Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

Vacation Rental Property Management, Marketing, & Advisors

March 2024

PDF Version

VACATIONS 4RENT

Introduction, Overview & Agenda

- Founded in 2015
  - Lori & David Raun, Owners/Founders
  - Expertise with Market, Opportunity, Maximizing Revenue, Local Support Teams & Challenges
- Focused on Shasta Lake Recreation Area
  - 14 Homes Currently
- Full-Service/Hands On Property Management
  - Vacation Rentals Only
  - We take care of everything, so you don't have to.
  - Increase Owner's Revenue and Net
  - Zero Upfront Costs, Setup Fees or Mark Ups
  - Our management fees offset by Revenue Growth
  - ***Also…Consulting/Advising for Hire[1]***
- Strong Marketing to Pull in New Guests
  - Website, Social Media, Advertising, Outreach
  - A must in a Saturated Vacation Rental Market
  - Produce 2x-4x the area average for Revenue
- Large Clientele of Returning Guests
  - Over 800 Returning Guests
  - 35K Visitors/Month to Website
- Our Branding
  - Shasta Lakeshore Retreat – The Homes
  - Vacations 4 Rent – Our Services

1. If you prefer to do yourself but want some help.

Current "Retreat" Collection

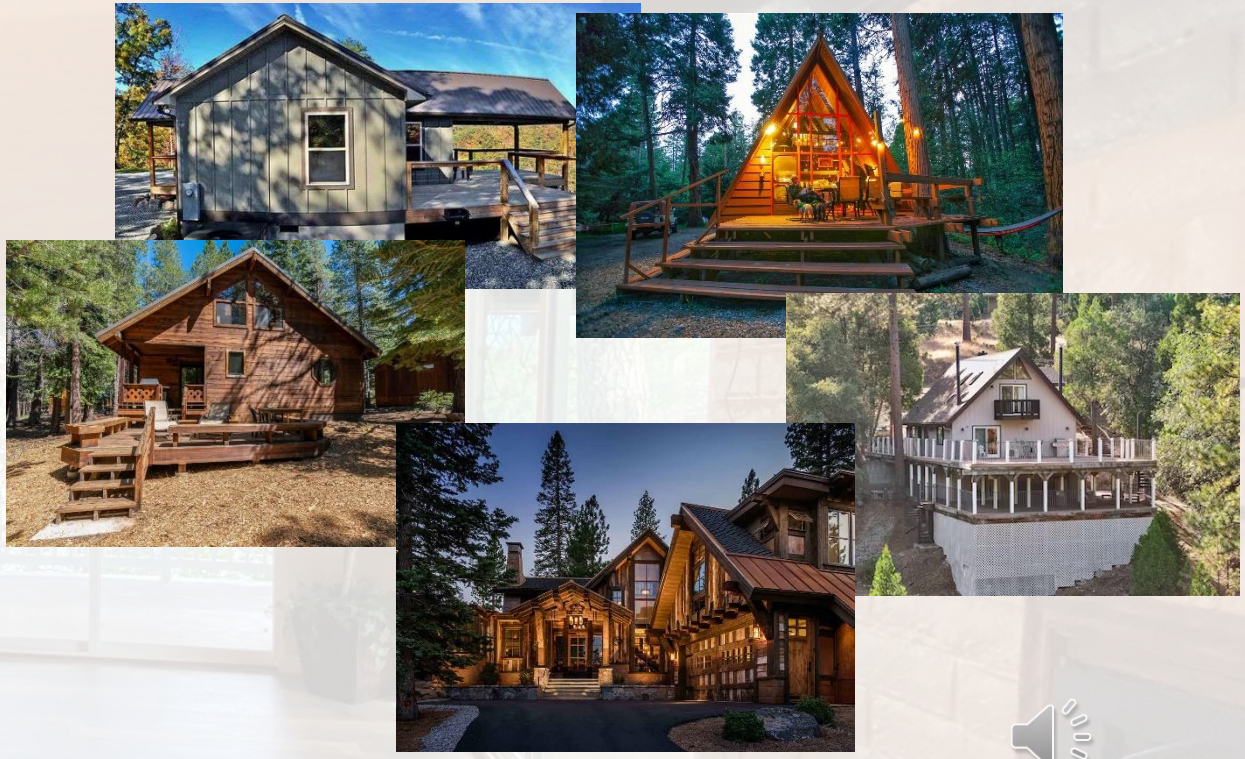
- 14 Homes
  - Top Revenue Generators in the Area
- 3-5 Bedrooms
  - All Single Family Homes
- All in Lakehead, CA (by Shasta Lake)
  - Open to other areas outside of Lakehead
- Features Depending on the Home:
  - Lakefront, Lakeview, Mountain View
  - Next to Marina/Boat Ramps
  - Hot Tubs & Swimming Pools,
  - Game Rooms, Media Rooms,
  - Kayaks/Paddle Boards, etc.
  - Dual Family Rooms for Multiple Families
  - Large View Decks
  - Privacy
- Owners:
  - 2 Homes: Dave & Lori
  - 12 Homes: Family, Friends, Neighbors

Join the "Retreat" Collection

- Whether your home is similar or not to our current collection of homes, we are interested in talking to you

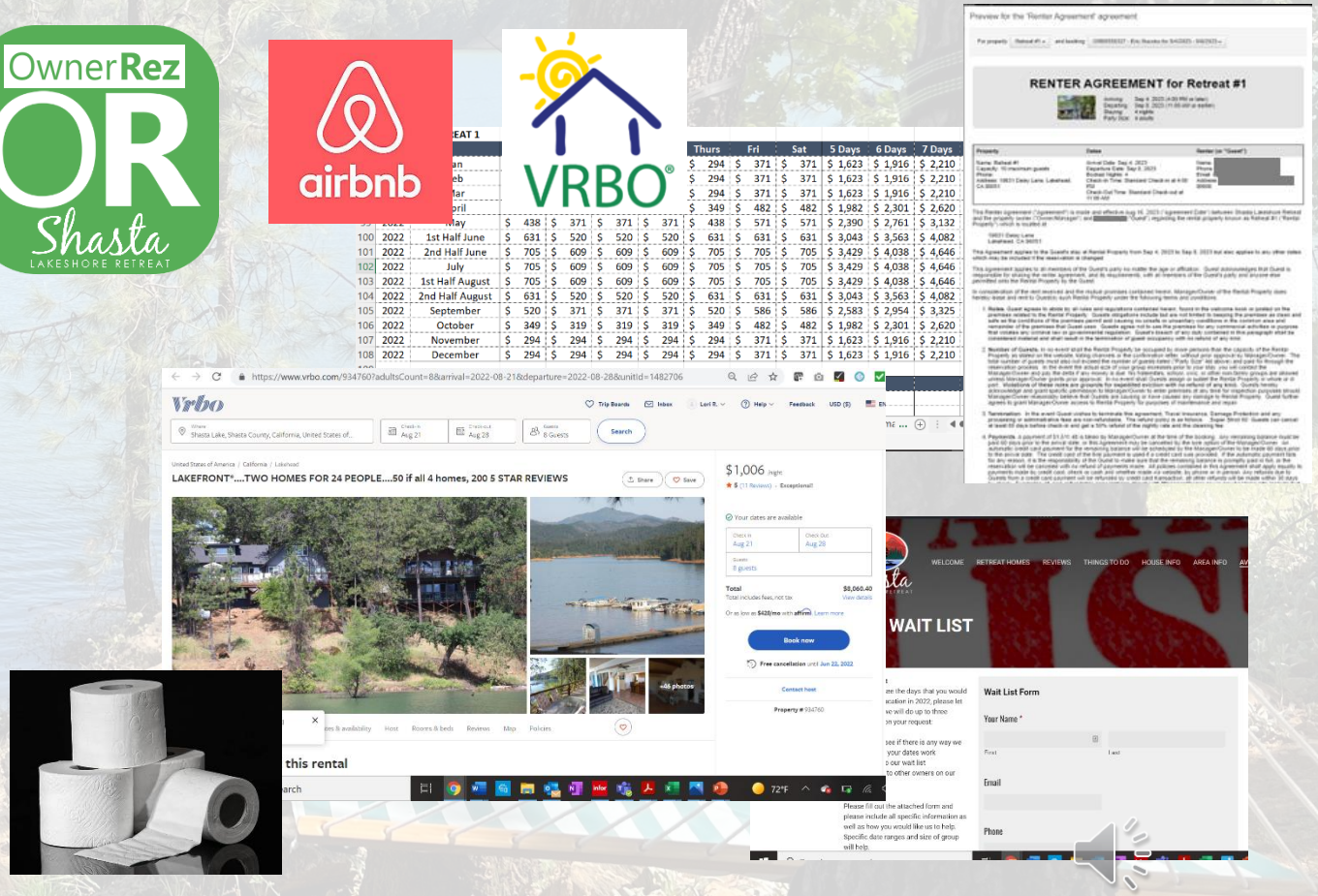
- Interested in:
  - Clean, Well-Maintained Homes/Cabins/Cottages
  - Any size
  - Within Shasta or Siskiyou County
  - Owners that we can work with closely

- Let's Discuss
  - How we can bring your home's special unique characteristics out to maximize bookings
  - We will tell you what we think we can and can't do



Full Service for Owners

- Proactive Marketing to Bring in New Guests
- All Guest Interface & Communications
  - Direct, VRBO & Airbnb
- 24/7 Crisis Management
  - Plumbing, Air Conditioning, Power Outages, etc.
- Financial Transactions & Expense Tracking
  - Monthly Statements & Owner Payments
  - Tax Prep
- Cleaning Coordination
- Yard Maintenance & Repairs
- Supplies
  - Toilet Paper, Paper Towels, etc.
  - We purchase in bulk with no mark up to owners
  - Storage Facility with Everything as Needed
- Guest & Pet Screening plus Rental Agreement
  - Signed Rental Agreement & Security Deposit Required
- Dynamic Pricing
- Large Party Coordination
  - Up to 164 guests



We take care of everything for the owners so when you do visit, there is nothing to do other than enjoy your vacation home at the lake.

Its all about the Guest Experience

- 650+ Five Star Reviews
  - Average over 4.9 out of 5.0
- Clean and Well-Maintained Retreats
- Guest Communications
  - Calls, Texts, E-Mails, Welcome Book[1], Website, and more…
- Transparency, Avoid Misunderstandings
- 24/7 Support & Crisis Management
  - We go beyond, way beyond!
- Welcome Gift Basket
  - Welcome Card, Bottle of Wine, Logo T-Shirts/hats, Cups, etc.
- Recommendations on Things to Do
  - Loaded Website

"This vacation was our best ever, we loved the home, service and we will be back next year"

1. See next 2 pages.

Guest Welcome Book

- Over 100 Pages, Updated Monthly
- Sent to guest at time of booking & again before arrival
  - Referenced throughout process & stay as needed
- Everything Guests need to know and more…
  - Detailed Information on Homes (how to work TV, Internet, etc.), Floor Plans, Bedding, Amenities, Directions, Rules, Cautions, Maps, Parking, Lake Level Dynamics, Cancelation Policy, Marinas, Boat Ramps, Boat Rentals, Things to do, Places to Eat, and much more
- Avoids Guest Frustration & Misunderstandings
  - *And* Protects Owners/Managers

- Printed version at the House
  - Updated version always online
  - Ask Dave/Lori for a Copy

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www.shastalakeshoreretreat.com

WELCOME

Information

*Updated 3-6-2024**

IMPORTANT: Thank you for booking your vacation with us at the Shasta Lakeshore Retreat. Our objective is to make sure you have a fantastic and safe vacation. To help with this…1. Please read this document carefully within 24 hours of your booking to make sure there are no misunderstandings and again before departing for your vacation to help you plan. 2. In addition to this document, which is common for all the Retreats, please go to the dedicated section on our incredibly detailed website to understand more about the specific home you booked. Any concerns, you can cancel for full refund if done within 24 hours of your booking or more than 60 days prior to your arrival. 3. Please also fill out and sign the electronic rental agreement and security deposit. If you have any questions or concerns, please let us know as soon as possible. We hope this document and our website is helpful. Please scan for the latest version as the paper version at the home is usually out of date.

