Let’s get the week started off with a night of food, drink, and fellowship. Join us to open the LiveRez Partner Conference 2022 on the Omni Skyline & Mountain View Terrace (Sammons Wing) of the Omni Grove Park Inn. Take in the picturesque scenery of the Blue Ridge Mountains, while gathering with friends and learning about what the week has in store. After an eventful day, wind down at our happy hour in Ballroom C. Here, you can learn more about our incredible sponsors in the exhibit hall while sipping on your drink. Then at 5:15PM hop on a bus to head to downtown Asheville!

Buses will depart from the Omni Vanderbilt Wing Atrium Lobby (on the 7th Level) and drop off at Pack Square at these times: 5:30PM, 6PM, 6:30PM, 7PM

Buses will transport guests from Pack Square (in front of the Asheville Art Museum) to the Omni at these times: 7:30PM, 8PM, 8:30PM, 9PM, 9:30PM, 10PM

Come help us close out the LiveRez Partner Conference 2022! Join us for food, drinks, dancing, and live music on the Omni Seely Pavilion & Lawn. Enjoy music from the band Gypsy Grass and gorgeous views courtesy of Asheville.

You’re invited! SOCIAL EVENTS

KICK OFF PARTY

Monday, September 26th | 6:00PM - 9:00PM
Let’s get the week started off with a night of food, drink, and fellowship. Join us to open the LiveRez Partner Conference 2022 on the Omni Skyline & Mountain View Terrace (Sammons Wing) of the Omni Grove Park Inn. Take in the picturesque scenery of the Blue Ridge Mountains, while gathering with friends and learning about what the week has in store.  
Sponsored by Rental Guardian

HAPPY HOUR

Tuesday, September 27th | 4:15PM - 5:15PM
After an eventful day, wind down at our happy hour in Ballroom C. Here, you can learn more about our incredible sponsors in the exhibit hall while sipping on your drink. Then at 5:15PM hop on a bus to head to downtown Asheville!

Buses will depart from the Omni Vanderbilt Wing Atrium Lobby (on the 7th Level) and drop off at Pack Square at these times: 5:30PM, 6PM, 6:30PM, 7PM

Buses will transport guests from Pack Square (in front of the Asheville Art Museum) to the Omni at these times: 7:30PM, 8PM, 8:30PM, 9PM, 9:30PM, 10PM
Sponsored by Lynnbrook Group

CLOSING PARTY

Wednesday, September 28th | 6:00PM - 9:00PM
Come help us close out the LiveRez Partner Conference 2022! Join us for food, drinks, dancing, and live music on the Omni Seely Pavilion & Lawn. Enjoy music from the band Gypsy Grass and gorgeous views courtesy of Asheville.
Sponsored by Safely

At LiveRez we have a saying, WITHOUT PARTNERSHIP, IT’S JUST SOFTWARE. While we enable you to replace your accounting software, booking software, CRM and operations software, we also offer you personal connections and a trusting relationship. We understand what you are up against and the challenges you face which is why we make it a priority to deliver a powerful connected ecosystem of education, features, and personal support that will help you get to where you want to be. Your growth is as important to us as it is to you, and we are here to accelerate your potential.

We are different because through access, education, and collaboration, we promise progress with intention and building blocks for your success.

We all know the short-term rental industry is quickly changing. How do you grow? How do you maximize revenue? How do you scale? During the next two days we will be sharing best practices, new ways to think about your business and how together we can make an IMPACT on your business.

How do we make that IMPACT in our businesses and communities?

This year’s conference is focused on the commitments we’ve been working to deliver to you: INVESTMENT, MINDFULNESS, PASSION, AUTHENTICITY, COMMITMENT, TRUST. (And, at the end of the day, we know it all comes down to Trust.)
Letter from Inhabit IQ’s CEO

PARTNERS,

When LiveRez joined Inhabit IQ in 2019, we were drawn to them not only because of the technology but because of the passionate Partner Community. If there were only one thing you could walk away from this conference knowing, it is that we are committed to LiveRez. We are committed to you. We are committed to investing heavily to ensure our product lives up to the high standard of helping you grow your business. And that is, essentially, the theme of this year’s Partner Conference – how we can maximize the IMPACT we have on you and your business in this rapidly growing industry.

My team and I know we have work to do to better serve you. As we close out 2022 and 2023 approaches, we continue to focus on the theme of “back to the basics.” As business owners and entrepreneurs, we all know that to be successful in the big things you must execute the small things flawlessly. We are committed to that for LiveRez. The LiveRez platform is the hub that enables seamless integrations across payments, insurance and everything you need to run your business.

In the last few months we have made strides forward. But it’s not enough and we are committed to doing more. To show you our commitment to LiveRez, we have ramped up our focus on operational excellence to make sure we deliver reliably to propel your business forward like no one else.

We are more than vacation rental software – we are your partner. My team and I look forward to spending time with you as we talk about the exciting investments being made here at LiveRez. We are here to listen and to share and we believe that the best years are still ahead of us all. Thank you for being here. Thank you for your commitment. Thank you for joining us on this journey.

