

Answers to Property Owner FAQs



(formerly Tahoe Five Star Hosting)



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SERVICES & PRICING



FULL SERVICE RENTAL MANAGEMENT

- Listing creation & management
- Expert marketing, exposure & ongoing optimization
- Dynamic pricing & custom revenue management
- 5-star service and 24/7 local team for owners & guests
- Free onboarding, free routine care & maintenance
- All rental operations including guest communications, cleaning, etc.



OUR PRICING

- Transparent, competitive pricing
- NO hidden fees
- Includes FREE:
 - onboarding, shopping, and fully preparing your property to welcome guests
 - routine care (battery replacements, lightbulb changes, leaky faucets)
 - visits to your property whenever a guest needs anything during thier stay
 - monthly performance reviews



Reach out to Lori for custom pricing:

408-410-9555

or

530-567-2269

or

lori@sierragetaways.com

WHAT MAKES US
UNIQUE



TOP 7 REASONS TO CHOOSE US

1. Very competitive pricing - NO hidden fees
2. You'll make more money
3. We're very accessible and responsive
4. Exceptional, 24/7 local team
5. Marketing expertise and innovation
6. We provide amazing guest experiences
7. You get 100% peace of mind

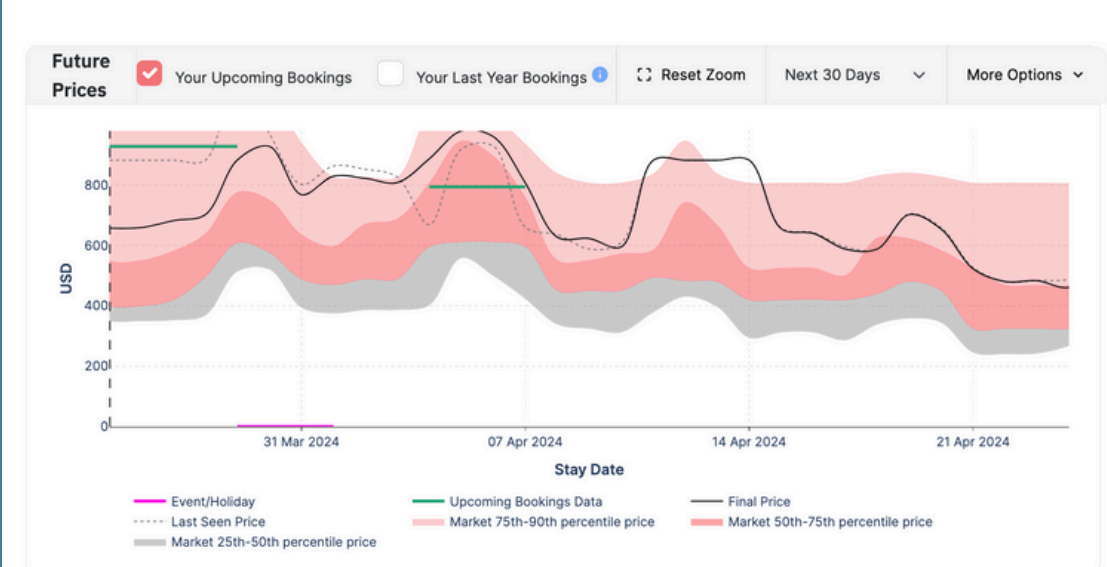
EXPERT MARKETING OF YOUR PROPERTY

- Listed on 15+ websites; distributed on 220+ websites including Google Vacation Rentals (new)
- Includes your own direct booking website on custom URL
- Social media marketing (facebook groups such as Epic Pass Lodging, IKON Lodging, and more)