* LATEST VERSION ON WEBSITE. Gets out of date quickly. (SCAN with Phone)

Shasta LAKESHORE RETREAT

TABLE OF CONTENTS – *CLICK ON ANY ITEMS BELOW TO ADVANCE TO THAT PAGE*

1. WELCOME! 3
2. THINGS TO BRING (not supplied) 3
3. INFORMATION RESOURCES 4
4. ADDRESSES and DIRECTIONS 5
5. UPON ARRIVAL 7
6. CAUTIONS 8
7. LAKE HOUSE RULES 11
8. Protecting your security deposit while protecting our homes 15
9. SPECIAL CARE REQUEST (thank you!) 17
10. OTHERS ACCESS TO HOME 17
11. PARKING 18
12. AIR CONDITIONING 20
13. HEATING THE LAKE HOUSE IN WINTER (not needed in Summer) 20
14. PROPANE GAS BBQ ON DECK 20
15. GAS FIRE PIT, HEAT LAMP AND ICE CHEST ON DECK 21
16. HOT TUB 22
17. KAYAKS AND PADDLE BOARDS 24
18. HAMMOCKS (& FORMER FLOATING ISLAND) 25
19. LAKE HOUSE IS WELL FURNISHED FOR PARTIES UP TO THE MAX OF THE HOME 26
20. GARBAGE & BEARS 29
21. INTERNET Wi-Fi 31
22. CELL PHONE SIGNALS 31
23. TELEVISIONS 32
24. MUSIC 33
25. COMPARISON (NEXT 2 PAGES) 34
.... 35
26. BOAT LAUNCH 37
27. MARINAS 38
28. BOAT STORAGE/ANCHOR/SLIPS 41
29. LAKE LEVEL IMPORTANT INFORMATION 43
30. GROCERIES & OTHER 45
31. PLACES TO EAT 46
32. THINGS TO DO & PLACES TO GO AND SEE 48

1 | Page

Visit www.shastalakeshoreretreat.com/Welcome-Retreat for latest version. Back to Table of Contents

Property Management Platform

- OwnerRez (OR)
  - Most powerful platform in the vacation rental industry
- Direct Bookings with Guests
  - Saving Guests & Owners High Listing Site Fees
  - A must in a Saturated STR Market
  - Returning Guests just come back to us and do not look at other options in the area

VRBO

airbnb

OwnerRez OR Shasta LAKESHORE RETREAT

- Owners
  - On-Line Portal
    - Bookings, Expenses including Scanned Receipts, Comparisons to Past Years, and more
    - Allows Owners to Reserve Home for Personal Use
  - Monthly Statements & Payments
  - Tax Prep (Lodging & Personal)
    - Statements & Scanned Receipts
  - E-mail Booking Alerts
  - Guest Damage Insurance
    - $3K for Damages & $1M Liability
- Management/Guest Interface
  - Manage/Communications with Direct Bookings and listing sites like VRBO/Airbnb
  - Single Calendar in OR syncs with VRBO/Airbnb
  - Guest Comprehensive Rental Agreement
  - Avoid Misunderstandings & Protect Owners/Management
  - Security Deposit
    - In our Control $1000-$2000
  - Communications with Cleaners plus Yard & Maintenance Crew

Owner Statements from Platform

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www.shastalakeshoreretreat.com

Statement for July 2023

Owner:

Bookings

Retreat #

Booked On	Arrival	Departure	Booking	Gross	Taxes	Non Comm.	Net for Comm.	PM	Pre-Deducted	DP	Owner	Guest Paid	Can Remit	Already Remitted	Remitting Now
Jan 6, 2023	Jul 3, 2023	Jul 6, 2023	ORB6854380 - David Martinson	$2,781.50	$252.86	$370.86	$2,157.78	$647.33	$0.00	$0.00	$2,134.17	100%	$2,134.17	$0.00	$2,134.17
Jan 3, 2023	Jul 6, 2023	Jul 11, 2023	ORB6832636 - Sarah Rocha	$4,055.22	$368.66	$508.20	$3,178.36	$953.51	$0.00	$0.00	$3,101.71	100%	$3,101.71	$0.00	$3,101.71
Oct 2, 2022	Jul 11, 2023	Jul 16, 2023	ORB6365667 - Jill Hartman	$3,750.00	$340.91	$200.00	$3,209.09	$962.73	$0.00	$0.00	$2,787.27	126.67%	$2,787.27	$0.00	$2,787.27
Feb 19, 2023	Jul 16, 2023	Jul 21, 2023	ORB7240002 - Amanda Reyes	$3,831.40	$348.31	$317.78	$3,165.31	$949.59	$0.00	$0.00	$2,881.81	100%	$2,881.81	$0.00	$2,881.81
Nov 12, 2022	Jul 21, 2023	Jul 28, 2023	ORB6575959 - Todd Carr	$4,921.51	$447.41	$345.73	$4,128.37	$1,212.11	$0.00	$0.00	$3,709.40	100%	$3,709.40	$0.00	$3,709.40
			Totals:	**$19,339.63**	**$1,758.15**	**$1,742.57**	**$15,838.91**	**$4,725.27**	**$0.00**	**$0.00**	**$14,614.36**		**$14,614.36**	**$0.00**	**$14,614.36**

Expenses

Retreat #

Paid On	Description	Amount	Already Reimbursed	Reimbursing Now
Jul 3, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB6854380 - David Martinson at Retreat #4	$200.00	$0.00	$200.00
	Totals:	**$1,214.05**	**$0.00**	**$1,214.05**

- Page 1 -

Paid On	Description	Amount	Already Reimbursed	Reimbursing Now
Jul 3, 2023	Additional Cleaning Fee for Pets Paid to Diane. SLR removed commission $28.50 +|owner contribution of $11.50. Reservations made before & Arrival after May 12, 2023 Associated with booking Booking # ORB6854380 - David Martinson at Retreat #4	$40.00	$0.00	$40.00
Jul 4, 2023	Airbnb host fee Associated with booking Booking # ORB6854380 - David Martinson at Retreat #4	$75.86	$0.00	$75.86
Jul 6, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB6832636 - Sarah Rocha at Retreat #4	$200.00	$0.00	$200.00
Jul 6, 2023	Additional Cleaning Fee for Pets Paid to Diane. SLR removed commission $28.50 +|owner contribution of $11.50. Reservations made before & Arrival after May 12, 2023 Associated with booking Booking # ORB6832636 - Sarah Rocha at Retreat #4	$40.00	$0.00	$40.00
Jul 11, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB6365667 - Jill Hartman at Retreat #4	$200.00	$0.00	$200.00
Jul 16, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB7240002 - Amanda Reyes at Retreat #4	$200.00	$0.00	$200.00
Jul 18, 2023	Stripe Fee Associated with booking Booking # ORB6575959 - Todd Carr at Retreat #4	$8.19	$0.00	$8.19
Jul 21, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB6575959 - Todd Carr at Retreat #4	$200.00	$0.00	$200.00
Jul 21, 2023	Additional Cleaning Fee for Pets Paid to Diane. Price increase covers $25 ($21.25 after SLR Fee), SLR covered $18.00 by reducing fee, Owners paying $10.75. If two pets, Owner net increases $17.Reservations made after 5/12/2023 Associated with booking Booking # ORB6575959 - Todd Carr at Retreat #4	$50.00	$0.00	$50.00
	Totals:	**$1,214.05**	**$0.00**	**$1,214.05**

Notes

July 2023 Statement. Will add any other expenses by September.

Statement Totals

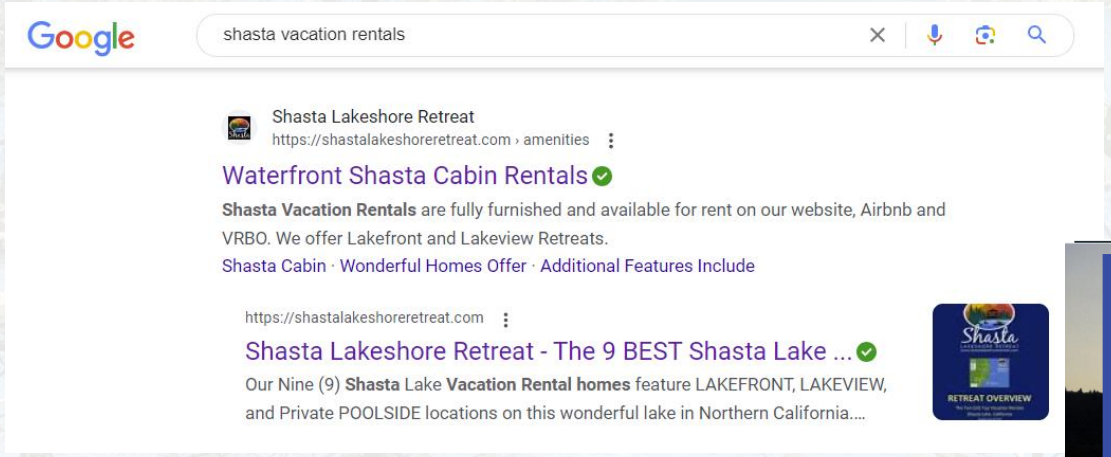
Total Bookings	$14,614.36
Total Expenses	$1,214.05
Grand Total	**$13,400.31**

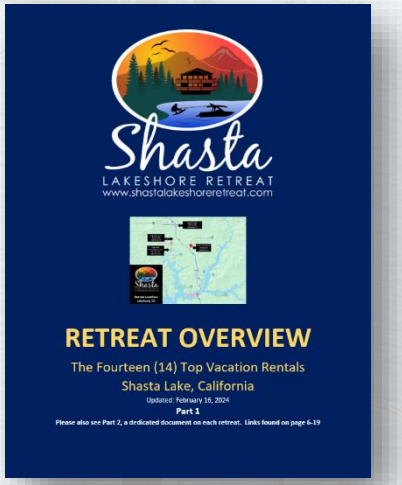
- Page 2 -

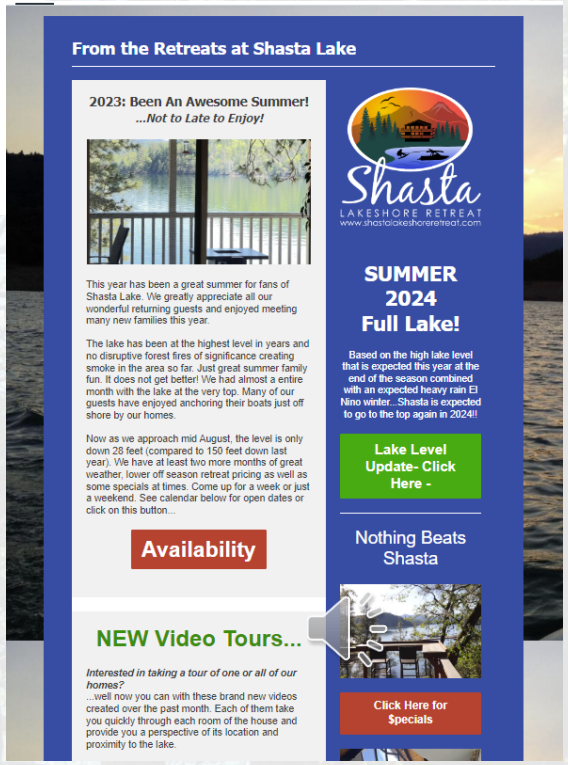
Owner Statements are Produced Monthly. Check is sent to Owner at the End of the Month along with the Detailed Financial Statement.