Sincerely,

Lisa Stinnett
CEO, Inhabit IQ
ROBIN BULBA
LiveRez General Manager & VP, Vacation PMS
Robin Bulba is the interim GM of LiveRez, in addition to her current role. She brings more than 15 years of solutions-oriented business operations experience with a proven history in innovation of success in complex and global technology industry settings. Robin is an accomplished leader with the ability to drive organizational improvement and lead high-achieving teams on operations management, workflow, process, and system improvement, quality improvement, and cost control.

ALAYNA HIX
Director, Product
Alayna Hix has worn many hats during her last 5 years with LiveRez and has consistently advocated for LiveRez Partners. Today, she leads the team in translating Partner-needs into development deliverables. As the Director of Product, she ensures development priorities are aligned with the business and technical sides in the ever-changing world of software.

ALLYSON LINTON
Director, Operation
Allyson Linton received a master’s degree in business communication focused on organizational development. She focuses on creating operational efficiencies, providing an exceptional Partner experience from start to finish while simultaneously defining and delivering significant business processes.

JESSICA SINGER
Director, Partner Development
Jessica Singer is a former CEO with many years of leadership and growth experience in the vacation industry. Her approach to team building, cross-functional project collaboration and passion for Partnership helps to drive innovation and positive revenue results.

WALT DANIELS
Manager, Engineering
Walt Daniels comes to LiveRez with over thirty years of software engineering experience. He has worked on projects for a variety of industries including hospitality, retail, point of sale, e-commerce, banking, healthcare, insurance, as well as custom marketing sites for small businesses. His focus is on the overall platform stability, team productivity and product improvement.

CORY COLOSIMO
Manager, Partner Success
Cory Colosimo, a Boise native, attended college at the University of New Mexico, graduating with a degree in Economics. His background includes real estate, sales and operations, and has provided the experience to allow him to adapt and take on projects of all sizes. His passion is being able to connect with people and overcome challenges.

JAYME MOODY
Manager, Implementation & Training
Jayme Moody oversees the Implementation and Training team. As the manager, she is the first point of contact for any questions/concerns of my team members. Jayme is also responsible for ensuring that any partner escalations related to Implementations and Training are addressed in a timely manner and partner needs are met and satisfactory.

PATRICE NOVAK
Manager, Partner Support
Patrice Novak brings more than 20 years of experience in the vacation rental industry ranging from Reservations to Accounting to GM. She began working at LiveRez in 2018 as a Partner Success Coach, and began her current role in 2020 working with the Support Team, and now serves as the Support Manager.
Leadership

LISA STINNETT
CEO
Since founding Inhabit IQ in 2016, Lisa has overseen the growth and development of the Inhabit IQ brand and product portfolio in its incredible growth trajectory. On a day-to-day basis, Lisa leads the executive team and sets the overarching corporate vision and strategy for the software ecosystem. With extensive experience in C-level roles, Lisa combines decision-making and tactical knowledge with the ability to enlist key stakeholders to take initiatives from concept to implementation.

JOHN VINGIA
COO
In his role as Chief Operating Officer, John provides operational oversight across the Inhabit IQ software ecosystem. John has been vital in coordinating and managing Inhabit IQ’s growth into a global software company. With extensive experience in the property management industry, his diverse background enables John to understand the key technical, financial, and operational needs of the industry from multiple stakeholder perspectives.

ELIZABETH FRANCISCO
CXO
As Chief Experience Officer, Elizabeth represents Inhabit IQ and our portfolio of products to both external and internal customers to build brand champions. As an entrepreneur and leader, Elizabeth is committed to helping others as they navigate their journeys in the property management industry. She uses this experience at Inhabit IQ to build brand credibility and trust among all stakeholders across residential, vacation, and commercial markets.

DONNA GOUDIE
EVP & Managing Director
Travel and technology veteran, Donna Goudie, serves as the Managing Director for the Vacation division of Inhabit IQ. Donna drives strategic initiatives and client advocacy programs designed to accelerate the future of vacation rental technology and deliver greater value to Inhabit IQ’s customers as well as the Vacation Rental industry. Donna has more than two decades of experience in travel and hospitality technology, most recently as Chief Operating Officer at Cendyn. Prior to that, she spent nearly 20 years in a variety of leadership roles with Amadeus.
Give your homeowners peace of mind knowing who is staying in their home and providing coverage when something goes wrong.

With guest screening and up to $1,000,000 in comprehensive coverage, Safely protects against:

- Bodily Injury
- Intentional Acts
- Bed Bugs
- Stupidity
- Theft
- Pet Damage

Automatic Coverage & Screening
Homeowner Acquisition Tools
Full Integration with Track PMS
Comprehensive Protection

About Safely

Safely is the premier provider of short-term rental protection. With rigorous guest screening and comprehensive short-term rental insurance, Safely helps homeowners and property managers grow revenue, reduce risk, and confidently provide a better guest experience. Based in Atlanta, Safely has protected over $60 billion in homeowner liability over more than 1 million guest nights since its inception.

