

PARTNER CONFERENCE 2022

September 26-28 | Asheville, NC



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.)

I.M.P.A.C.T. LIVEREZ VISION

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



- 02
- 03 LiveRez Vision
- 04
- 06
- 09
- 12
- 15
- 16
- 22 Venue Map
- 23
- 26
- 41
- 44 **Our Sponsors**

Partner Conference 2022 **TABLE OF CONTENTS**

Social Activities Letter from the CEO LiveRez Leadership Inhabit IQ Leadership **Client Advisory Board Keynote Speaker Overview of Schedule Scavenger Hunt Session Descriptions** What to Do in Asheville

Leadership LIVEREZ





ROBIN BULBA

LiveRez General Manager & VP, Vacation PMS

Robin Bulba is the 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.





Complete digital ecosystems for vacation rental professionals

DIRECT BOOKING WEBSITES

CHANNEL MANAGEMENT

DIGITAL MARKETING

EMAIL MARKETING

OWNER ACQUISITION STRATEGY

bluetent

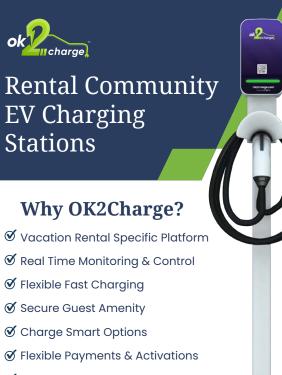
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Rented

Revenue Management & Dynamic Pricing: 2 Solutions for **Your Property Management Business**



Learn more or Sign up for a 10 minute demo: www.rented.com/art



Phone: 888-OK2-CHRG (888-652-2474) Email: gogreen@OK2Charge.com





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.





CXO

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.





Leadership **INHABIT IN ATTENDANCE**

ELIZABETH FRANCISCO

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.



With guest screening and

comprehensive coverage,

Safely protects against:

up to \$1,000,000 in



Give your homeowners peace of mind knowing who is staying in their home and providing coverage when something goes wrong.



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

VACATION

- > 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







Bed Bugs





Theft

Built for Property Managers

- P



Full Integration with Track PMS





Automatic Coverage & Screening



Homeowner Acquisition Tools

Comprehensive Protection

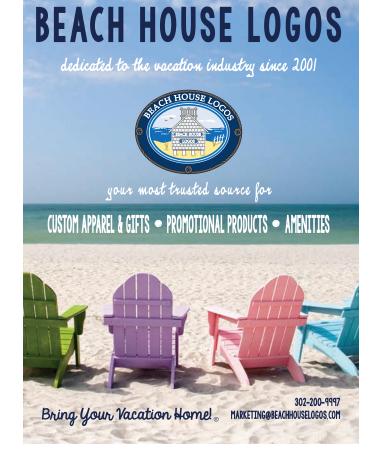
About Safely

Safely is the premier provider of short-term rental protection. With rigorous quest 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.

(↓ +1 (855) SAFELY-8 (④) hello@safely.com (⊕) www.safely.com









www.beyondpricing.cor

LiveRez 2022 **CLIENT ADVISORY BOARD**

The purpose of this Client Advisory Board is to gain insight and share feedback between industry leaders and professionals regarding the LiveRez platform.



JESSE HEHN Daugherty Management Partner Since 2018



BRANDON YOUNGS Southern Holiday Homes Partner Since 2021



MEGAN CARDA Lifestyle Properties Partner Since 2016



NANCY HASSAN Shores Vacation Rentals Partner Since 2009





SCOTT SHAW Georgia Mountain Cabin Rentals Partner Since 2018



LISA HALTON Family Time Vacation Rentals Partner Since 2013



MICHELLE TORRES Branson Vacation Retreats Partner Since 2016



JED STEVENS Koloa Kai Vacation Rentals Partner Since 2015



MYRON GLICK Linger Hospitality Partner Since 2013



WE'RE THE VACATION **PAYMENT EXPERTS**



INTEGRATED OWNER PAYOUTS





SECURITY: END-TO-END TOKENIZATION



US-BASED, WHITE GLOVE CUSTOMER SERVICE



GUEST VERIFICATION TO PREVENT FRAUDULENT BOOKINGS



IN-HOUSE RISK MANAGEMENT AND UNDERWRITING









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.



