



Vacation Rental Property Management, Marketing, & Advisors

June 2024

PDF Version



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**
 - 17 Homes Currently, Up to 200 Guests
 - Largest Lodging Organization around the Lake
 - Revenue & # of Guests
- **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 Hire¹***

- **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

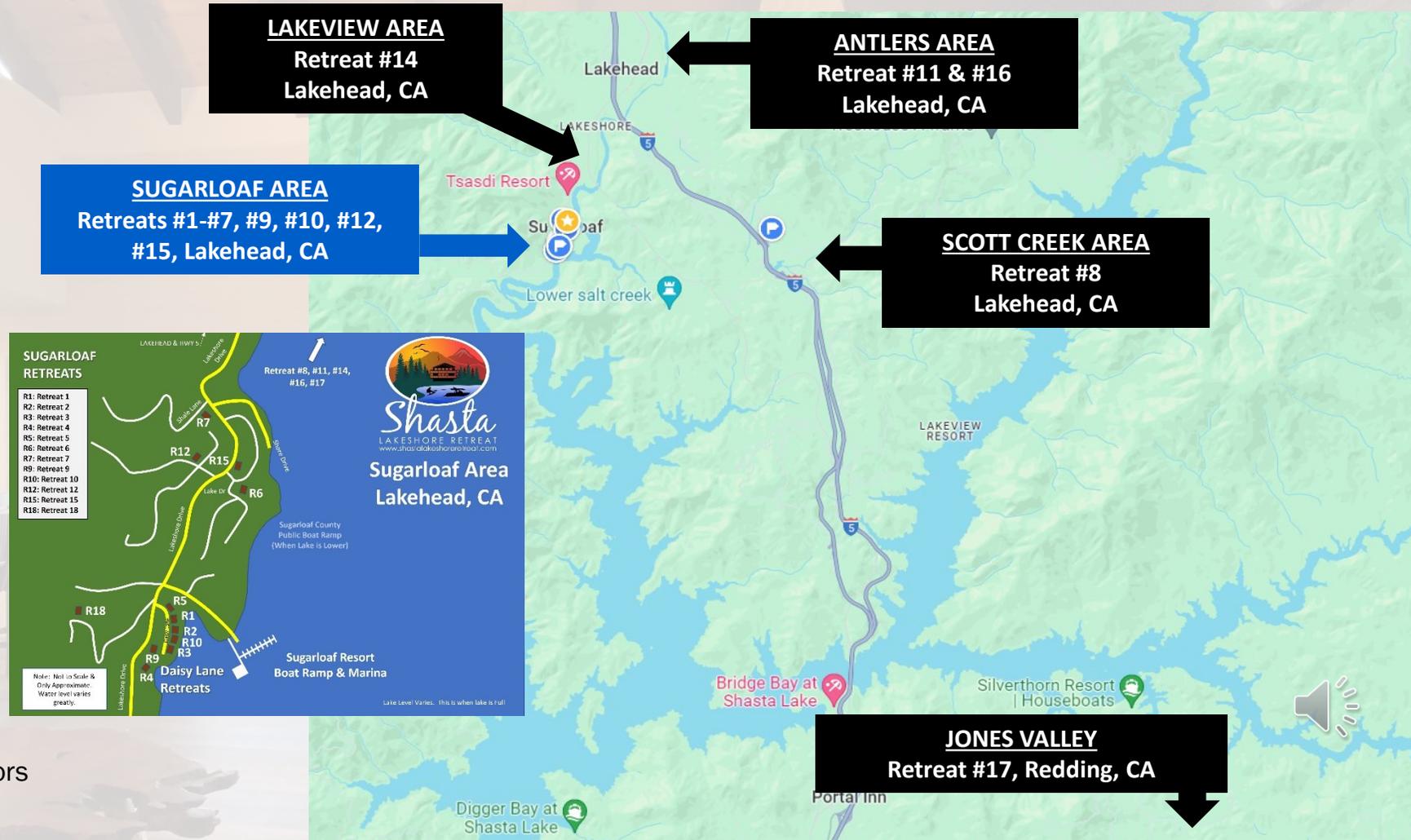


1. If you prefer to do yourself but want some help.

Current "Retreat" Collection

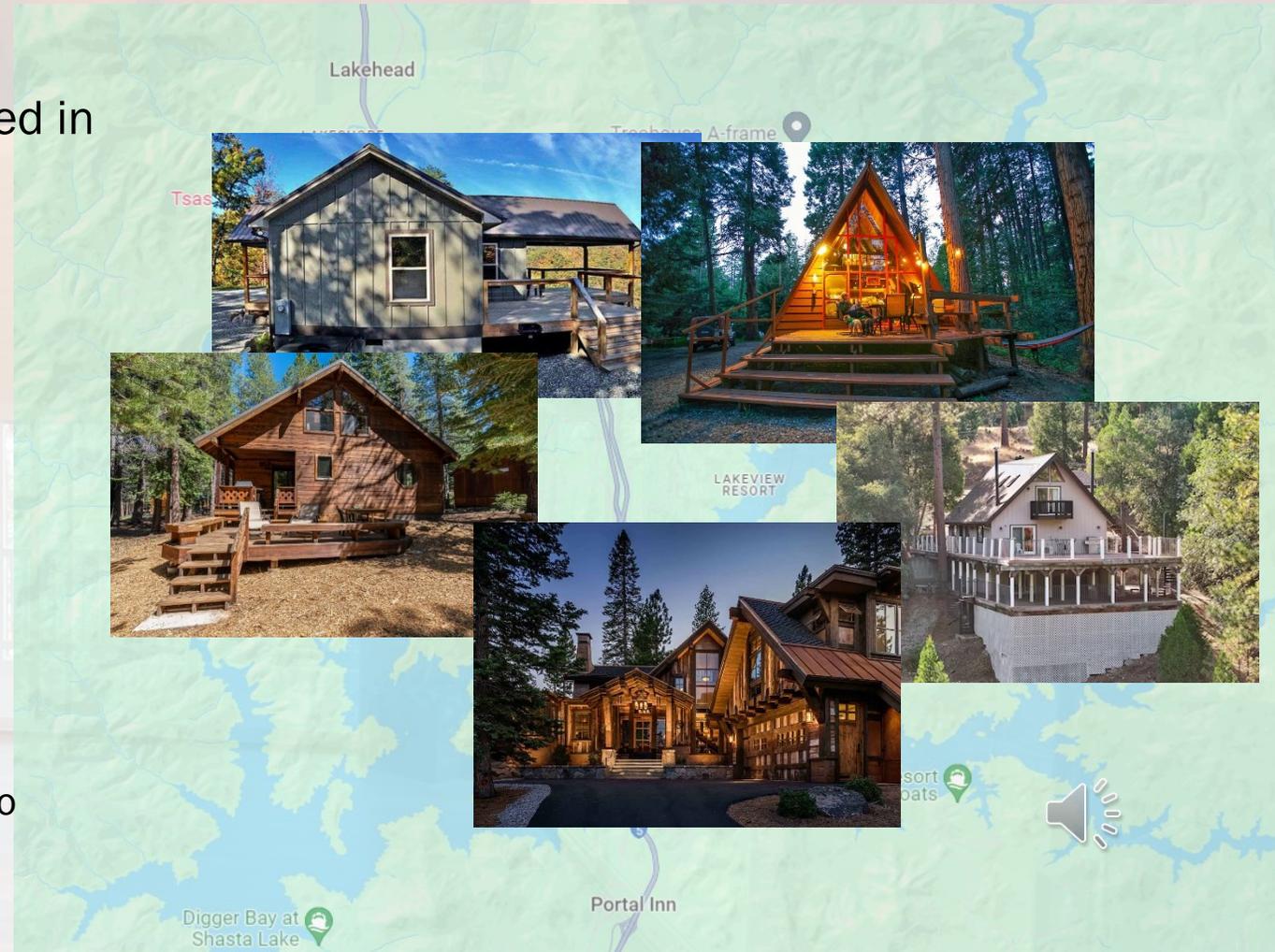


- 17 Homes
 - Top Revenue Generators in the Area
- 2-5 Bedrooms
 - All Single-Family Homes
- All around Shasta Lake
 - May consider other neighboring areas
- Features Depending on the Home:
 - Lakefront, Lakeview, Mountain View
 - Next to Marina/Boat Ramps
 - Hot Tubs & Swimming Pools,
 - Game Rooms, Media Rooms,
 - Kayaks/Paddle Boards, etc.
 - Dual Family Rooms for Multiple Families
 - Large View Decks
 - Privacy
- Owners:
 - 2 Homes: Dave & Lori
 - 15 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



