



Teeming Vacation Rentals

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Teeming Vacation Rentals

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Length of Stay Pricing

LIVE FEED



Jeff Paglialonga



Teeming Vacation Rentals



You can do
everything right in
your business, but...

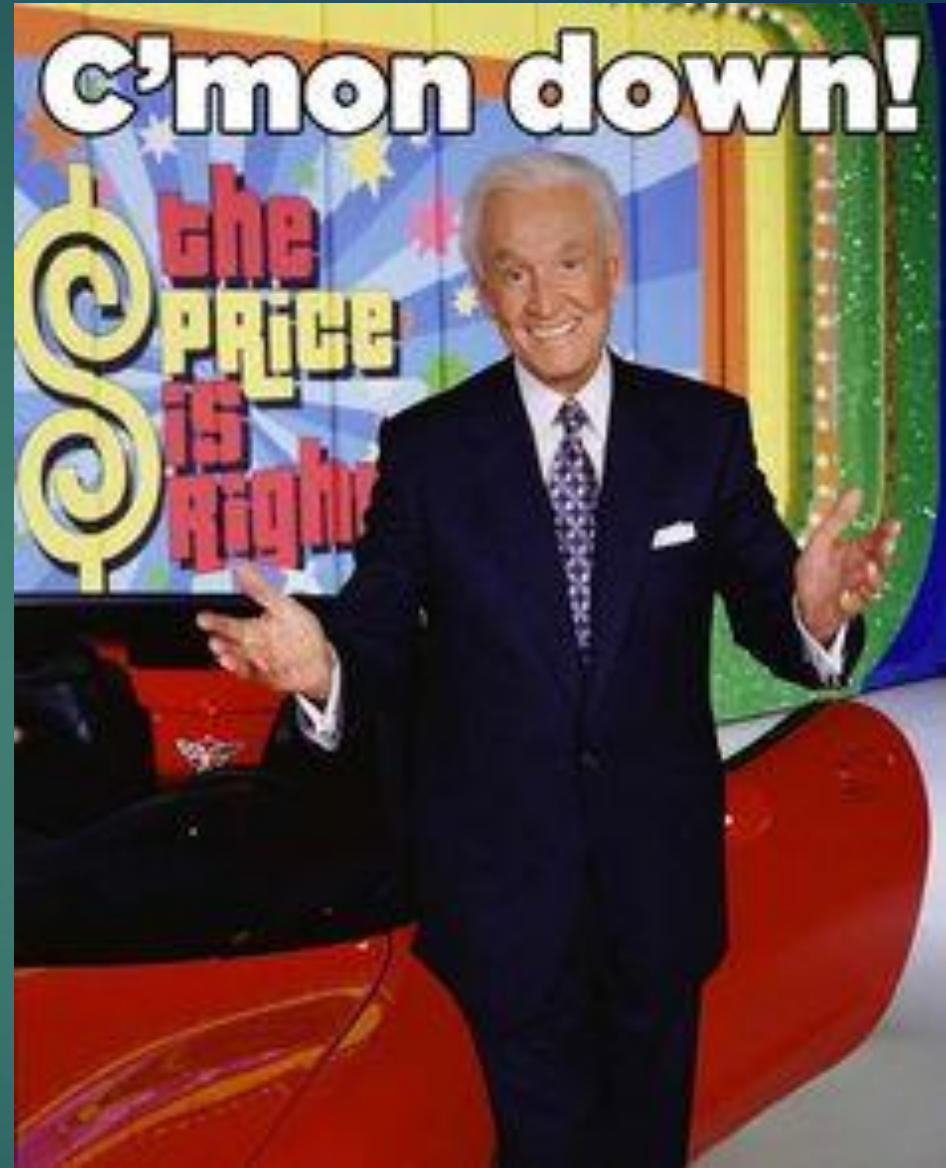


...if you sell your
inventory at the
wrong price you can
really lose,

for both you and
your owner.



Is your
Price Right?



Is your Price Wrong?



It is not
an exact
science.



REVPATH ALOS

GOP RGI TREVPEC

REPANCTA CPOR

REVPA REVPAR

CTD SHREVPAADR

Stay Value

You might be familiar with some of these terms:

- Yield Management
- Revenue Management
- Dynamic Pricing



**“The right price,
at the right time,
for the right guest, for
the right LoS.”**

Jeff Paglialonga

Vacation Rentals are not like hotels.

- Properties are unique and different
 - Different views
 - Different décor
 - Different condo complexes
 - Different size - bigger, smaller, nicer...
 - Different rental limitations
 - Different owners
 - Different amenities - pets, kayaks, bikes...

Example Vrbo:

- Very hard to compare
- Takes lots of time and effort for guests to comparison shop

Vrbo

Where: Indian Shores, Florida, United State...

Check-in: 03/11/23

Check-out: 03/18/23

Guests: 8

Filters Popular Price Rooms & spaces

Premier Host

Condo - On the beach

Premier, Newly Renovated Luxury Beachfront Condo on the Gulf Coast

Sleeps 6 - 2 bedrooms - 3 beds

Exceptional! 5/5

★ 5.0 (27)

Free cancellation until Feb 25

\$246 /night

\$2,101 total

Premier Host

Condo - On the beach

Enjoy Spectacular Sunset & Water Views on Private Balcony

Sleeps 6 - 3 bedrooms - 5 beds

Excellent! 4.7/5

★ 4.7 (12)

Free cancellation until Jan 10

\$300 /night

\$2,526 total

Premier Host

Condo - 2 min walk to the beach

Beach & Pool! Luxury Modern Florida Vacation Home @ Barefoot Beach Resort! C 201

Sleeps 5 - 1 bedroom - 1 bed

Wonderful! 4.9/5

★ 4.9 (90)

Free cancellation until Jan 10

\$225 /night

\$1,882 total

Premier Host

Condo - 3 min walk to the beach

Cozy Condo with Pool Nestled Along Intercoastal Waterway. Beach Access.

