs and virtual tours. The real secret lies in the financial metrics we operate off of to drive revenue. This takes all the guesswork out of where the rental guest is searching.

## Greater **Revenue**

Due to iTrip's economies of scale and sophisticated marketing approach, on average we generate 25% greater gross rental revenue than our competitors.

## **Rapid Response** to the Rescue

iTrip's rapid response system ensures that no more than five minutes goes by without some form of communication with the inquiring guest. In fact, according to industry stats, iTrip's response rate is 500% greater than the industry average. This leads to more booking for your property.



## Advanced **Yield Management** Algorithms

With our online booking and rapid response system, our conversion rates exceed the industry averages by 300%. Our yield management algorithms adjust pricing based upon seasonality and offer lower rates for specific time frames that are unlikely to book, and higher rates during high-demand periods, providing increased rental revenue for your property.