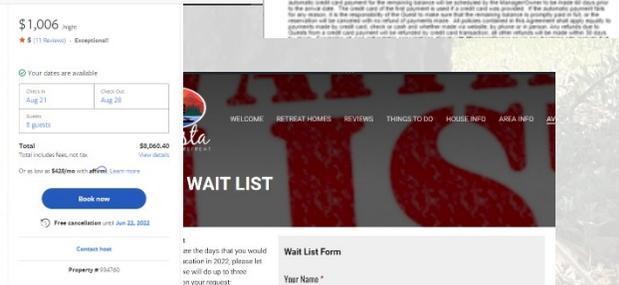
- Proactive Marketing to Bring in New Guests
- All Guest Interface & Communications
 - Direct, VRBO, Airbnb, & Others
- 24/7 Crisis Management
 - Plumbing, Air Conditioning, Power Outages, etc.
- Financial Transactions & Expense Tracking
 - Monthly Statements & Owner Payments
 - Tax Prep
- Cleaning Coordination
- 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 (now 100 items)
- Guest & Pet Screening plus Rental Agreement
 - Signed Rental Agreement & Security Deposit Required
- Dynamic Pricing
- Large Party Coordination
 - Up to 200 guests



	Thurs	Fri	Sat	5 Days	6 Days	7 Days
2022	\$ 294	\$ 371	\$ 371	\$ 1,623	\$ 1,916	\$ 2,210
2022	\$ 294	\$ 371	\$ 371	\$ 1,623	\$ 1,916	\$ 2,210
2022	\$ 294	\$ 371	\$ 371	\$ 1,623	\$ 1,916	\$ 2,210
2022	\$ 349	\$ 482	\$ 482	\$ 1,982	\$ 2,301	\$ 2,620
2022	\$ 438	\$ 571	\$ 571	\$ 2,390	\$ 2,761	\$ 3,132
2022	\$ 631	\$ 520	\$ 520	\$ 631	\$ 3,043	\$ 3,563
2022	\$ 705	\$ 609	\$ 609	\$ 705	\$ 3,429	\$ 4,038
2022	\$ 705	\$ 609	\$ 609	\$ 705	\$ 3,429	\$ 4,038
2022	\$ 705	\$ 609	\$ 609	\$ 705	\$ 3,429	\$ 4,038
2022	\$ 705	\$ 609	\$ 609	\$ 705	\$ 3,429	\$ 4,038
2022	\$ 520	\$ 371	\$ 371	\$ 520	\$ 586	\$ 586
2022	\$ 349	\$ 319	\$ 319	\$ 349	\$ 482	\$ 482
2022	\$ 294	\$ 294	\$ 294	\$ 294	\$ 371	\$ 371
2022	\$ 294	\$ 294	\$ 294	\$ 294	\$ 371	\$ 371



https://www.vrbo.com/934760/adultsCount=8&arrival=2022-08-21&departure=2022-08-28&unitId=1482706



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



- 700+ Five Star Reviews
 - Average over 4.9 out of 5.0
- Clean and Well-Maintained Retreats
- Guest Communications
 - Calls, Texts, E-Mails, Welcome Book¹, 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, Cancellation 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

Shasta LAKESHORE RETREAT
www.shastalakeshoreretreat.com

WELCOME

Information
Updated 6-5-2024*

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)

Visit www.shastalakeshoreretreat.com/Welcome-Retreat for latest version. [Back to Table of Contents](#)

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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
- 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



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

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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



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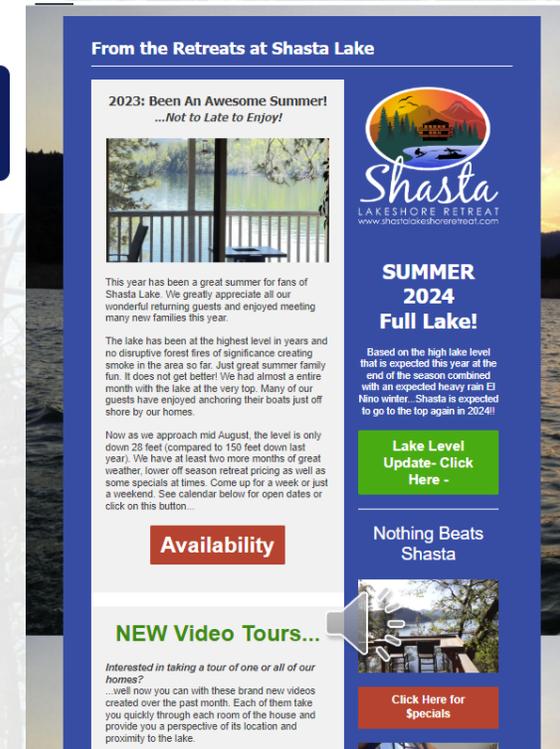
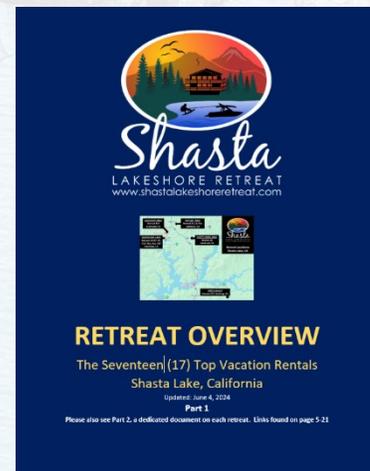
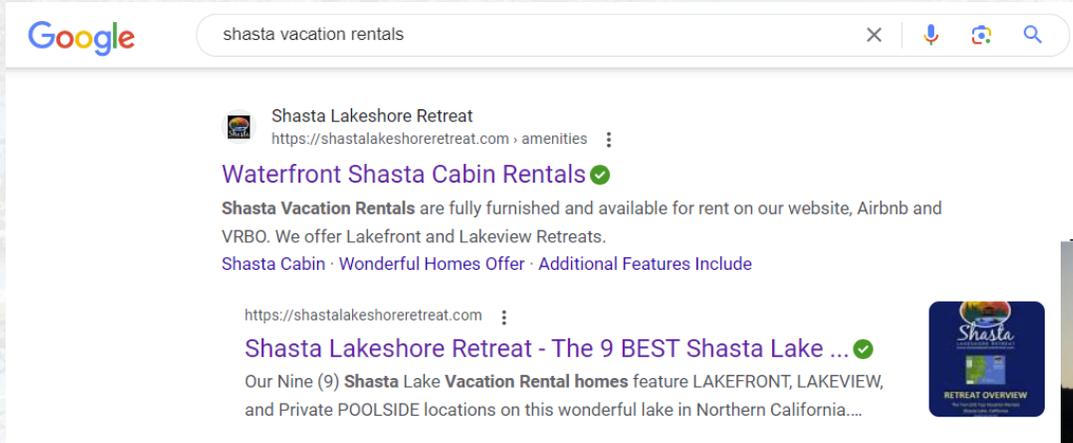


Owner Statements are Produced Monthly. Check is sent to Owner at the End of the Month along with the Detailed Financial Statement.

