

Owner Growth Checklist

15 Items Every Vacation Rental Manager Needs to Grow Their Portfolio

Growing a vacation rental portfolio isn't about luck. Companies that consistently add high quality owners have systems in place that combine **revenue performance, marketing authority, and owner acquisition strategy**. Use this checklist to evaluate whether your company is positioned for sustainable growth.



Revenue Performance Foundation

Owners want proof that you can outperform the market.

- ✓ Benchmark your performance against the market using tools like Key Data or similar platforms
- ✓ Track ADR, RevPAR, occupancy, booking lead time, and length of stay
- ✓ Implement dynamic pricing that adjusts based on demand
- ✓ Regularly review local events and demand drivers affecting pricing
- ✓ Create revenue performance reports you can show potential owners

If you can't clearly demonstrate performance advantages, owners will choose someone who can.

Marketing Authority

Owners research property managers the same way guests research vacation rentals.

Before they call you, they evaluate your online presence and brand authority.

- ✓ Website clearly communicates your revenue strategy and marketing capabilities
- ✓ Strong SEO presence for your local market
- ✓ Content and blogs that position you as the destination expert
- ✓ Active social media presence showcasing properties and local experiences
- ✓ Digital advertising campaigns targeting both guests and potential owners

Your marketing should communicate expertise, not just availability.

Owner Acquisition Strategy

Owner growth should never be accidental.

The best property managers treat owner acquisition as a structured marketing function.

- ✓ Dedicated owner acquisition landing page on your website
- ✓ Clear messaging explaining why owners should choose your company
- ✓ Email campaigns designed for owner education and engagement
- ✓ Targeted digital advertising aimed at property owners
- ✓ Data-driven outreach using property owner databases

If owners can't clearly understand your advantage, they won't convert.

The Full Spectrum Alignment Test

The most successful vacation rental companies align three functions:

Revenue Strategy → Marketing Authority → Owner Acquisition

When aligned:

- ✓ Revenue strategy drives marketing messaging
- ✓ Marketing builds brand authority
- ✓ Authority attracts better property owners

This alignment is what we call the Full Spectrum Approach.

Want to identify your growth opportunities?

Visit: www.legendaryreconsultants.com

Schedule a consultation to see how the Full Spectrum Approach can accelerate your portfolio growth.