But on Hotels.com Much easier to compare rooms/hotels

Narrow results:

[Clear selected filters](#) x

Name contains

Hotel name...

Nightly Price

Min (\$)

0

Max (\$)

500+

Star rating

1★

2★

3★

4★

5★

Guest rating

1+

2+

3+

4+

5

Payment preference

☐ Pay with Hotels.com gift card

☒ Hotels.com® Rewards

☐ Collect nights

☐ Redeem free nights

Neighborhood

☒ Scranton

Landmarks

☐ City center

☐ Mohegan Sun Arena

☐ Wilkes-Barre, PA (AVP-Scranton Int'l.)

☐ University of Scranton

☐ Marywood University

☐ PNC Field

☐ Steamtown National Historic Site

☐ Keystone College

☐ Everhart Museum

Accommodation type

☐ Bed and Breakfast

☐ Cottages

☐ Guest House

☐ Hotel

☐ Inn

☐ Motel

Sort by

Star rating

Distance to city center

Guest rating

Price

Hilton Scranton & Conference Center

100 Adams Ave, Scranton, PA, 18503 United States, 866-538-0317



★★★★☆

Scranton

0.1 miles to City center

15 miles to Mohegan Sun Arena

[Collect nights](#)

Fabulous 4.4 / 5

177 Hotels.com guest reviews

786 reviews

from **\$101**

[Enter Dates](#)

Radisson Lackawanna Station Hotel Scranton

138 Jefferson Avenue, Scranton, PA, 18503 United States, 866-538-1370



★★★★☆

Scranton

0.2 miles to City center

15 miles to Mohegan Sun Arena

[Collect nights](#)

Good 3.7 / 5

347 Hotels.com guest reviews

829 reviews

from **\$102**

[Enter Dates](#)

Four Points by Sheraton Scranton

300 Meadow Ave, Scranton, PA, 18505 United States, 866-925-8685



★★★★☆

Scranton

1.1 miles to City center

15 miles to Mohegan Sun Arena

[Collect nights](#)

Good 3.7 / 5

330 Hotels.com guest reviews

169 reviews

from **\$89**

[Enter Dates](#)

Residence Inn by Marriott Scranton

947 Viewmont Dr, Scranton, PA, 18519 United States, 866-925-8704



★★★★☆

Scranton

3.4 miles to City center

18 miles to Mohegan Sun Arena

[Collect nights](#)

Very Good 4.2 / 5

47 Hotels.com guest reviews

136 reviews

from **\$108**

[Enter Dates](#)

With vacation rentals, they're not comparing apples to apples.



Vacation Rentals are much more difficult than hotels for guests to search and find the perfect match.



How do you
take advantage
of this
phenomenon?



Dynamic Pricing is the answer to winning at the Price is Right!!



Time is on your side.



The more time you
have to market the
property, the
greater chance
someone will bite
at your price.

