



ALPHA RESIDENTIAL

+

GOODNIGHT STAY

A POWERFUL COMBINATION

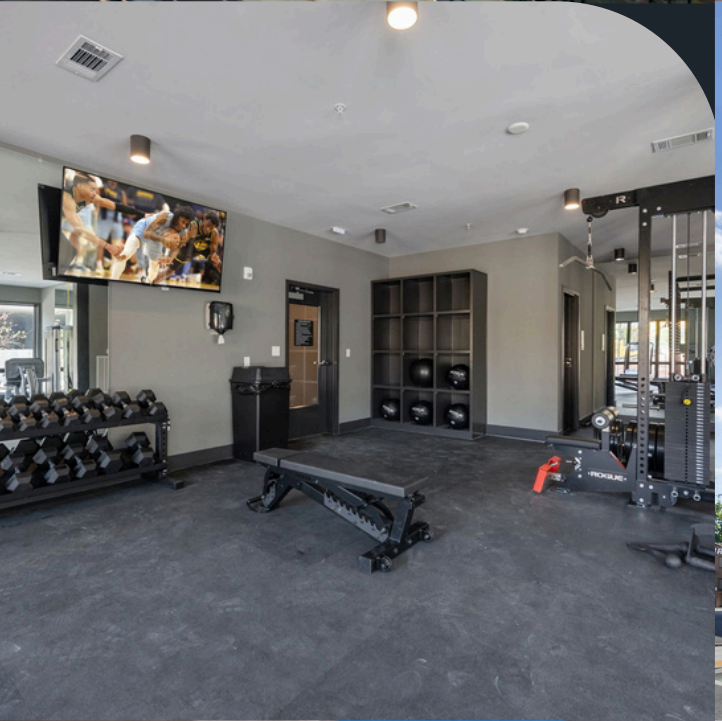


GoodNight
HOME WHEREVER YOU GO



PARTNERSHIP MATTERS

Thank you for the opportunity to show you the difference Alpha Residential and GoodNight Stay can make as your partners.



Our mission is to simplify the process of selling your development from start to finish, leveraging our extensive experience and expertise. Remember this: **together, we will succeed.**

At Alpha Residential and GoodNight Stay, we have everything in place to deliver exceptional results. We'll work with you as true partners, guiding you through each step of your journey. This brief presentation outlines our comprehensive plan, including the mobilization of our resources and partnerships to reach the right audience of buyers.



Thank you once again for considering us. We would be honored to represent you.



**PROFESSIONALISM. INTEGRITY.
TENACITY. INDUSTRY KNOWLEDGE**



ALPHA RESIDENTIAL

HELP FOR ALL YOUR REAL ESTATE NEEDS



TOP 50

Real estate agencies
in the world
-The World
Real Estate Directory

\$3.5B+

of Residential
Real Estate Sold
(6,000+ Units)

\$500M+

of Commercial
Real Estate Sold

Property
Management of
1,000+
UNITS

\$650M+
in rent collected

\$1B+
in assests managed

PERSONALIZED STRATEGY

THE ATTENTION YOUR DEVELOPMENT DESERVES

At Alpha Residential, we understand that each property and seller is unique. That's why we offer an exclusive, tailor-made strategy. We execute this strategy by combining our vast experience, innovative technology, and unmatched global reach to attract the most qualified buyers from around the world.



YOU'LL LIKE THE WAY WE WORK

TOGETHER, WE'LL FOLLOW A PROVEN PATH TO SUCCESS

We'll leverage our award-winning marketing distribution to showcase your property in the best light.

Preparing Your Development

We provide an in-depth plan for unrivaled worldwide exposure.

Finalizing Your Marketing Plan

This is the big day when we announce your listing to the world.

Launching Your Sale

Reporting Your Progress

Stay informed with access to our live data dashboard, showing details and feedback.

We're with you every step of the way, from due diligence to signing the deed.

Closing The Transaction

PRICING STRATEGY

THE RIGHT PRICE GETS THE BEST RESULT

Experience shows that pricing a property correctly from the start results in the greatest buyer interest at the most favorable price. We will carefully analyze the market using our local expertise to determine the optimal price for your property.



THE LEADING LUXURY AND INVESTMENT REAL ESTATE BROKERAGE

Alpha Residential is the #1 luxury and investment real estate brand, known for its storied history and lifestyle influence. We offer unrivaled access to qualified buyers and distinctive properties across the United States.

Our commitment to excellence reflects the Alpha Residential experience, providing an outstanding level of service that has set the global benchmark for over 30 years. With access to cutting-edge technology, research, and marketing, we offer a customized approach to real estate that is unsurpassed in the industry. Armed with sophisticated resources and the Alpha Residential brand's integrity, exclusivity, and global reach, we are dedicated to uniting extraordinary properties with extraordinary lives.

Under the leadership of a collaborative group of industry professionals, Alpha Residential has grown to over \$3.5 billion in brokerage sales volume through a principled philosophy that luxury and quality investment is about service, not price. Today, Alpha Residential operates from two convenient locations across the United States, delivering the highest level of expertise and service for every client.



TOP REASONS TO WORK WITH US



EXCEPTIONAL AGENTS

We maintain the highest standards for affiliating with agents. Our global network of exceptional sales associates provides unrivaled personalized service and local expertise to every client.



MEDIA STRATEGY

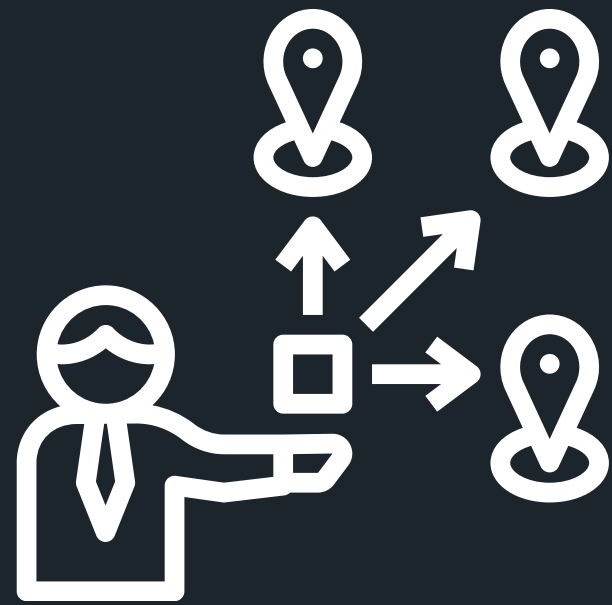
We partner with leading media powerhouses to deliver multi-platform content across devices worldwide, using cutting-edge innovation, strategic positioning, and international impact.



MODERN APPROACH

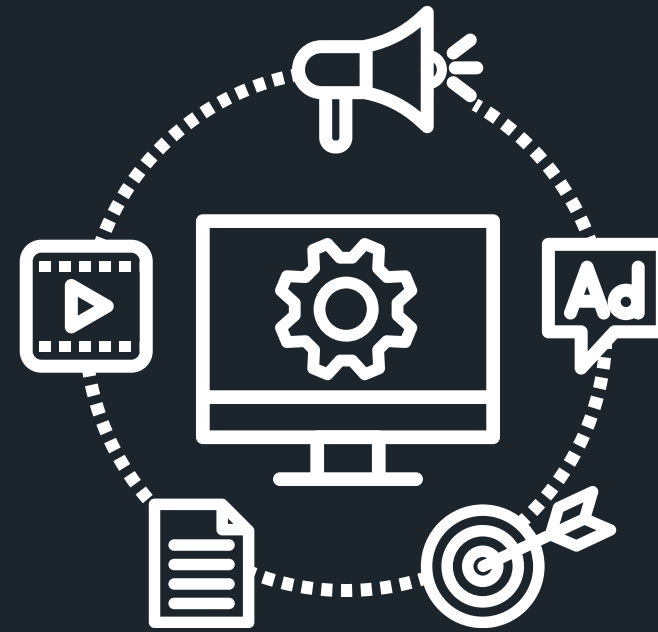
Our service is tailored through our technology. As a modern brand, we constantly innovate to provide next-level interactive marketing opportunities, giving each listing an unparalleled edge on the worldwide stage.