Safely - Vacation Rental Protection Redefined
+1 (855) SAFELY-8
hello@safely.com
www.safely.com

11

VACATION RENTAL ACCOUNTING

Trust us with your trust accounting. We’re a certified, tech-savvy bunch who know how to implement, manage and scale.

- Trust Account Reconciliation
- Expense Posting
- Trust Payables Posting
- Deposit Grouping
- Owner & Manager Disbursements
- Owner Statements
- Sales & Lodging Tax Filings
- Receivables Management
- Plus Operating Accounting

WE UNDERSTAND RESORT MARKETS BECAUSE WE LIVE IT EVERYDAY.

ASAPVRAccounting.com

Built for Property Managers

- Full Integration with Track PMS
- Automatic Coverage & Screening
- Homeowner Acquisition Tools
- Comprehensive Protection

Beyond is the #1 automated dynamic pricing tool in short-term rental property management. Get pricing in real-time, grow revenue, and keep guests. Beyond’s AI-based pricing has helped our partners see as much as a 47% increase in booking revenue. To date, our pricing algorithm has protected over 500,000 properties in over 15,000 cities and 150+ countries worldwide.

We pioneered pricing for the short-term rental market, and that was just the beginning. Since our founding in 2013, we’ve developed a wide range of tools like Signal, Relay, Insights, and Guidance to give short-term rental managers what they need to succeed.

www.beyondpricing.com

#1 Automated Dynamic Pricing Tool

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher Occupancy Rate</td>
<td>12%</td>
</tr>
<tr>
<td>Market Reservations</td>
<td>21%</td>
</tr>
<tr>
<td>Increase in Booking Revenue</td>
<td>40%</td>
</tr>
</tbody>
</table>

December

<table>
<thead>
<tr>
<th>Property Type</th>
<th>$200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Price</td>
<td>$100</td>
</tr>
<tr>
<td>Revenue Share</td>
<td>$21</td>
</tr>
<tr>
<td>Airbnb Basics</td>
<td>$77</td>
</tr>
<tr>
<td>Airbnb Basics</td>
<td>$93</td>
</tr>
<tr>
<td>Airbnb Basics</td>
<td>$51</td>
</tr>
<tr>
<td>Price per Night</td>
<td>$75</td>
</tr>
</tbody>
</table>

Ready to start managing pricing with Beyond? Contact us today to learn more and get started!

www.beyondpricing.com

#1 Automated Dynamic Pricing Tool

BEYOND
The purpose of this Client Advisory Board is to gain insight and share feedback between industry leaders and professionals regarding the LiveRez platform.
WE’RE THE VACATION PAYMENT EXPERTS

INTEGRATED OWNER PAYOUTS
LET US HANDLE THE SECURITY: END-TO-END TOKENIZATION
GUEST VERIFICATION TO PREVENT FRAUDULENT BOOKINGS
ROBUST PMS INTEGRATIONS AND API
US-BASED, WHITE GLOVE CUSTOMER SERVICE
IN-HOUSE RISK MANAGEMENT AND UNDERWRITING

WINNER OF THE
KEystone Awards2021
FOR BEST CREDIT CARD PROCESSOR IN THE VACATION RENTAL INDUSTRY

Call or Email to upgrade your payment experience.
919-761-1560    sales@lynnbrookgroup.com

Partner Conference 2022
KEYNOTE SPEAKER
MATT LANDAU
Founder VRMB
One of our longest-standing keynote speakers, Matt Landau is the founder of VRMB.com and the host of the Unlocked podcast. More broadly, Matt is our storyteller-in-chief. His recent foray into film has berthed Homerunners, a docuseries that goes behind the scenes to explore the world’s leading vacation rental professionals. His public speaking and private retreats are rooted on values of curiosity, hospitality, and community.

Grand Ballroom | 09/28 | 9:00AM-10:00AM
### Monday, September 26th

<table>
<thead>
<tr>
<th>Time</th>
<th>Omni Room:</th>
<th>Ballroom (A/B)</th>
<th>Ballroom C</th>
<th>Coolidge</th>
<th>Eisenhower</th>
<th>Hoover</th>
<th>Roosevelt</th>
<th>Taft</th>
<th>Laurel</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00AM - 9:00AM</td>
<td>Registration</td>
<td></td>
<td></td>
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<tr>
<td>9:00AM - 12:00PM</td>
<td>LiveTrust 101 - Set Up</td>
<td>Website Updates &amp; Optimization Bootcamp</td>
<td>LiveManager 101 - Set up</td>
<td>LiveList Setup Bootcamp</td>
<td>Partner Work Space Available</td>
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<tr>
<td>12:00PM - 1:00PM</td>
<td>Networking Lunch - Vanderbilt Terrace</td>
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<tr>
<td>1:00PM - 4:00PM</td>
<td>Registration</td>
<td></td>
<td>LiveTrust 201 - Pro</td>
<td></td>
<td>LiveManager 201 - Pro</td>
<td>Annual Marketing Plan Workshop</td>
<td>Partner Work Space Available</td>
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<tr>
<td>4:00PM - 6:00PM</td>
<td>Expand Hall Open</td>
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<tr>
<td>6:00PM - 7:00PM</td>
<td>Cocktail Hour</td>
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<tr>
<td>7:00PM - 9:00PM</td>
<td>Dinner</td>
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- **Kickoff Party!** @ Omni Skyline & Mountain View Terrace [Sammons Wing] *Sponsored by Rental Guardian*
**SESSION SCHEDULE**