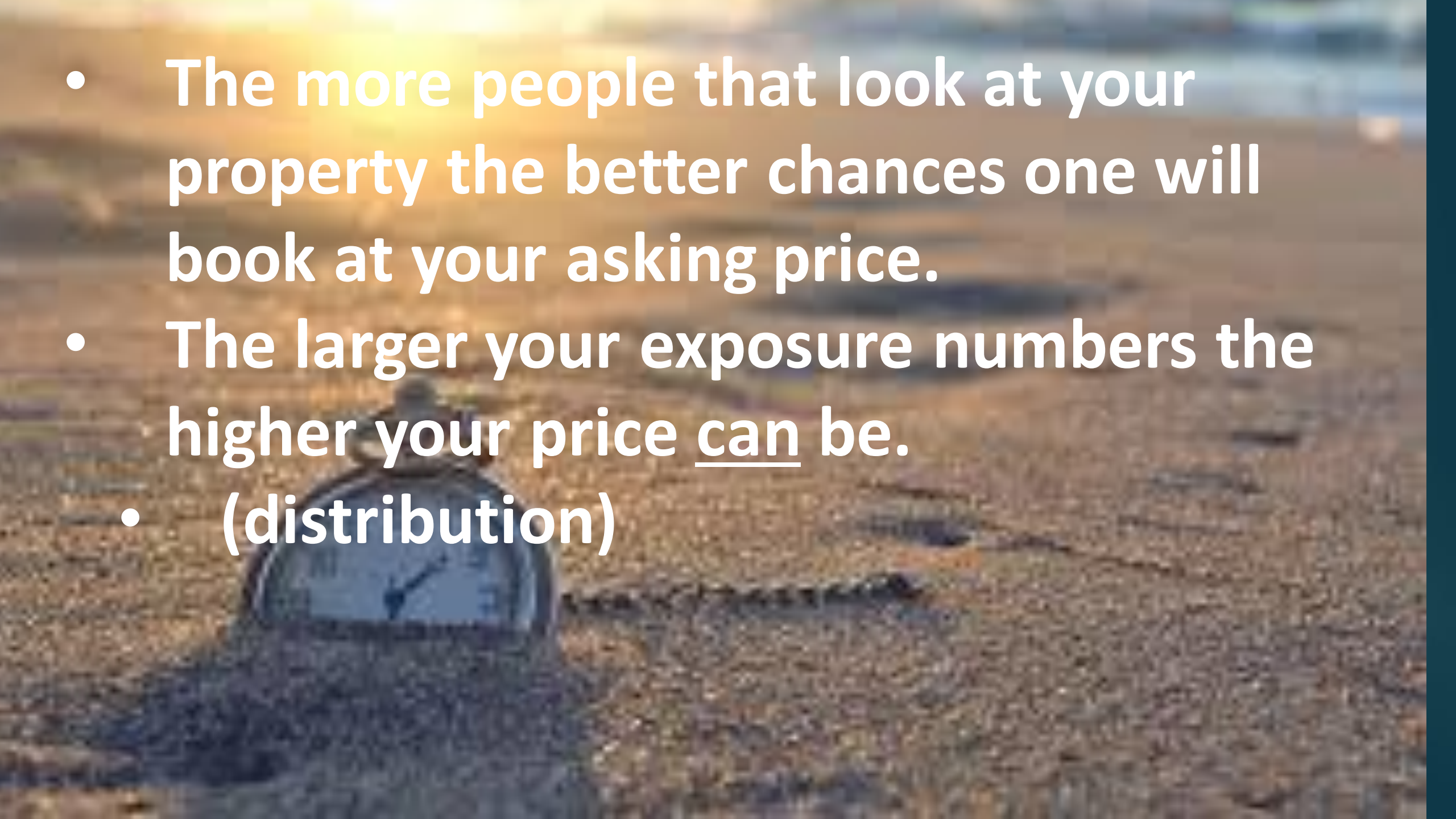


- Time - more time to advertise your requested price to prospective guests = more exposure
- Time – to reduce or increase pricing as needed



A dense field of 3D white numbers (0-9) scattered across a light blue background. The numbers are of varying sizes and orientations, creating a textured, almost abstract pattern. The lighting is soft, casting gentle shadows that emphasize the three-dimensional quality of the digits.

It's a numbers game!

- 
- A background image of a beach at sunset. The sun is low on the horizon, creating a warm, golden glow. The sand is dark and textured. In the foreground, a small, round, dark-colored clock is partially buried in the sand, with its face visible. The clock has a simple design with a single hand pointing towards the top right.
- The more people that look at your property the better chances one will book at your asking price.
 - The larger your exposure numbers the higher your price can be.
 - (distribution)

How Does Time Help?





- **Anyone can book Peak Season**
- **Not everyone can book Peak Season at the highest price.**
- **You must have the INVENTORY to book Peak Season at the HIGHEST PRICE.**
- **If you book TO SOON you have lost your inventory to book at the HIGHEST PRICE.**

- The internet has made pricing transparent.
- You can't fool the guest during SLOW season, but you can SOLVE THEIR PROBLEM during peak season-



You have a place AVAILABLE!

What is LoS?



Length of Stay Pricing

I have no idea what that means.



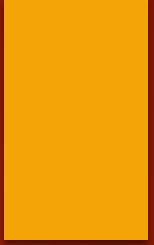
But,



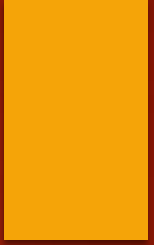
(Just making sure you are paying attention.
Stay with me I'm ADHDDHADHADHAAA and
probably Dslexic and crazy too.)



**We are managing
vacation rentals not
hotels.**



**We work on a
Minimum Price,
Not a Minimum Stay.**



**We make the LoS
requirement
obsolete.**

Every night is a
different rate based on
the **LENGTH OF STAY**
and arrival date.



The shorter the stay
the higher the
nightly rate.



We manage many properties with Minimum Stay Requirements.

- No Minimum Stay Requirement
- Monthly Minimum
- Semi-Monthly (2 Week Minimum)
- Weekly Minimum
- 5 Night Minimum
- 3 Night Minimum



We also segment properties into groups that support similar pricing strategies.

- Off Beach
- Direct Oceanfront
- Oceanview
- & more



- Daily Units

- All Year

- Any day Check In / Check Out

- Minimum Stay 3 nights

- Can stay for 2 nights but price is the same as 3

- Fri & Sat rates are more

Daily Example:

Here is the price for 4 nights @ \$605 nt

Belleair Beach Club 112 (BBC112) 3200 North Gulf Blvd, Belleair Beach Ocean View

Bedrooms: 1 Bathrooms: 1 Sleeps: 4



View Slideshow

Slideshow Virtual Tour Aerial View Map

Reserve your stay

03/05/2022 03/09/2022

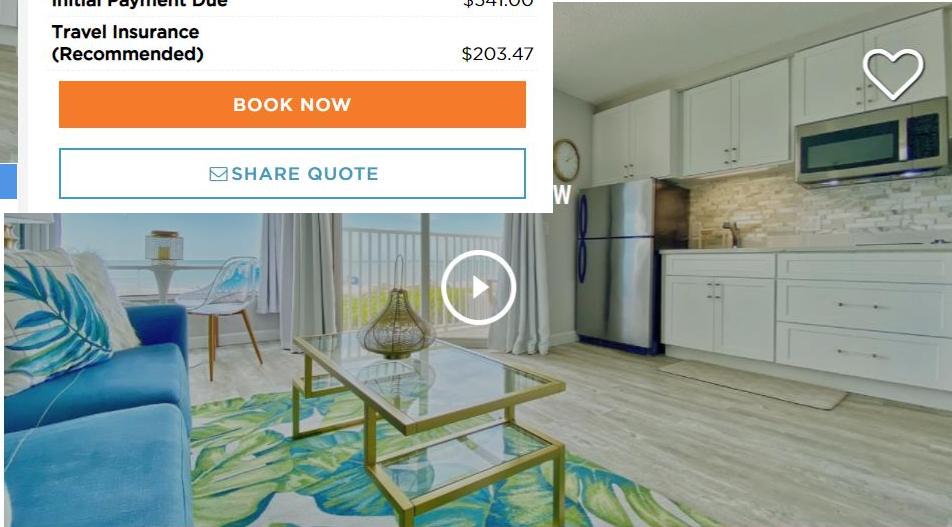
Rent	\$2421.58
Booking Fee	\$41.00
Departure Clean	\$99.00
Damage Waiver	\$33.00
No Cash Discount	\$146.38
Tax/Collection	\$333.00
Total	\$3073.96
Initial Payment Due	\$541.00
Travel Insurance (Recommended)	\$203.47