TOP REASONS TO WORK WITH US



WIDE DISTRIBUTION

Unlike other companies constrained by MLS for property listing syndication, our proprietary system allows for high-resolution photos, feeds to top real estate websites and agents globally, and provides unique exposure reports.



DIGITAL MARKETING

An effective digital marketing strategy for your listing is imperative. Based on the audience for your home, our agents work with our in-house marketing professionals to target and reach potential buyers.



TRAINED TEAM OF TALENT

Our innovative team of professionals creates customized strategies for each listing and utilizes unique technology to seamlessly share resources company-wide.

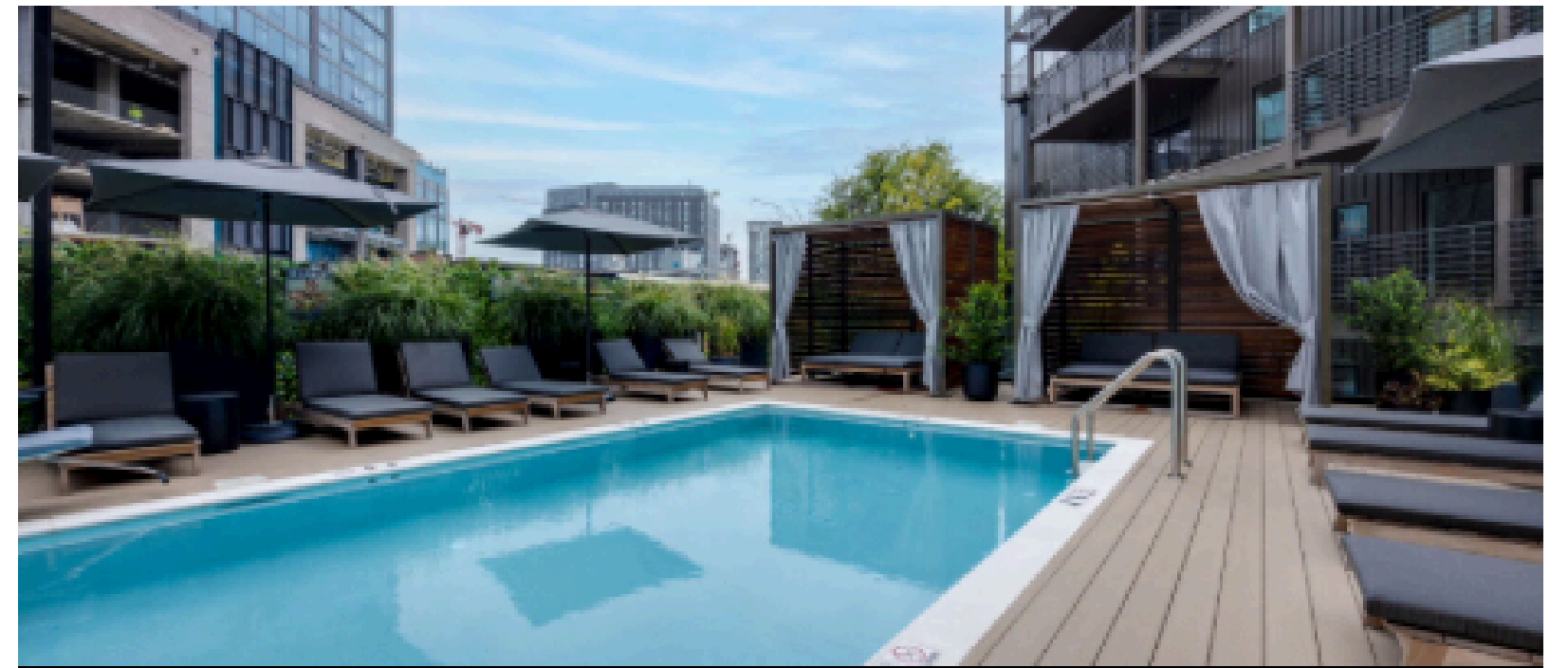
CUSTOMIZED MARKETING PROGRAM

- Professional Renderings: Exterior and Interior
- Professional Site Map
- Professional Brochure
- Professional Website
- Professional Signage
- \$1,000/month Google AdWords Spend
- \$1,000/month Facebook Advertising
- \$500/month Retargeting
- \$750/month Email Marketing to our databases (100k investors)
- \$500/month Email Marketing to Institutional Funds (over 50 funds that are building STR funds to buy at scale)



CUSTOMIZED MARKETING PROGRAM

- \$500/month Marketing through all STR associations to their members
- \$1,000/month toward Print Ad Publications
- \$500 - Full GHL Campaign to all Agents Monthly
- Custom Blogs Monthly
- Grand Opening Party: Location TBD - \$10k spend
- Weekly Open House
- Daily Client and Buyer Meetings/Tours through Alpha and GoodNight Stay, reinforcing the investment potential of the project



Top 5 Reasons to Book a Stay at HYVE Nashville

share: [f](#) [@](#) [in](#) [t](#)

Nashville, Tennessee is a vibrant and exciting destination that attracts travelers from around the world. When planning your visit to this music mecca, whether it be for work or play, choosing the right accommodation is crucial for an unforgettable experience. The Hyve is one of Nashville's newest

[READ MORE](#)

 Views 545

SALES AND MARKETING PLAN

OBJECTIVE: The objective of this sales and marketing plan is to present an attractive investment opportunity to large institutional funds, followed by family offices, seasoned investors, and ultimately open market sales. The plan aims to secure a contract with an institutional fund within 30 days, then engage our VIP list for an additional 30 days and allow realtors to bring clients to purchase the units.

TARGET AUDIENCE



Day 1-30

1. Large institutional funds seeking to gain scale in the short-term rental market quickly.



Day 31-60

2. Family offices and seasoned investors with an interest in real estate investments.



Day 61+

3. Realtors with potential buyers interested in short-term rental properties.

MARKETING STRATEGY

1. Institutional Fund Presentation (First 30 days):

- a. Develop a comprehensive investment prospectus highlighting the project's key features, including amazing finishes, city views, and location.
- b. Utilize targeted email campaigns and direct outreach to institutional funds, emphasizing the benefits of, such as the potential for high returns and scalability in the short-term rental market.
- c. Host exclusive private tours and presentations for interested institutional fund representatives, showcasing the property's unique features and investment potential.
- d. Provide detailed financial projections and ROI analysis to showcase the project's profitability.

2. VIP List and Seasoned Investors (Next 30 days):

- a. Develop personalized marketing materials highlighting the project's exclusivity and investment value for family offices and seasoned investors.
- b. Send customized email campaigns to our VIP list and conduct targeted outreach to generate interest and schedule private meetings.
- c. Leverage our existing relationships with clients of our management company, GoodNight Stay, to promote the project's potential and value.
- d. Offer exclusive incentives and early-bird pricing options to encourage investment from this select group.