**Tuesday, September 27th**

<table>
<thead>
<tr>
<th>Time</th>
<th>Omni Room:</th>
<th>Grand Ballroom Pre-Function</th>
<th>Ballroom (A/B)</th>
<th>Ballroom C</th>
<th>Coolidge</th>
<th>Eisenhower</th>
<th>Hoover</th>
<th>Roosevelt</th>
<th>Taft</th>
<th>Laurel</th>
<th>Rhododendron</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00AM - 9:00AM</td>
<td>Networking Breakfast</td>
<td>Grand Ballroom</td>
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<tr>
<td>9:00AM - 10:00AM</td>
<td>Opening Session + LiveRez Live</td>
<td>Grand Ballroom</td>
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<tr>
<td>10:00AM - 10:15AM</td>
<td>Registration</td>
<td>Break</td>
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<tr>
<td>10:15AM - 11:15AM</td>
<td>Expert Panel: Mastering the Guest Experience</td>
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<tr>
<td>11:15AM - 11:30AM</td>
<td>Line Item Mapping Organization Tips for Speedy Summaries</td>
<td>Break</td>
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<tr>
<td>11:30AM - 12:30PM</td>
<td>11:30-12:15 PM Panel: How to Build the Ultimate Vacation Rental Manager Tech Stack</td>
<td>Exhibit Hall Open</td>
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<tr>
<td>12:30PM - 2:00PM</td>
<td>Networking Lunch &amp; Fireside Chats (Safely &amp; Lynnbrook)</td>
<td>Grand Ballroom</td>
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<tr>
<td>2:00PM - 3:00PM</td>
<td>2:15-3:00PM Panel: Managing Expectations In Difficult Owner Conversations</td>
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<tr>
<td>3:00PM - 3:15PM</td>
<td>Break</td>
<td>Snack Break: Henderson Apple Orchard</td>
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<tr>
<td>3:15PM - 4:15PM</td>
<td>Listing Woes? Optimizing for the Win</td>
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<tr>
<td>4:15PM - 5:15PM</td>
<td>Sponsor Exhibit Hall Showcase &amp; Happy Hour in Ballroom C</td>
<td>Sponsored by Lynnbrook Group</td>
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<tr>
<td>5:30PM+</td>
<td>Explore Asheville! Transportation will be provided.</td>
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</tbody>
</table>
### SESSION SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00AM - 9:00AM</td>
<td>Networking Breakfast</td>
<td>Ballroom (AB)</td>
</tr>
<tr>
<td>9:00AM - 10:00AM</td>
<td>General Session + Keynote</td>
<td>Ballroom (AB)</td>
</tr>
<tr>
<td>10:00AM - 10:15AM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:15AM - 11:15AM</td>
<td>Panel: Driving Repeat Guests for Direct Booking Success</td>
<td></td>
</tr>
<tr>
<td>11:15AM - 11:30AM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>11:30AM - 12:30PM</td>
<td>Panel: High Growth Huddle</td>
<td></td>
</tr>
<tr>
<td>12:30PM - 2:00PM</td>
<td>Networking Lunch &amp; Fireside Chats</td>
<td></td>
</tr>
<tr>
<td>2:00PM - 3:00PM</td>
<td>Expert Panel: Market Regulations &amp; Resolutions</td>
<td></td>
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<tr>
<td>3:00PM - 3:15PM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>3:15PM - 4:15PM</td>
<td>(Ballroom Closed)</td>
<td></td>
</tr>
<tr>
<td>4:15PM - 4:30PM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>6:00PM - 9:00PM</td>
<td>Closing Party! Dinner - Omni Seely Pavilion &amp; Lawn</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- Ballroom (AB) and Ballroom C are located in Omni Room.
- Breaks are indicated for allocation.
- Panels and sessions are organized to ensure a smooth conference schedule.