Proactive Marketing Overview

- Website
  - 35K Visitors/Month, #1 in County
  - Brochures & Hi-Impact Videos
- Google Word Ads & SEO
  - Strong First Page Placement
- Social Media
  - 15K+ Followers, #1 in County
- VRBO & Airbnb Listings
  - Good for New Guests
- E-Mail Newsletters
  - Over 3000 Qualified past Guests/Interested Parties (Use leading Constant Contact)
- Advertising
- Logo Branding
  - T-Shirts, Hats, Signs, Flags, Business Cards, Gift Baskets, Charity Donations, Giveaways…

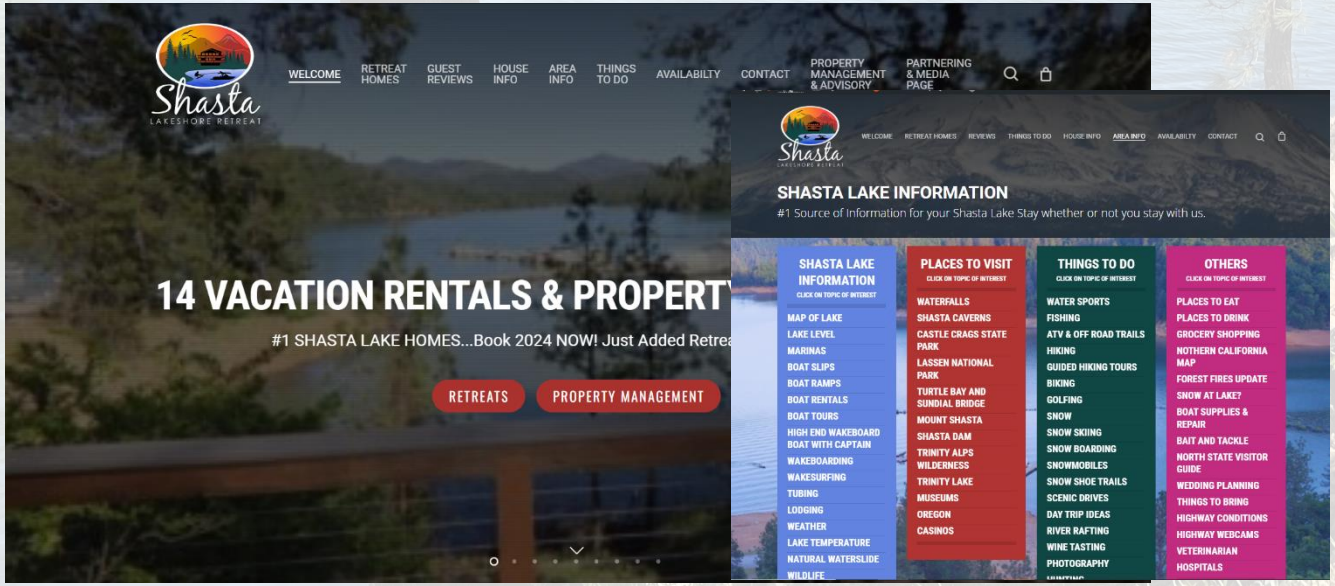






Comprehensive Website Overview

- #1 in Shasta County
  - Up to 35,000 Visitors a Month
  - Most complete & visited website vs. other vacation rental, property management, or any other lodging options in Shasta County
  - Objective:
    - Main source of information for <u>all visitors</u>, not just our current guests
  - Continue to Add More Area Content



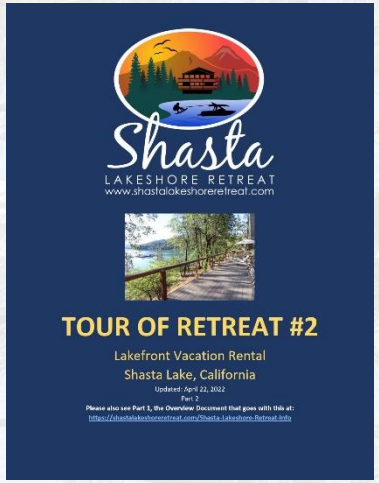
- 650+ FIVE Star Reviews
- Detailed Retreat Information
  - Descriptions, Floor Plans, Bedding
  - Photos and Videos
  - Availability Calendars
  - Reservations/Bookings
- General Area Information Page
- Lake Level
- Marinas, Boat Ramps
- Rental Boats & Tours
- Things to Do, Where to Eat, Etc.
- Blogs

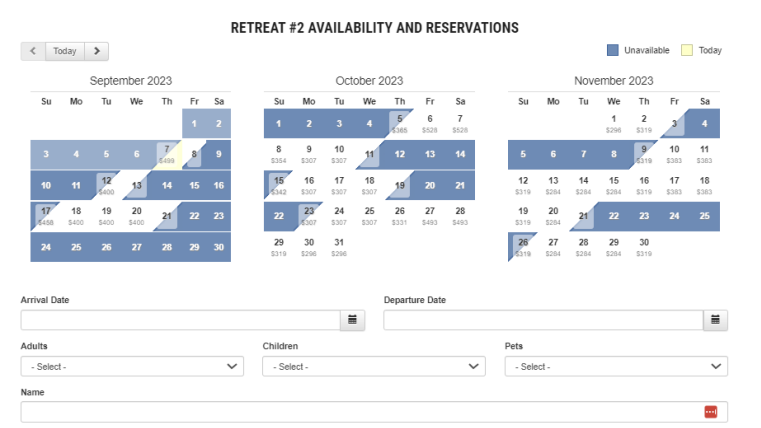
- **And so much more… please visit…**

  www.*Shasta*Lakeshore*Retreat*.com

Website: Dedicated Page Each Home

- Description & Highlights
- Video
- Photos
- Floor Plan
- Brochure
- Availability Calendar
- Guest Reviews





Website: Guest Reviews

Shasta LAKESHORE RETREAT
www.shastalakeshoreretreat.com

WELCOME | RETREAT HOMES | GUEST REVIEWS | HOUSE INFO | AREA INFO | THINGS TO DO | AVAILABILTY | CONTACT | PROPERTY MANAGEMENT & ADVISORY | PARTNERING & MEDIA PAGE

GUEST REVIEWS

Over 650 Five Star Reviews

Guest Reviews. Welcome to Shasta Lakeshore Retreat, where your vacation experience is our top priority. Our collection of stunning vacation homes around Shasta Lake has earned the praise of over 600 satisfied guests who have left us glowing five-star guest reviews. These heartfelt testimonials reflect the outstanding experiences and memories that we've had the privilege of creating for our valued visitors. Join us as we explore the authentic voices of our guests, sharing their love for our properties and the exceptional moments they've cherished in the scenic wonderland of Shasta Lake.

GUEST REVIEWS WITH MORE BELOW....

4.9 ★★★★★
based on 664 reviews

Sort by: Most recent stay | Filter by: All properties | All stars | Keyword | Search

Showing 1 - 10 of 664 reviews

★★★★★ Lovely Home
By Melanie D – stayed at Retreat #3 in Feb 2024
Our 3 generations of family had a wonderful stay at R3! We will definitely rent from Shasta Lakeshore again—very accommodating and great communication!

Response from Shasta Lakeshore Retreat:
Thank you so much for your kind review Melanie! It was a sincere pleasure hosting your entire family and we would like nothing more than to have you back...and vacation in any of our special Shasta homes. Let's stay in touch

★★★★★ Retreat #9
By ARLEN H – stayed at Retreat #9 in Jan 2024
This property was definitely as described. We arrived to a clean and warm house. The kitchen was full of all the things to make meals during the stay. Awesome view of the lake from the living room and decks. The hosts were awesome and were ready if we needed them.
We woke up during the stay to a visit from the snow which for even better views of the area. All in all this place has everything you would need for your stay and to keep you occupied while there. We will definitely be coming back.

Response from Shasta Lakeshore Retreat:
Thank you so much for your kind words, Arlen. It was a sincere pleasure hosting your family and we would welcome your return visit anytime. We are thrilled you enjoyed our newest Shasta property, and loved the views from our expansive deck. The snow was an unexpected event for sure, but happy it didn't affect your 3 days of fishing. Our iron wood stove no doubt gave you that comfort and warmth needed after your chilly days on Shasta lake. Do stay in touch...maybe a summer visit if that works with your scheduling?

★★★★★
By a Airbnb guest – stayed at Retreat #2 in Dec 2023
David and Lori's rental was nestled right on the lake shore with a picturesque view. The morning sunrise was a beautiful site each day we were there. The house had everything we needed to to enjoy our stay. The bathrooms and rooms were clean and the house was wonderfully decorated for the holiday season and kept the festive mood going into the new year. We enjoyed cooking in the well stocked kitchen and enjoyed the indoor fireplace/stove with plenty of supplied wood. We also enjoyed the well maintained jacuzzi hot tub. Would definitely consider renting again, especially in the Spring or Summer when you can really enjoy the lake and outdoors even more.

Check Out Our Customer Reviews

From all these web sites summarized on this page

airbnb | G | yelp | VRBO | tripadvisor | HomeAway

"AWESOME HOME AND BEST LOCATION!"

"This guest review is an easy one to give. The attention to detail in this home is incredible. The views of the lake from the deck and from within the home are stunning. We spent a lot of time on the deck reading when not out on the lake. The boat ramp to launch your boat could not be any more convenient. Can't wait to get back up there!"
-David