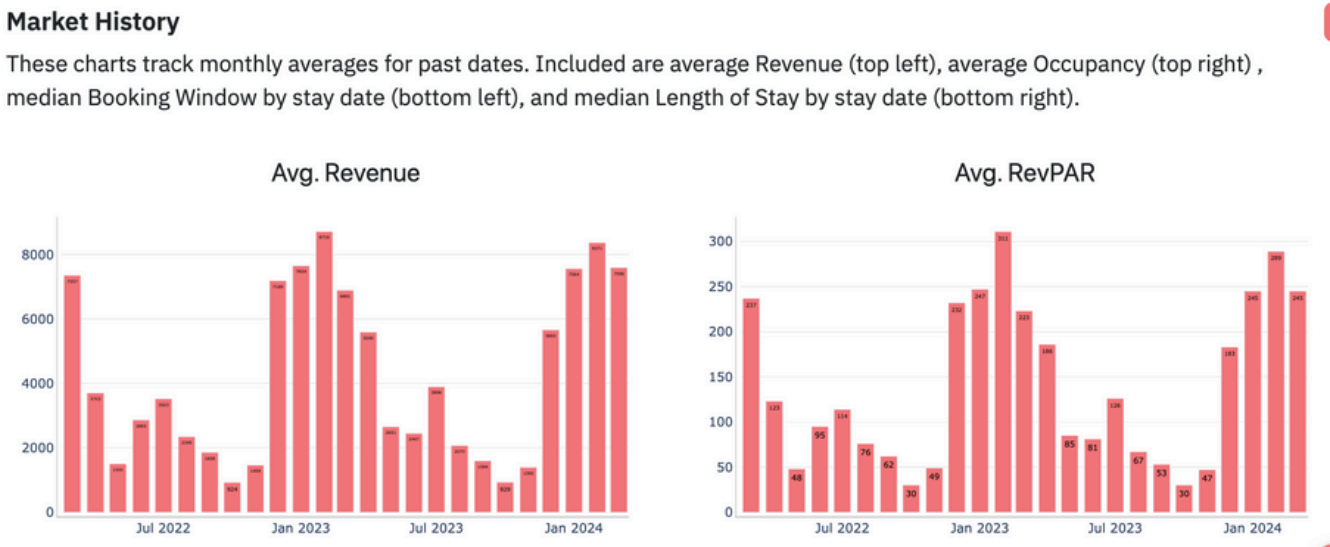


CONSTANT OPTIMIZATION & REVENUE MANAGEMENT

- Lori uses a data driven approach combined with some gutt instinct to determine how to get top dollar for propety - and it's proven she'll get it.
- Each property is constantly optimized using the latest tools and data.
- Property owners can discuss the pricing strategy with Lori at any time and have monthly performance reviews.