Proactive Marketing Overview



- Website
 - 35K Visitors/Month, #1 in County
 - Brochures & Hi-Impact Videos
- Google Word Ads & SEO
 - Strong First Page Placement
- Social Media
 - 16K+ 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...

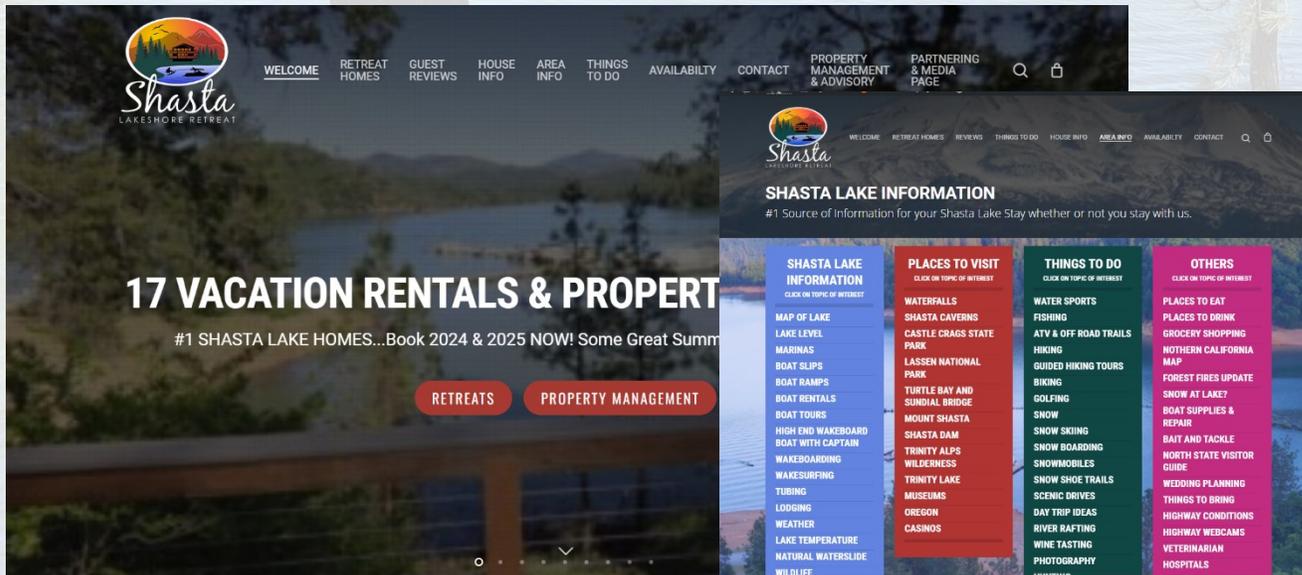


Comprehensive Website Overview



- #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 all visitors, not just our current guests
 - Continue to Add More Area Content
- 700+ 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

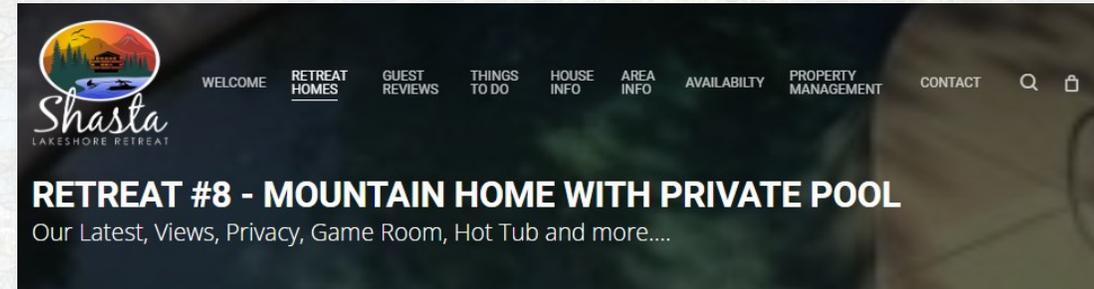
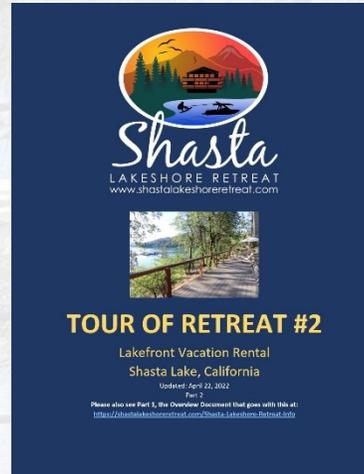
- And so much more... please visit...
www.ShastaLakeshoreRetreat.com



Website: Dedicated Page Each Home



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



- ★ Privacy in style on multiple acres.
- ★ One of our largest and nicest retreats.
- ★ SWIMMING POOL! (Seasonal)* and Hot Tub
- ★ 4 large bedrooms, 3 full bathrooms
- ★ Steeps up to 14 (Max 12 Adults)
- ★ Game Room: Garage made into large game room with pool table, foosball, darts, no host bar and sitting areas (no Sleeping).
- ★ Located on Scott Creek side of Lakehead.
- ★ Short 5-15 min drive to lake and boat ramps.
- ★ View of the valleys, mountains and partial lake.
- ★ Large two story high windows that capitalize on views.
- ★ Large deck and pool area.
- ★ Many indoor and outdoor games
- ★ BBQ, 2 gas firepits, patio heater, two patio tables.
- ★ Central air conditioning & heat.
- ★ Great boat/ATV parking plus multiple cars (up to 7). Multiple Boats OK. (Bumpy Dirt/Gravel Road)
- ★ Loop driveway for easy boat parking.
- ★ Fully Furnished – Towels, Linens, Dishes, 6 HD Flat Screen TVs, Internet, Dishwasher, Stove, Refrigerator, Microwave, Washer and Dryer, Backup Generator
- ★ Bedding:
 - ★ Bedroom 1: Master, King Bed, Desk, Balcony, Pool View, Bathroom, Twin Pull Out Sofa Bed
 - ★ Bedroom 2: Queen Bed, Twin Rollaway Bed, Balcony
 - ★ Bedroom 3: Queen Bed, Balcony
 - ★ Bedroom 4: 3 X Tall Twins, Full Size Sofa Bed, Slider
 - ★ Other: Queen Sofa Bed in Living Room
- ★ Pet friendly. \$120 per pet per stay.
- ★ 10-15 minute drive to our other Retreats.
- ★ * Pool is NOT heated but should be warm in Summer.
- ★ Note: Lake Level changes accessibility. See lake



RETREAT #2 AVAILABILITY AND RESERVATIONS

Today

September 2023							October 2023							November 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	4	5	6	7	8	9	8	9	10	11	12	13	14	8	9	10	11	12	13	14
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30		

Arrival Date: Departure Date:

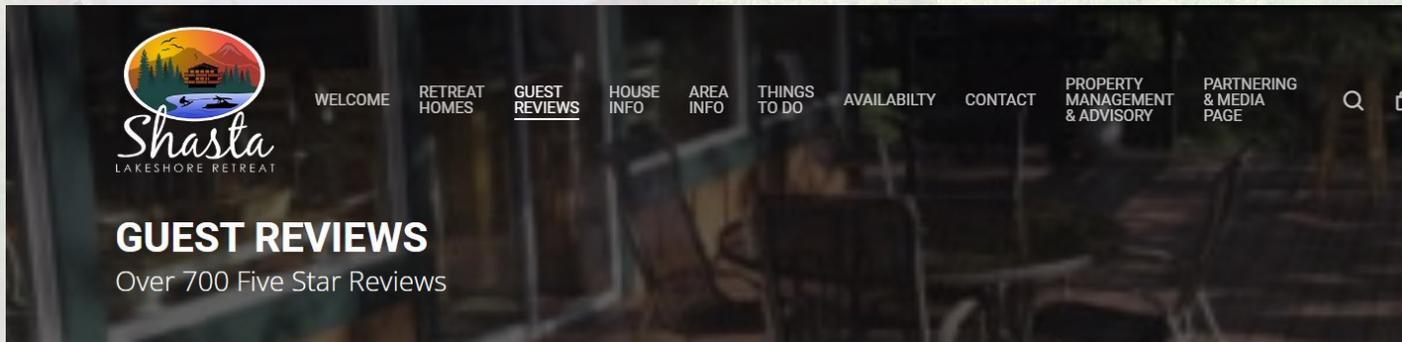
Adults: Children: Pets:

Name:

Retreat #2: Main Mid Floor (Level 2) at Street Level



Website: 700+ Guest 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 700 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 682 reviews

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

Showing 1 - 10 of 682 reviews

★★★★★

By Peiman H – stayed at Retreat #14 in May 2024

The best place for 14 people with a responsible and friendly host. Thank you so much Lori for everything.