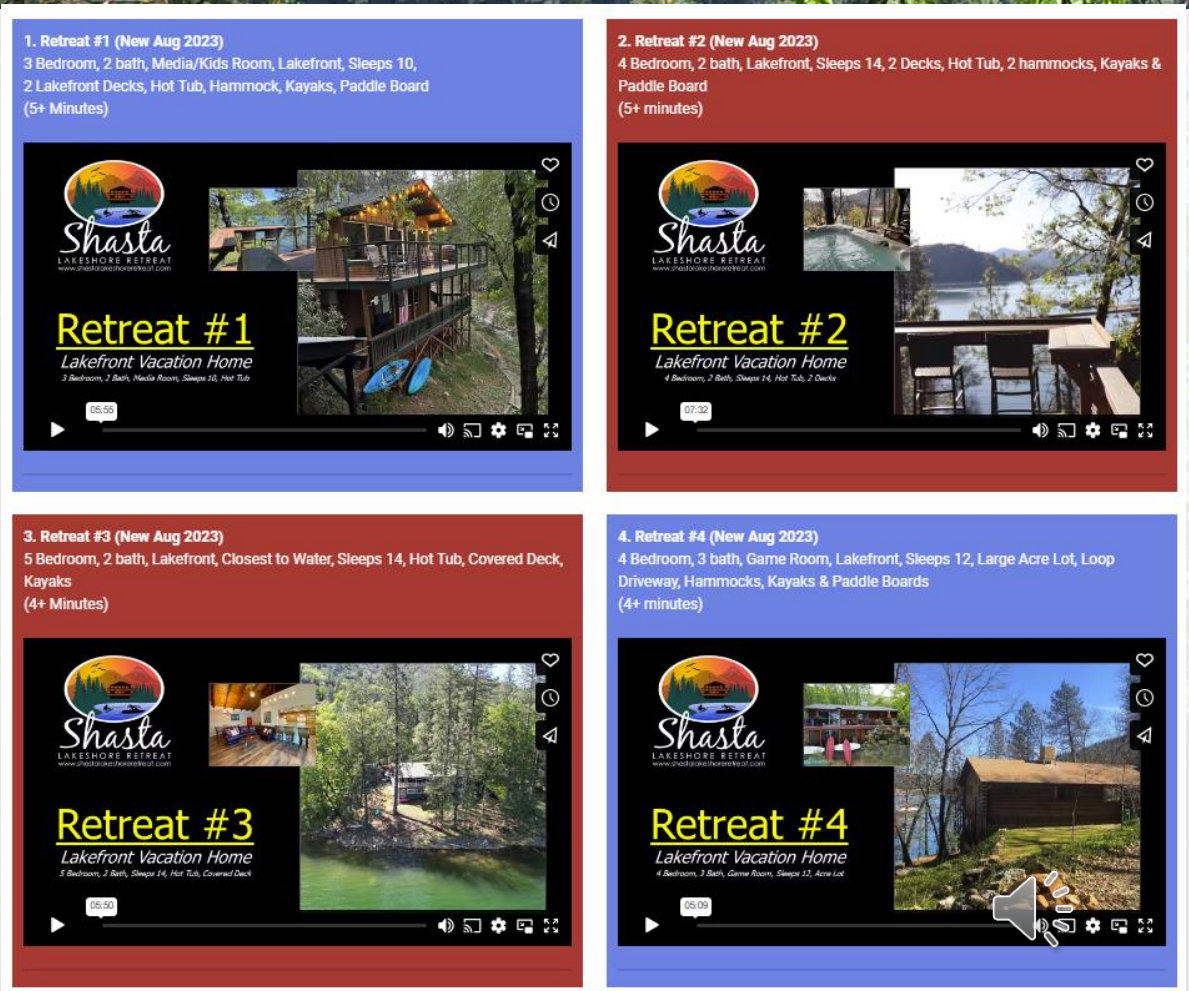
5.0 RATING ★★★★★

Website: Video Tours

- Placed on multiple locations of the website
  - And used with Social Media

Click on Image Above to Watch Video

Links to High Impact Videos on each Home

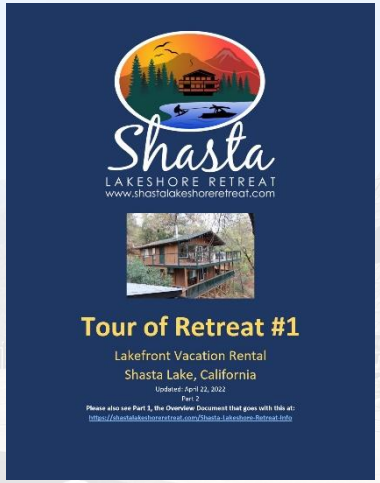


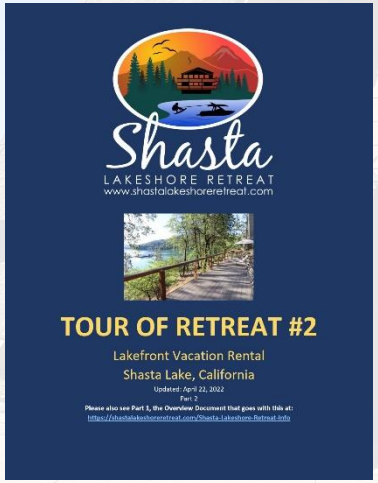
Website: Brochures

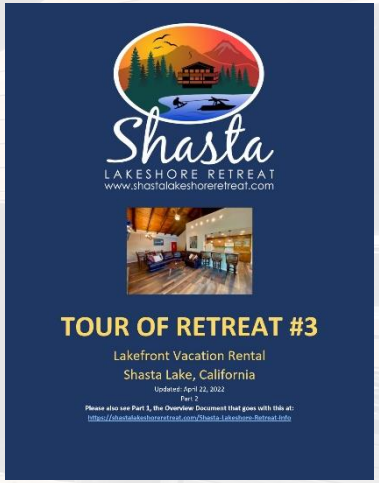
- Located in multiple locations on the website and sent to customers inquiries

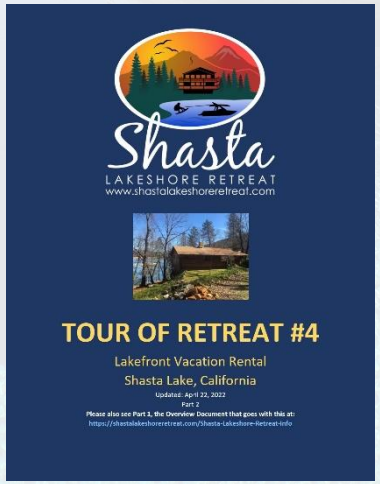
Click on Image Above to see PDF

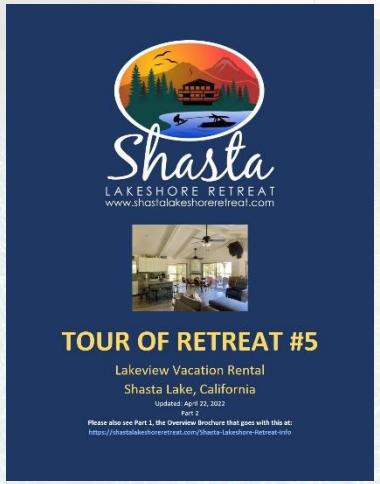
Links to High Impact Brochures on each Home

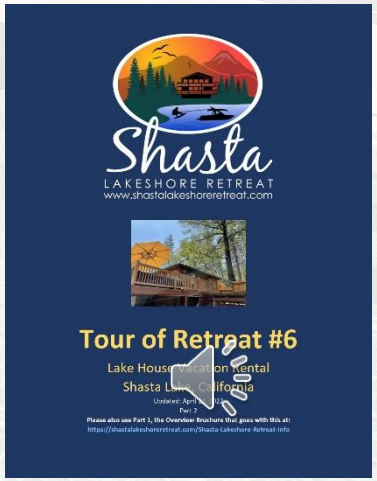








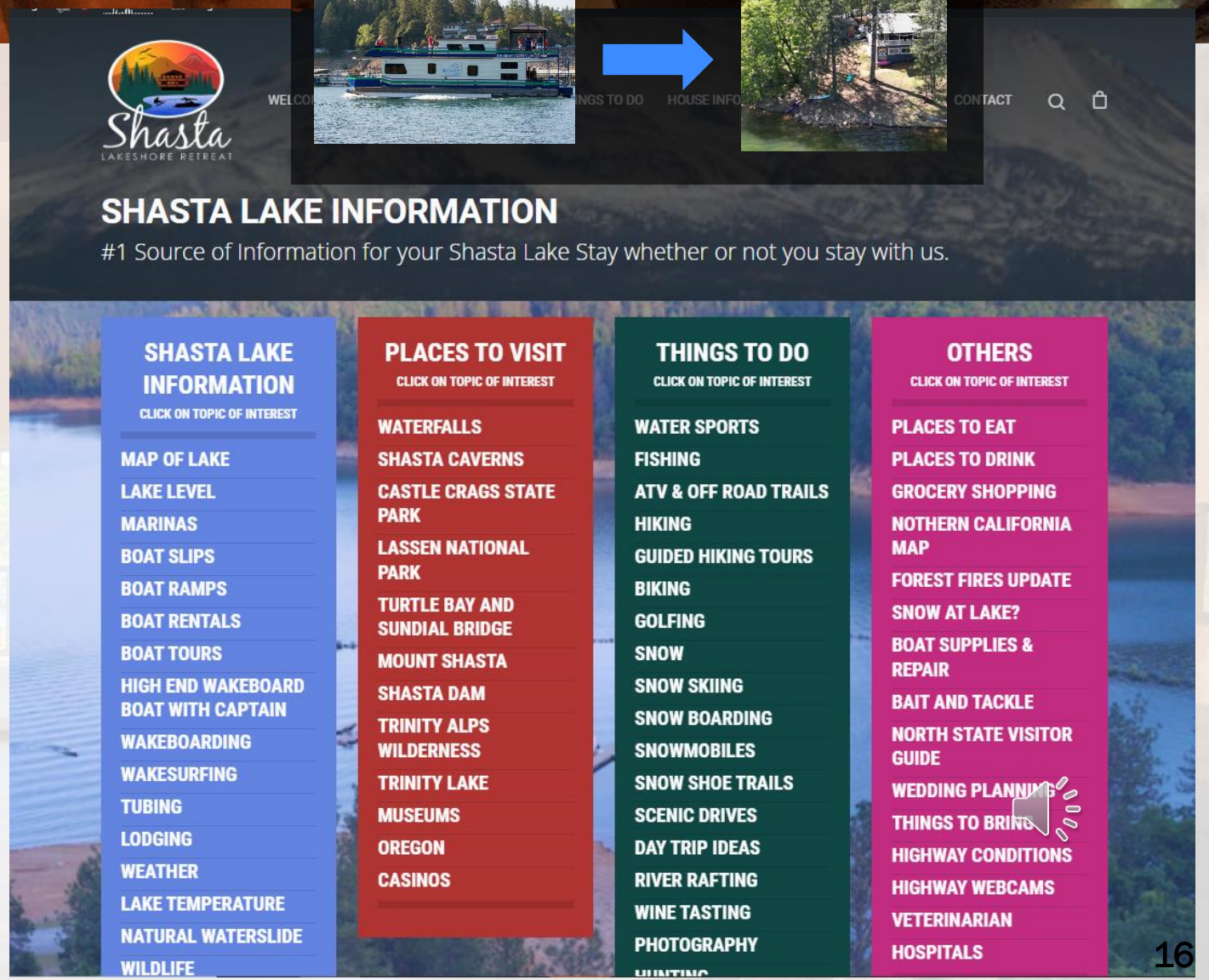




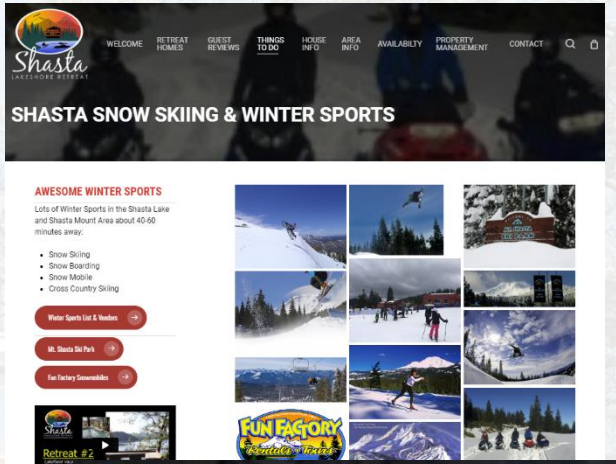
Website: Shasta County Info Source

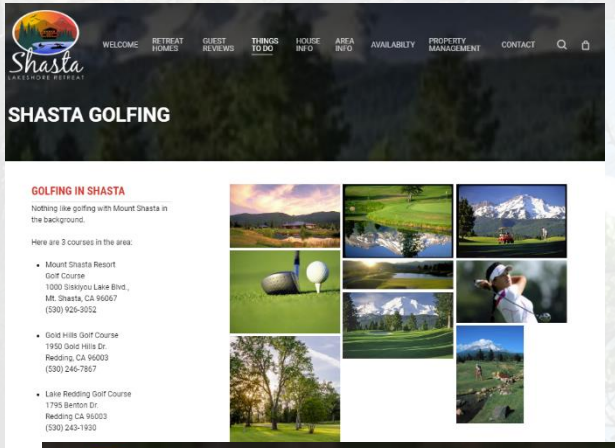
- #1 Shasta Lake Information Source
- Strategy:
  - Drive Traffic Here
  - More Exposure
  - New Customers
  - More Bookings
- Information
  - Lake Information
  - Places to Visit
  - Things to Do
  - Blogs
  - Partnerships
  - Other (Food, Stores, etc.)
- Will continue to expand as key part of strategy

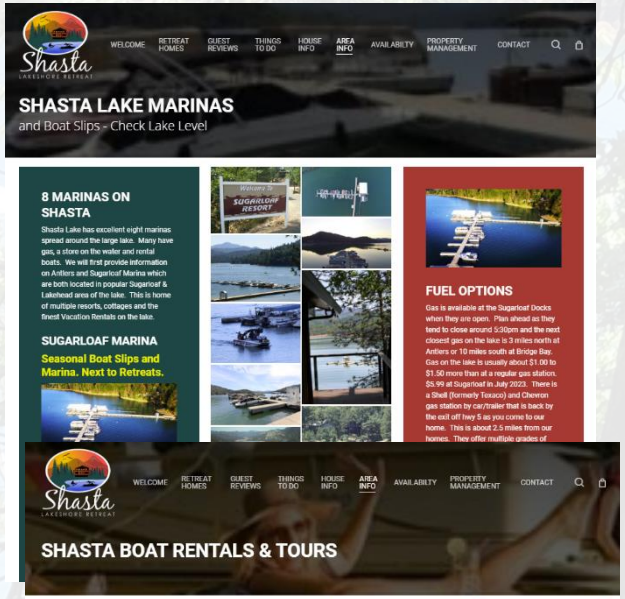
Available to all, not just our guests. Others point to our site as source of information in the area.