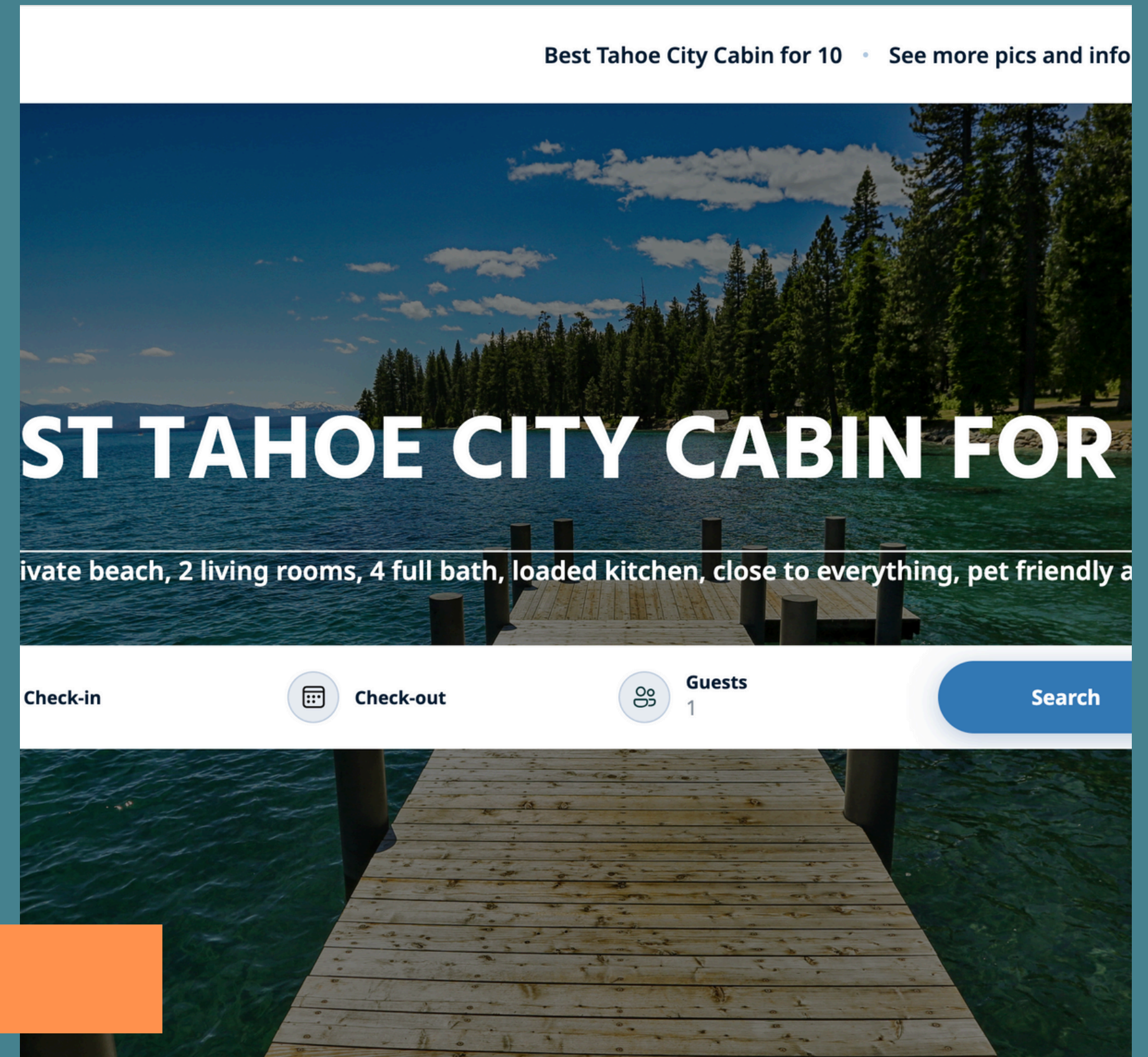


Stay Date						Target Rates			Minimum		
<div><div></div> Upcoming Bookings Data</div> <div><div></div> Market 75th-90th percentile price</div>				<div><div></div> Final Price</div> <div><div></div> Market 50th-75th percentile price</div>				Target Rates (98thile of Top 20)	Assumed Discount	Potential Rates (after 15% off)	Min Rate (after 15% discount)
				Total # Days Per Year	Occupancy						
Ski	1	Ski - BIG Holiday (NYE, Prez. Day Weekend/Ski Week)			8	100%	\$1,574	15%	\$1,338	\$1,100	
	2	Ski - MED Holiday (Xmas, MLK, Thxgiving, SB: 2nd half of March)			40	70%	\$1,500	15%	\$1,275	\$750	
	3	Ski - # of Non-Holiday Weekend Nights (Fri/Sat nights)			28	70%	\$1,190	15%	\$1,012	\$750	
	4	Ski - Regular Weekday (Sun - Th nights)			56	70%	\$920	15%	\$782	\$500	
	5	Summer - Big Holiday (4th of July)			3	70%					
	6	Summer - Medium Holiday (Labor Day, Memorial Day)			6	70%					



DIRECT BOOKING WEBSITE

- Each property has their own dedicated, direct booking website on a custom URL
- Repeat guests will be driven to book directly here, the most profitable reservations
- Guests can also call Lori to book reservations. Owners can also request Lori to call guests to book