Response from Shasta Lakeshore Retreat:

It was a sincere pleasure hosting your family and friends Peiman. Thank you for your kind words and for taking such great care of our home. We look forward to your return!

★★★★★ **Fantastic stay**

By Kelley M – stayed at Retreat #3 in May 2024

We had a great stay in retreat #3 cozy great view My family loved it booking again for next year! People friendly Fishing was great Hot tub clean and relaxing Lake shore close Kids and Adults had a blast Thanks again Dave and Lori

Response from Shasta Lakeshore Retreat:

You were awesome guests. Kelley and we'd love nothing more than to host your family year after year. Making memories and creating fun traditions is everything and more... your experiences matter.



Check Out Our Customer Reviews

From all these web sites summarized on this page



"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



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

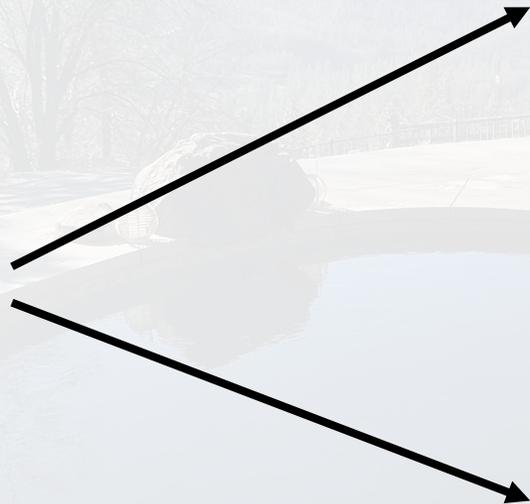


- Located in multiple locations on the website and sent to customers inquiries

Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

RETREAT OVERVIEW
The Seventeen (17) Top Vacation Rentals
Shasta Lake, California
Updated: June 4, 2024
Part 1
Please also see Part 2, a dedicated document on each retreat. Links found on page 5-21

Click on Image Above to see PDF



Links to High Impact Brochures on each Home

Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

Tour of Retreat #1
Lakefront Vacation Rental
Shasta Lake, California
Updated: April 22, 2022
Part 2
Please also see Part 1, the Overview Document that goes with this at: <https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

TOUR OF RETREAT #2
Lakefront Vacation Rental
Shasta Lake, California
Updated: April 22, 2022
Part 2
Please also see Part 1, the Overview Document that goes with this at: <https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

TOUR OF RETREAT #3
Lakefront Vacation Rental
Shasta Lake, California
Updated: April 22, 2022
Part 2
Please also see Part 1, the Overview Document that goes with this at: <https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

TOUR OF RETREAT #4
Lakefront Vacation Rental
Shasta Lake, California
Updated: April 22, 2022
Part 2
Please also see Part 1, the Overview Document that goes with this at: <https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

TOUR OF RETREAT #5
Lakeview Vacation Rental
Shasta Lake, California
Updated: April 22, 2022
Part 2
Please also see Part 1, the Overview Document that goes with this at: <https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

TOUR OF RETREAT #17
Log Cabin with Private Acres
Shasta Lake, California
Updated: June 4, 2024
Part 2
Please also see Part 1, the Overview Document that goes with this at: <https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

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.

The screenshot shows the website's navigation structure. At the top, there are menu items: WELCOME, THINGS TO DO, HOUSE INFO, CONTACT, a search icon, and a home icon. Below the navigation is a hero section titled "SHASTA LAKE INFORMATION" with the tagline "#1 Source of Information for your Shasta Lake Stay whether or not you stay with us." Below this are four main category columns:

- SHASTA LAKE INFORMATION** (CLICK ON TOPIC OF INTEREST)
 - MAP OF LAKE
 - LAKE LEVEL
 - MARINAS
 - BOAT SLIPS
 - BOAT RAMPS
 - BOAT RENTALS
 - BOAT TOURS
 - HIGH END WAKEBOARD BOAT WITH CAPTAIN
 - WAKEBOARDING
 - WAKESURFING
 - TUBING
 - LODGING
 - WEATHER
 - LAKE TEMPERATURE
 - NATURAL WATERSLIDE
 - WILDLIFE
- PLACES TO VISIT** (CLICK ON TOPIC OF INTEREST)
 - WATERFALLS
 - SHASTA CAVERNS
 - CASTLE CRAGS STATE PARK
 - LASSEN NATIONAL PARK
 - TURTLE BAY AND SUNDIAL BRIDGE
 - MOUNT SHASTA
 - SHASTA DAM
 - TRINITY ALPS WILDERNESS
 - TRINITY LAKE
 - MUSEUMS
 - OREGON
 - CASINOS
- THINGS TO DO** (CLICK ON TOPIC OF INTEREST)
 - WATER SPORTS
 - FISHING
 - ATV & OFF ROAD TRAILS
 - HIKING
 - GUIDED HIKING TOURS
 - BIKING
 - GOLFING
 - SNOW
 - SNOW SKIING
 - SNOW BOARDING
 - SNOWMOBILES
 - SNOW SHOE TRAILS
 - SCENIC DRIVES
 - DAY TRIP IDEAS
 - RIVER RAFTING
 - WINE TASTING
 - PHOTOGRAPHY
 - HUNTING
- OTHERS** (CLICK ON TOPIC OF INTEREST)
 - PLACES TO EAT
 - PLACES TO DRINK
 - GROCERY SHOPPING
 - NORTHERN CALIFORNIA MAP
 - FOREST FIRES UPDATE
 - SNOW AT LAKE?
 - BOAT SUPPLIES & REPAIR
 - BAIT AND TACKLE
 - NORTH STATE VISITOR GUIDE
 - WEDDING PLANNING
 - THINGS TO BRING
 - HIGHWAY CONDITIONS
 - HIGHWAY WEBCAMS
 - VETERINARIAN
 - HOSPITALS

Website: Key Area Information



Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

SIGHTSEEING & TOURS

WELCOME RETREAT HOMES GUEST REVIEWS THINGS TO DO HOUSE INFO AREA INFO AVAILABILITY PROPERTY MANAGEMENT CONTACT

SHASTA SNOW SKIING & WINTER SPORTS

WELCOME RETREAT HOMES GUEST REVIEWS THINGS TO DO HOUSE INFO AREA INFO AVAILABILITY PROPERTY MANAGEMENT CONTACT

SHASTA GOLFING

WELCOME RETREAT HOMES GUEST REVIEWS THINGS TO DO HOUSE INFO AREA INFO AVAILABILITY PROPERTY MANAGEMENT CONTACT

SHASTA LAKE MARINAS and Boat Slips - Check Lake Level

WELCOME RETREAT HOMES GUEST REVIEWS THINGS TO DO HOUSE INFO AREA INFO AVAILABILITY PROPERTY MANAGEMENT CONTACT

AWESOME SIDE TRIPS

Shasta Sightseeing is wonderful. Lots of Short and Full Day Sightseeing Trips in the Area:

- Mount Shasta
- Mount Shasta City
- Castle Crags State Park
- Local Waterfalls
- Lassen National Park
- Shasta Caverns
- Turtle Bay & Sundial Bridge
- ...and much more

Shasta Lake Damers
Lassen National Park
Castle Crags State Park
Devils Falls
Shasta Dam
Local Waterfalls
Shasta Caverns
Turtle Bay
Day Trip Ideas

AWESOME WINTER SPORTS

Lots of Winter Sports in the Shasta Lake and Shasta Mount Area about 40-60 minutes away:

- Snow Skiing
- Snow Boarding
- Snow Mobile
- Cross Country Skiing

Water Sports (Jet S, Hobie)
Mt. Shasta Ski Park
Fun Factory Snowtubing

GOLFING IN SHASTA

Nothing like golfing with Mount Shasta in the background.

