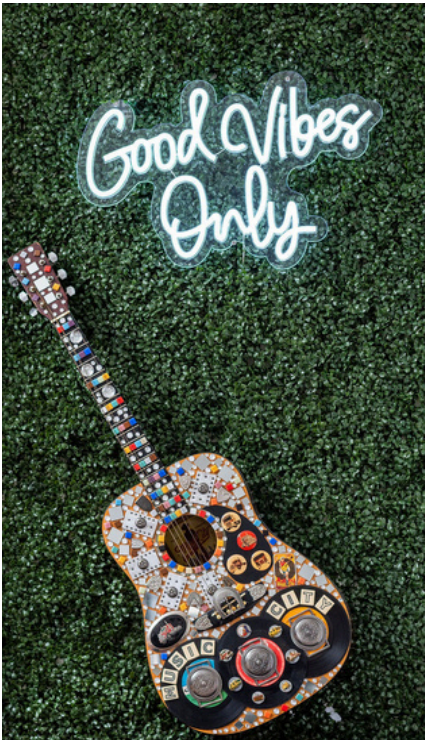




iTrip®



Who is iTrip®?



iTrip® is an international network of professional short-term rental property managers with locations in markets from coast to coast.

Created by short-term rental property owners for short-term rental property owners, we began in 2008 to bring the best of traditional rental management paired with the power of an international marketing machine.

Today, we manage nearly 4,000 short-term rental properties in over 120 destinations across North America and continue to grow.

iTrip® markets globally and spends millions of dollars each year on marketing and advertising, including social media and Google, and lists each property on 80-plus distribution channels. This translates to increased revenues and conversion rates that are typically 5x the industry averages.



Kevin and Kelly Copeland

iTrip® markets globally but manages locally. Our local property management franchise owners focus on individual relationships, which allows us to provide top-quality boutique-levels of service. Unlike other property management companies, we do not process you through a call center in another state. Our local owner/managers are your contacts anytime you need to talk to us and bring a high level of customer service to your market, managing your home with care and professionalism.



The iTrip® Team

"I really value the personalized service. Unlike my past experience where your unit was just a number and never really well marketed, iTrip stays on top of things. When there is something to discuss, iTrip is just a phone call or email away. iTrip's familiarity with our unit is as if it were their own. [The company is] a pleasure to work with, and I am looking forward to a long, mutually rewarding experience."

- Jay O.

"I appreciate iTrip's hard work and dedication in making my owner experience a successful one! I have been renting my property for eight years now, and this past year with iTrip has been a wonderful experience in every way!"

- John C.

What iTrip® Homeowners Receive

- **Higher booking conversion rates** which translates to more revenue
- **Best-in-class software and automated processes** that provide lifestyle improvement for our property owners
- **No-rotation of properties listed online**
- **Property owners control their time at their property**
- Optimum process for **more and better guest reviews**
- **International digital marketing** through retargeting, social media, online advertising



Partnerships with **80+ distribution channels**, including VRBO, Airbnb, Booking.com



Highest booking conversion rate in the industry, up to 5X



Average **increase in revenue** to the property owner is **25%**



Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Blogs



Retargeting displays iTrip ads on other sites, **keeping iTrip top of mind**



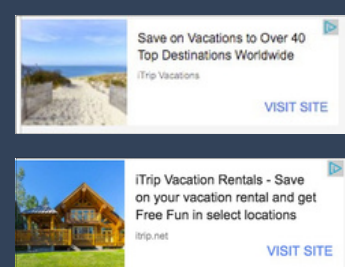
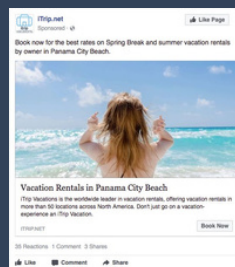
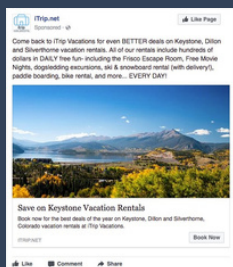
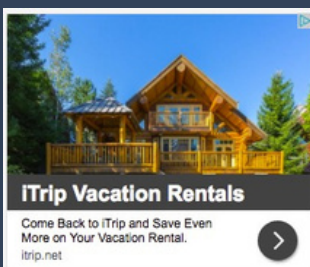
Custom app **simplifies guest review process**