MARKETING STRATEGY



3. Open Market Sales (After initial 60 days):

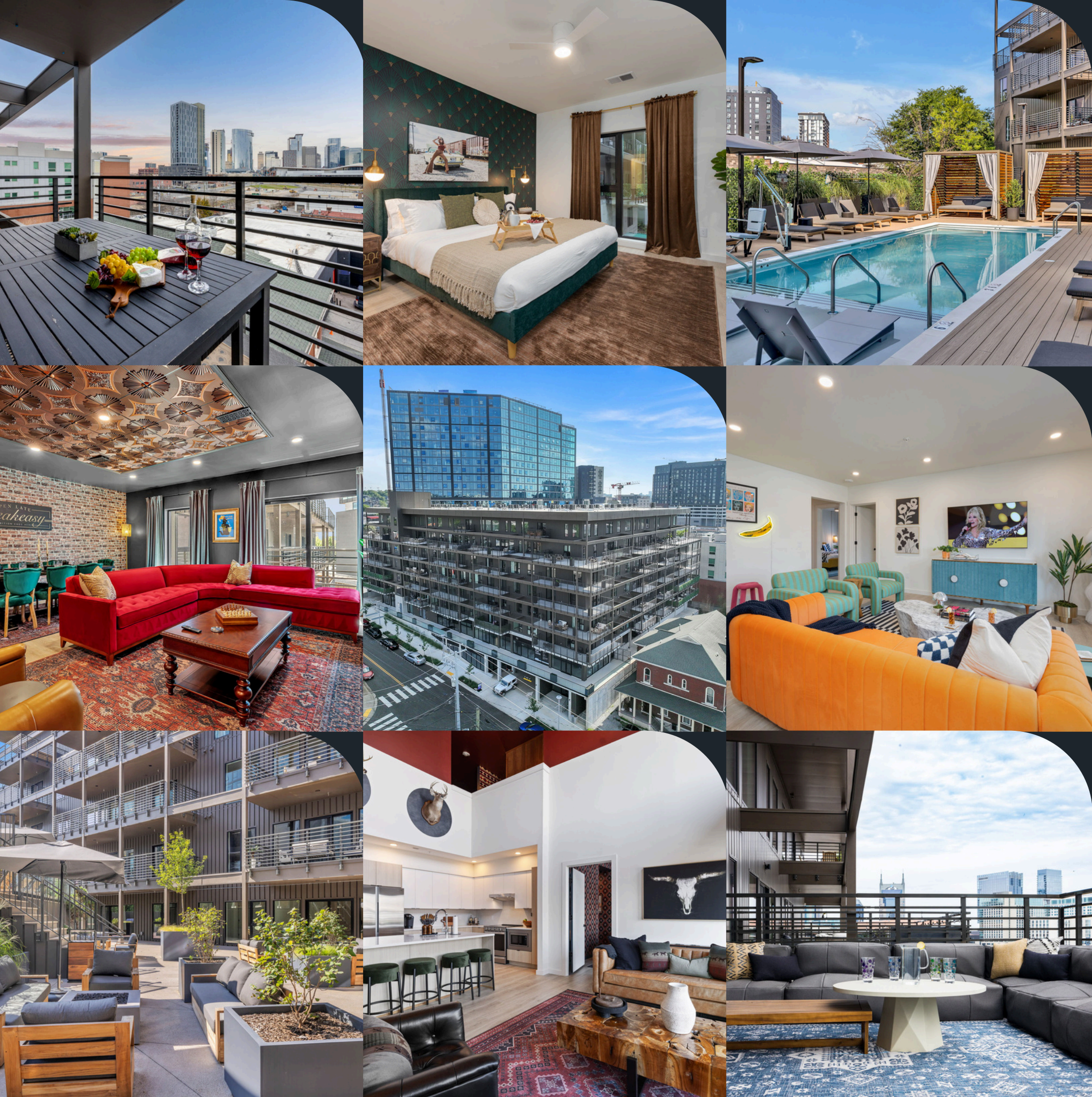
- a. Engage with realtors in the market through direct communication, industry events, and networking opportunities.
- b. Provide realtors with comprehensive marketing collateral, including brochures, digital presentations, and floor plans, to promote the project to their clients.
- c. Organize open house events and private showings to generate interest from potential buyers.
- d. Leverage Alpha Residential's strong relationships with real estate professionals to spread awareness and generate leads.

MARKETING AND SALES DELIVERABLES

- **Investment Prospectus:** A comprehensive document outlining the project's features, financial projections, and investment potential for institutional funds.
- **Personalized Marketing Materials:** Customized brochures, presentations, and digital content to engage family offices and seasoned investors.
- **Email Campaigns:** Targeted email campaigns tailored to each audience segment, highlighting the unique benefits.
- **Private Tours and Presentations:** Organize private tours and presentations for interested institutional fund representatives, VIP clients, and potential buyers.
- **Financial Projections and ROI Analysis:** Detailed financial projections showcasing the project's profitability and return on investment.
- **Realtor Outreach Package:** Marketing collateral for realtors, including brochures, digital presentations, floor plans, and commission details.
- **Open House Events:** Plan and execute open house events and private showings to generate interest and attract potential buyers.
- **Networking and Industry Events:** Actively participate in real estate industry events to connect with realtors, investors, and potential buyers.

By implementing this sales and marketing plan, we aim to attract the attention of institutional funds, engage our VIP list and seasoned investors, and leverage Alpha Residential's expertise and connections to sell successfully.





GoodNight

HOME WHEREVER YOU GO

MANAGEMENT PROPOSAL OFFERING OVERVIEW

Our approach to Vacation Rental Management is simple - Provide a better product while maintaining world-class customer service.





WHO WE ARE

GoodNight Stay is a cutting-edge corporate and vacation rental property management company that utilizes technology to leverage its 25 years of experience in the field. GoodNight Stay's passionate travel specialists have spent years developing standardized processes and procedures to ensure that each home is marketed to the world, maintained to A+ quality year-round, and that sales significantly exceed the long-term rental model.

Our hybrid vacation and corporate rental model has revolutionized the way that people view short-term rentals. We are the first to form corporate partnerships with premier companies from around the world as well as the first to provide five-star, five-diamond concierge services available to each of our guests.

Each one of our homes are hand selected by our team, and curated to our expansive and diverse audience. From downtown studio apartments to hillside mansions, when you stay in a GoodNight Stay home, you will see thoughtfulness in each corner of the home. Whether you are a business traveler looking for a workspace, a printer, and high-speed internet, or a group traveling for leisure and needing comfort and highly amenitized properties, GoodNight Stay is a perfect choice to be your home away from home.

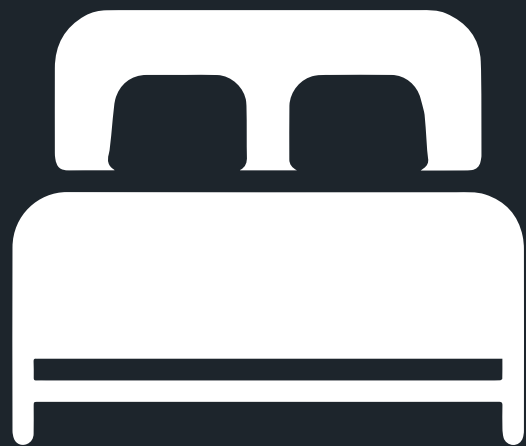
GoodNight

HOME WHEREVER YOU GO

HOME WHEREVER YOU GO!

At GoodNight Stay, we promise to redefine your travel experience with a blend of innovation, expertise, and genuine care. With our curated selection of handpicked homes and trusted partners, we are your one stop shop in creating personalized, memorable stays, so wherever your journey takes you, you know it will be a GoodNight Stay.

At GoodNight Stay we deliver:



COMFORT



QUALITY



COMFORT



100% VERIFIED

Real Homes. Real People. Real Help. Real Easy.

Don't settle for any vacation, create lasting memories with a GoodNight Stay.