Here are 3 courses in the area:

- Mount Shasta Resort Golf Course
1000 Sugarloaf Lake Blvd., Mt. Shasta, CA 96067
(530) 246-3052
- Gold Hills Golf Course
1950 Gold Hills Dr. Redding, CA 96003
(530) 246-7867
- Lake Redding Golf Course
1795 Barton Dr. Redding, CA 96003
(530) 243-1920

8 MARINAS ON SHASTA

Shasta Lake has excellent eight marinas spread around the large lake. Many have gas, 3 floors on the water and rental boats. We will first provide information on Antlers and Sugarloaf Marinas which are both located in popular Sugarloaf & Lakehead area of the lake. This is home of multiple resorts, cottages and the finest Vacation Rentals on the lake.

SUGARLOAF MARINA Seasonal Boat Slips and Marina. Next to Retreats.

FUEL OPTIONS

Gas is available at the Sugarloaf Docks when they are open. Plan ahead as they tend to close around 5:00pm and the next closest gas on the lake is 3 miles north at Antlers or 10 miles south at Bridge Bay. Gas on the lake is usually about \$1.00 to \$1.50 more than at a regular gas station. \$5.99 at Sugarloaf in July 2023. There is a Great (Formerly Forecast) and Chevron gas station by car/trailer that is back by the rest of the Bay as you come to the home. This is about 2.5 miles from our homes. They offer multiple grades of

5 GREAT WATERFALLS IN A DAY

WELCOME RETREAT HOMES GUEST REVIEWS THINGS TO DO HOUSE INFO AREA INFO AVAILABILITY PROPERTY MANAGEMENT CONTACT

OFF-ROAD SHASTA ADVENTURES

WELCOME RETREAT HOMES GUEST REVIEWS THINGS TO DO HOUSE INFO AREA INFO AVAILABILITY PROPERTY MANAGEMENT CONTACT

REUNIONS? WEDDINGS? WORK RETREATS?

Up to 108 People

WEDDINGS, WORK RETREATS, FAMILY REUNIONS...

Our NINE homes can sleep up to 108 people if all nine are booked together. Many times this can be challenging to find all of our homes available as they are the first to book up in the Lakeshore area with our waterfront, lakeview and poolside locations. Please check their availability by clicking on the button below.

We can handle up to 80 (60 homes) on one small retreat (aircraft) street. Plus there is one other Vacation Rentals on the same street (12 additional guests)...so total of 92 on one street.

Contact Lori at 925-200-6934 or ShastaRetreats@gmail.com for more information.

SHASTA BOAT RENTALS & TOURS

WELCOME RETREAT HOMES GUEST REVIEWS THINGS TO DO HOUSE INFO AREA INFO AVAILABILITY PROPERTY MANAGEMENT CONTACT

WATERFALLS!

Using our lakefront homes as a starting point, you can visit 5 great waterfalls in one day. See the link below for more information. Enjoy.

5 Waterfalls in a Day
More Waterfalls
Devils Falls
Local Water Falls
Little Beckman Creek and Waterfalls

Retreat #6

OFF-ROAD ATV AND 4WD TRAILS

• Hundreds of off-road miles in the area intended for ATVs
• Multiple great trails in the Lakeshore Area
• Lots of information available on the Web
• Some trails access directly from our homes (no trailer needed)
• Drive up a couple exits and there is a dirt road for ATVs at the way to Trinity Lake (2.5 hour ride).

Shasta Lakeshore Retreat's Favorite Four 4V Trails

Download This 161 Page Document

Shasta Lake Jet Boat Tours
Shasta Skiing
Shasta Skiing
Fun Factory Snowtubing

Retreat #5
Lakeshore Vacation Home

SHASTA 7 AWESOME LAKE HOMES

WELCOME RETREAT HOMES GUEST REVIEWS THINGS TO DO HOUSE INFO AREA INFO AVAILABILITY PROPERTY MANAGEMENT CONTACT

Retreats Availability Calendar

Map of Shasta Lakeshore Retreat area showing various homes and locations.

8 BOAT RENTAL MARINAS

Shasta has eight marinas to choose from located around different parts of the lake offering different types of services and boat rentals. This includes the seven listed below plus the smaller but closest Sugarloaf Marina which is covered on this page (to the right if clickable, later if mobile).

Click the documents below to enlarge:

Shasta Lake Area Boats
Sugarloaf Marina
Antlers Marina

SUGARLOAF MARINA

Next door to Shasta Lakeshore Retreat

They appear to have no boats to rent in 2023.

Normally Open from Memorial Day to Labor Day (sometimes later) Summer 2023. They will stay open until end of September.

Phone: (530) 238-8200

NOTE: During their open season after Memorial Day the call will go to the Sugarloaf Marina. When off season, it will forward to Jones Valley Marina who owns them. They can help in off season.

BOAT W/CAPTAIN MICHELE

Available Now for Reservations. We'll pick you up near our homes in Sugarloaf.

Antlers Marina normally has a wide variety of boats and personal watercraft for rent and is only 3 miles north of our homes. We highly recommend them for renting a boat. Please check with them. Tell them Dave and Lori from the Shasta Lakeshore Retreat sent you.

Phone: (809) 238-9924

Antlers Marina normally has a wide variety of boats and personal watercraft for rent and is only 3 miles north of our homes. We highly recommend them for renting a boat. Please check with them. Tell them Dave and Lori from the Shasta Lakeshore Retreat sent you.

Call: (530) 238-2953
Email: antlers@shastalakevacations.com

Antlers Marina
Lake and Slips

And much more...

Other Targets & Partnering



REUNIONS, WEDDINGS, & WORK RETREATS
Up to 200 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 200 people across all 17 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.

Retreat 6, 7, 12, 15, & 18 are a short 5 min walk from this street with the 7 homes.

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

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

- See the offer
- Variety of beds
- Excellent catering
- Convenient assignments
- Cost effective

Why Choose Us?

- See the offer
- Variety of beds
- Excellent catering
- Convenient assignments
- Cost effective

Unparalleled Amenity
Your comfort is our priority.

- Lakefront and Lake views
- Recreation: Optic paddleboards, kayaking, and fishing
- Flexible Rates: Various assignments. For more details, contact us.

Embrace the Scenic Beauty
While there may be a long drive to a good highway, our retreat offers a serene and peaceful environment. Our retreat offers a peaceful and serene environment. Our retreat offers a peaceful and serene environment.

For inquiries or to book your stay at Shasta Lakeshore Retreat:

For more details and email us at ShastaRetreats@gmail.com

We look forward to serving you at Shasta Lakeshore Retreat.

Partnership Opportunities: Let's Grow Together!
Partnership Opportunities: Let's Grow Together!

Marketing Partnerships

Business, Growth, Product, Blog, Promotion, Branding, Marketing, Advertising, Strategy, Price, Sales, Media, Customers, Network.

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 hours 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.