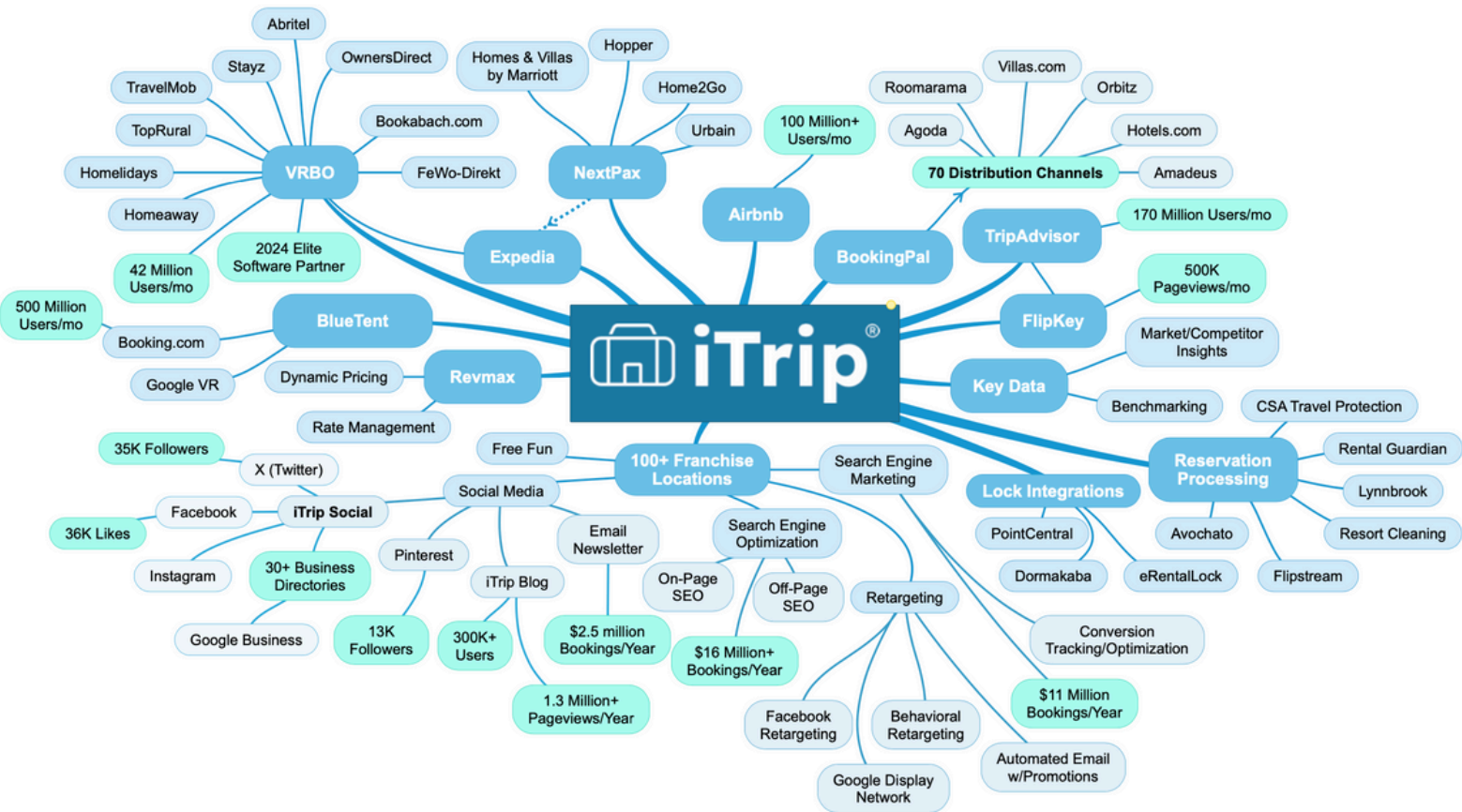


SEO: iTrip appears organically on **Google page 1** search results for **500+ terms** related to short-term rentals