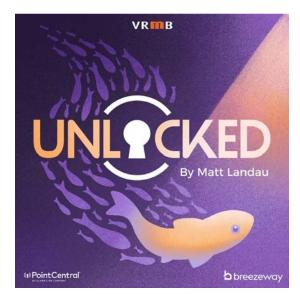
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sales@lynnbrookgroup.com

Partner Conference 2022 **KEYNOTE SPEAKER**





Grand Ballroom | 09/28 | 9:00AM-10:00AM

Monday, September 26th SESSION SCHEDULE

	ŀ	Vanderbilt Wing						Sammons Wing	
Omni Room:	Grand Ballroom Pre-Function	Ballroom (A/B)	Ballroom C	Coolidge	Eisenhower	Hoover	Roosevelt	Taft	Laurel
8:00AM - 9:00AM	Registration								
9:00AM - 12:00PM				LiveTrust 101 -Set Up	Website Updates & Optimization Bootcamp	LiveManager 101 - Set up	LiveList Setup Bootcamp	Partner Work Space Available	
12:00PM - 1:00PM	Networking Lunch - Vanderbilt Terrace						Partner Hub		
1:00PM - 4:00PM	Registration		Exhibit Hall Open	LiveTrust 201 - Pro		LiveManager 201 - Pro	Annual Marketing Plan Workshop	Partner Work Space Available	
4:00PM - 6:00PM			No Sessions						
	Kickoff Party! @ Omni Skyline & Mountain View Terrace {Sammons Wing} Sponsored by Rental Guardian								
6:00PM - 7:00PM	Cocktail Hour								
7:00PM - 9:00PM	Dinner								

Tuesday, September 27th SESSION SCHEDULE

	⊢	Vanderbilt Wing ————— Sammons						s Wing		
Omni Room:	Grand Ballroom Pre-Function	Ballroom (A/B)	Ballroom C	Coolidge	Eisenhower	Hoover	Roosevelt	Taft	Laurel	Rhododendron
8:00AM - 9:00AM		Networking Breakfast - Grand Ballroom								
9:00AM - 10:00AM		Opening Session + LiveRez Live - Grand Ballroom								
10:00AM - 10:15AM	Registration	Break		Break						Break
10:15AM - 11:15AM		Expert Panel: Mastering the Guest Experience		Line Item Mapping - Organization Tips for Speedy Summaries	Market Driven Property Pricing	Chargebacks: Prevention Wins The Battle	Advocacy and Right to Rent	How to Build an SEO Friendly Destination Guide		
11:15AM - 11:30AM		Break		Break		·]	Break
11:30AM - 12:30PM		11:30-12:15 PM Panel: How to Build the Ultimate Vacation Rental Manager Tech Stack	Exhibit Hall Open	Month End Madness - Make Every Moment Account	From Booking to Checkouts in a Breeze, Excellent Guest Communication Tips	LiveManager: Turn Work Arounds Into Work Orders	Local Experiences Add Up(Sell)	Intro to Livelist (and Airbnb 2.0)	Partner Hub	
12:30PM - 2:00PM	(Saf	g Lunch & Fireside Chats ely & Lynnbrook) Grand Ballroom								
2:00PM - 3:00PM		2:15-3:00PM Panel: Managing Expectations In Difficult Owner Conversations		Using Website Preferences For A Stellar Website	Don't Leave Money on the Table: How to Stay Ahead of the Unexpected	20 LiveRez Features You May Not Know Exist	Navigating the Revenue Management Ecosystem	The Big 3 - VRBO, Airbnb and Booking. com		
3:00PM - 3:15PM	Break		Snack Break: Henderson Apple Orchard	Break					Snack Break: Henderson Apple Orchard	
3:15PM - 4:15PM				Listing Woes? Optimizing for the Win	Effective Owner Communication Using the CRM and Owner's Portal	Building a Web	Powerful LiveInsights Pro – Data Driven Action	How To Make Distribution Work for You		
4:15PM - 5:15PM	Sponsor Exhibit Hall Showcase & Happy Hour in Ballroom C Sponsored by Lynnbrook Group									
5:30PM+	Explore Asheville! Transportation will be provided.									