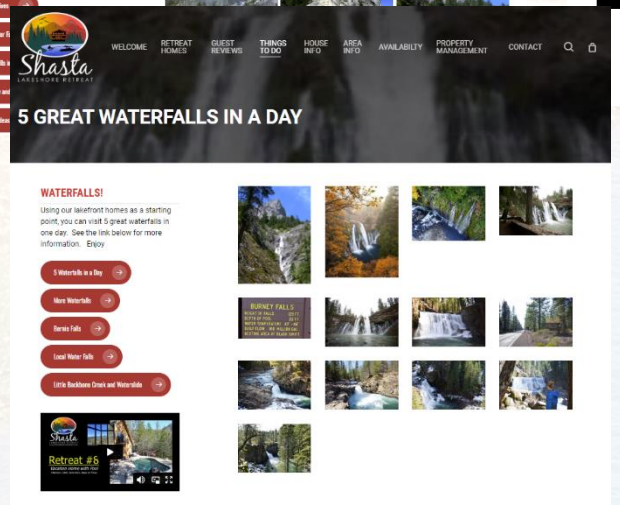


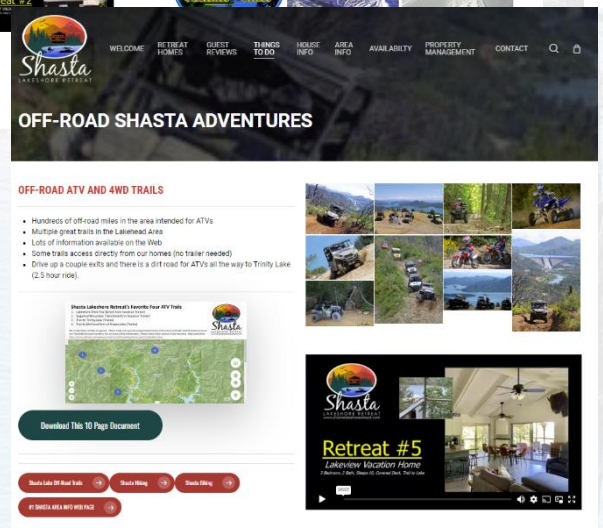
Website: Key Area Information

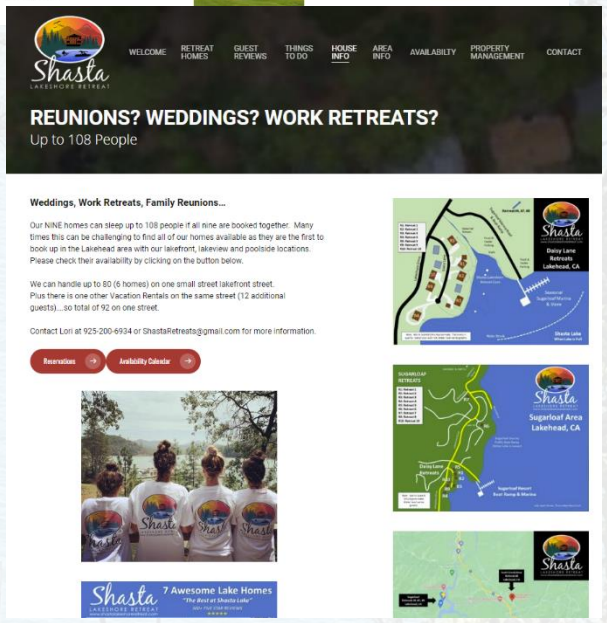


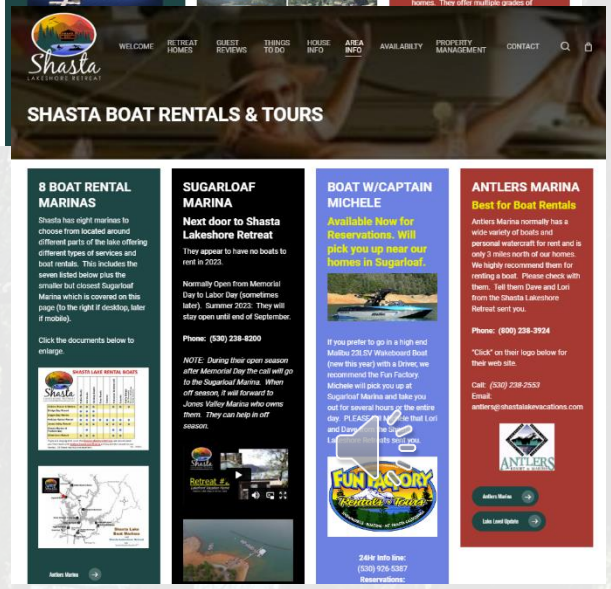






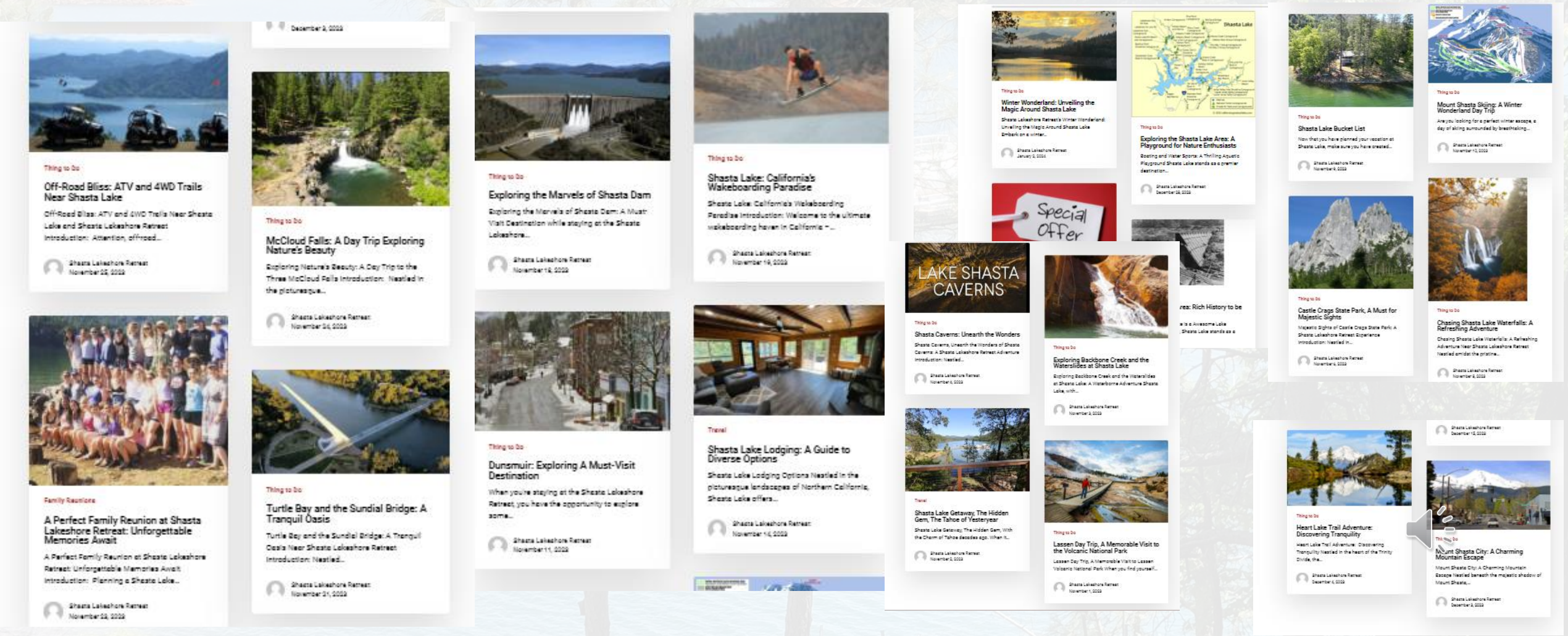






And much more...

Travel Blogs – Drive More to Web!



Many more to come…also helps drive off season bookings (so many things beyond the lake to do)

Other Targets & Partnering

Shasta LAKESHORE RETREAT
www.shastalakeshoreretreat.com

WELCOME | RETREAT HOMES | GUEST REVIEWS | HOUSE INFO | AREA INFO | THINGS TO DO | AVAILABILTY

REUNIONS, WEDDINGS, & WORK RETREATS

Up to 122 People in a Majestic Setting

Family Reunions, Weddings, Work Retreats

Elevate Your Gatherings: Unforgettable Family Reunions, Dreamy Weddings, and Productive Work Retreats

For those seeking a magnificent venue to host family reunions, small weddings, or corporate retreats, our collection of nine exceptional Retreats awaits. The combined capacity to accommodate up to 122 people across all ten homes is a unique feature.

In addition, our many of our homes are conveniently located on one lakeside street, accommodating up to 94 guests across seven homes. Furthermore, an adjacent vacation rental on the same street can host an additional 12 guests, creating an alluring community of up to 106 guests on a single street.

However, securing availability for all of these highly sought-after properties can be a challenge due to their immense popularity. If you're considering a large group booking, we recommend checking their availability promptly by clicking the button below.

If you find that the online availability calendar doesn't meet your needs or if you wish to secure bookings extending beyond the 18-month window, please don't hesitate to reach out to us.

Multiple home discounts available (Contact Lori).

For more details and personalized assistance, please contact Lori at 925-200-6934 or email us at ShastaRetreats@gmail.com.

Elevate your gatherings with the unmatched comfort and charm of Shasta Lakeshore Retreats.

Family Reunion Blog | Reservations | Availability Calendar

FIRST RESPONDERS HOUSING

Temporary Housing at Shasta Lake

First Responders Temporary Housing

At Shasta Lakeshore Retreat, we understand the demanding and crucial work that first responders tirelessly undertake each day. In recognition of their dedication, we are proud to extend our support by offering comfortable and convenient temporary housing solutions tailored to their unique needs when on temporary work assignments in the area.

Our Commitment: We are dedicated to providing first responders working in Shasta and Siskiyou counties, including those around Shasta Lake and Redding, with a home away from home. Recognizing the demanding nature of their roles, we strive to create an environment that not only meets their practical requirements but also offers a space for relaxation and rejuvenation between long tiring days on the job.

TRAVELING MEDICAL PROFESSIONALS

Traveling Nurses and Doctors

Traveling Nurses in Redding & Mt. Shasta City: Why not on the Lake?

Welcome to Shasta Lakeshore Retreat, your haven on the shores of Shasta Lake, tailor-made for traveling nurses and doctors working in Redding or Mt. Shasta City. As you embark on your temporary assignment, we invite you to experience the tranquility and comfort of our three to five bedroom retreats, where your well-being is our top priority.

Your Home by the Lake

At Shasta Lakeshore Retreat, we understand the unique needs of medical professionals on the move. Whether you are a traveling nurse seeking a peaceful retreat or a doctor in search of temporary housing, our carefully curated accommodations are designed to provide you with the perfect blend of comfort and convenience.

Tailored for Traveling Medical Professionals

1. **Proximity to Hospitals:** Strategically located for easy access to hospitals in Redding and Mt. Shasta City, our retreat ensures a seamless commute for your assignments.
2. **Tranquil Environment:** Escape the ordinary and embrace the extraordinary. Our retreat offers a serene ambiance, allowing you to unwind and recharge amidst the beauty of Shasta Lake.
3. **Fully Equipped Accommodations:** Choose from our selection of 10 meticulously designed homes, ranging from lakefront to lakeview, each fully furnished with well-appointed kitchens, cozy bedrooms, and all the comforts of home.