BOOK NOW

[SHARE QUOTE](#)

And here is the price for 7 nights @ \$504 nt

2) 3200 North Gulf Blvd, Belleair Beach Ocean View



Slideshow Virtual Tour Aerial View Map

Reserve your stay

03/05/2022 03/12/2022

Rent	\$3530.71
Booking Fee	\$41.00
Departure Clean	\$99.00
Damage Waiver	\$33.00
No Cash Discount	\$209.05
Tax/Collection	\$477.19
Total	\$4389.95
Initial Payment Due	\$541.00
Travel Insurance (Recommended)	\$290.57

BOOK NOW

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Daily Example:

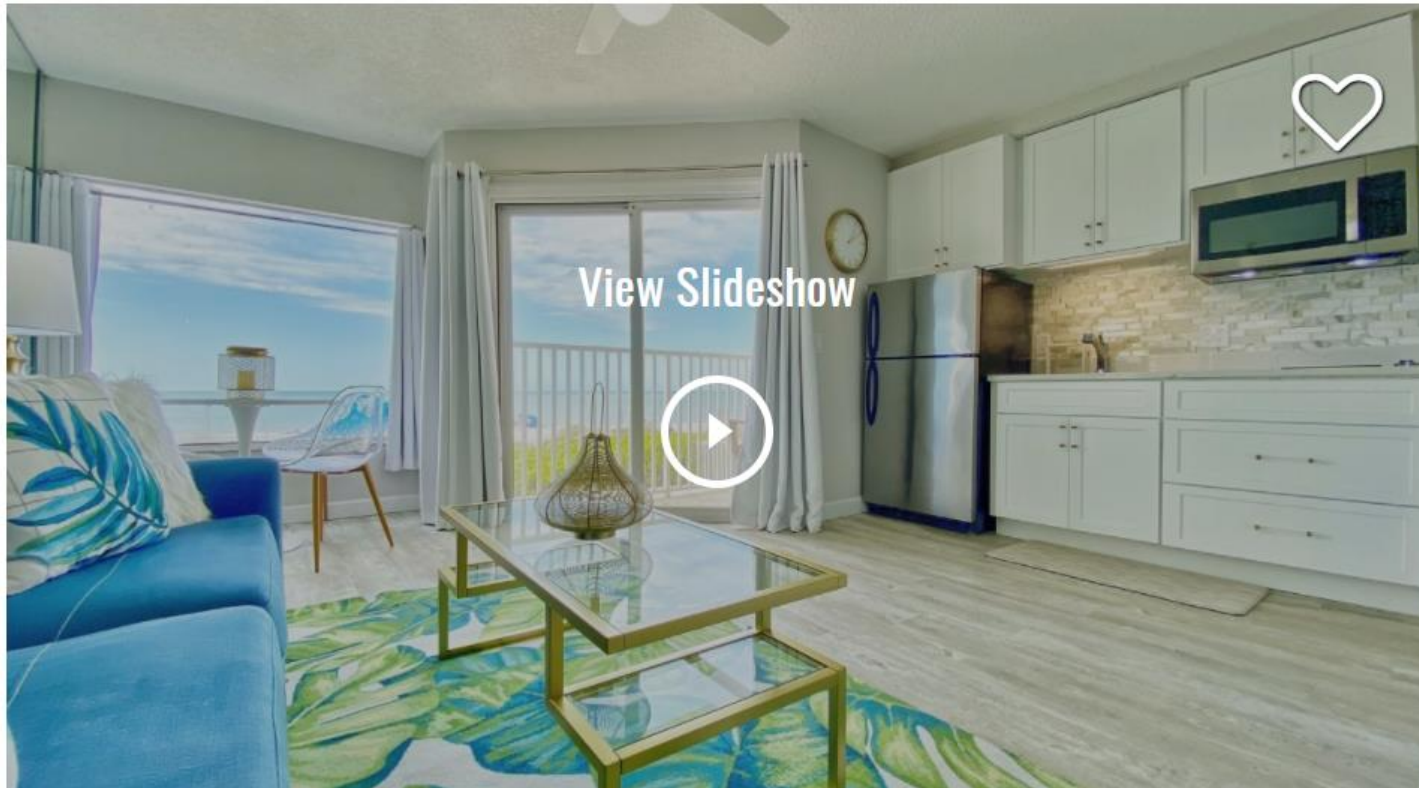
Here is the price for 12 nights- \$485 nt

Belleair Beach Club 112 (BBC112)

3200 North Gulf Blvd, Belleair Beach

Ocean View

 Bedrooms: 1  Bathrooms: 1  Sleeps: 4



Slideshow

Virtual Tour

Aerial View

Map

Reserve your stay

 02/28/2022

 03/12/2022

Rent	\$5824.04
Booking Fee	\$41.00
Departure Clean	\$99.00
Damage Waiver	\$33.00
No Cash Discount	\$338.62
Tax/Collection	\$775.32
Total	\$7110.98
Initial Payment Due	\$541.00
Travel Insurance (Recommended)	\$470.68

BOOK NOW

 **SHARE QUOTE**

- Weekly Units
 - Peak Season (Jan-Easter)
 - Any day Check In / Check Out
 - Minimum Price 7 days
 - Non-Peak Season (rest of year)
 - Any Day Check In / Check Out
 - Minimum Price 3-7 days

Weekly Example:

Here is the price for 4 nights @ \$763 nt

Beach Cottage 2402 (BC2402) 18400 Gulf Blvd, Indian Shores Ocean View

🛏 Bedrooms: 1 🚿 Bathrooms: 1 🛌 Sleeps: 4



View Slideshow

Reserve your stay.