Wednesday, September 28th SESSION SCHEDULE

F	Vanderbilt Wing Samm										
Omni Room:	Ballroom (AB)	Ballroom C	Coolidge	Eisenhower	Hoover	Roosevelt	Taft	Laurel			
8:00AM - 9:00AM	Networking Breakfast - Grand	d Ballroom									
9:00AM - 10:00AM	General Session + Keynote - Grand Ballroom										
10:00AM - 10:15AM	Break		Break								
10:15AM - 11:15AM	Panel: Driving Repeat Guests for Direct Booking Success		The 2023 Guide to Vacation Rental Protection	Reports: LiveRez vs LiveTrust	LiveRez System Self- Health Check, No Deductible Necessary!	Killer KPI's	10 Ways To Improve Your SEO Efforts				
11:15AM - 11:30AM	Break		Break								
11:30AM - 12:30PM	12:30PM Panel: High Growth Huddle	Exhibit Hall Open	Bad Stays and Bourbon Chasers	CRM 101 - Basics	LiveManager - Vendor And Team Training How-To's	Revenue Management Essentials: Optimize Your Pricing Strategy	Hi, it's me, Jess. (Marketing Email Madness)	Partner Hub			
12:30PM - 2:00PM	Networking Lunch & Fireside Chats (KeyData & Rental Guardian) - Grand Ballroom										
2:00PM - 3:00PM	Expert Panel: Market Regulations & Resolutions		Using Your Financial Data to Help Your Business Succeed	Owner Acquisition: What Makes YOU More Attractive To An Owner Than Your Competition?	A Signed Rental Agreement A Day Keeps the Fraudster's Away	Google Analytics Basic Metrics and How To's					
3:00PM - 3:15PM	Break	Carolina Snack Break	Break					Carolina Snack Break			
3:15PM - 4:15PM	(Ballroom Closed)	Exhibit Hall Open	Five things to get five stars + LiveScore	CRM 201: Lead Automation for the Guest Win!	Options, Specials and Fees, Oh My!	3 P's of Brand Standards					
4:15PM - 4:30PM	Break Break										
6:00PM - 9:00PM	PM Closing Party! Dinner - Omni Seely Pavilion & Lawn Sponsored by Safely										

Omni Grove Park Inn MAP **SEELY PAVILION \$** LOBBY LEVEL (10) 30 **BLUE RIDGE** 36 20 34 1 2 3 ≣Ż **E**) **4C** ₽₹ 25 **4**B **4**A PREFUNCT SAMMONS VANDERBILT WING WING 26 16 27 14 38 28 32 5 15 31 MOUNTAIN VIEW TERRACE 17 35 GLASS/ATRI ^↓ | ||||| GREAT ATRIUM HALL 19 CAROLINA WALK 22 23 24 37 LEVEL 8 MAIN ENTRANCE PREFUNCTION 1 12 ≣₹ ▶ ■₹ 8 13 GRAND BALLROOM 9

6

21

10

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7

GLASS/ATRIUN

PREFUNCTION

^↓ ##



CONFERENCE SESSIONS

- 1 **Rhododendron Suite**
- 2 Laurel Suite
- 3 **Dogwood Suite**
- 4 Heritage Ballroom A,B,C
- 5 Vanderbilt Terrace
- 6 **Grand Ballroom A-B**
- 7 **Grand Ballroom C (Exhibit Hall)**
- 8 Hoover (H,J)
- 9 **Eisenhower (F,G)**
- 10 Coolidge (D,E)
- 1 Roosevelt (K,L)
- 12 Taft (M,N)
- 13 LiveRez Lounge & Swag Shop

OMNI FACILITIES

- 14 **Business Center**
- 15 **Sammons Wing Registration Desk**
- 16 **Skyline Room Below**
- Ī Concierge
- 18 **Front Desk**
- 19 **Sales & Conference Services** 20
 - Spa
- Vanderbilt Wing Registration Desk
 - **Elevator**

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.