480.757.6399

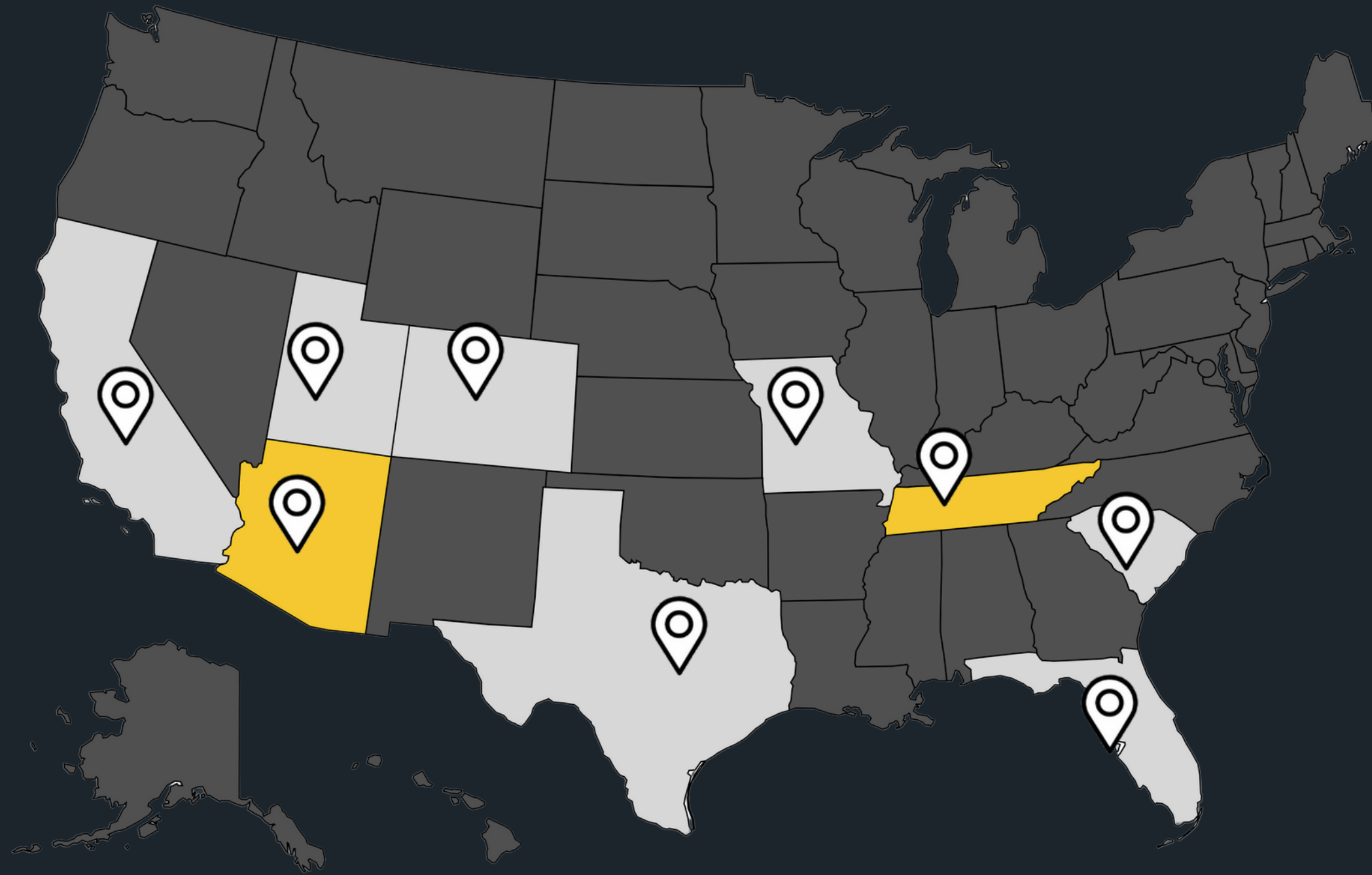
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GoodNightStay.com

GoodNight

HOME WHEREVER YOU GO

HOME LOCATIONS



 FULL SERVICE
 ESSENTIALS

WHY PRIVATE ACCOMMODATIONS

300%

INCREASE IN 6 YEARS

1 in 3 U.S. travelers
stayed in a private
accommodation

2020

The year short-term
rentals overtook hotels
in occupancy.

65%

U.S. traveling parents
with kids choose
private
accommodations.

85%

of leisure travelers
booked online.

40%

of remote workers
prefer to rent STR's to
blend work and leisure
travel.

74%

of Millennials have
downloaded at least one
short-term rental app.
More than any other
generational
demographic.
- Deloitte survey

78%

of Americans see travel
as an important budget
priority

77%

of travelers care more
about the experience
than the cost of the
trip.

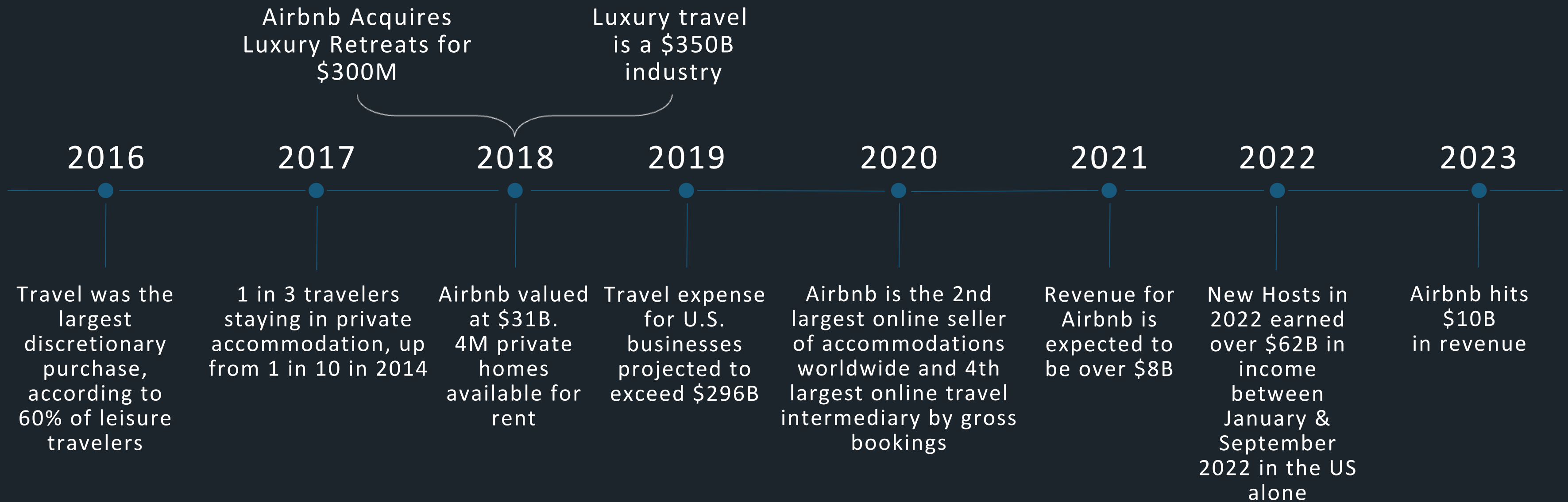
\$1.7T

expected travel
expense for U.S.
business.

27%

of business travelers
are likely to consider
STR's.