📅 02/12/2022

📅 02/16/2022

Rent	\$3053.66
Booking Fee	\$59.00
Departure Clean	\$118.00
Damage Waiver	\$49.00
No Cash Discount	\$184.98
Tax/Collection	\$419.99
Total	\$3884.63
Initial Payment Due	\$559.00
Travel Insurance (Recommended)	\$257.13

BOOK NOW

✉️ SHARE QUOTE

Slideshow

Virtual Tour

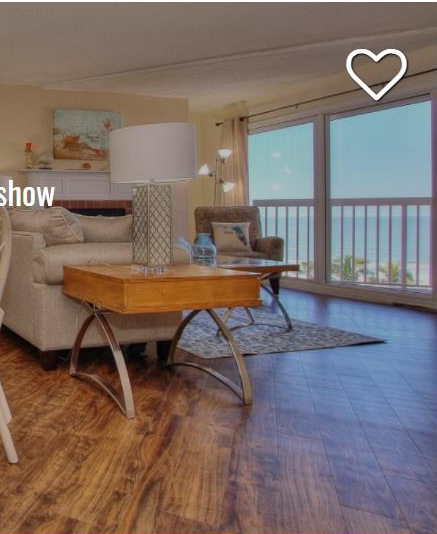
Aerial View

Map

Notice a week is \$3,080
and 4 nights is \$3,053!
Get entire Stay Value.

And here is the price for
7 nights @ \$440 nt

2) 18400 Gulf Blvd, Indian Shores Ocean View



View Slideshow

Reserve your stay.

📅 02/12/2022

📅 02/19/2022

Rent	\$3080.85
Booking Fee	\$59.00
Departure Clean	\$118.00
Damage Waiver	\$49.00
No Cash Discount	\$186.52
Tax/Collection	\$423.52
Total	\$3916.89
Initial Payment Due	\$559.00
Travel Insurance (Recommended)	\$259.26

BOOK NOW

✉️ SHARE QUOTE

Slideshow

Virtual Tour

Aerial View

Map

Don't leave any money
on the table.

(Get Entire Stay Value)



- Semi-Monthly Units (2 week minimum)
 - Peak Season (Jan-Easter)
 - Saturday Check In / Check Out
 - Minimum Stay 14 days
 - Must fall within 2-week windows
 - Non-Peak Season (rest of year)
 - Any Day Check In / Check Out
 - Minimum Stay = \$ 7-day price
 - Must fall within 2 week windows

Semi-Monthly Example:

Here is the price for 2 weeks- \$7,756

CBC2-9A 1310 Gulf Blvd, Clearwater Beach Ocean View

🛏 Bedrooms: 3 🚿 Bathrooms: 2 🛌 Sleeps: 8



View Slideshow

Reserve your stay

📅 01/29/2022 📅 02/12/2022

Rent	\$7756.25
Booking Fee	\$79.00
Departure Clean	\$204.00
Damage Waiver	\$69.00
No Cash Discount	\$457.67
Tax/Collection	\$1045.11
Total	\$9611.03
Initial Payment Due	\$1939.06
Travel Insurance (Recommended)	\$636.16

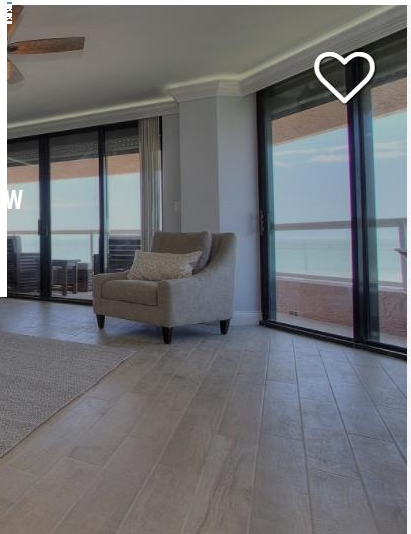
BOOK NOW

✉️ SHARE QUOTE

Slideshow Virtual Tour Aerial View Map

And here is the price for 7 nights- \$8,790

Beach Ocean View



Reserve your stay

📅 02/05/2022 📅 02/12/2022

Rent	\$8790.86
Booking Fee	\$79.00
Departure Clean	\$204.00
Damage Waiver	\$69.00
No Cash Discount	\$516.12
Tax/Collection	\$1179.60
Total	\$10838.58
Initial Payment Due	\$2197.72
Travel Insurance (Recommended)	\$717.41

BOOK NOW

✉️ SHARE QUOTE

Slideshow Virtual Tour Aerial View Map

Why? Every day/week of the year goes up in price until Easter. Notice dates.

2 Week Min
Rate Table
We block off
unused
Days as “MD”
Maintenance
Days, for when
a guest stays for
less than the
minimum 14
days.