---

**Additional Information:**
- **Sponsored by Safety**
- **Session Details:**
  - **Networking Breakfast:** Grand Ballroom
  - **General Session + Keynote:** Grand Ballroom
  - **Panel: Driving Repeat Guests for Direct Booking Success:**
  - **Panel: High Growth Huddle:**
  - **Panel: Market Regulations & Resolutions:**
  - **Networking Lunch & Fireside Chats:** Grand Ballroom
  - **Expert Panel:** Market Regulations & Resolutions
  - **Closing Party! Dinner:** Omni Seely Pavilion & Lawn

---

**Location Map:**
- **Vanderbilt Wing**
- **Sammons Wing**
- **Partner Hub**
- **Exhibit Hall Open**
- **Carolina Snack Break**
SCAVENGER HUNT
Sponsored by Avalara

DISCOVER THE HISTORY OF THE OMNI GROVE PARK INN AS YOU COMPLETE THE 20 SCAVENGER HUNT MYSTERY QUESTIONS!

Pick up a form at the LiveRez Swag Shop at the far end of Ballroom C. Make sure you fill out your name and contact information. Return completed forms to the registration desk by 3PM on Wednesday, September 28th. The winner will be selected from the completed correct forms electronically and announced at the closing session.

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Reduce repetitive phone calls from guests by 75%
Schedule and auto-send texts to guests
Answer guest texts instantly
Increase revenue by filling gap nights between bookings

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2 Xplorie
3 Generali Global Assistance
4 PriceLabs
5 RealTech Webmaster
6 ASAP
7 Point Central
8 ICND
9 VRMA
10 Safely
11 Avalara
12 Vintory
13 Extenteam
14 Booking.com
15 RevMax
16 NextPax
17 OK2Charge
18 Rented
19 Guest View Guide
20 LSI Tools
21 Lynnbrook Group
22 Rental Guardian
23 Bluetent
24 Beyond Pricing
25 Breezeway
26 RueBaRue
27 BeHome247
28 Beach House Logos
29 Vrbo
30 LiveRez Lounge
31 LiveRez Swag Shop
Snacks & Beverages

Snacks and beverages will be served! Relax in the LiveRez lounge area next to the LiveRez Swag Shop.
Session Descriptions

Partner Conference 2022

*Bootcamps are paid for sessions*

**Hoover | 09/26 | 9:00AM-12:00PM**

**LIVEMANAGER 101 - SET UP**

Learn how to set up LiveManager from beginning to end! This bootcamp is the hands-on set up of your LiveManager platform. From entering in property information, creating work order templates, setting saved costs and automating your operational processes...you will learn it all!

**Coolidge | 09/26 | 9:00AM-12:00PM**

**LIVETRUST 101 - SET UP**

If you are new to the accounting role at your company, or new to the LiveTrust platform, this is a must-attend bootcamp! We will take you through all the steps to set up your LiveTrust system correctly and set you on a path of accounting success. Be sure to bring your laptop AND a notebook!

**Roosevelt | 09/26 | 9:00AM-12:00PM**

**LIVELIST SETUP BOOTCAMP**

Are you already a LiveList user, and looking for ways to improve your ROI? Want to take your listing to a higher level? Join us for this LiveList 201 bootcamp. We will be taking a hands-on approach to optimizing your listings in LiveList, adding blackout dates, multipliers and content specific to each listing site in the LiveList platform.

**Eisenhower | 09/26 | 9:00AM-12:00PM**

**WEBSITE UPDATES & OPTIMIZATION BOOTCAMP**

Your website is the front door of your business. So how can you optimize it and get the most from this marketing tool? This bootcamp will take a deep dive into best practices for a revenue producing website. Learn what you have control of from within the LiveRez system, and what you need to send to design. You will leave with a solid list of changes you should make to make the most of your website.

**Hoover | 09/26 | 1:00PM-4:00PM**

**LIVEMANAGER 201 - PRO**

So you have your LiveManager platform set up. Have you optimized it though? Join us as we go through all the ways you can turn work orders into revenue, make scheduling a breeze and use the property information area to make sure your properties remain in the best condition. We will even go over ways you can use this platform outside of operations!

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Key Data Business Intelligence Tools for Pros

- Real-Time Pacing Charts
- Performance Analysis
- Benchmarking Insights
- Visitor Origin Analysis
- Historical Performance Data
- Rental Pro Formas
- Financial Planning
- Intelligent Supply Data
- Traveler Search Data

Discover why Key Data is the most trusted source for vacation rental data by visiting KeyDataDashboard.com or emailing Support@KeyDataDashboard.com to learn more.
Opening Session + LiveRez Live

Join us after the Networking Breakfast to kickoff the 2022 LiveRez Partner Conference with the Opening Session in the Grand Ballroom at 9:00 AM on Tuesday, September 27th. Hear from InhabitIQ CEO Lisa Stinnett and LiveRez leadership about the past, present and where we’re headed.

Eisenhower | 09/27 | 11:30AM-12:30PM
Market Driven Property Pricing

Join Lynell Gordon of LSI in this session to learn how to use the powerful business intelligence tools included in your LiveRez software via LiveInsights. In this session you will learn important KPIs, how to utilize market datasets, and what to do with it to ensure you are not leaving money on the table in your market. The second half of this session will be hands on, so bring your laptop to follow along!