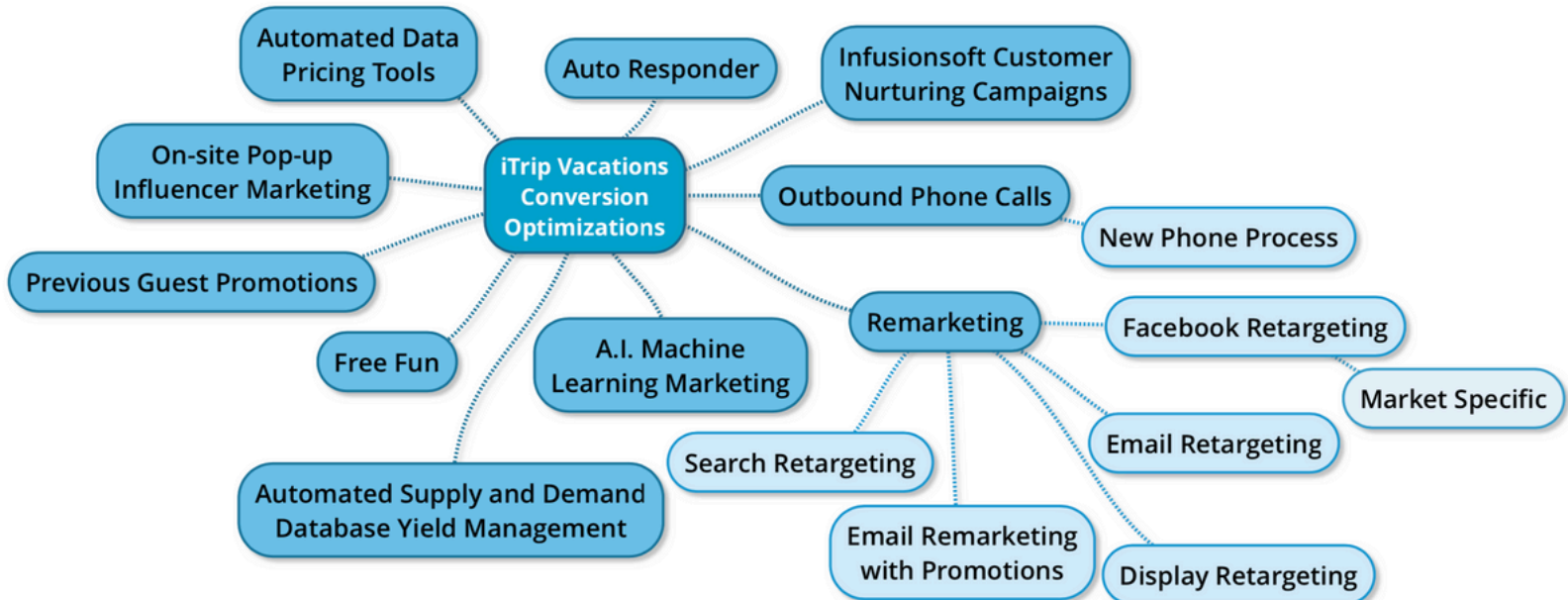


Digital marketing strategies reach **100M+ people per year**





How it Works:



407 W Trinity - 15% Management Fee

| | | | |
|--|--------------------|-------------------------|---------------------------|
| Stays: 48 | Nights: 194 | MOR: \$35,558.00 | NMOR: \$89,164.00 |
| Gross Revenue (Total that Guests Spent) | | \$149,934.85 | |
| Tennessee Sales Tax (State) | | \$(8,730.68) | ADR: \$772.86 |
| Davidson County Sales Tax | | \$(2,806.29) | |
| Metro Nashville Hotel Tax | | \$(8,730.68) | |
| Metro Nightly Occupancy Tax | | \$(485.00) | |
| Airbnb Host Fees | | \$(4,458.20) | |
| Gross Revenue After Taxes | | \$124,724.00 | |
| VRBO Host Fees | | \$(1,777.90) | ADR: \$642.91 |
| CC Processor | | \$(1,244.53) | |
| Damage Waiver | | \$(4,752.00) | |
| Digital Guidebook and Minut Device Subscription | | \$(453.00) | |
| Cleaning, Offsite Laundry, Linen Replacement and Consumables ^ | | \$(14,352.00) | |
| Net Rental Revenue (After Guest Expenses) | | \$102,144.57 | ADR: \$526.52 |
| Management and Light Maintenance+ | | \$(13,389.57) | Effective Rate 13% |
| 3rd Party Maintenance and Other Expenses* | | \$(6,229.00) | |
| Deposited to Owner Bank | | \$82,526.00 | ADR: \$425.39 |

+ Management Includes

24/7 Live Guest Communication

Unlimited Service Calls to Property

Monthly Sales / Occupancy Tax Processing

Digital Marketing

^Cleaning Fee Includes

Cleaning and QC Labor

Offsite Laundry (High Temp Commercial Machines) and Linen Rental (Including Replacements)

144 Rolls of Paper Towels, 768 Rolls of Toilet Paper, 192 Trash Bags, Laundry and DW Pods

Soaps / Shampoos, Dish Soap, Sponges, Coffee / Supplies, Salt / Pepper, Olive Oil, etc.

Lightbulbs, Batteries, HVAC Filters, Shower Liners and Other Supplies

* 3rd Party Maintenance and Other Expenses Includes:

| | |
|------------------------------------|-------------------|
| STR Permit Renewal | \$500.00 |
| Seasonal Deep Clean | \$250.00 |
| License Contractor Repairs / Parts | \$979.00 |
| Spa Maintenance and Service | \$4,500.00 |
| | <hr/> |
| | \$6,229.00 |