



Short-Term Rental Property Management Franchise: A Quick Dive



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www.americasgreatestfranchises.com

Business Basics and 2-Minute-Drill

Industry	Vacation and Urban Short-Term Rental Property Management	Inception	2008 (Franchising since 2015)
Franchise Locations	110+	Corporate Locations	1
Initial Funding Cost: <u>Primary Market</u>	\$75,000	Estimated Total Investment (12 - 18 Months)	\$130,000 - \$150,000
Initial Funding Cost: <u>Boutique Market</u>	\$55,000	Estimated Total Investment (12 - 18 Months)	\$105,000 - \$125,000
Military Veteran Discount	10% off franchise fee	Required Net Worth	\$200,000
Item 19?	Yes	Royalty	4% - 6.1%
Time Investment	Full-time owner/operator	Available in Canada/Internationally?	No, U.S. only (U.S. Citizens only)
Home based?	Yes	Number of Employees Per Location	Employees are not required
Exclusive Markets?	Yes (territory protection)	Corporate Support?	Yes, including onboarding and ongoing personalized training and support
Flexible Hours?	Yes	Property Management Experience needed?	No. Prefer 15 years of general business experience.
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About iTrip

The short-term rental industry continues to see high levels of demand. Many travelers prefer to stay in a short-term rental property over a hotel.* iTrip is a full-service, technology-driven, home-based, short-term rental property management company with franchisees in over 100 seasonal and urban destinations. Our mission is to provide franchise owners with industry-leading technologies, proven processes, and expansive marketing strategies, so they can create a lifestyle business.

For more than 15 years, iTrip has helped short-term vacation and urban property management franchisees generate a residual, uncapped revenue stream in an industry seeing continued growth. Why not take advantage of a thriving business opportunity in a rapidly expanding industry?

*Source: iPropertyManagement.com

Why iTrip?

iTrip offers you a turnkey business opportunity that launches quickly. You are up and running in a matter of weeks!

- No experience required. State-of-the-art systems and proven processes.
- No products to buy, warehouse or distribute.
- No building to lease, no retail location. Home-based business.
- No accounts receivables. All bookings are prepaid.
- No employees required.
- Personalized, comprehensive training and support provided.
- All you need is a car, smartphone, and computer with a printer.

As experts in the short-term rental **property management industry**, we understand that technology is key to growing a business. That's why iTrip's expansive array of digital marketing tools and technologies drive bookings and provide support to run an efficient and scalable property mangment business.

Here's what we do to help franchise owners drive growth and exposure:

iTrip properties appear on over 80 national and international listing sites, including Airbnb, Vrbo, Booking.com, Marriott Homes & Villas, and TripAdvisor, allowing properties to be seen by millions of prospective rentals guests. These listing sites are iTrip Channel Partners and NOT COMPETITORS.

Frequently Asked Questions

1. What unique advantages does iTrip have over other short-term rental property management companies?

The advantages are expansive; see www.americasgreatestfranchises.com for more details.

- Full-time local owner/operator model, which provides a boutique level service to property owners and visiting guests.
- iTrip properties are marketed more broadly and seen by more prospective rental guests and travelers due to our expansive marketing campaigns, which result in more bookings and more property owner revenue.
- Award-winning software platform to support all aspects of the business. For example, Vrbo Elite Software Partner recipient every year since its 2018 inception.

2. How does iTrip position itself against Airbnb, Vrbo, and other listing sites? We view sites like Airbnb and Vrbo as channel partners, not competitors. These platforms are listing or booking sites that we utilize to showcase our properties. With access to over 80 such sites, iTrip ensures maximum exposure for properties, akin to how MLS listing sites operate for properties on sale.

3. What marketing strategies does iTrip employ to attract rental guests? iTrip employs a multifaceted digital marketing approach. This includes search engine optimization (SEO), daily social media posts and blogs, and pay-per-click (PPC) online advertising. The goal is to maximize property exposure, leading to more bookings and revenue.

4. What's the initial investment for an iTrip franchise? The investment varies based on the territory type: \$55,000 for a Boutique Market and \$75,000 for a Primary Market. Additionally, franchisees should account for working capital during the business launch, exclusive of personal living expenses.

5. Is there a need to lease or purchase commercial space for this business? No. One of iTrip's significant advantages is its low overhead. Franchisees operate from home, eliminating the need for commercial leases or property purchases. This approach also saves on associated costs like furniture, equipment, and vehicles.

6. **Is iTrip suitable for couples and families?** Absolutely! iTrip presents an ideal family business opportunity. It's not just a business; it's a legacy that can be passed down to future generations.

7. **What role does an iTrip franchisee play?**

An iTrip franchisee's role revolves around three core responsibilities:

- **Property Acquisition:** Attract properties to manage.
- **Booking Management:** Ensure these properties receive bookings.
- **Property Care:** Oversee property maintenance, cleaning, and linen changeovers.

iTrip supports its franchisees throughout, offering training, proven strategies, and tools to excel in their market. While iTrip handles the bookings, franchisees manage the service providers ensuring top-notch property care.

Support System and Proven Processes

In 2008, iTrip's inception was driven by our founders' personal challenges in finding satisfactory short-term rental property management solutions. Faced with limited options, high fees, and restrictive owner conditions, they pioneered a comprehensive program that addressed these issues, streamlining processes to optimize revenue. Fast forward to today, iTrip franchisees proudly manage short-term rentals in over 100 U.S. markets.

Our firsthand experience, coupled with our success in adapting the model to diverse markets, underscores the value and expertise you gain from partnering with us. By collaborating with our dedicated support team and leveraging our tried-and-true processes, you're equipped with a blueprint rooted in years of industry knowledge.