WHY PRIVATE ACCOMMODATIONS



GoodNight

HOME WHEREVER YOU GO

WHY GOODNIGHT STAY

150% +

Year Over Year
Growth Since
2024

\$750M +

Rent Collected To
Date

\$175K +

Avg. Gross Rental
Income

25 +

Years

Property
Management
Experience

1M +

Online Leads
Collected

Previous
Management

8,000 +
Units

Over

100K +

Connected
Corporate
Travelers

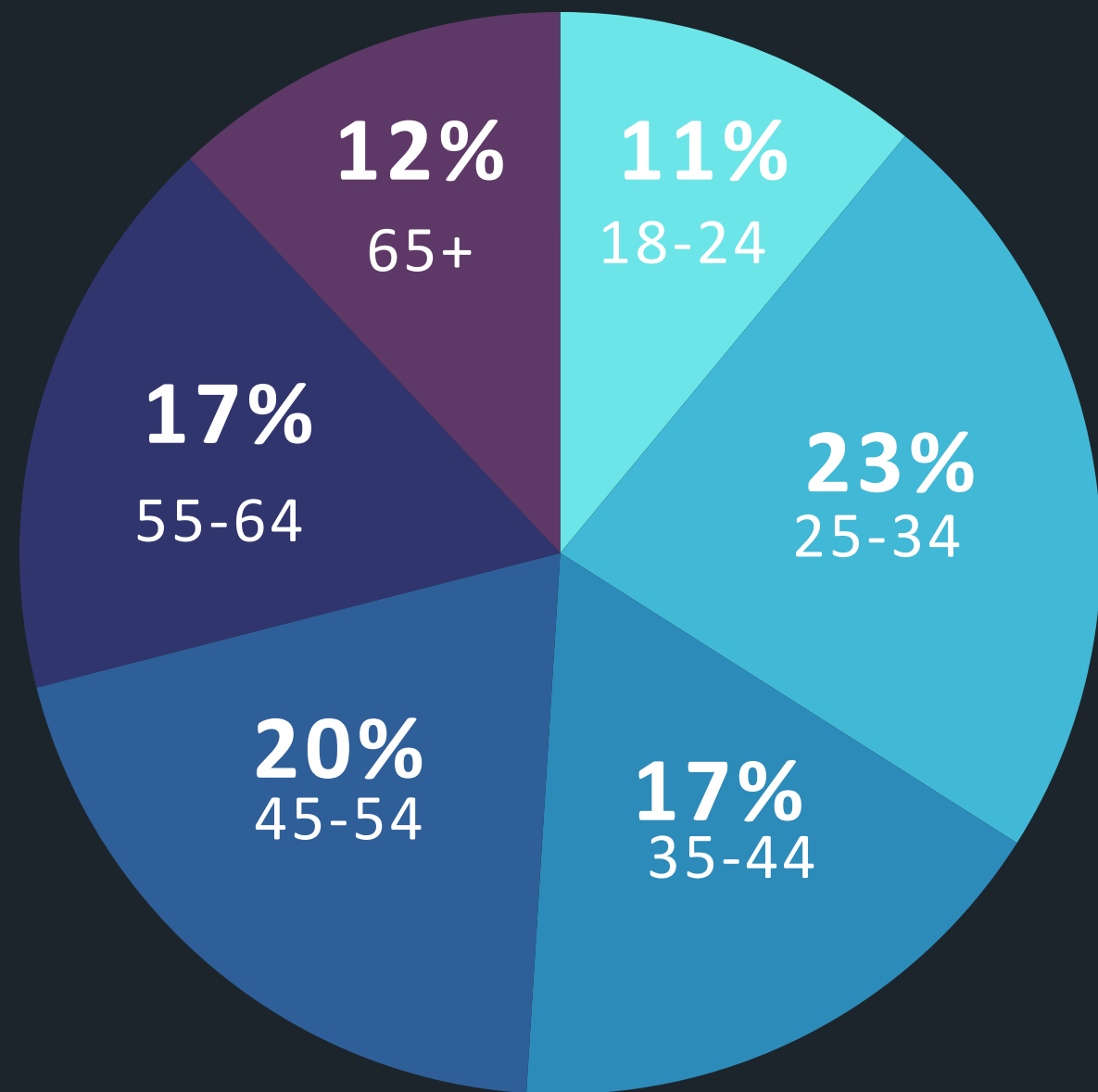
Listed on

350 +

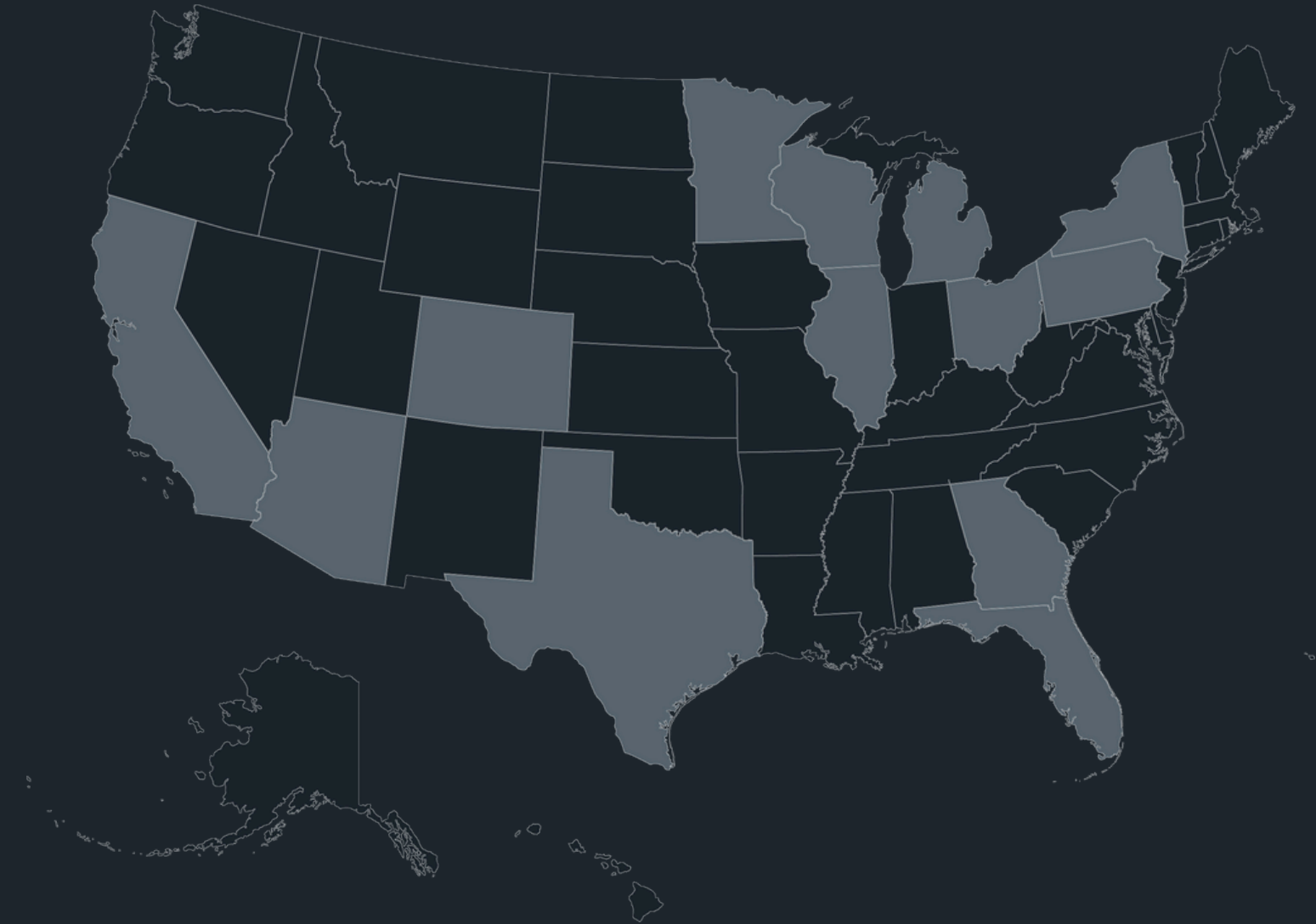
Channels

WHO ARE OUR GUESTS?