PARTNERING & OPPORTUNITIES

Partnership Opportunities: Let's Grow Together!

Partnership Opportunities: Let's Grow Together!

Shasta Lakeshore Retreat (Vacation Rentals) & Vacations 4 Rent (Short Term Rental Advisory & Property Management)

Welcome to Shasta Lakeshore Retreat, where unforgettable memories are made both at and around the lake. We believe in the power of collaboration and mutually beneficial relationships. If you have a proposal that can enhance our guests' experiences and encourage more stays, we want to hear from you!

1. **Advertising Partnerships**

8. Destination Awareness: Unveiling the Hidden Gem of Shasta Lake

At Shasta Lakeshore Retreat, we are passionately committed to unveiling the unparalleled beauty and experiences that the Shasta Lake area has to offer. Our mission extends beyond providing exceptional accommodations; it is about transforming perceptions and fostering awareness about this hidden gem.

In particular, we've observed a common sentiment among residents of the San Francisco Bay Area, where the spotlight often shines on Tahoe while Shasta Lake remains undiscovered. Many Bay Area residents either lack awareness of this breathtaking destination or perceive it as too distant. Contrary to this misconception, Shasta Lake is not only accessible but boasts a more convenient drive than the popular Tahoe, with less traffic congestion.

Importantly, the journey to Shasta Lake is not just about accessibility; it's also about affordability. The costs associated with travel and stay in Shasta are significantly more budget-friendly than those associated with Tahoe. Our goal is to convey that a spectacular, nature-filled getaway need not come with an extravagant price tag.

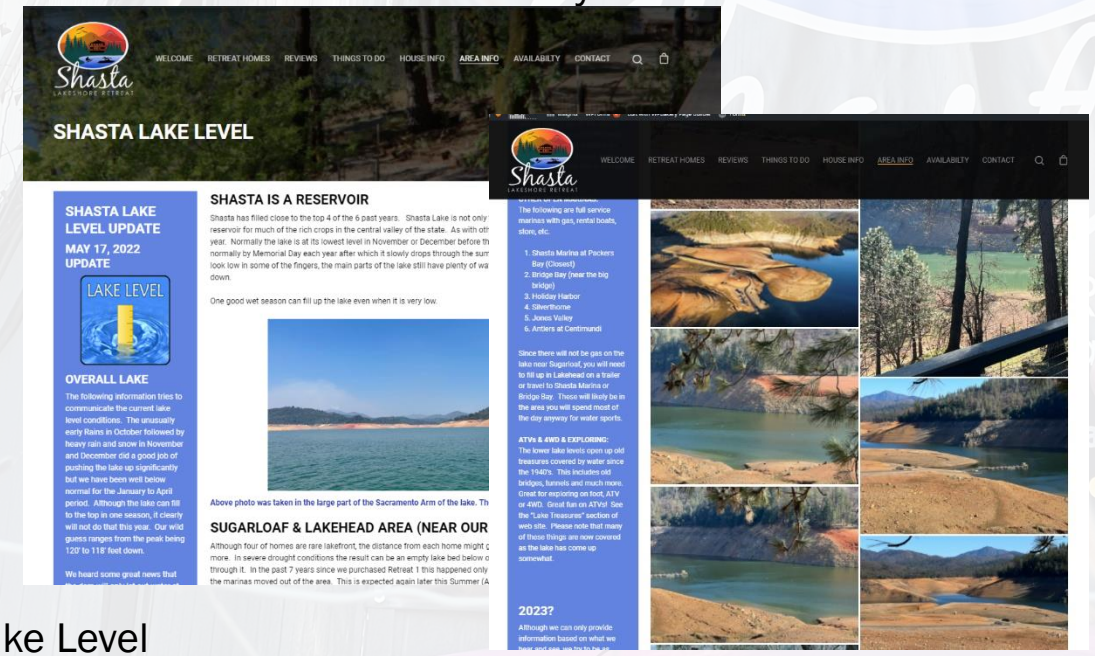
The reality is that Shasta Lake is a mere 3-4 hour drive from various locations in the Bay Area, making it an easily reachable and affordable escape. We believe this narrative extends beyond the Bay Area to Southern California and neighboring states like Oregon, Nevada, and Arizona. Our aim is to bridge this awareness gap, emphasizing the cost-effective allure of Shasta Lake as a viable and inviting destination.

We actively seek opportunities to collaborate with like-minded organizations and

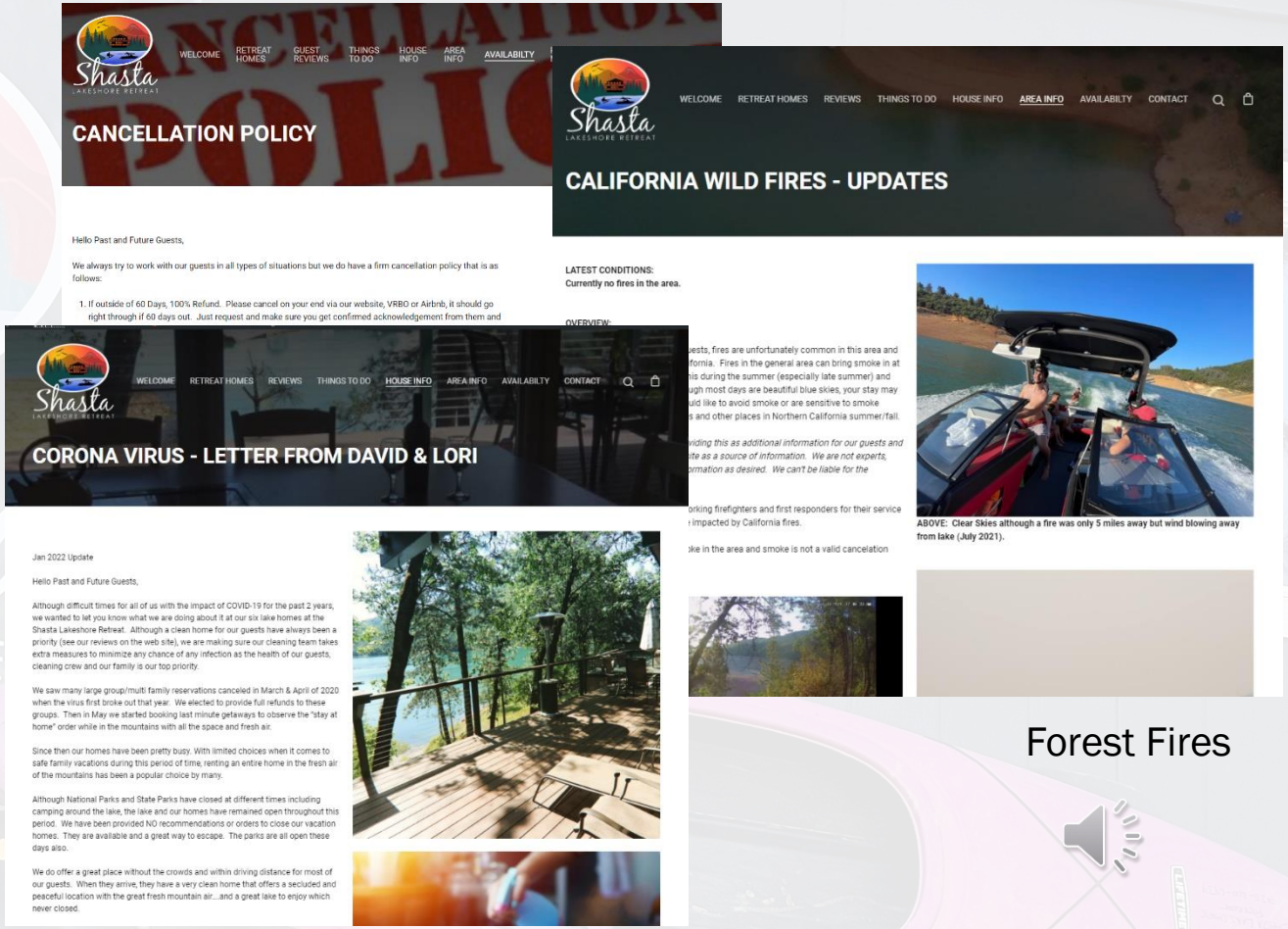
Many more to come...

Website: Guest Transparency

- Transparency to Build Trust with Guests[1]
  - Wildfire & Smoke Updates
  - Lake Level, Impact on Views, and accessibility
  - Virus Impacts (like COVID)
  - Cancelation Policy