CBC1-11C		O	B ▶	Blockout Days B ▶	Harrigan P ▶	Day
CBC1-12D		O	B ▶	Schreiber D ▶	Terry C	Block
CBC1-14B		D		Blocko ▶	Blockout Day ▶	Jimenez - Ota J ▶
CBC1-14F		O		Frazier C ▶	Blocko ▶	Raileanu D ▶
CBC1-15B		CC	C ▶	Grabek D ▶	Blockout Day ▶	Blockout Days ▶
CBC1-15E		CC	S ▶	Blockout Days ▶	Marin - Ota D ▶	Block
CBC1-16B		O	Connel ▶	Blockout Days ▶		Stoltz A
CBC1-16C		O		Days B	Blockout Days B ▶	Coll M
CBC1-19C		O	B ▶	Hartsoe S ▶	Blockout Days ▶	Block
CBC1-19F		O	P ▶	Blockout Days ▶		B
CBC1-3G		CC	R ▶	Blockout ▶	S C	B ▶ Feddersen ▶
CBC1-5A		CC	H ▶	Billett D ▶	Blockout Days ▶	
CBC1-5B		CC	R ▶			
CBC1-5C		O	B ▶	B ▶	Braziel K ▶	Blockout Days B ▶
CBC1-8E		O	B ▶	Blocko ▶	Mooowan R	Pavlv K ▶
CBC2-17A		CC	V ▶	Blockout Days B ▶		Mitchell S ▶
CBC2-3C		CC	H ▶	Bazaraa M ▶	Blockout Days ▶	B ▶
CBC2-6F		O	B ▶	Days B ▶	Mahe K ▶	D
CBC2-9A		O	B ▶	Yacoub D ▶	Blockout Day ▶	
CBC2-PHB		CC	C ▶	Ace Health Propert ▶	B ▶	Mccunney M ▶

Monthly Units

- Peak Season (Jan-Easter)
 - Must fall withing the calendar month
- Non-Peak Season (rest of year)
 - Any Day Check In / Check Out
 - Minimum Stay = \$ 14-day price
 - Must fall withing the calendar month

Monthly Example:

Here is the price for March \$21,206

SPR606 11 Baymont St, Clearwater Beach Partial Ocean View

🛏 Bedrooms: 3 🚿 Bathrooms: 2 🛏 Sleeps: 6



[View Slideshow](#)

[Slideshow](#) [Virtual Tour](#) [Aerial View](#) [Map](#)

Reserve your stay

📅 03/01/2022 📅 03/31/2022

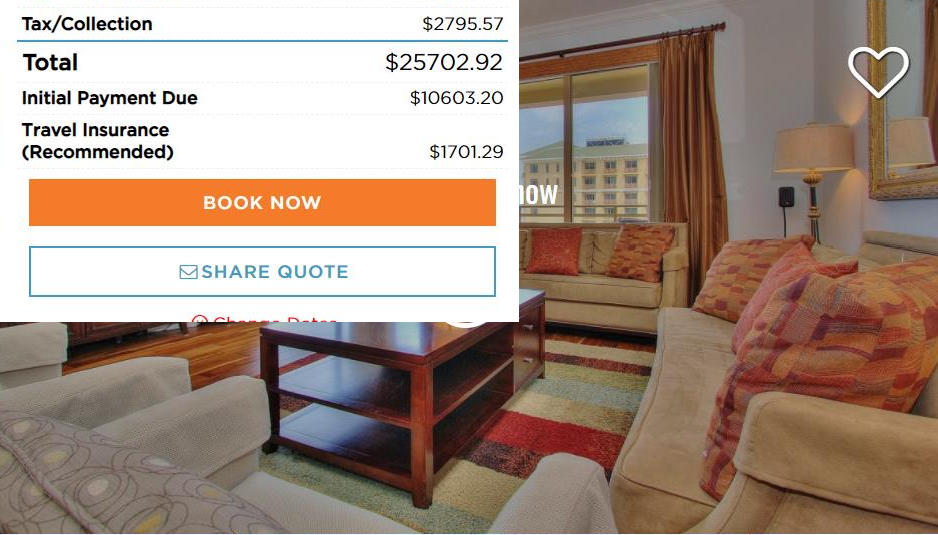
Rent	\$21206.40
Booking Fee	\$79.00
Departure Clean	\$219.00
Association Application Fee	\$100.00
Damage Waiver	\$79.00
No Cash Discount	\$1223.95
Tax/Collection	\$2795.57
Total	\$25702.92
Initial Payment Due	\$10603.20
Travel Insurance (Recommended)	\$1701.29

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And here is the price for March 4-24 \$21,957

SPR606 11 Baymont St, Clearwater Beach Partial Ocean View



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Reserve your stay

📅 03/04/2022 📅 03/24/2022

Rent	\$21957.75
Booking Fee	\$79.00
Departure Clean	\$219.00
Association Application Fee	\$100.00
Damage Waiver	\$79.00
No Cash Discount	\$1266.40
Tax/Collection	\$2893.25
Total	\$26594.40
Initial Payment Due	\$10978.88
Travel Insurance (Recommended)	\$1760.30

[BOOK NOW](#)

[SHARE QUOTE](#)

Why? LoS is applied and the rates go up each day of the month.

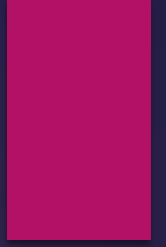
100

100

[illegible]

LoS Benefits

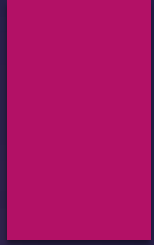
- More Revenue per night
- More Visibility on OTA's
- More Reservations
- Cleaners have more weekday cleans
 - (cleans spread out during the week)



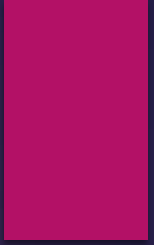
Note: Flexibility is key in distribution.

Every parameter you put on your unit will decrease the visibility on OTA's.

Example: If you put a 7-day minimum on a listing it will only show up if someone searches for 7 or more days (nights)



- We kill the market because other listings in a complex have Saturday only check in and ours are any day check in.
- And we can charge twice as much per night for the flexibility!



Vrbo ads – What?!