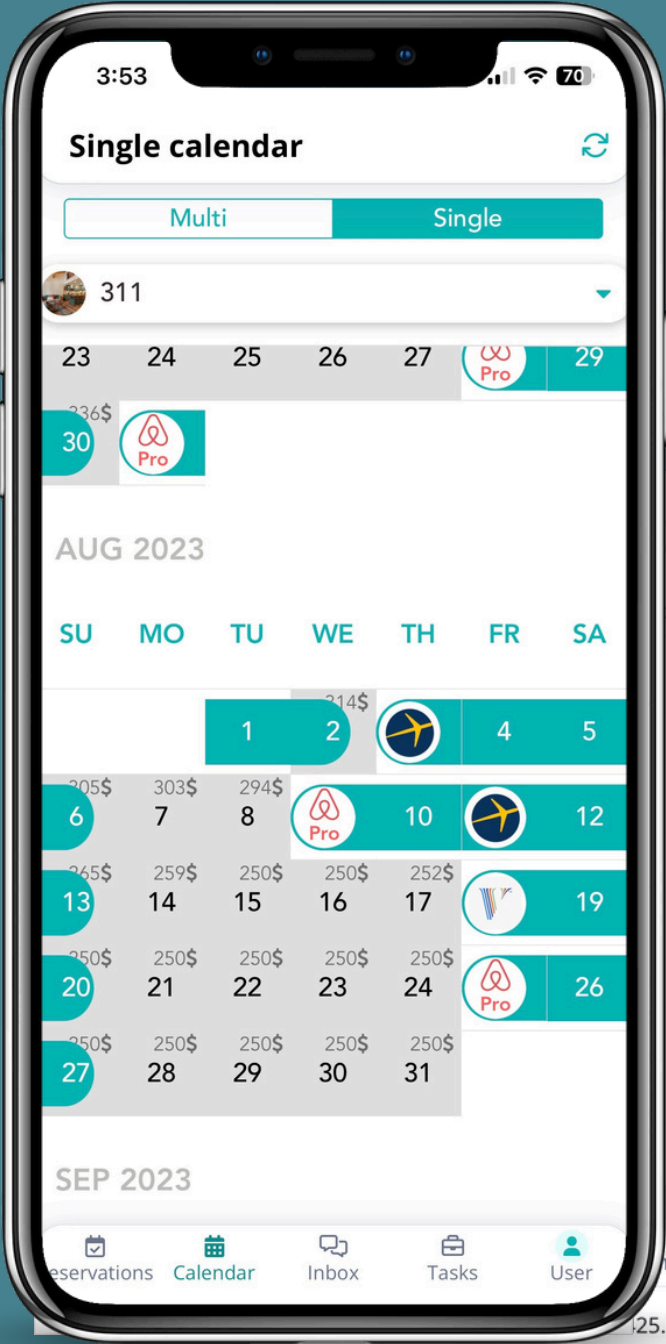
BEST IN CLASS TOOLS & TECHNOLOGY

- Hostaway Property Management Software
- Pricelabs Dynamic Pricing & Revenue Management
- AirDNA Market Intelligence
- Touch Stay Digital Guide Books for Guests
- Authorize.net Credit Card Processing



ONLINE OWNER PORTAL & APP

- 24/7 access to see calendar with real-time reservations and more in online Owners’s Portal and via app
- Make, change, or cancel personal reservations
- Access Monthly Owner Statements, create custom reports, and more



Search			
Occupancy Report Expenses & Extras Download report ✓ Ap			
Tags			
Tags			
To (incl.)			
2023-12-31			
Channels			
Channels			
Event			
Check-in			
ing Fee	Donner Taxesof Thirteen Point Two Five Percent	PM Com	
\$25.00	\$149.06	\$225.00	
\$1,475.00	\$425.00	\$195.44	
\$1,655.00	\$350.00	\$219.29	
\$2,185.00	\$350.00	\$289.51	
\$1,140.00	\$320.00	\$151.05	
\$2,616.35	\$320.00	\$346.67	
\$1,683.00	\$320.00	\$223.00	
\$1,392.00	\$320.00	\$184.44	

PROPERTY OWNER TESTIMONIALS

Christy Curtis, Northstar Property Owner & Lake Tahoe Realtor

I have been a professional realtor for 40 years in Truckee. Tahoe Five Star Hosting is the best short term property management company I have come across. I highly recommend them!

Carl Johnsen, Donner Lake Property Owner

It has been a delight to have Lori managing my family's vacation rental home thanks to her enthusiasm, attention to detail, thoroughness, and honest eagerness to make the guests' experience the best it could possibly be. On top of that, she simultaneously gives my family total peace of mind as the owners. We designed and built the house, but I feel Lori deserves all the credit for the happy memories that countless guests have been so happy to rave about. Her organization, accountability, and management skills are absolutely a 10/10, and she's also amazingly generous, personable and kind. We are so grateful for her, and couldn't recommend her highly enough.

GUEST REVIEWS AT LORI'S PROPERTIES



Outstanding Airbnb host (Lori)—quite frankly the best I've encountered on Airbnb. Extremely responsive and helpful. I've never had an Airbnb host offer this—and of course I can't state that she'll do the same in the future—but when we were turned back by the CHP road closure on MLK weekend 2023 Friday night, she felt bad and offered an additional stay on Monday night to compensate. Absolutely generous and considerate—she is the exact type of host that makes you want to ONLY use her homes for Airbnb rent.

Lori was the best host we've ever had. She reached out to explain the sleeping situation (loft and upper loft via ladder) to make sure we were ok with it (we were — my kids loved the set up!!). She gave me lots of recommendations for things to do with the kids. And, she even called around to ask if things were open and the hours of operation. She was like our personal concierge! Place was immaculate and the kitchenware and amenities were the most complete out of any Airbnb we've stayed in. We'll definitely be back!