Lake Level



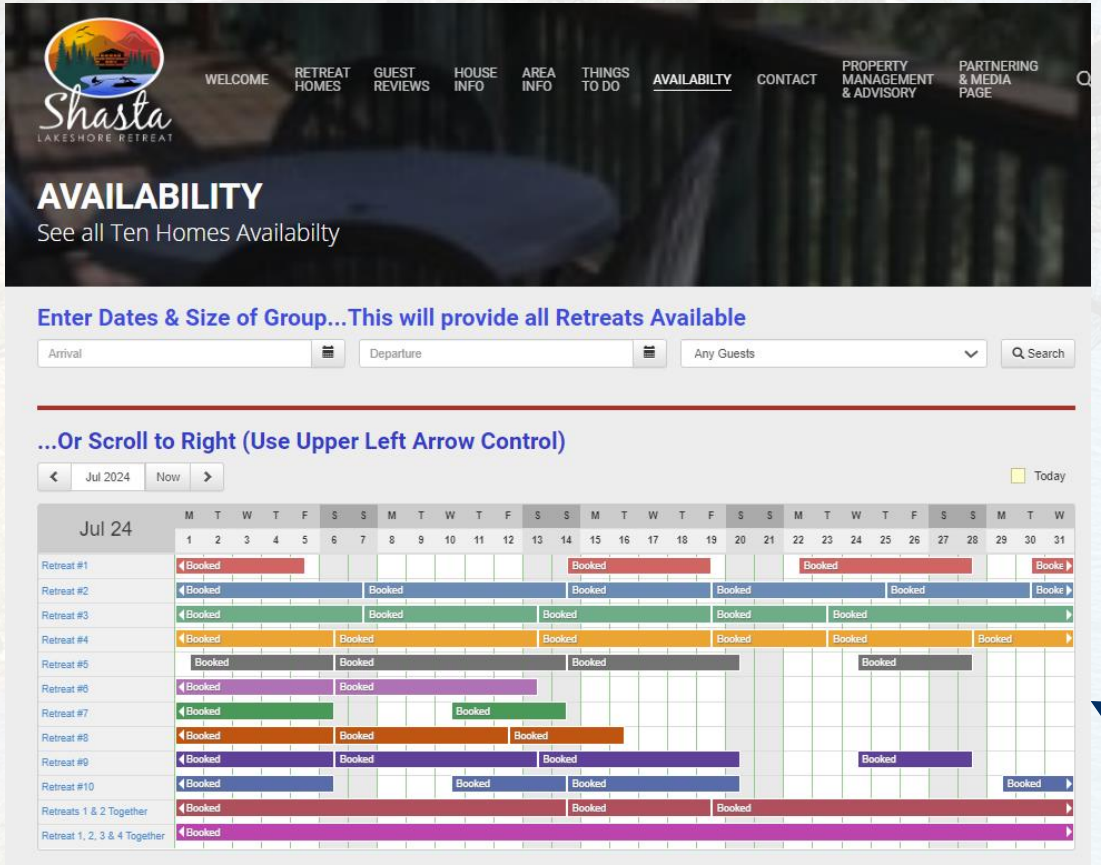
Forest Fires

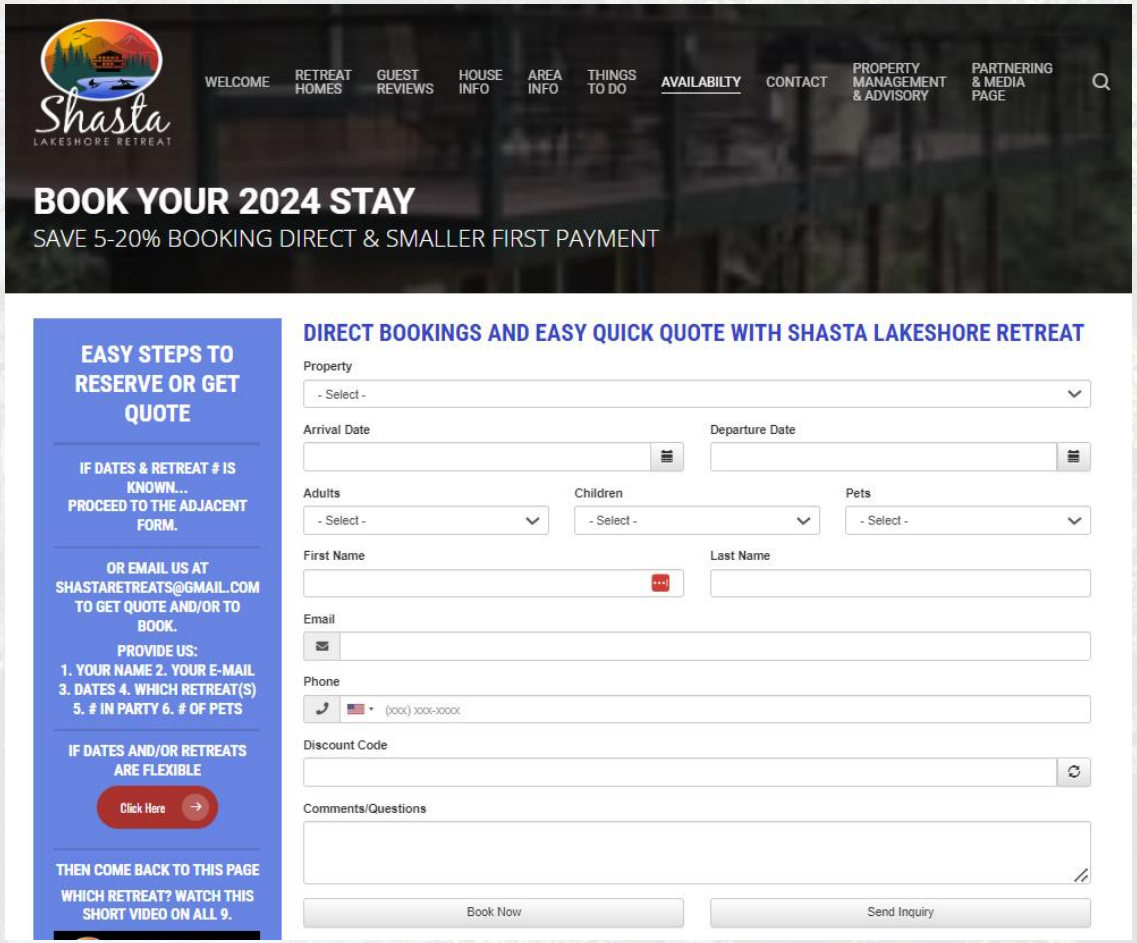
COVID

1. And to protect Owner/Managers

Booking Platform on Website

- Guests can:
  - Check Availability, Get Quotes, & Make Reservations
  - Now 70% of our Bookings (under our control)

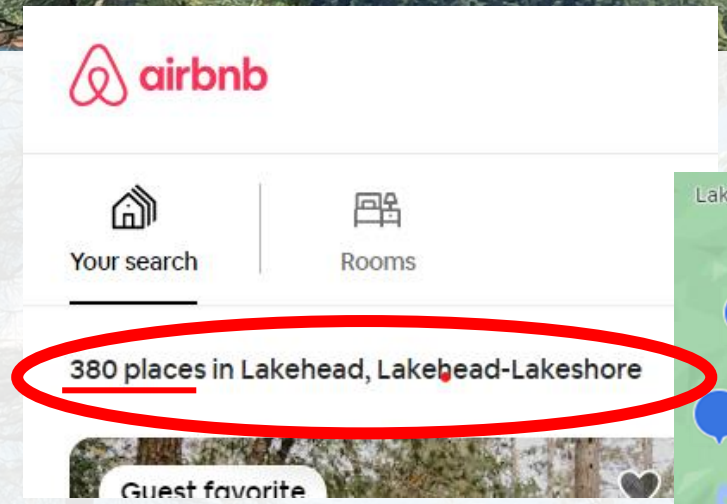


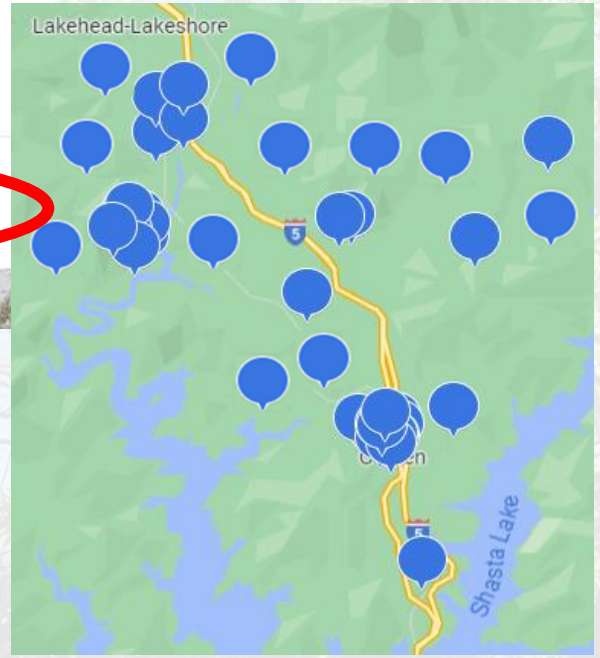


Note the number of bookings already for July 2024 (As of Jan 2024)

Saturated Vacation Rental Market

- Vacation Rental Market Changed
  - Too many homes, not enough renters
  - 3X Vacation Rentals in Lakehead
- Relying on Airbnb & VRBO is Over
  - To survive, must have:
    - Proactive Marketing on Many Fronts
    - Website Traffic
    - Direct Booking Focus!
    - Large # of Returning Guests
- We produce 2x – 4x Area Average





CBS MORNINGS

Vacation rental market shift leaves owners in "nerve-wracking" situation as popular areas remain unbooked

By Meg Oliver, Michelle Tak, Analisa Novak
Edited By Sarah Lynch Baldwin
July 10, 2023 / 9:32 AM EDT / CBS News

BUSINESS INSIDER

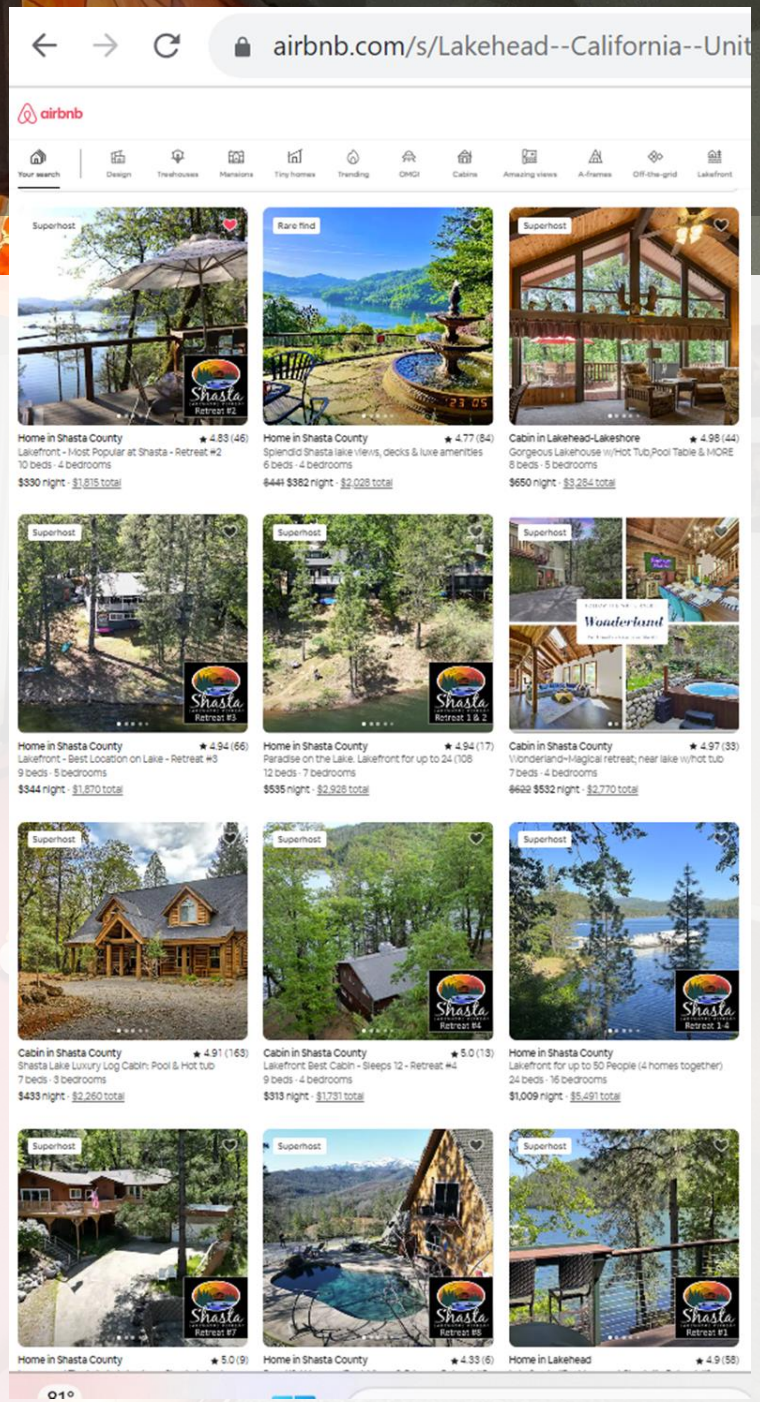
Newsletters Log in

DISCOURSE | REAL ESTATE

The 'Airbnbust' proves the Wild West days of online vacation rentals are over

Listing Sites Position

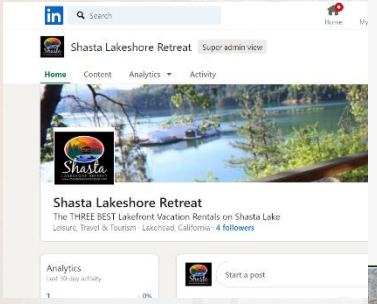
- "Super Host" Status on VRBO/Airbnb Listing Sites
  - Pushes our homes to the top of the list for guest searches
- Branding with Logo
  - We brand all our Primary Photos (1st only) with our Logo
  - Helps guests familiar with the brand look at all our properties
  - Hard for a new guest to miss
  - General Awareness & Branding
- Listing Site Strategy
  - Continue to use VRBO and Airbnb to find new customers
  - Send returning guest to our selection of homes on our website (avoid competition in area)

