

NorthWest
VACATION RENTAL
PROFESSIONALS



Spring Sneak Peek

Join us for this new event, featuring continuing education opportunities and a virtual peek into what to expect from our annual conference coming this fall!

Wednesday, April 14th

FREE TO ALL ATTENDEES

Spring Sneak Peek

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SCHEDULE OF EVENTS



NorthWest
VACATION RENTAL
PROFESSIONALS

8:00–8:30 am

Coffee Chat

8:30–8:45 am

President's Welcome

8:45–9:30 am

KEYNOTE ADDRESS

Executing on the Hospitality Experience: Strengthening Operations to Differentiate your PM Business

Jeremy Gall, Founder & CEO, Breezeway

The events of this past year have further highlighted the topics of quality service, safety, and professionalism within the vacation rental industry. In this session, Jeremy will discuss the new professional approach for maximizing your operational programs and teams, and how doing so will empower managers to drive personalized hospitality experiences and deliver on their brand promise.



Jeremy Gall is a serial entrepreneur with a history of delivering great software products to vacation rental operators over the past fifteen years. In 2006, Jeremy founded FlipKey, where he was responsible for all professionally managed inventory, and grew the platform into one of the world's largest vacation rental businesses before TripAdvisor's acquisition in 2013.

Jeremy is currently the Founder & CEO of Breezeway, a property operations and service platform for hospitality providers. Started in 2016, Breezeway's software and mobile apps help hundreds of vacation rental operators coordinate and verify the cleanliness, safety and quality of their properties, and deliver a better experience to guests and owners.

Jeremy has been featured on the Today Show, discussing vacation home rental safety and promoting quality standards for the vacation rental industry. An avid traveler and vacation rental advocate, he is a regular contributor to VRM Intel and other travel industry publications.

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9:30–10:00 am

Break / Vendors

10:00–10:45 am

Direct Your Future: How The Stays Group Marketplace Raises Your Brand in an OTA World

Vince Perez, Partner Beach House Rentals and CEO of Fetch My Guest

Blake MacKenzie, President of EMR Vacation Rentals, NWVRP Vice President

Learn from your fellow members how the marketplace is elevating their respective brands and creating a long term future for #bookdirect:

This discussion will focus on the success of elevating your brand through the Stays Group Marketplace. In the world of OTAs, the StaysGroup marketplace is reaching travelers in their planning stage. Working together as like minded professional managers we can share our brand values with each other to increase your “bookdirect” opportunities.



Vince Perez expertise spans across multiple disciplines in the hospitality and technology fields. Prior to his successful technology ventures, Vince was a respected executive in the hospitality industry serving in Senior Executive Leadership roles in Operations, Sales and Marketing for premier companies, including Japan Airlines, Nikko Hotels and Hyatt Corporation. Vince is a partner with Beach House Rentals, a thriving vacation rental management company located on the California Coast.

Vince is also the founder of Fetch My Guest (www.fetchmyguest.com), the only autonomous marketing automation platform that gives independent vacation rental professionals complete control of their brand, marketing and guest life cycle resulting in more direct bookings. Fetch My Guest is the underlying technology that powers the Stays Group , the largest network of independent vacation rental brands in North America that is driving the #bookdirect revolution.

The members only cooperative marketplace delivers on the promise of transparency, quality and the trust our wmembers have earned over the many years in their respective communities. Vince is a regular contributor to VRMIIntel and Short Term Rentalz publications. Vince has also been featured on “Sarah and T” and Cottage Blogger podcasts. Vince is also a regular speaker at industry events including; Vacation Rental World Summits, VRMIIntel Live, Northwest Vacation Rental Professionals, VRMA events and the Book Direct Show.



Blake MacKenzie has over 20 years working in various fields within the tourism industry. Blake’s experiences include, developing and marketing heritage and cultural tourism attractions, providing leadership and vision while working within tourism marketing boards, consulting and sales with tech start-ups, and currently is the president of EMR Vacation Rentals, a British Columbia based vacation rental company and has worked within the vacation rental management industry for over 17 years. He is currently serving on the NWVRP board as Vice President for the last 2 years and prior as British Columbia Director for 1 year.

10:45–11:00 am

Break

11:00–11:45 am

The New Era of Dynamic Pricing with Beyond Pricing

Ryan Saylor, Revenue Manager at Beyond Pricing

The importance of dynamic pricing in the current state of the vacation rental industry is pretty clear after 2020, but why else is dynamic pricing paramount for the industry? Property managers and owners alike can benefit from the use of a dynamic pricing strategy, and it is becoming more necessary as competitors adopt the practice and guests become used to it. Dynamic pricing should also be the foundation of a solid revenue management strategy and this session will show you why and how dynamic pricing should fold into your vacation rental business.

In this conversation with Ryan Saylor, Revenue Manager at Beyond Pricing, we will talk about:

- What is Dynamic Pricing and why is it important
- Pricing strategy for short-term managers and owners to get, grow and keep revenue



Ryan Saylor is a Revenue Manager at Beyond. He works directly with short-term rental property owners to help them develop advanced revenue management tools and strategies. Prior to joining Beyond, Ryan spent time in hotel revenue management working with independent and branded hotels developing strategies related to pricing, distribution, & digital marketing.

11:45 am–12:00 pm

Break

12:00–12:45 pm

Attracting, Retaining and Engaging Front-Line Employees in 2021

Sue Jones, MBA, SPHR, SHRM-SCP, HR4VR

In 2020 the generosity of the unemployment insurance left many workers earning more collecting unemployment benefits than continuing their employment. Property Managers across the industry were short staffed at a time when guest occupancy was at an all-time high. During this session we will discuss several ideas on how you can attract, retain and engage front-line employees to meet your workforce needs.



Sue Jones, owner and founder of www.HR4VR.com, is the vacation rental industry's first and only dedicated human resources support services provider. With 30 years of experience in all facets of human resources, Sue is truly passionate about supporting the unique needs of property managers. The most rewarding part of Sue's job is both reducing her client's risk exposure and being their first call when the unavoidable HR catastrophe comes to pass. She offers her HR Hotline service which gives clients direct access to Sue for answers to their most pressing HR concerns. Sue is also offering a free HR Risk Assessment for NWVRP members which will help assess your current legal and operational exposure.

12:45–1:00 pm

Closing Remarks

Spring Sneak Peek Registration Form

To register to attend this event, please complete the following info and return to the NWVRP office or register online at www.nwvrp.org

Full Name: _____

Position Title: _____

Firm/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____

Email: _____

COST: NWVRP Member – FREE

Registrant agrees to grant NWVRP and Update Management the right to photograph or video Registrant during participation in the event. Registrant understands that any photographs or recordings may be used by NWVRP and Update Management for marketing and promotional purposes, at their sole judgment and discretion, without compensation or credit to Registrant.

NWVRP – 147 SE 102nd Avenue – Portland, OR 97216

For online registration, visit www.nwvrp.org

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