AGE RANGE



MOST POPULAR STATES
GUESTS COMING FROM



GoodNight

HOME WHEREVER YOU GO

WHY GOODNIGHT IS THE RIGHT CHOICE

MOST POPULAR BOOKING PLATFORMS

350+ Distribution Channels

1.3M views of our listings per day

GoodNightStay.com

40,000+ unique visitors per month

– 30% of total revenue collection



WHY GOODNIGHT IS THE RIGHT CHOICE

AVERAGE PORTFOLIO
OCCUPANCY RATE

74%

**#1 IN THE
NATION**

-According to AIRBNB

Average Home Gross
Rental Income

\$175,000

2X

On average, we are **DOUBLING** the
Gross Rental Income for our clients
over a traditional long-term
rental.

40%

Average repeat stay per guest
-Industry Leading

WHY GOODNIGHT IS THE RIGHT CHOICE

\$175K +

Gross Avg/Unit
(449 Avg. ADR)

4.0/AVG

Length of Stay

4.89/AVG

Average Review
Out of 5

78%

Of travelers stay
loyal to a brand
after a purchase

\$2.4K

Average Booking

Previous
Management

8,000+
Units

**Over
30%**

Direct Website
Bookings

55+

Local
Partnerships

WHY IS GOODNIGHT THE RIGHT CHOICE?



GOODNIGHT HAS SEVERAL INDUSTRY DIFFERENTIATORS THAT MAKE IT THE OBVIOUS CHOICE FOR SHORT TERM RENTAL MANAGEMENT:

Experience—Our founders have sold over 6,000 condo units totaling over \$3B in real estate and have a deep understanding of the acquisition, design, construction, and sales phases of your project. This ensures that the developer and sales staff have full support during the sales phase with analysis, marketing materials, and buyer interaction throughout the entire sales process.

WHY IS GOODNIGHT THE RIGHT CHOICE?

25 +
Years
Property
Management
Experience

1M +
guests hosted to
date

60%
of our homes are
the highest-
producing units in
Nashville (per
AirDNA.com)

- We operate in a 'hybrid' model using both corporate and vacation sales to maintain industry-leading occupancy. Most companies only market to vacationers, severely limiting chances to maximize revenue. GoodNight has established over 37 corporate contracts that provide our owners with over \$40M in annual gross income.
- GoodNight has built proprietary applications that run every aspect of its business. We are not using an out-of-the-box system like most companies. This makes us flexible and able to quickly develop modules if needed to help.
- We deliver a standardization that keeps customers returning time and time again. Our standardization program starts with the design. Our 100-point design guide ensures that our homes stand out from the rest. This helps to excite guests to book our homes over the competition. Our linen program uses some of the most comfortable sheets and towels on the market. Our cleanliness program exceeds all industry standards.

GoodNight

HOME WHEREVER YOU GO

A modern living room with large windows, leather furniture, and a bar area. The room features a large window with a view of a city, a leather sofa, a coffee table, and a bar with stools. The text is overlaid on the image.

“A PERSON WITH PASSION CAN DO MORE THAN 100 PEOPLE WITHOUT PURPOSE”

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GOODNIGHT LEADERSHIP TEAM



Scott Graden - Owner/Founder

With 30 years of experience and over \$3 Billion Dollars in real estate sold, Scott Graden has the industry-leading experience to properly facilitate any transaction. From residential to commercial deals, Scott has worked with individuals, family offices and some of the largest real estate funds in the world to help them achieve the maximum return on their investments.



Daemion Glantz - Director of Operations

Versatile, high-energy General Manager and Operations Leader skilled at Transformation, Integration, Development & Turnaround Management. Develop training and procedures to streamline results-driven achievements. Proven ability to effectively oversee, plan, organize, train, and achieve financial success, career employees, and customer demand.



Gina Pagano - Director of Marketing

Gina manages the marketing team, which creates and markets the listings for all homes to our many distribution channels and plays a key role in the onboarding process. The team also brings awareness to the GNS brand through social media, postcards, email blasts, etc.



Alex O - Service Director

Alex is responsible for overseeing the overall delivery and performance of GoodNight Stay. He manages the service teams, ensure customer satisfaction, implement strategic goals, and continuously improve service processes. Alex also works closely with other departments to align service offerings with business objectives, optimize resource allocation, and maintain high standards of quality, efficiency, and compliance.



Brandon Lilienfeld - Director of Guest Services

As the director of guest services, Brandon supports and oversees both the Customer Service and Reservations Departments. His support achieves GoodNight Stay's goals and creates lasting relationships with guests. His background in business administration, leadership, restaurants, resorts, and revenue allows him to ensure the organization maintains its premier status.



Aakash Mathur - Revenue Manager

Aakash works with clients and team members to discuss performance and map out monthly revenue goals through KPIs for each market. He also provides in-depth competitive market and submarket analysis on individual homes, which gives him an edge over the competition.

GoodNight

HOME WHEREVER YOU GO

GOODNIGHT BUSINESS DEVELOPMENT TEAM



Alexis McNellie - Sales Manager

Alexis is our designated go-to person for high-level interaction with new homeowners. Alexis has been a part of the Nashville real estate industry for over 15 years and brings an extensive knowledge base of neighborhoods, industry trends, and the local real estate market.



Tawney Felde - Owner Success Manager

Tawney's new vital role is to provide prompt, excellent, and respectful customer service to our clients and property owners. She also assists our owners and works closely with our field staff to ensure our homes stay up to the GNS standards.



Amanda Hileman - Owner Success Manager

Amanda's duties are to build relationships with her clients and vendors to ensure seamless cooperation. She acts as the direct link between owners and the company's various departments to answer questions and assist in coordinating owner requests.



Kyle Whetsel - Account Manager - VIP Clients

Kyle's career in managing hotels and vacation rental assets began while he was at the University of South Carolina. He has managed branded boutique condos, resorts & casinos, and upscale lifestyle hotels in different markets throughout the United States. Kyle currently specializes in market analysis, zoning and permitting, onboarding, and owner relations for GoodNight Stay in Nashville.



Amanda Couvillon - Owner Success Manager

Coming from the world of multi-family property management, with a multi-faceted focus on various community types. Her background is working extensively with owners and residents alike in the world of hospitality. With a penchant for organization and innovation, she seeks to provide her ownership portfolio with the best care and solutions for their investments.