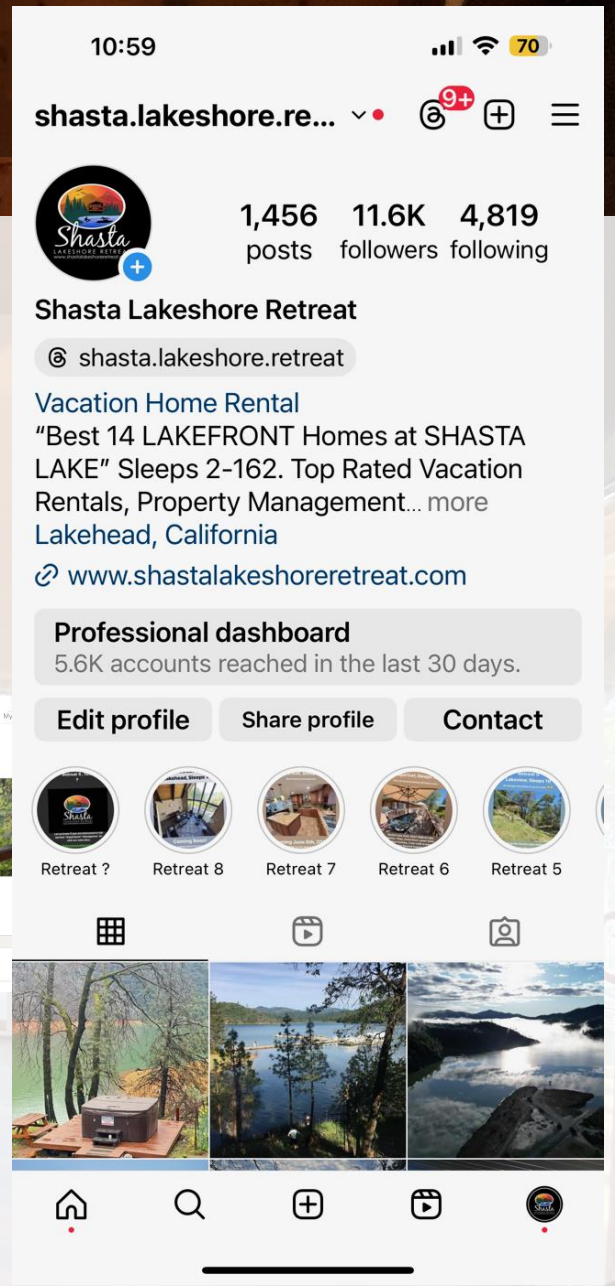


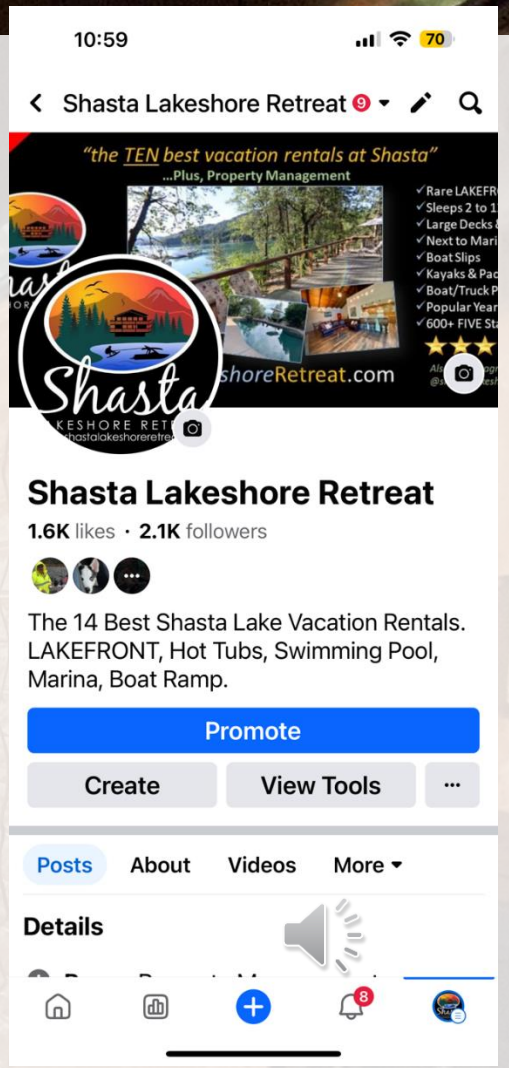
Example on Airbnb: 8 of the top 12 are our properties out of the 150 that came up. We know the "tricks"

Social Media

- Instagram:
  - 12K+ followers on main page
    - @shasta.lakeshore.retreat
    - #1 in Shasta County
    - Followers mostly vacationing & boating families
  - 2K+ more on others
    - @ShastaVRBO, @ShastaAirbnb, @ShastaVacations4Rent
    - And others
- Facebook:
  - 2K+ on main page
    - Shasta Lakeshore Retreat
  - More on others/groups
    - Shasta Lake Vacation Rentals, I Love Shasta, Shasta, Shasta Lake Vacation Information
- Other
  - LinkedIn, Yelp, Google, Twitter/X







More followers than all other vacation rentals in Shasta County Combined.

Google & Space Advertising

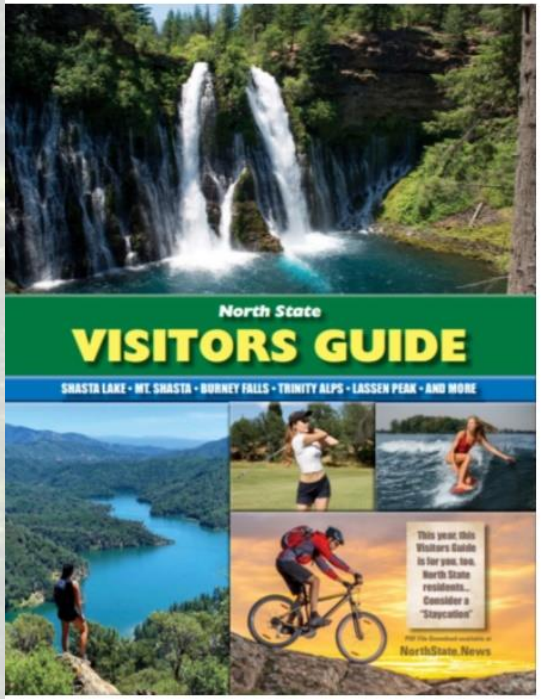
- Google Search
  - Optimization built into website for key words and phrases (SEO)
  - Google Word Ads we Purchase
  - All Point to our Website

Shasta Lakeshore Retreat
https://shastalakeshoreretreat.com

Shasta Lakeshore Retreat: Shasta Lake Vacation Rentals ...

Indulge in the epitome of **lakefront** living with our collection of **14** exquisite **Shasta Lake** Vacation Rental **homes**. ... **Retreat** #**14**. Sleeps up to **14**; 4 Bedrooms, 2 ...
Shasta Lake SPECIALS · Retreat #3 · Retreat #2 · Retreat #1

- North State Visitors Guide
  - #1 Tourist Magazine in Shasta County
  - Found in most tourist destinations
  - Full Page Ad (vs. 1/16 page for other homes)



Other Marketing

- E-Mail Newsletters
  - ~6 Times a Year
  - Well Qualified List[1]
- Business Cards
  - For handout &
    in front of each home
- Craigslist Ads
- Signs
- Logo Flags
- Logo Signs
- Logo Banners
- Logo T-Shirts & Hats

1. Past guests, requests to be on mail list. Low Unsubscribe Rate & High Action Rate

Option: You vs. Us?

- You
  - Continue to manage your own property if you like the work and results
  - If you are new to vacation rental ownership & property management, you might consider trying it for a while to better understand the value of a good experienced management company
  - Will become more and more challenging in the saturated vacation rental market. Relying only on VRBO & Airbnb will no longer produce results.
  - If you want to do it yourself, we are available to consult/advise[1] based on a project-based payment, hourly or a monthly retainer

- Us
  - Leverage our market position, returning guests, reputation, and ever-increasing proactive marketing reach.
  - Full Service. We do 90%+ of all the work.
    - So, you can focus on enjoying your lake house
  - 24/7 Support
    - Do you want to take a call at 1am about a backing up sewer system?
  - Our service fee is 30% of Gross Revenues (before 10% lodging tax and cleaning fees)
    - No other fees or mark ups
    - No upfront or setup fees or payments
  - Our Fees are likely to be entirely offset by the increased revenue putting more money in your pocket (Our homes produce 2x-4x the area average)

1. Any markets in the United States
2. And we do all the work. You can relax and enjoy!

Additional Info & Next Steps

1. Additional Information (Click on Items):
   - Visit Property Management Page
   - Visit Vacations 4 Rent Website
   - Watch Videos
   - Review Brochure
   - Review Current Homes
   - Visit our Travel Blogs
   - Visit Home Availability Page
   - Visit Reservation Page
   - Visit Review Page
   - Visit Area Info Page
   - *Also, Welcome Book on Request*

2. Contact Us to Discuss
   - David Raun: 925-200-6938
   - Lori Raun: 925-200-6934
   - ShastaRetreats@gmail.com

3. Discussion & Documents
   - Answer all your questions
   - Discuss your objectives and concerns
   - Provide more information on our programs
   - Provide actual revenue data on our homes
   - Provide you an estimate of projected revenues under our management
   - Decide if our programs are right for you
   - Provide detailed timeline
   - Review Agreement
   - Provide you link to our Prospective Owner folder with lots of additional information
   - No Pressure Discussion/Decision

Kickoff if We Proceed…

- **No Upfront Costs Or Set Up Fees**
  - We invest in your home and our ability to produce solid revenue.
    - Over 40 hours of work we absorb
  - Only commission from guest stays (no other fees)
  - Any expenses (supplies, etc.) will be deducted from future revenues (no mark up)

- **Our Steps/Investment:**
  - Step by Step Onboarding (We make it easy)
  - Make provide all the instructions and proper county paperwork and approvals
  - Make recommendations
    - On home to appeal more to guests & maximize revenue from guests
  - Take photos & Video of Home & Area
    - Inside, outside and drone
  - Add your home to all our documents & website locations
  - Add Dedicated Page on our Website
  - Create High Impact 4-5 Minute Video Tour of Home

- **Our Steps/Investment, continues:**
  - Create Brochure Tour Document
  - Order & Install Street Address Sign
  - Establish Pricing for 2024-2026 Pricing
  - Enter home into OwnerRez Reservations System
  - Open your Owner's Portal
  - Create Direct & Channel Partner Listings (Airbnb/VRBO)
  - Add home to Cleaning and Maintenance Crew Schedule
  - Introduce your Home in Guest Newsletter & Social Media
  - Feature your home on Home Page of Website
  - Add you to our monthly owner's newsletter

- **Drive Bookings & Revenue!**
  - Have some fun in the process!!

Our Overall Strategy

- **#1 Source of Information in the Area**
  - Drive Traffic to Website
  - Currently 35K Visitors/Month
  - Not just lodging, but everything Shasta Vacation and recreation related
- **Reputation & Trust of Guests…Be the Best!**
  - Provide the Best Experience
  - Offer a Good Product (Unique Homes & Experience)
  - High Return Rate
  - Have them Pick from our Homes only
  - Many Guests have tried Multiple Homes
- **Leverage VRBO & Airbnb for New Guests**
  - But send all returning guests to website to book direct
- **Bay Area Focus, Expansion, & Education**
  - Many people in the SF Bay Area are not familiar with Shasta. They believe it is far away. Only 3-4 Hours from Bay Area and easier drive than Tahoe.
  - Big Opportunity for us and Tourism in Area
- **Large Group Expansion**
  - Additional Focus on Large Groups
    - Limited Other Options in the Area
  - Family Reunions, Weddings, Work Retreats
  - Bookings of 2 to 6 homes are more common now
- **Partnerships**
  - Marinas, Restaurants, Tour Companies, Etc.
- **Pricing**
  - Dynamic Depending on Time of the Year, day of the week, occupancy rates, historic trends
  - Maximize Revenues & Net for Owners
  - Others price too low in high demand season and too high in high season
- **Superior Local Support**
  - Best Cleaners & Maintenance Team in Area
- **Dave & Lori Only**
  - We personally manage to maintain integrity
    - Will not bring in employees to manage. We will not expand beyond what we can handle

Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

CONTACT US

Lori Raun 925-200-6934
David Raun 925-200-6938

ShastaRetreats@gmail.com

www.ShastaLakeshoreRetreat.com

www.ShastaVacations4Rent.com

VACATIONS 4RENT

Shasta Area Information	Shasta Lakeshore Retreat Website	Lake Level	Availability Calendar	Reservations