Coolidge | 09/27 | 11:30AM-12:30PM
From Booking to Checkouts in a Breeze, Excellent Guest Communication Tips

Good communication is a key element of guest satisfaction. But what is too much communication and what is too little? We will help you identify the touch points that can make a difference in the guests journey from booking to checking out.

TUESDAY

Grand Ballroom | 09/27 | 9:00AM-10:00AM
Opening Session + LiveRez Live

Join us after the Networking Breakfast to kickoff the 2022 LiveRez Partner Conference with the Opening Session in the Grand Ballroom at 9:00 AM on Tuesday, September 27th. Hear from InhabitIQ CEO Lisa Stinnett and LiveRez leadership about the past, present and where we’re headed.

Ballroom | 09/27 | 10:15AM-11:15AM
Expert Panel: Mastering the Guest Experience

Providing an outstanding guest experience is an important way to get more 5 star reviews. Learn from this panel of experts on how to manage your guest’s experience with your company, your team and in your properties. Walk away with real strategies that have been successful and those that were flops.

Coolidge | 09/27 | 11:30AM-12:30PM
Month End - Make Every Moment Account

Is your month end process a mess? Afraid you are missing an important step? We will review the procedures you should be taking in handling owner statements, manager disbursements, vendor payments, reconciliations, and other key month end tasks. You will walk away with a checklist you can hang on the wall to guide you each month end.

Eisenhower | 09/27 | 11:30AM-12:30PM
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Got Data?
See your market data in 15 min or less.

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All setup fees waived for LiveRez partners!

Reach millions of travelers with Vrbo!
With nearly 10M new installs in just the first half of 2022, Vrbo is now the most downloaded travel app in the United States. Take advantage of this incredible reach to put your properties in front of more travelers.
List your property today at: vrbo.com/joinboard.
*Source: Skift July 2022

Taft | 09/27 | 11:30AM-12:30PM
INTRO TO LIVELIST (AND AIRBNB 2.0)
Are you new to LiveList, or interested in learning more before signing up for this channel management platform? This is the best session for you! We will go through the entire process of setting up LiveList in your system, review tips and tricks for getting up and running as soon as possible, and review all aspects of the platform and the best practices for setting them up. This class will include an introduction to Airbnb 2.0 and how to access that channel via LiveList.

Hoover | 09/27 | 11:30AM-12:30PM
LIVEMANAGER: TURN WORK AROUNDS INTO WORK ORDERS
Every work order you get is an opportunity for you to increase your profitability. Using the LiveManager platform we will go over top level ways to set yourself up for success in profiting from the work orders you enter into your system. We will also unveil new and out of the box ways to use LiveManager to improve your companies overall operations and streamline processes.

Roosevelt | 09/27 | 11:30AM-12:30PM
LOCAL EXPERIENCES ADD UP(SELL)
Guests want to experience the best that their vacation area offers. No one is better equipped to help than a knowledgeable property manager with close ties to the community. Upsell makes it possible for property managers to offer trip-enhancing local products and experiences to guests, promote local businesses and generate additional income for themselves and the community.

Grand Ballroom | 09/27 | 12:30PM-2:00PM
NETWORKING LUNCH & FIRESIDE CHATS
After eating & networking, listen in on the mini fireside chats on the main stage. Today’s chat will be between the LiveRez Director of Partner Development, Jess Singer, & our special guests, Safely & Lynnbrook.

Ballroom | 09/27 | 2:00PM-3:00PM
PANEL: MANAGING EXPECTATIONS IN DIFFICULT OWNER CONVERSATIONS
How often do you find yourself having to have a difficult conversation with an owner? This is never a fun thing to have to do, but it is often necessary. We have pulled together a panel that can give you tips on how to make these conversations easier and a positive experience for both you and the owner.

Taft | 09/27 | 2:00PM-3:00PM
THE BIG 3 - VRBO, AIRBNB AND BOOKING.COM
We have all heard of the big 3…but have you optimized your listings to get the most out of them? Join us as we examine different platforms, who their target guests are, and best practices to help increase your ROI.
DON'T LEAVE MONEY ON THE TABLE: HOW TO STAY AHEAD OF THE UNEXPECTED
Travel today can be unpredictable, but your income doesn't have to be. This session addresses key threats to your vacation rental business and examines practical, easy-to-use tools that can help you protect and generate revenue.

20 LIVEREZ FEATURES YOU MAY NOT KNOW EXIST
Do you think you know everything your LiveRez system can do? You might be surprised by the items on our list. Join us as we go over the top 20 (or maybe even 25) elements of your LiveRez system that will improve your operations, communications and so much more!

USING WEBSITE PREFERENCES FOR A STELLAR WEBSITE
When was the last time you went through the website preferences in your system? Are you familiar with all the different settings you are have access to that can help make your website stand out from your competitors? Join us as we go through each of the website preferences and go over the various ways they can impact your website conversion rate.

NAVIGATING THE REVENUE MANAGEMENT ECOSYSTEM
Revenue management is not just changing a rate for a day but it is a culture of effecting both current and future income potential for a vacation rental company. In this class we will review the many parts that go into the revenue management ecosystem and the effects each part have on the income earning of a company. We will discuss ways to strengthen your strategy across the ecosystem so as to create a feedback loop of growth.