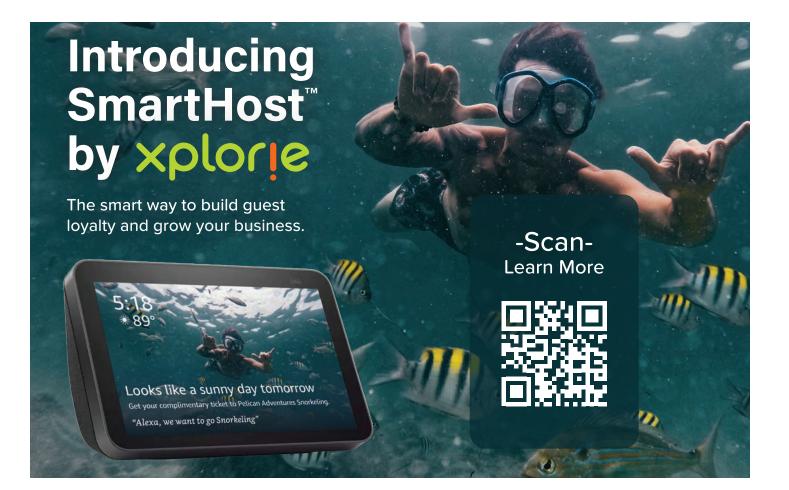
VANDERBILT TERRACE

SHOPS

- 22 **Gallery of the Mountains**
- 23 NOC
- 24 Seasons
- 25 Cloth
- 26 **Seely & Grove**
- 27 **The Pink Pig**
- 28 Market-Place
- 30 **The Spa Boutique**

RESTAURANTS

30 **Blue Ridge** 31 **Sunset Terrace** 32 **Sunset Cocktail Terrace** 33 Vue 1913 34 **Presidents Lounge Wine Bar** 35 **The Great Hall Bar** 36 Spa Café 37 **Elaine's Dueling Piano Bar -**Level "E" 38 **Edison, Craft Ales + Kitchen**



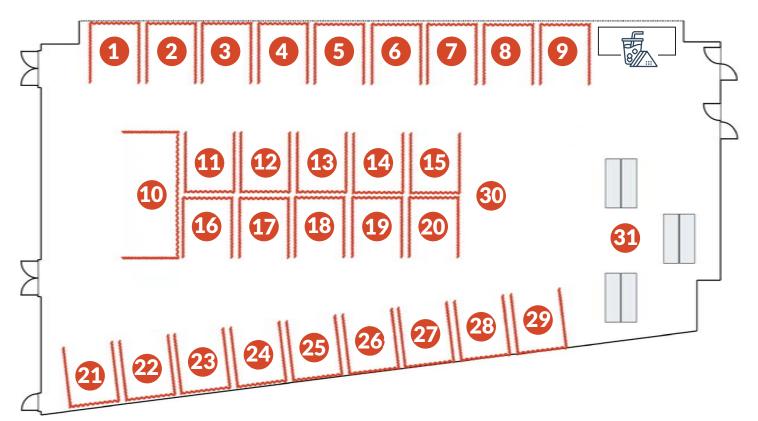
Q RueBaRue

DIGITAL GUESTBOOKS, **TEXT MESSAGING AND MORE**

- 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



Ballroom C EXHIBITOR BOOTH LOCATIONS



- 1 **Key Data Dashboard**
- 2 **Xplorie**
- 3 **Generali Global Assistance**
- 4 **PriceLabs**
- 5 **RealTech Webmaster**
- 6 ASAP
- 7 **Point Central**
- 8 **ICND**
- 9 **VRMA**
- 10 **Safely**
- 1 Avalara
- 12 Vintory
- 13 Extenteam
- 14 **Booking.com**
- 15 **RevMax**
- 16 **NextPax**

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	17	OK2Charge
	18	Rented
e	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.

Partner Conference 2022 **SESSION DESCRIPTIONS**

MONDAY

*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 mustattend 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!

KEYDATA[™]

Created by Property Managers for Property Managers

Key Data is passionate about building flexible, forward-looking, real-time solutions that provide true visibility into the performance of short-term rentals.