2 night rentals?

(for weekly, semi-monthly,
monthly, etc.)

Vrbo

Where
Sand Key, Clearwater Beach, Florid...

Check-in
09/01/22

Check-out
09/07/22

Guests
2 Guests

Filters Popular Price Rooms & spaces

Excellent! 4.7/5
★ 4.7 (30)
\$357 /night
\$2,030 total

Premier Host
Condo - On the beach
Beachfront in Crescent Beach Club Gated Community
With Resort Amenities!
Sleeps 4 - 1 bedroom - 1 bed
Free cancellation until Jul 3
Excellent! 4.4/5
★ 4.4 (40)
\$357 /night
\$2,030 total

Premier Host
Condo - On the beach
Modern and Elegant Oceanfront Retreat with Endless Views!
Sleeps 4 - 2 bedrooms - 3 beds
Excellent! 4.6/5
★ 4.5 (23)
\$468 /night
\$3,661 total

Premier Host
Condo - On the beach
Overlooks Pristine Gulf Beaches in Ideally Located Community in Sand Key!
Sleeps 4 - 1 bedroom - 1 bed
Excellent! 4.3/5
★ 4.3 (23)
\$357 /night
\$4,131 total

Premier Host
Condo - On the beach
Immerse Yourself in Luxury and Sweeping Gulf Views in Sand Key!
Sleeps 4 - 2 bedrooms - 2 beds
Excellent! 4.7/5
★ 4.7 (11)
\$552 /night
\$4,270 total

All our units are set to a
2-night minimum stay.

Here is a search for Sept 1-7, 2022.

The only units showing up
are ours!!!! (TeemingVR)

As the rest have their minimum
stay set at 7-14 days. This area is
primarily 2-week minimum rentals
and greater.

Flexibility = Visibility

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Teeming Vacation Rentals

Visibility = Bookings

(it's a numbers game)

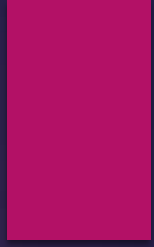
Jeff Paglialonga



Teeming Vacation Rentals

Selling point to get new units

- Owners do not have the data or programs to do LoS pricing
- More revenue for your owners - which means more revenue for you.
- More bookings = more fee revenue as well.



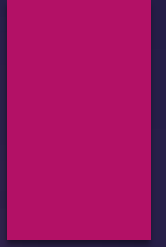
**How many of you have
TRUE LoS API pricing
with Vrbo and Airbnb?**

\$25 Million Gross Revenue



Teeming Vacation Rentals

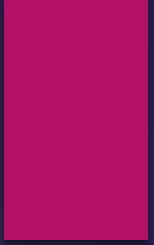
\$8 Million attributed to LoS



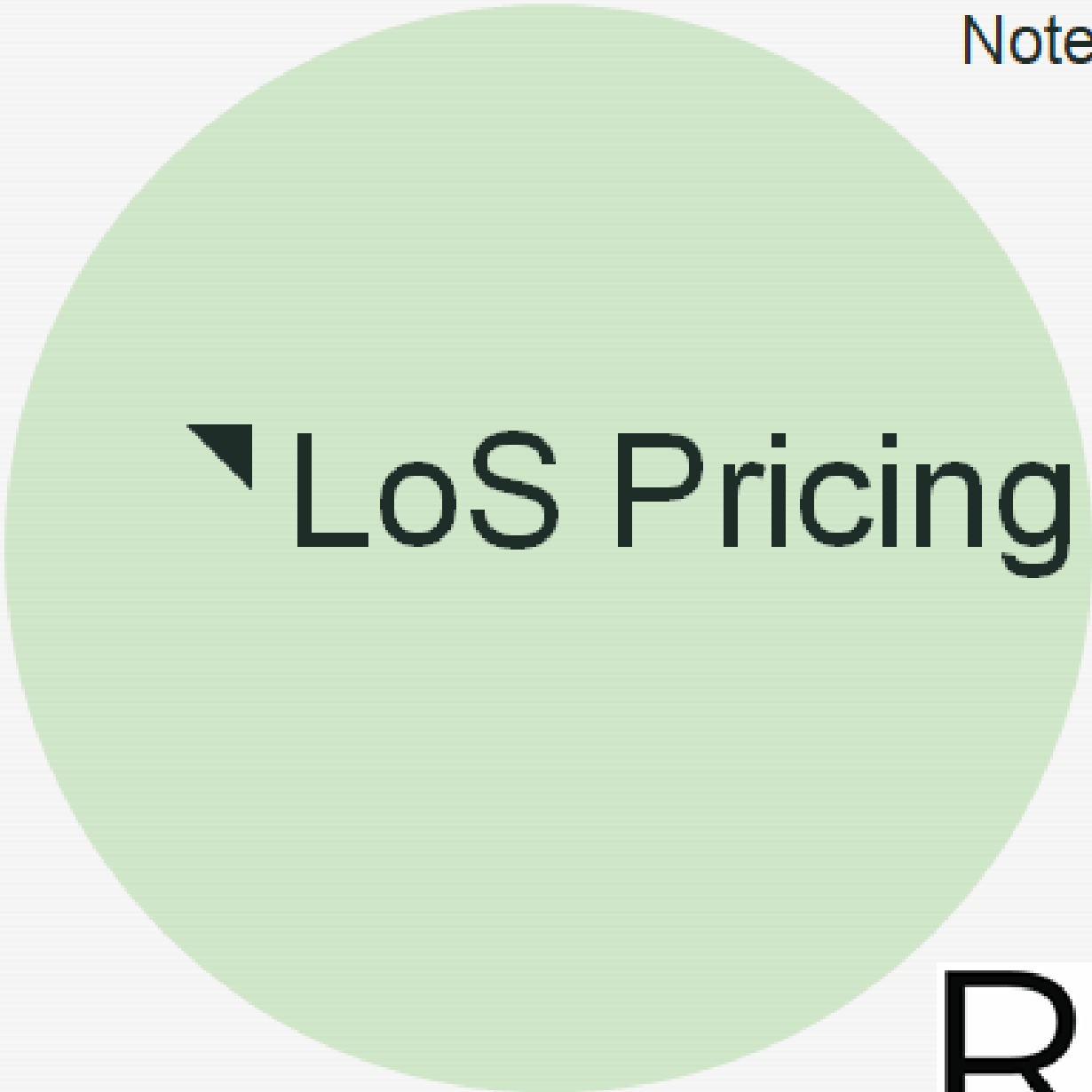
- If you put this system in place, changing the base rate and LoS will still do all the calculations automatically.
- You still manage your entire inventory by base rates – easy to maintain.