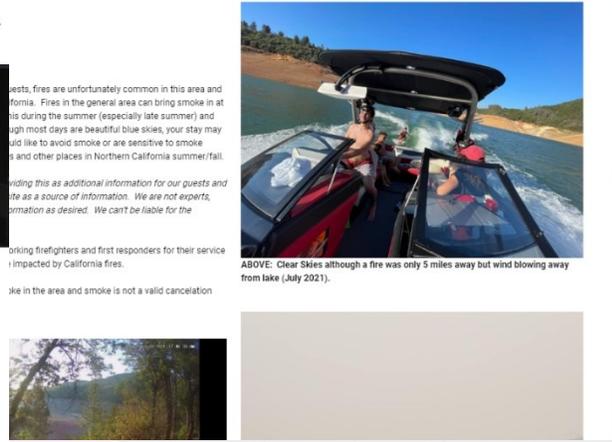
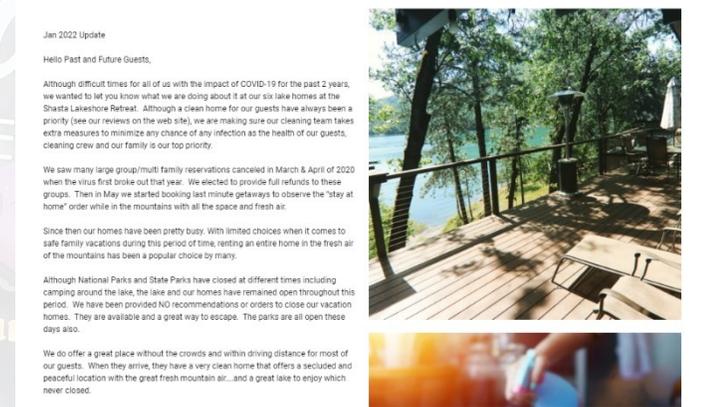
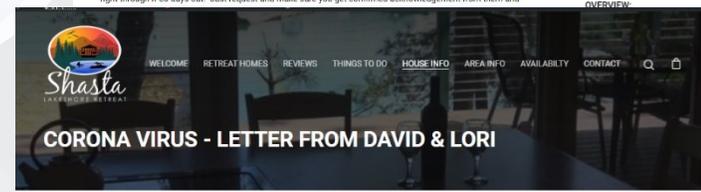
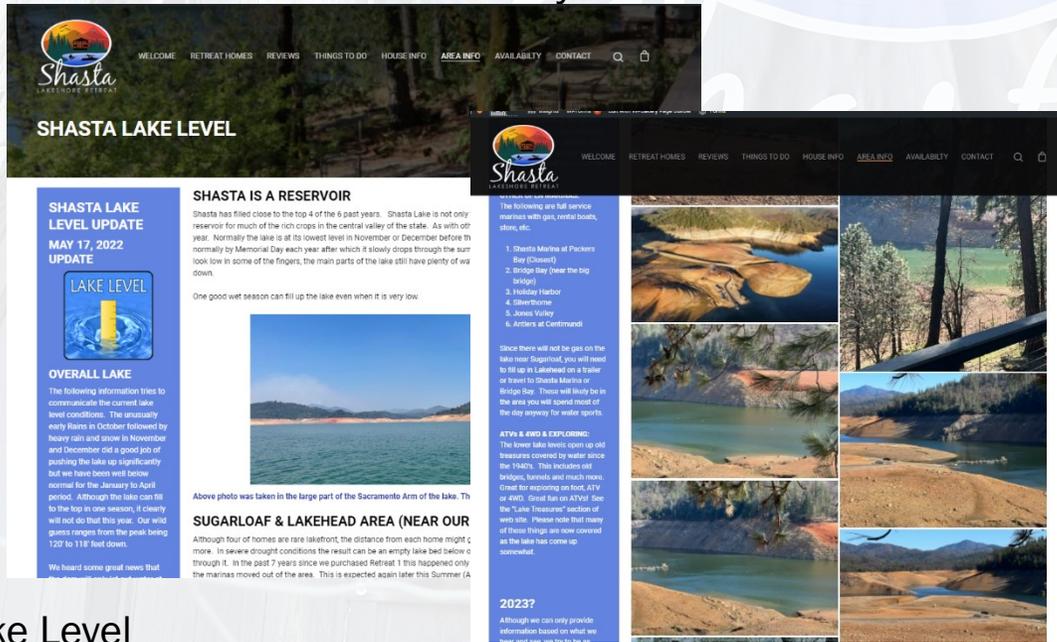
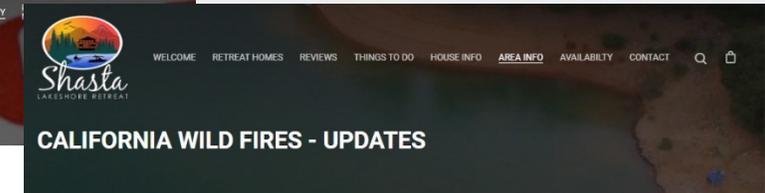
We actively seek opportunities to collaborate with like-minded organizations and entities interested in showcasing the unique beauty and experiences of Shasta Lake.

Many more to come...

Website: Guest Transparency

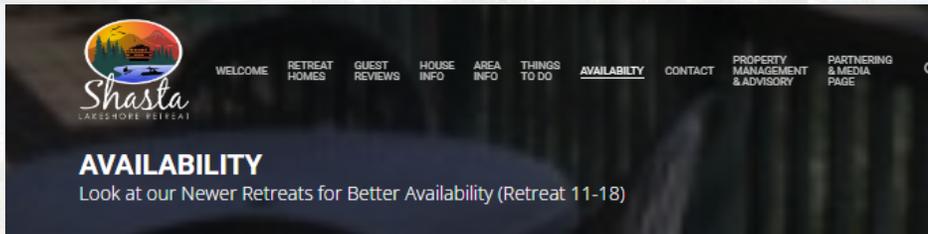
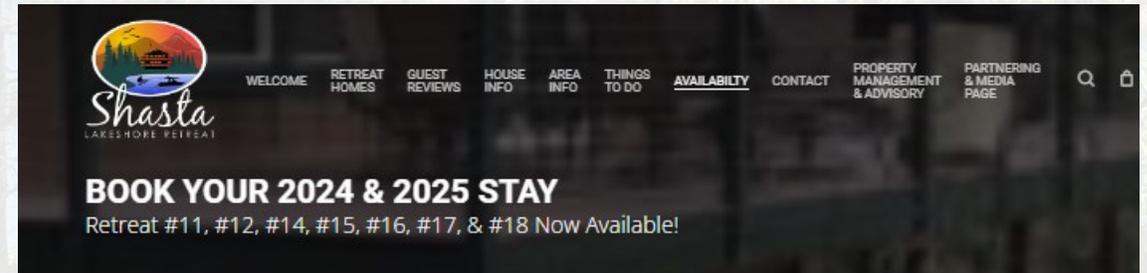


- Transparency to Build Trust with Guests¹
 - Wildfire & Smoke Updates
 - Lake Level, Impact on Views, and accessibility
 - Virus Impacts (like COVID)
 - Cancellation Policy