ProData is a data solution packed with features to help lodging operators focus on business performance & market comparison to save time, increase revenue, and beat their competition. We offer an ensemble of Business Intelligence tools that tell the story of your company's key metrics with easy-to-grasp insights. A seamless integration with your property management software provides a trusted and anonymous data exchange with competitors in your local and regional markets to provide the industry's only comparative data solution. Unlike scraped data, direct-sourced reservation information tells the whole story. The result: the most accurate, real-time short term rental data available.

Key Data Business Intelligence Tools for Pros



Real-Time Pacing Charts



Visitor Origin Analysis



Financial Planning

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.



Performance Analysis



Historical Performance Data



Intelligent Supply Data



Benchmarking Insights



Rental Pro Formas



Traveler Search Data

Roosevelt | 09/26 | 1:00PM-4:00PM

ANNUAL MARKETING PLAN WORKSHOP

Do you have a marketing plan for next year? If not, this is the perfect bootcamp for pulling one together. You will walk away with a 12-month marketing plan focused on helping you meet your business goals. We will discuss creating a content calendar, the marketing levers you can pull as needed and ways for you to improve your brand recognition and sales.

Coolidge | 09/26 | 1:00PM-4:00PM

LIVETRUST 201 - PRO

You may be a LiveTrust veteran but this refresher course will help you take your accounting to the next level. Learn how to use the LiveTrust platform to show the value of your services to owners, pull reports that can help you identify new revenue sources, go over generating 1099's and handle bill paying with ease.

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 | 10:15AM-11:15AM

LINE ITEM MAPPING - ORGANIZATION TIPS FOR SPEEDY SUMMARIES

Are you having a hard time summarizing your revenue & expenses in LiveTrust each month? Join Cori Lee in this session where she shares her LiveTrust tips on line item mapping, categorization, & reporting.

Hoover | 09/27 | 10:15AM-11:15AM **CHARGEBACKS: PREVENTION WINS THE BATTLE**

Chargebacks. They are one of the evils of our industry. We invite you to attend this session and learn from the experts at Lynnbrook on how to get ahead of them. We will discuss what credit card companies look for when approving or denying a chargeback and what steps you can take to prevent even getting them.

Taft | 09/27 | 10:15AM-11:15AM HOW TO BUILD AN SEO FRIENDLY DESTINATION GUIDE

Did you know that the Destination Guide within the LiveRez website is a great way to improve your Search Engine Optimization? We will go over the best practices for building out a guide that will bring people to your website, as well as provide them information about your destination that will make their stay with you better!

Roosevelt | 09/27 | 10:15AM-11:15AM **ADVOCACY AND RIGHT TO RENT**

You have heard of Right To Rent, but do you fully understand what it is all about? Attend this session, and you will leave knowing what Right to Rent is, how it helps advocacy, and how you can be a part of this important fund. Take an active role in protecting our industry.

Eisenhower | 09/27 | 10:15AM-11:15AM 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!

Ballroom | 09/27 | 11:30AM-12:30PM PANEL: HOW TO BUILD THE ULTIMATE VACATION RENTAL MANAGER **TECH STACK**

Some managers need multiple software to fit their business. One size does not fit all. How do you know what is right for you? In this panel learn how to shop for auxiliary software, what questions to ask, what info to bring, and how to gather requirements internally to define the problem you are trying to solve.

Eisenhower | 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.

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.

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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.

Eisenhower | 09/27 | 2:00PM-3:00PM

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.

Hoover | 09/27 | 2:00PM-3:00PM **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!

Coolidge | 09/27 | 2:00PM-3:00PM

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.

Roosevelt | 09/27 | 2:00PM-3:00PM 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.

Taft | 09/27 | 3:15PM-4:15PM

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.

Hoover | 09/27 | 3:15PM-4:15PM **BUILDING A WEB**

Think outside the box with Travis Wilburn in this session about online strategy. Learn methods to drive direct traffic, increase brand visibility, and strengthen your community relationships along the way.

Eisenhower | 09/27 | 3:15PM-4:15PM **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.

Roosevelt | 09/27 | 3:15PM-4:15PM **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!