LoS Disadvantages

- Deters shorter stays (not a bad thing)
- Orphan dates
 - (We drop the base rate manually for orphan dates as needed – we call these GAP drops.)

- 
- Because we can only manipulate nightly rates before LoS is applied in many cases, we must do significant decreases to ensure the nightly price is reasonable after LoS is applied.

- Human Error/Element
 - block out dates (July 4th week example)
 - the human element of someone deciding what dates to block around for a stay that is less than the rental restriction requirement
 - opportunity for error



LoS Pricing

REVMAX

Breaking it down

- As an industry we have determined the value we need for a stay by two criteria.

Min # of Nights x Daily Rate = Stay Value Goal

Using the LoS Pricing Model creates this...

▶ Daily Rate x LoS % Increase or Decrease = Stay Value Goal

This model makes setting minimums OBSOLITE as the Stay Value Goal is reached with each calculation!

Everyone Wins



When you use
the LoS Pricing
Model everyone
wins...

How?

Guest Wins



Property is
available for stay
dates they need

Owner Wins

More guests at same
number of occupied
nights

=

Less wear on property
+ increased database
of past guests for
future stays

Property
Management
Company Wins



- Database growth of past guests
- Increased income
- Reduced stress on Housekeeping and office staff when arrival/departures are spread out

Early Adoption

- ▶ The benefits of being an early adopter of the LoS Pricing Model ...

There is little to no competition

I like it! Now how do I do it?

How to calculate your ideal stay value



Categorize your inventory into groups
that will have the same LoS Pricing
strategy

Ex. 1-3 BR 4-6 BR

Determine the stay value you need to get for each season

Ex. Summer is all 7 night stays for \$100/nt

Stay Value = $7 \times \$100 = 700$

All stays shorter than 7 will need to equal \$700.

That's it!



Everybody wins with
LoS Pricing

FAQ'S

- How do I get a demo of Length of Stay pricing? Visit the RevMax website at www.RevMaxiq.com
- Can I use LoS Pricing with another 3rd party pricing tool? No, it is only compatible with the RevMax system.
- How much does Length of Stay Pricing Cost? Current RevMax users \$3 per unit, non-user is \$350 per month min or \$5 per unit per month. There are also packages available with other features.
- Is there training available on these tools? Yes, we offer free webinars called our "Users Series" as well as customized paid training called our Revenue Management Bootcamp.



Teeming Vacation Rentals

Jeff Paglialonga jeff@teemingvr.com 4073991788

Some of my pitch sayings.

Jeff Paglialonga



Teeming Vacation Rentals

“I can give you \$50,000 at 99% occupancy or \$50,000 at 60% occupancy – which one do you want?”

Jeff Paglialonga



Teeming Vacation Rentals

“We tell our owners to measure annual revenue. That is the true measure of success. We only use occupancy for rate determination.”

Jeff Paglialonga



Teeming Vacation Rentals

“In peak season a segment of guests will book at almost any price, only if you have it available to book.”

Jeff Paglialonga



Teeming Vacation Rentals

“The whole process falls apart when you have owners that want to dictate rates.”

Jeff Paglialonga



Teeming Vacation Rentals

**“People will pay an
unbelievable amount for an
unbelievable property.”**

Gina Paglialonga



“The best guest is the one that never shows up. (Because we keep their money.)”

Jeff Paglialonga



Teeming Vacation Rentals

**“The larger the traveling party,
the further ahead they book.
More people = more planning
required.”**

Jeff Paglialonga



Teeming Vacation Rentals

“We change rates like filling up an airplane. What you see now may be gone by tomorrow.”

Jeff Paglialonga



Teeming Vacation Rentals

**“You can only buy the
view once.”**

Jeff Paglialonga



Teeming Vacation Rentals

“It costs the same to fix up a unit with a bad view as it does a great view.”

Jeff Paglialonga



Teeming Vacation Rentals

“You can have it fast. You can have it cheap. Or you can have it perfect. But you only get to pick 2.”

Unknown



Teeming Vacation Rentals

Fast, Good or Cheap. Pick two.

Below is The Designers Holy Triangle! When creating a project, clients must **choose only two** out of the three options. They can't have it all. It's a reality of life, clients must deal with it. Web designers must deal with it.



Good + Fast = Expensive

Choose good and fast and we will postpone every other job, cancel all appointments and stay up 25-hours a day just to get your job done. But, don't expect it to be cheap.

Good + Cheap = Slow

Choose good and cheap and we will do a great job for a discounted price, but be patient until we have a free moment from paying clients.

Fast + Cheap = Inferior

Choose fast and cheap and expect an inferior job delivered on time. You truly get what you pay for, and in our opinion this is the least favorable choice of the three.

You Win Productions @2021



Teeming Vacation Rentals