Sometimes you like the place because of the place itself and its location, sometimes you like the house because of the host kindness, I rented this condo and I was lucky to experience both, Lori is a great person and absolutely a professional friendly landlord.! I totally recommend renting this condo, 5 starS on everything.

ONBOARDING

AFTER YOU SAY YES



CUSTOM SHOPPING LIST

- After an in-person visit to your property, we supply a personalized shopping list.
- Once you approve, we shop and prepare your property so it's 100% guest ready
- All shopping, staging/stocking, and preparation is FREE.

Shopping List: 14057 Trailside Loop

Required Items	Price Per Item & Link	Qty	Total \$		
er	\$90	1	\$90		
rib	\$100	1	\$100		
e	\$74	1	\$74		
ion Dispesner (Bathroom Sink)	\$39	5	\$195		
ion Dispesner (Kitchen Sink)	\$39	1	\$39		
	\$6	1	\$6		
ne	\$12	1	\$12		
ne	\$10	1	\$10		
			\$526		
Optional Items	Price Per Item & Link	Qty	Total \$		
Machine	\$71	1	\$71		
baskets (11 x 11 x 11 in Green or Brick Red)	\$17	3	\$51		
	\$32	1	\$32		
ainers for lower shelf	\$15	2	\$30		
Bed Tray	\$18	1	\$18		

CUSTOM LAUNCH PLAN

- You'll get a customized launch plan for your property.
- Data driven by extensive research of other listings and performance.
- Continual optimization of your pricing, listings, promotions, etc.

Launch Plan for 14053 Trailside Loop, Truckee			
Prepared for: Client Name			
Dates	<ul style="list-style-type: none">• Sign Agreement: 5/15• Purchase Items: 5/18• Professional Photos: 5/26• Launch Listings: 5/29• Booking Window: 12 months	Target Average Daily Rate (Ski Season)	<ul style="list-style-type: none">• Weekdays: \$465• Weekends: \$785• Holiday Weekends: \$1100• Holiday Weeks: \$900• Cleaning Fee: \$135• Taxes: 11.25%
Target Audience	<ul style="list-style-type: none">• Affluent and highly value convenience and luxury• Young adult professionals• Small families (who switch off and WFH) who are willing to pay for convenience	Target Average Daily Rate (Summer)	<ul style="list-style-type: none">• Weekdays: \$295• Weekends: \$425• Holiday Weekends: \$500• Holiday Weeks: \$475• Cleaning Fee: \$135• Taxes: 11.25%
Location-Description	<ul style="list-style-type: none">• Ideal location, well equipped and comfortable mountain modern with everything at fingertips	Required Items to Approve for Lori to Purchase	<ul style="list-style-type: none">• New front door doorknob• 3 sets of bedding/towels• Chromecast for each TV• 4 alarms (fire/carbon)• Lock for cabinets• Supplies: Paper goods, toiletries, coffee items etc.
Scripting & Highlights	<p>Title: Best location, closest to Northstar gondola, remodeled</p> <ul style="list-style-type: none">• Location• Remodeled/all new• Well appointed/equipped• Amenities• Cozy, clean, incredibly comfy• 2 free parking spots	Suggested Items to Approve for	<p>Families</p> <ul style="list-style-type: none">• Portable crib• Kid friendly dishes/cutlery

CUSTOM PROFESSIONAL PHOTOS

- We manage the professional photo shoot of your property to ensure the best photos - one of the most important success criteria.
- We partner with a professional real estate photographer who makes your property look stunning!