Coolidge | 09/27 | 3:15PM-4:15PM 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.

Ballroom | 09/28 | 10:15AM-11:15AM 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.

Hoover | 09/28 | 10:15AM-11:15AM 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.

WEDNESDAY

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.





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Roosevelt | 09/28 | 11:30AM-12:30PM 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.

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Eisenhower | 09/28 | 11:30AM-12:30PM

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 though 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.

Taft | 09/28 | 11:30AM-12:30PM

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?

Coolidge | 09/28 | 11:30AM-12:30PM 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.

Grand Ballroom | 09/28 | 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, KeyData & Rental Guardian.

Ballroom | 09/28 | 2:00PM-3:00PM EXPERT PANEL: MARKET REGULATIONS & RESOLUTIONS

It seems we are all facing regulations in our local communities. If you do not already have them in place, there is discussion about them. We have pulled together a panel of mangers who have been successful in navigating the regulations their destination has enacted. Learn from them ways you can help craft regulations that will work with you, and not against your business.

Coolidge | 09/28 | 2:00PM-3:00PM USING YOUR FINANCIAL DATA TO HELP YOUR BUSINESS SUCCEED

Are you tracking the correct Key Performance Indicators (KPIs) to grow your business? Are there missed opportunities hiding in your financial statements? By reviewing your balance sheet, P&L, and cash flow statement, we will explore five key metrics that will reveal the overall health of your company.

Roosevelt | 09/28 | 2:00PM-3:00PM GOOGLE ANALYTICS BASIC METRICS AND HOW-TO'S

Welcome to world of Google Analytics! This session is dedicated to showing you everything you need to know about this free tool from Google. How to set your analytics accounts up correctly, what metrics you should be tracking, and how to measure and define success or areas for improvement.

Eisenhower | 09/28 | 2:00PM-3:00PM OWNER ACQUISITION: WHAT MAKES YOU MORE ATTRACTIVE TO AN OWNER THAN YOUR COMPETITION?

Adding new owners to your management program can be a daunting task. We will help you learn how to set up a successful owner recruitment program, the elements a successful program looks like, how to identify new leads with the most potential and create referral programs that bring the leads to your doorstep.

Hoover | 09/28 | 2:00PM-3:00PM A SIGNED RENTAL AGREEMENT A DAY KEEPS THE FRAUDSTERS AWAY

Rental agreement. What should be in them & what should not is important to know. We will review key elements to be included in your rental agreement and go over ways to get your guests to sign them in the blink of an eye!

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!

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.

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!

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.



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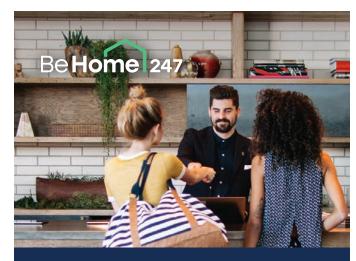
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1. LAZOOM, HOP-ON-HOP-OFF TROLLEY