HOW TO MAKE DISTRIBUTION WORK FOR YOU
In this session learn how to approach distribution through third party distribution. There are many strategies & tools available to maximize distribution via the major OTA's - are you taking advantage of them? Also learn about the second tier and niche channels that may help you diversify and grow your business by utilizing them.

EFFECTIVE OWNER COMMUNICATION USING THE CRM AND OWNER’S PORTAL
Looking for the best way to keep owners in the loop on company updates and industry trends? There are many areas of the LiveRez platforms that can help you with this. From the CRM to the owner’s portal, join us as we review the best ways to use these areas of your system to communicate effectively and on an on-going basis with your owners.

POWERFUL LIVEINSIGHTS PRO – DATA DRIVEN ACTION
In this session Lynell Gordon of LSI will walk you through how to use the powerful pro-version of LiveInsights. Learn how to create homeowner campaigns, how to use rental projections, and fill last minute inventory. All session attendees will get a free trial of the pro-version of LiveInsights. Bring your laptop to follow along!

LISTING WOES? OPTIMIZING FOR THE WIN
What does a successful and profitable property listing look like? We will take a close look at what information to include, how the tone of your description can improve the number of bookings you get and what other elements a property listing should have to move the needle on bookings for each property in your portfolio.

PANEL: DRIVING REPEAT GUESTS FOR DIRECT BOOKING SUCCESS
We have all heard that direct bookings are the best type of bookings to get. Not only do you have more control over the guests ability to cancel or make a change in their reservation, direct bookings are also the least expensive bookings when it comes to marketing. Join our panel of partners and vendors who will describe various techniques you can employ to get more repeats guests to book direct.

LIVEREZ SYSTEM SELF-HEALTH CHECK, NO DEDUCTIBLE NECESSARY!
Are you using all elements of your LiveRez system? Do you wish it would do more for your business? We invite you to join us as we complete a system self-health check and uncover the various ways you can improve your system set up, and what new features you may not have known existed. You will go home with a checklist for how to run your own health check.
Eisenhower | 09/28 | 10:15AM-11:15AM
REPORTS: LIVEREZ VS LIVETRUST
LiveTrust makes it easy to make sure your asset and liability accounts are all in balance. But are you reviewing your reports and making the changes necessary to keep your books in balance? This class will help you discover how & why you should be using the LiveTrust reports.

Coolidge | 09/28 | 10:15AM-11:15AM
THE 2023 GUIDE TO VACATION RENTAL PROTECTION
We will demystify short-term rental insurance and outline important protection do’s and don’ts pertaining to property damages, personal liability, guest cancellations, and OTA’s. We also will show you how to enhance your current protection efforts with tools that are free to use and already built into your LiveRez system. By the end of this session, you will be able to create your own seamless ecosystem to protect your business, homeowners, and guests while driving more revenue to your business.

Roosevelt | 09/28 | 10:15AM-11:15AM
KILLER KPI’S
Curious as to what KPI’s you should be tracking that will lead to higher revenue? Come learn how you can identify your Killer KPI’s that will assist you in reaching (and exceeding) your company goals. We will even look into actionable way to move the dial towards success on them.

Taft | 09/28 | 10:15AM-11:15AM
10 WAYS TO IMPROVE YOUR SEO EFFORTS
Learn how to use your LiveRez system and the different areas of it to improve your websites Search Engine Optimization. There are so many ways you can add value to what you include on your website and these can all add value to your SEO efforts. We will go over 10 different ways you can implement immediately that will lead to a higher ranking.

Ballroom | 09/28 | 11:30PM-12:30PM
PANEL: HIGH GROWTH HUDDLE
How do you scale your team in a high growth stage? How do you prioritize positions to hire? Learn from managers who have successfully gone through this phase - successes & failures. What technologies did they add, or did they not have to add any?

Hoover | 09/28 | 11:30AM-12:30PM
LIVEMANAGER - VENDOR AND TEAM TRAINING HOW-TO'S
Attend this interactive session to discover the best practices for setting up LiveManager for your operations team and vendors. You will be given direction on setting up processes for your team, and how to train them (and your vendors) on using this platform and streamline your operations. We will even include tips on getting your non-tech team members to embrace LiveManager.
REVENUE MANAGEMENT ESSENTIALS: OPTIMIZE YOUR PRICING STRATEGY

Looking to take your revenue management strategy to the next level? The most successful property managers stick to a regular cadence of pricing standups, reviews, and analyses for their properties. In this session, we’ll showcase how to structure your regular revenue management and pricing strategy meetings with best practices and proven strategies used by revenue managers today. Join Beyond revenue management super-users for the latest advice on elevating your revenue management strategy.