Katie Gauthier - Owner Success Manager

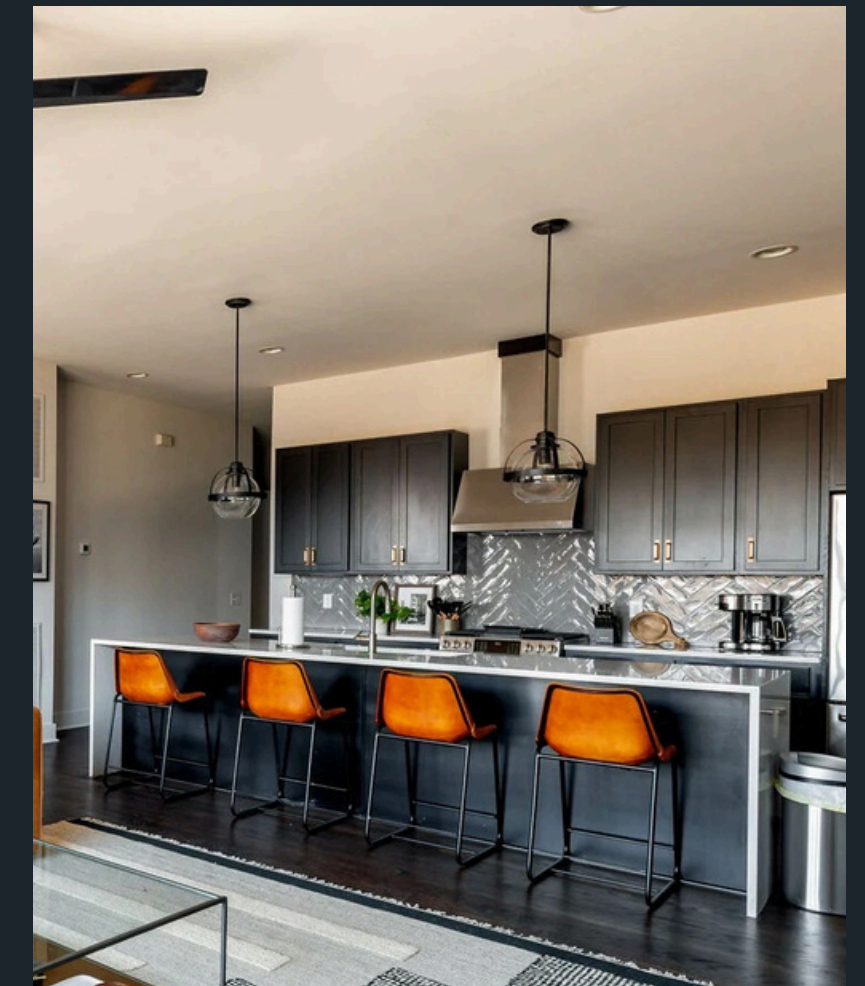
Katie joined our team with 5 years of short-term management experience and prides herself on great communication and attention to detail. Katie's previous roles, from customer service to Hospitality Director, ensure that homes are looked at from multiple angles to get the best results and customer experience.

GoodNight

HOME WHEREVER YOU GO

YOUR ONE STOP SHOP

We understand the intricacies of starting a vacation rental. There is a lot of important decisions as well as steps to accomplish before your first guest. With GoodNight Stay, we make it easy and offer everything a vacation home will need to ensure a successful experience for the guest and the owner.



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ALPHA INTERIORS



Our sister company, Alpha Interiors, are experts in designing for short-term rentals and executive stays. Homes that use or have had a redesign by Alpha Interiors see a **25% increase** in revenue on average. Their design packages include:

- Essential Package -
 - Budget-friendly but still delivers beautiful & functional results.
- Deluxe Package -
 - Includes upgrades & higher quality items. More high-end look and feel.
- Luxury Package -
 - More upgrades & higher quality items. Unique & unforgettable space.
- Each package comes with kitchen utensils and basic bathroom supplies

*Inquire with Alpha Interiors for pricing details. All packages are customizable and priced per sq. ft of the entire home or areas chosen for design.

GOODNIGHT STAY LINEN PROGRAM



Designed to help our owners with the biggest expense that STR's face

2-3 pieces
of linens are
damaged by
guests per turn



Every 6 months
all linen items
need to be
replaced

Benefits of the Linen Program:

- Professional Laundry Services
- Same Day Professional Transport from home to facility and back
- Less wear and tear on your laundry machines
- Save on utility bills
- Damage Waiver
- Alleviates possibility for negative reviews due to linens
- Quality commercial cleaning included

*Our linen program covers bed sheets, pillowcases, duvet covers, washcloths, hand towels, and bath towels.

*Pricing varies as it is defined per bed count. Discounts are available for multiple twin beds.



GOODNIGHT STAY CORPORATE HOUSING

Our Corporate Housing Program is designed for buildings and private communities that have multiple short-term rentals. We've seen great success in these projects as many larger groups traveling are seeking spaces in close proximity to one another but still desire privacy and space.

Benefits of the program:

- Discounted Management
- Exclusive Dedicated landing page and highlight of your properties
- Combo Units
- Linen Program included
- Shorter Booking Time Frame
- Ideal for large group stays such as corporate retreats, family reunions, etc.



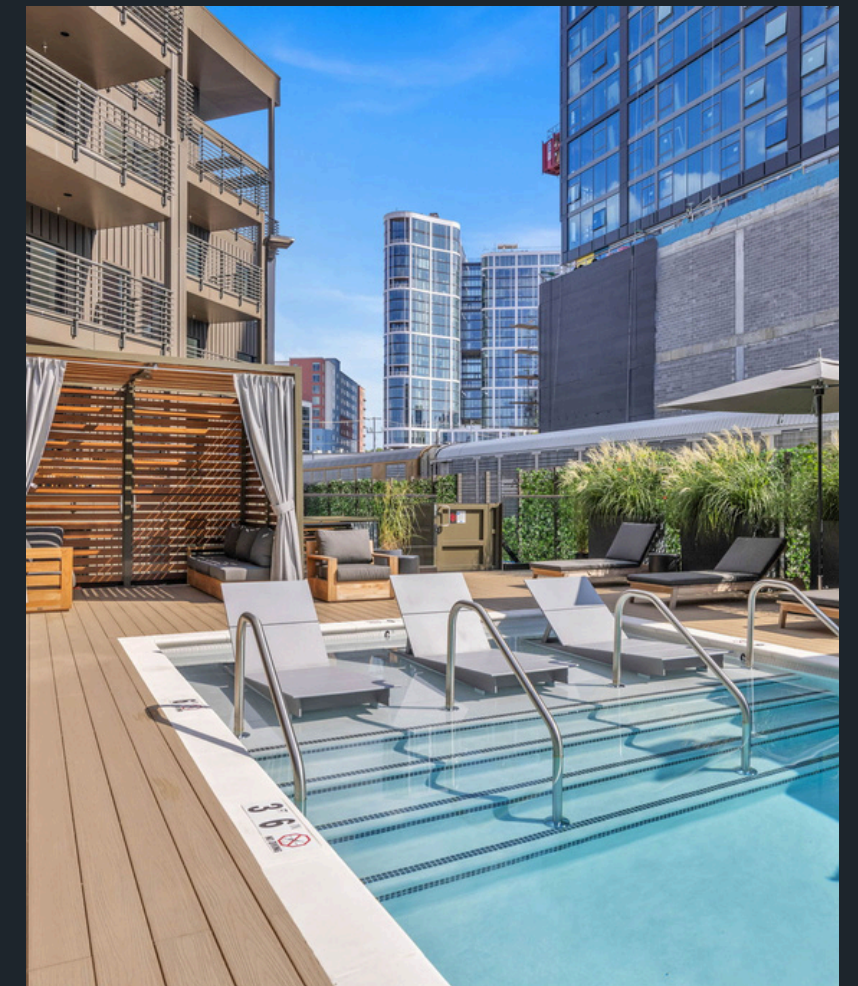
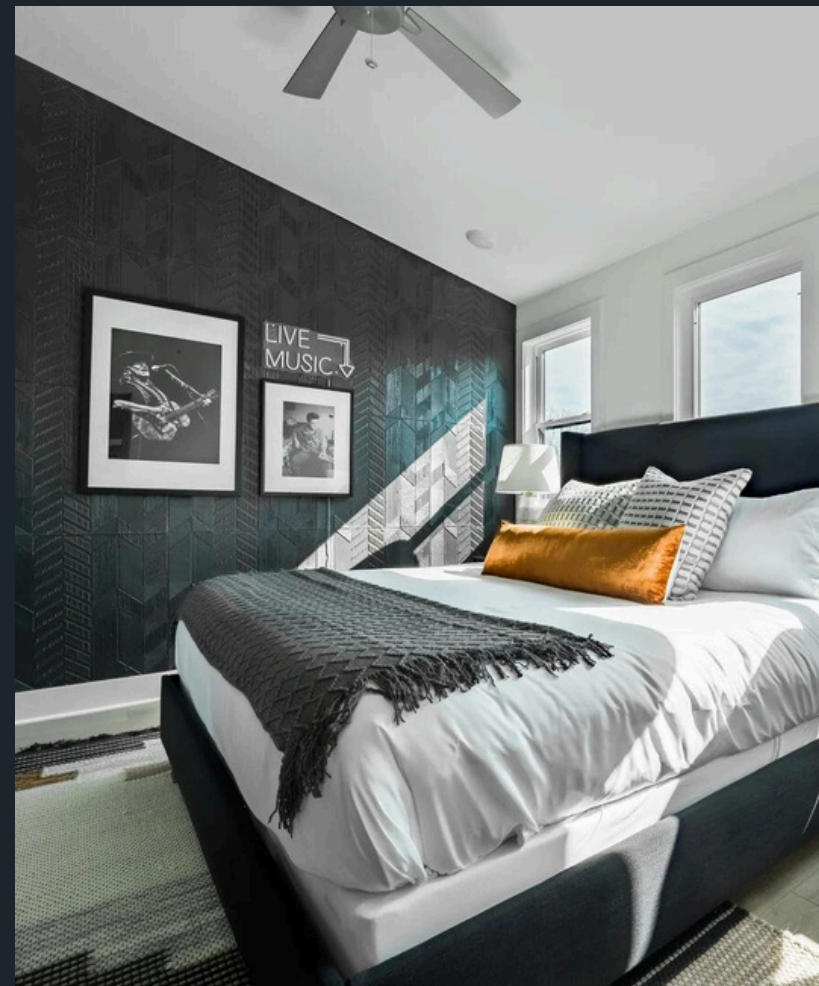
GoodNight