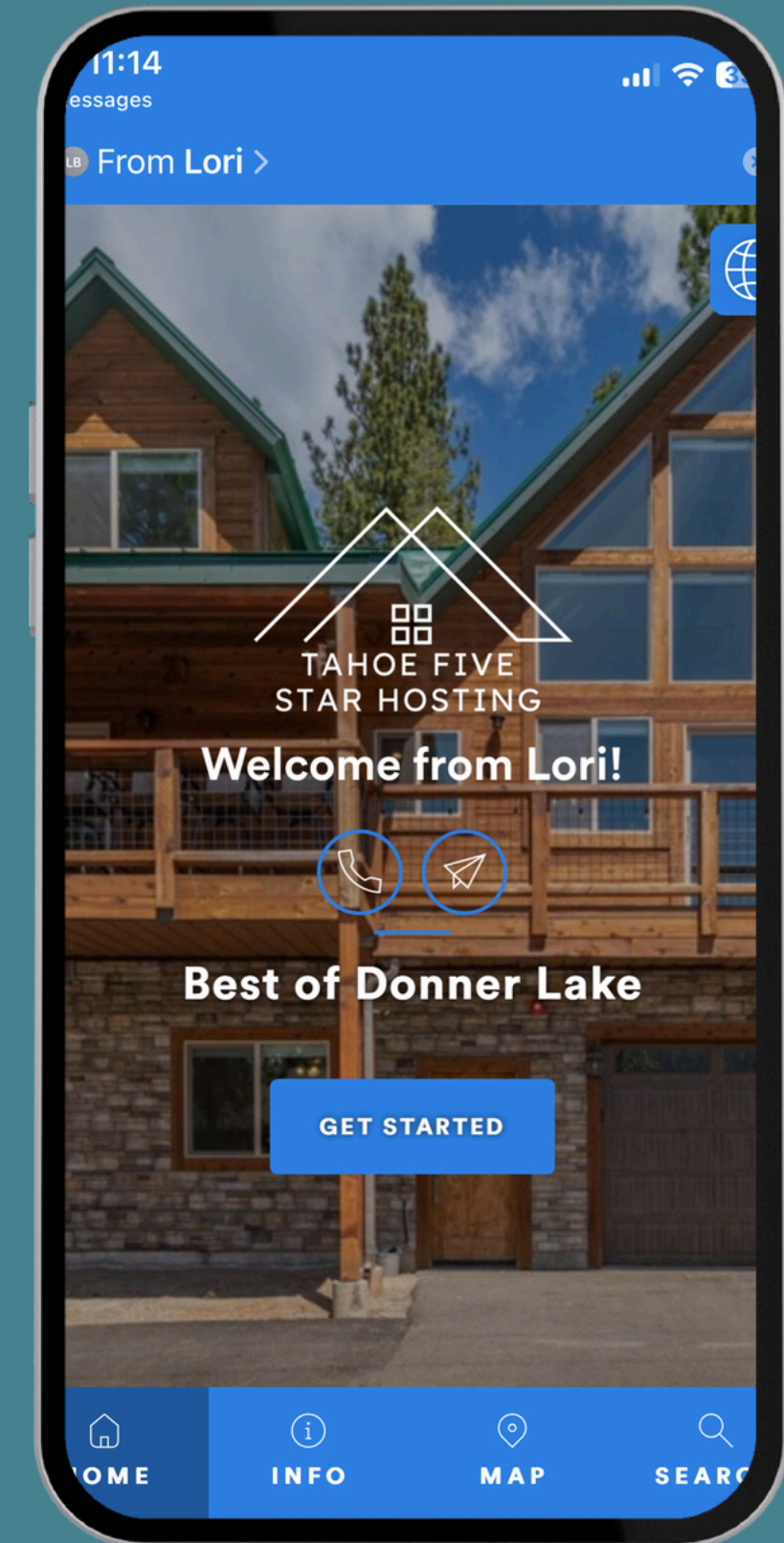
THE HOSTING PART

THE FUN PART!



PERSONALIZED DIGITAL GUIDEBOOK FOR EACH GUEST

- Each guest receives a personalized digital guide for their trip
- Guides are sent via emails and texts at key points (booking confirmation, 2 days before arrival, etc.)
- Includes household info, recommendations, and more
- Promoted in property with QR code too



OPTIONAL CONCIERGE SERVICES

- Guests will have optional concierge services available that can pay extra for such as...
 - Free grocery delivery (prior to arrival too!)
 - Private chef
 - Professional photography
 - Gear rental valet
 - Activity planning
 - Reservation scheduling
 - And much more...



CUSTOM CLEANING CHECKLIST

- Each property will have it's own checklist with photos the cleaners follow
- Our cleaners are assigned to a property so the same ones will clean each time making them very familiar with your property

for locked cabinet above fridge: On back of garbage disposal

Things to ALWAYS Put Out/Replace	Ex
new parking passes on the coffee bar	Bir
Lake Tahoe bags on kitchen island	V
clean kitchen towels hanging on oven	V
aper Towels (1 hanging on shelf and 1 below sink)	A
ew kitchen sponge	A
clean robes	V
sets of towels (bath, hand, and wash cloth)	V
th mats	V
g eets and pillowcases in bedroom	V

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CONTACT US 24/7/365

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