CRM 101 - BASICS

Uncover the power of the CRM in your LiveRez system during this session dedicated to all things CRM. Our team will take you through all elements of the CRM, how to make it work for your business and how to design templates that your guests or owners will read. Be sure to bring a notebook, because you will leave with a list of tips and tricks that will make a difference.

HOW TO STAND OUT IN THE INBOX (MARKETING EMAIL MADNESS)

Do your emails get read? Do they even get opened? We will cover the best tips and tricks to not only getting a higher open rate for your emails, but also a higher click through rate. From the best subject lines, to defining the target audience and even setting up drip campaigns. Emails have the highest ROI of any marketing level...so why not learn how to take them even further?

BAD STAYS AND BOURBON CHASERS: TRADE GUEST HORROR STORIES OVER DRINKS AS YOU LEARN STRATEGIES FOR SMOOTHER SHORT-TERM RENTAL STAYS.

Like bourbon, your guest stays can be smooth or on the rocks. We know you’ve seen it all! Join the Safely team for cocktails and commiseration as we share the good, the bad, and the hilarious guest stays we have all experienced. We’ll also share tips and tricks to prepare you for future shenanigans.
**Eisenhower | 09/28 | 3:15PM-4:15PM**

**CRM 201: LEAD AUTOMATION FOR THE GUEST WIN!**

Leads equal revenue. We all know this, but are you set-up to make the most of the leads you are getting? Do you have a solid follow up process? Join us as we show you how to set-up your CRM Leads feature for success. You will be able to better track your conversions rate, and uncover additional ways to turn your leads into dollars!

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**Roosevelt | 09/28 | 3:15PM-4:15PM**

**3 P’S OF BRAND STANDARDS**

With increased focus on contactless check-in and less interaction with the guest one-on-one, it is critical for your team to be aligned on company brand and service standards. How do you hire (and train) your team to execute on internal processes? How do you empower your staff to do their part in delivering your brand promise to owners and guests? In this session Breezeway’s Head of Implementation, Rhi Chavez, will discuss the three P’s of vacation rental brand standards: People, Process, and Promise, and the importance that each component has on elevating and showcasing your hospitality brand.

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**Hoover | 09/28 | 3:15PM-4:15PM**

**OPTIONS, SPECIALS AND FEES, OH MY!**

Are you using the Options, Specials and Fees within your LiveRez system? If not, or if you would like to learn new and different ways to implement these features to improve your bottom line, then join us for this session. We will take a hard look at these elements of the LiveRez system and go over the variety of ways they can be used to track your marketing practices, recoup the costs of listing on OTA’s and so much more!

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**Coolidge | 09/28 | 3:15PM-4:15PM**

**FIVE PATHS TO FIVE STARS USING LIVESCORE**

Reviews make a huge impact on getting bookings, or having an owner join your management program. In this session, we will go over all the ways you can use LiveScore to gather more reviews, tips on responding to both good and bad reviews, as well as how you can use guest reviews to get your owners to make improvements in their property.
Avalara MyLodgeTax Pro
Simplified lodging tax compliance for short-term rental property managers.
  • Tax licenses & registrations
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Goodbye silos.
Hello workflows.
Manage daily operations of vacation rentals, condos, and hotel rooms with BeHome247.
From housekeeping services to maintenance work orders and everything in between, you can take control of operations with confidence.

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You feel it the moment you begin strolling through Asheville’s vibrant city center – it’s an unmistakable mountain vibe that has beckoned visitors to this region time and again. Lining the streets of this walkable neighborhood you’ll find a wide array of independent shops, craft breweries, and some of the best dining options in the southeast.

1. LAZOOM, HOP-ON-HOP-OFF TROLLEY
Learn how this hip mountain town came to be. Jump aboard LaZoom, the big purple bus, for an irreverent look into Asheville’s colorful history, cruise through town on the hop-on-hop-off trolley tours guided by local storytellers, or learn more about the city’s unique past on a self-guided walking tour along the Urban Trail.

2. BOOK STORES
Peruse Asheville’s legendary independent bookstores like Malaprops, or sip champagne with your pooch at the Battery Park Book Exchange.

3. HAUNTED ASHEVILLE TOUR
Explore Asheville’s darker side with a nighttime Haunted Asheville tour, or immerse yourself in the theatrical solve-a-puzzle-to-escape challenge, Conundrum.

4. THE SHOPS
Find that perfect piece of art or handmade craft available for sale at downtown art galleries, craft fairs, or the open-air market at Grove Arcade.

5. BILTMORE VILLAGE
Visit Biltmore Village, located outside the entrance of Biltmore. This former neighborhood for estate workers is now filled with great shopping, amazing arts and craft galleries, and delicious restaurants.

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Thank you for taking the time to join us in beautiful Asheville for the 2022 LIVEREZ PARTNER CONFERENCE.

We are committed to you, our Partners, and we hope you walk away from this conference energized about the exciting technical improvements being made. We are doubling down on our efforts to have an amazing IMPACT on your business and live up to the LiveRez reputation for partnership at every point in our work together.

Thanks again!

The Entire LiveRez Team