Booking Platform on Website

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



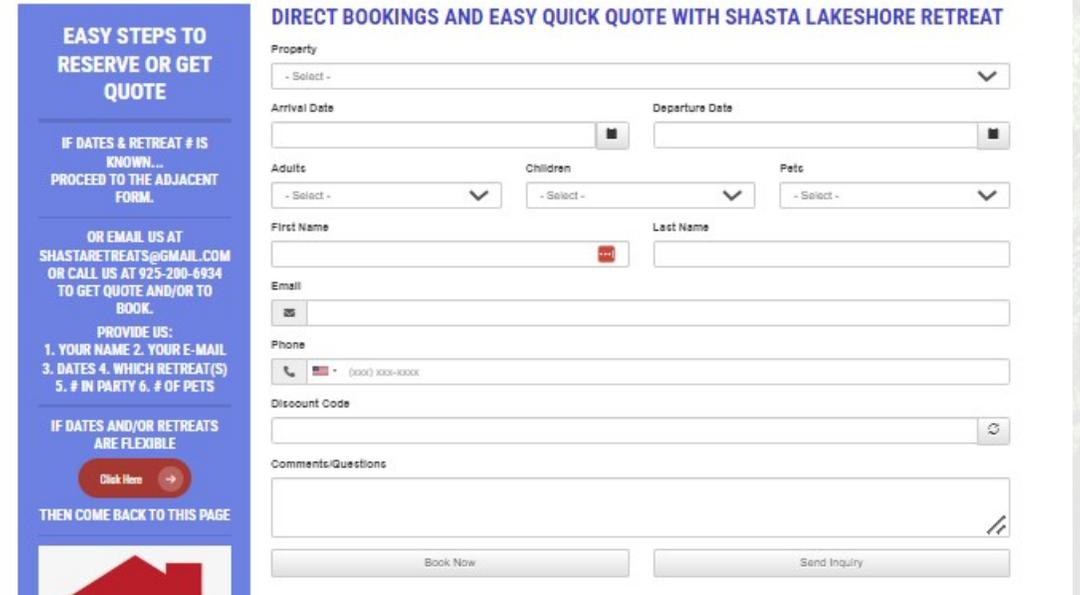
Enter Dates & Size of Group...This will provide all Retreats Available

Arrival Departure Any Guests

...Or Scroll to Right (Use Upper Left Arrow Control)

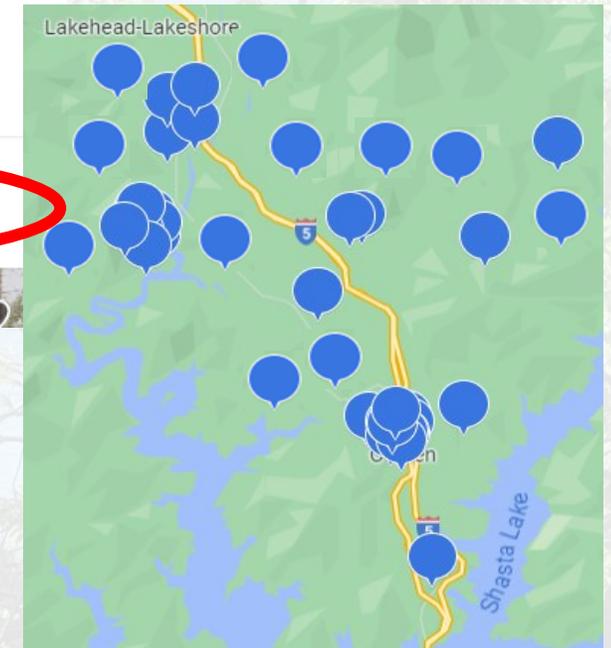
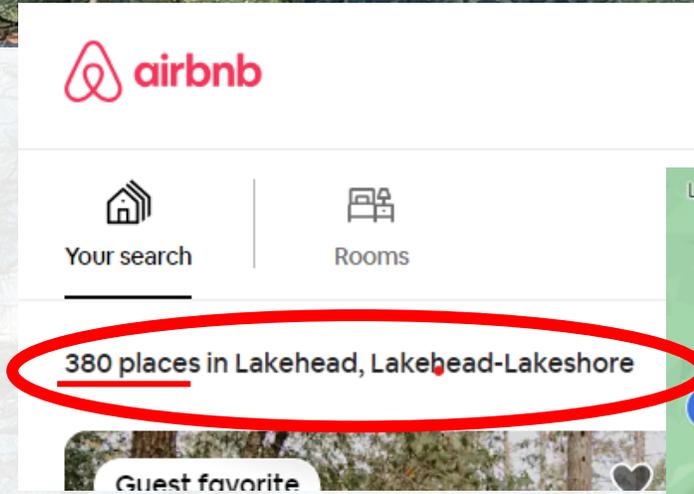
Jul 2024

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W
Retreat #1	4	Booked																						
Retreat #2	4	Booked																						
Retreat #3	4	Booked																						
Retreat #4	4	Booked																						
Retreat #5	4	Booked																						
Retreat #6	4	Booked																						
Retreat #7	4	Booked																						
Retreat #8	4	Booked																						
Retreat #9	4	Booked																						
Retreat #10	4	Booked																						
Retreat #11	4	Booked																						
Retreat #12	4	Booked																						
Retreat #14	4	Booked																						
Retreat #15	4	Booked																						
Retreat #16	4	Booked																						
Retreat #17	4	Booked																						
Retreat #18	4	Booked																						
Retreats 1 & 2 Together	4	Booked																						
Retreats 1, 2, 3 & 4 Together	4	Booked																						



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

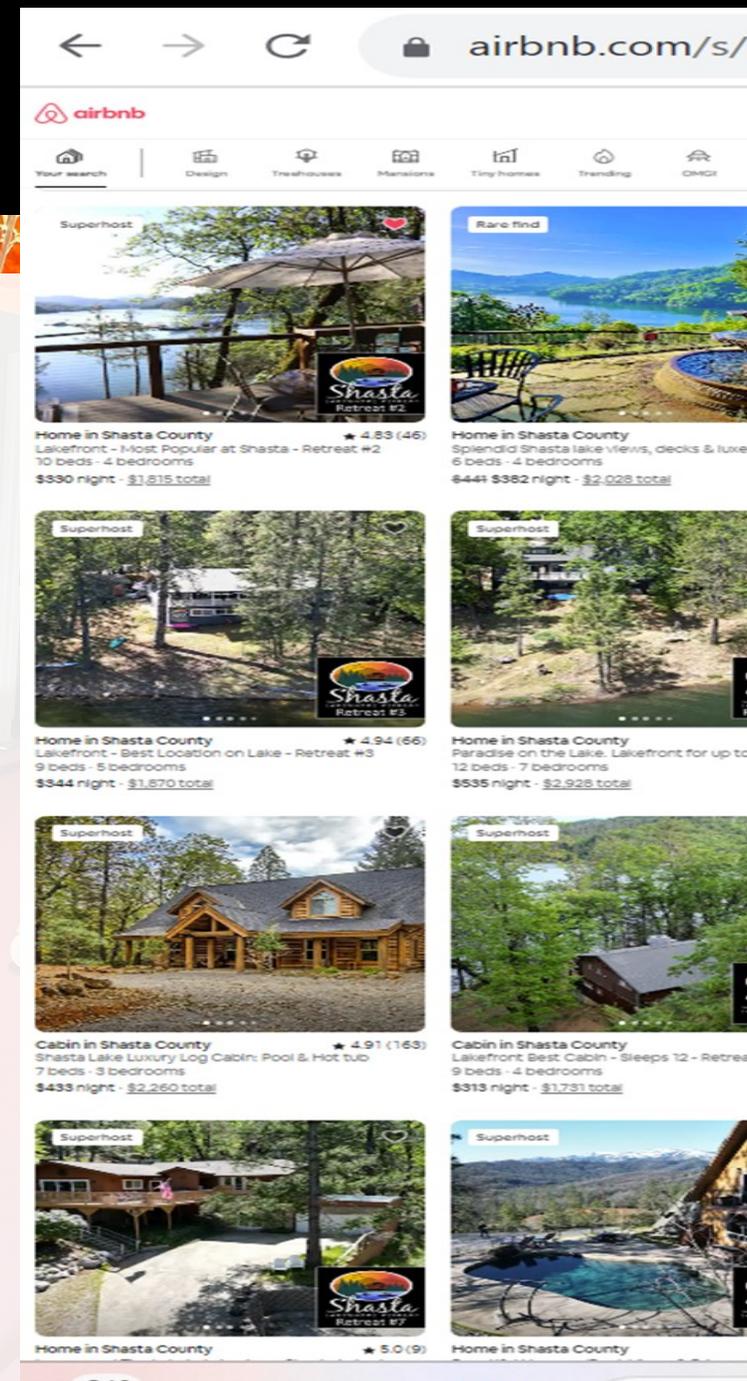


Listing Sites Position



- “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:

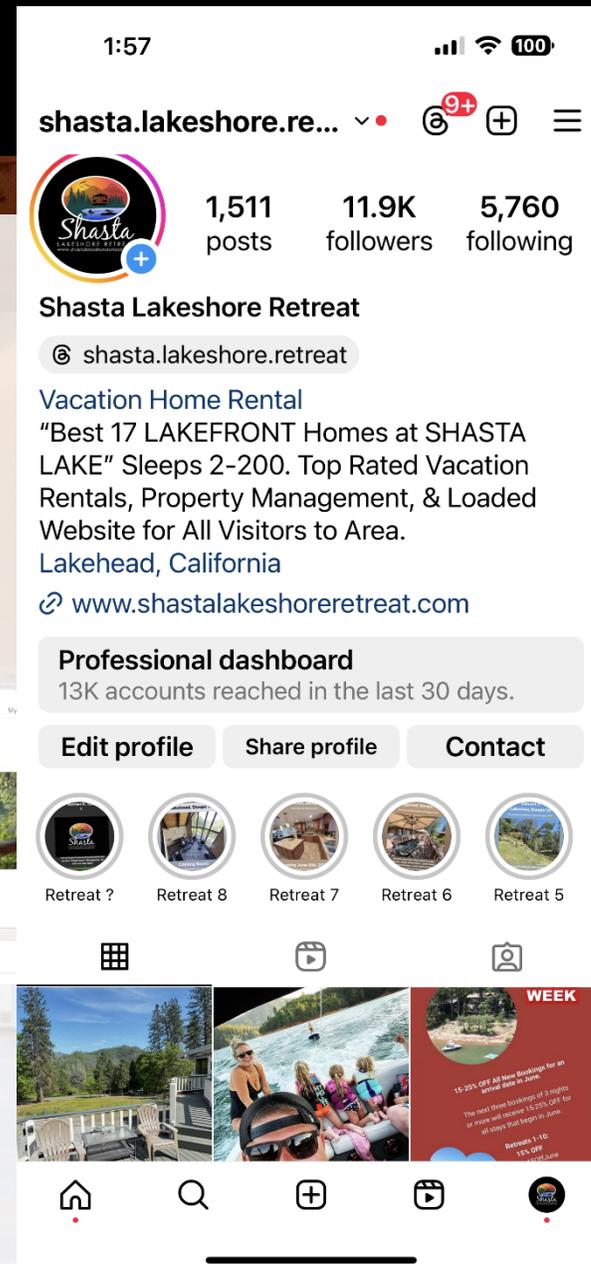
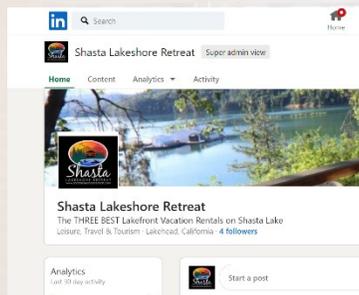
- 12K+ followers on main page
 - @shasta.lakeshore.retreat
 - #1 in Shasta County
 - Followers mostly vacationing & boating families
- 3K+ more on others
 - @ShastaVRBO, @ShastaAirbnb, @ShastaVacations4Rent
 - And others

- Facebook:

- 3K+ 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

- 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 & resorts)

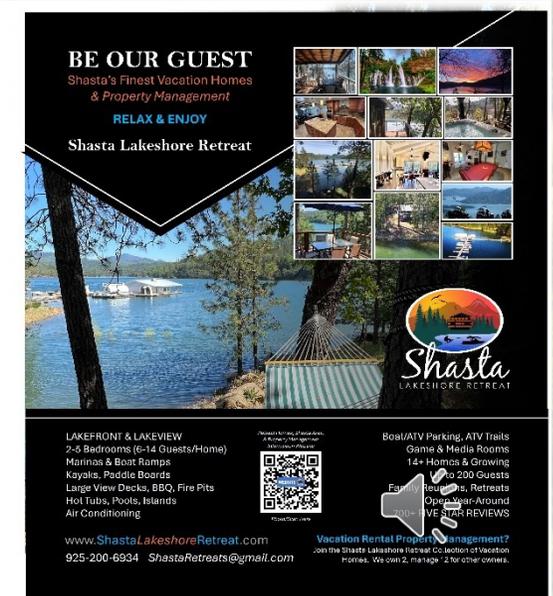
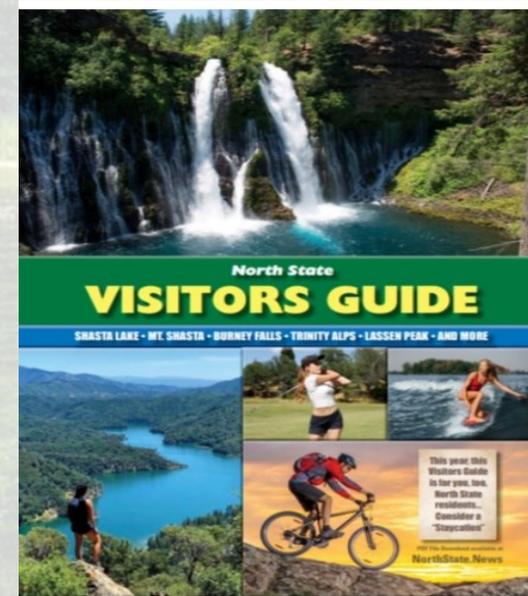


Shasta Lakeshore Retreat
<https://shastalakeshoreretreat.com>

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



Other Marketing



- E-Mail Newsletters
 - ~6 Times a Year
 - Well Qualified List¹
- Business Cards
 - For handout & in front of each home
- Flyers
- 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/advise¹ based on a project-based payment, hourly or a monthly retainer

1. Any markets in the United States

2. And we do all the work. You can relax and enjoy!

• 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)



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

**Vacation Rentals
& Property Management**

LAKEFRONT & LAKEVIEW
2-5 Bedrooms (6-14 Guests/Home)
Marinas & Boat Ramps
Kayaks, Paddle Boards
Large View Decks, BBQ, Fire Pits
Hot Tubs, Pools, Islands
Air Conditioning
Boat/ATV Parking, ATV Trails
Game & Media Rooms
14+ Homes & Growing
Up to 200 Guests
Family Reunions, Retreats
Open Year-Around
700+ FIVE STAR REVIEWS

925-200-6934
ShastaRetreats@gmail.com



Our Overall Strategy



JOIN THE RETREATS
Collection of Fine Vacation Homes

PROPERTY MANAGEMENT
& PROACTIVE MARKETING

Shasta Lakeshore Retreat



www.ShastaLakeshoreRetreat.com
925-200-6934



**Vacation Rental
Property Management**

Full Service...We do it all...
...so, you can just ENJOY your 2nd home

#1 Shasta Lake STR Management Firm
14 Homes & Growing
Own 2, Manage 12
10 Years Experience

Money in Your Pocket
2x-4x+ Gross Rental Revenue

We Get You to Market
No Upfront Fees or Mark-Ups

& Proactive Marketing

700+ FIVE Star Reviews
800+ Returning Guests
3,000+ Qualified Mail List
15,000+ Social Media Following
35,000+ Visitors/Month Website

www.ShastaLakeshoreRetreat.com

Next Steps:
1. Review Dedicated Webpage & Voice Over Presentation →
2. Call 925-200-6934 or e-mail ShastaRetreats@gmail.com for No Pressure Discussion with Dave or Lori



SCAN ME

- **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




JOIN THE RETREATS
Collection of Fine Vacation Homes
PROPERTY MANAGEMENT
& PROACTIVE MARKETING
Shasta Lakeshore Retreat

Shasta Area Information



Shasta Lakeshore Retreat Website



Lake Level



Availability Calendar



Reservations