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

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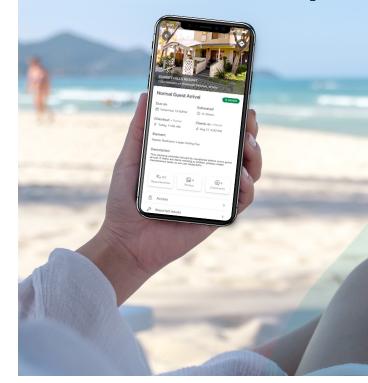
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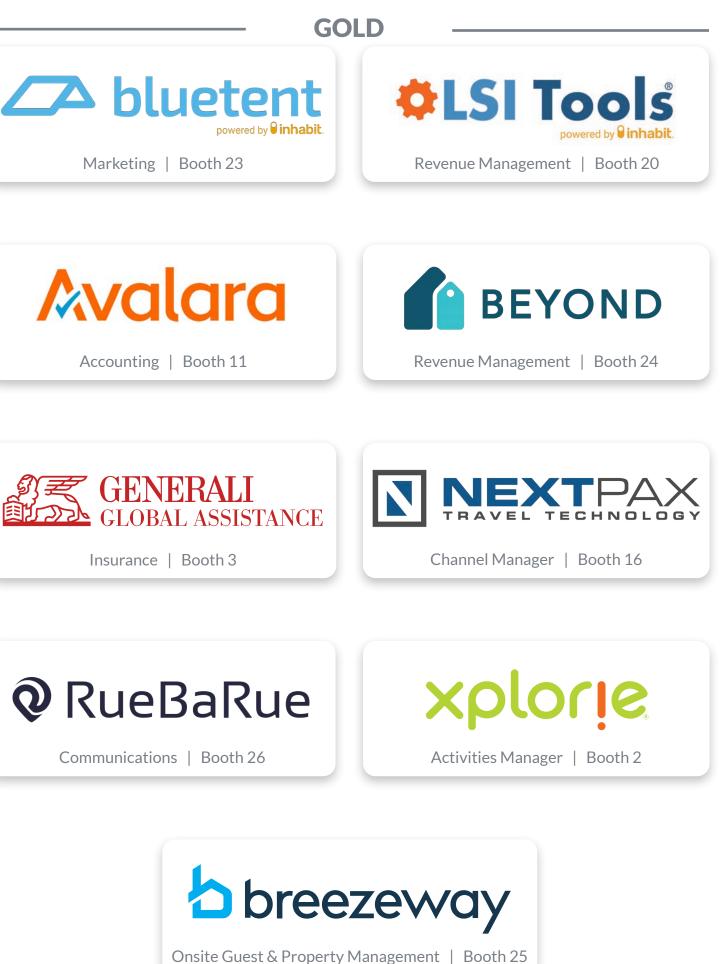
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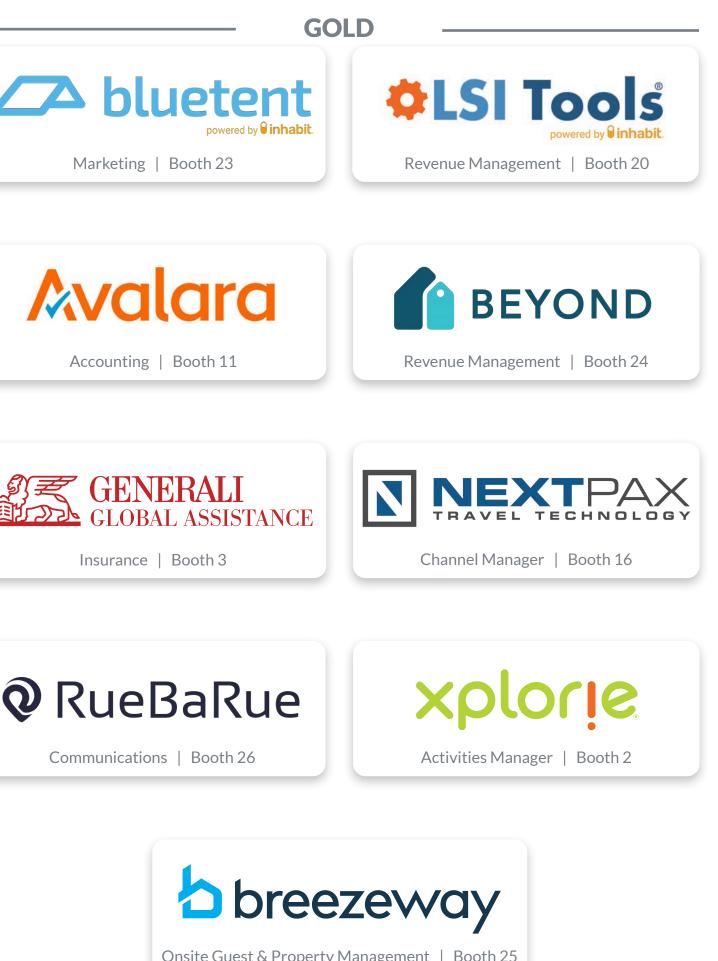


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We are committed to you, our Partners, and we hope you walk away from this conference energized about the exciting technical improvements being made. We are doubling down on our efforts to have an amazing IMPACT on your business and live up to the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

Thanks again!

The Entire LiveRez Team