HOME WHEREVER YOU GO

GOODNIGHT FULL SERVICE

SIT BACK AND EARN

For one low fee, we offer full lifecycle management.
Sit back and relax as we take care of every aspect of the management process.



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GoodNightStay.com

COMPREHENSIVE GOODNIGHT STAY FULL SERVICE LIFE CYCLE

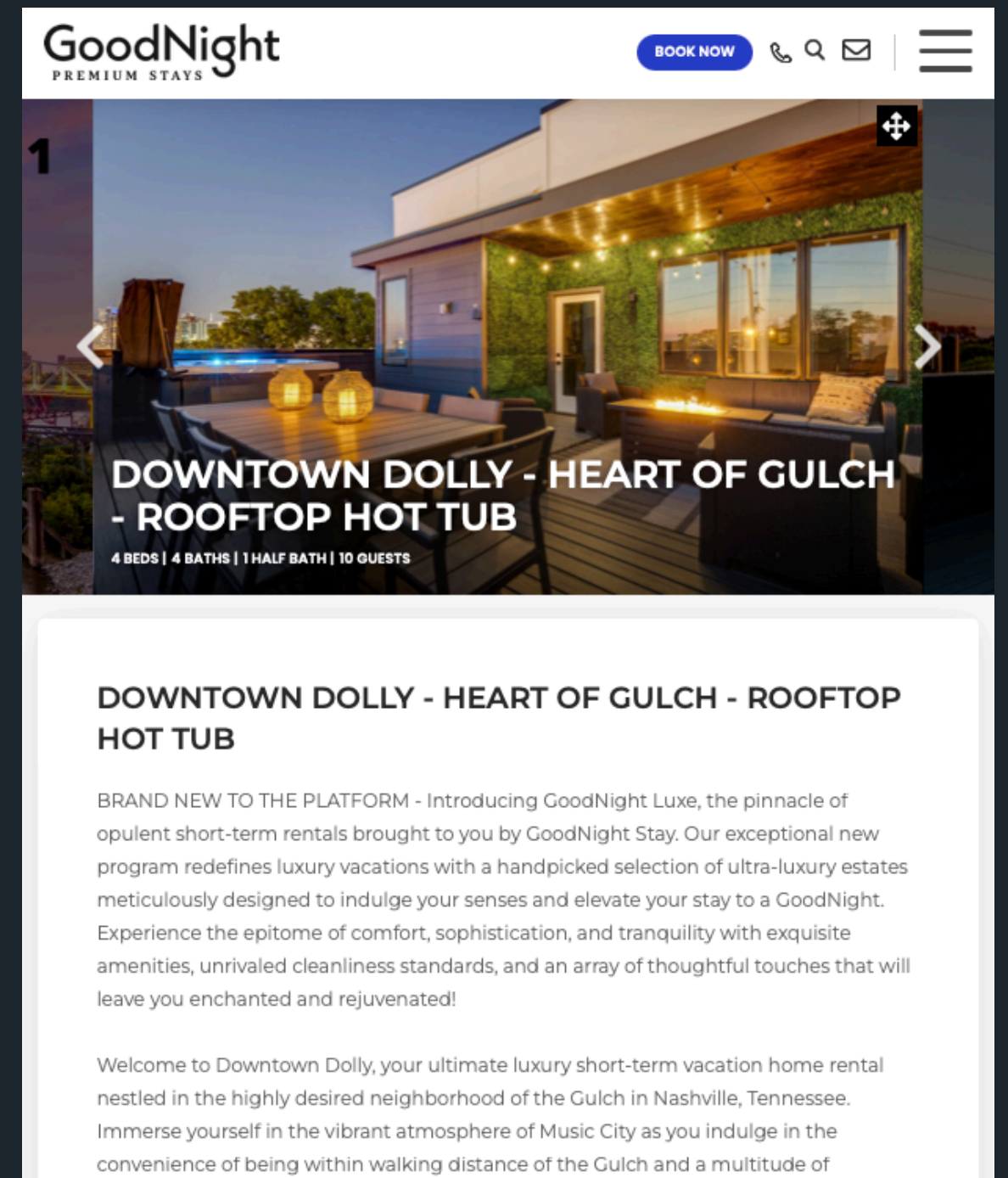


1 MARKETING

We'll create a detailed and attractive description of your vacation home and take professional photos to help catch the eye of a potential guest. Your home will be featured on over 350+ highly visible websites to ensure maximum exposure and high occupancy.

Your home will also be featured on over 100+ mid-term and long-term booking sites that will bring in highquality tenants worldwide. GoodNight's unique position in the market adds, on average, 20% higher ADR and occupancy to your home than the competition.

Additionally, your home can be featured on our multiple social media platforms and monthly newsletters. We have over 60K email subscribers of past and future guests as well as 10K+ followers across our social media channels.



The screenshot shows a listing on the GoodNight Premium Stays website. The header includes the GoodNight logo, a 'BOOK NOW' button, and navigation icons. The main image is a night view of a rooftop terrace with a hot tub, outdoor seating, and a view of the city. The listing title is 'DOWNTOWN DOLLY - HEART OF GULCH - ROOFTOP HOT TUB' with a subtitle '4 BEDS | 4 BATHS | 1 HALF BATH | 10 GUESTS'. Below the image is a detailed description of the property, highlighting its luxury amenities and location in Nashville, Tennessee.

DOWNTOWN DOLLY - HEART OF GULCH - ROOFTOP HOT TUB
4 BEDS | 4 BATHS | 1 HALF BATH | 10 GUESTS

DOWNTOWN DOLLY - HEART OF GULCH - ROOFTOP HOT TUB

BRAND NEW TO THE PLATFORM - Introducing GoodNight Luxe, the pinnacle of opulent short-term rentals brought to you by GoodNight Stay. Our exceptional new program redefines luxury vacations with a handpicked selection of ultra-luxury estates meticulously designed to indulge your senses and elevate your stay to a GoodNight. Experience the epitome of comfort, sophistication, and tranquility with exquisite amenities, unrivaled cleanliness standards, and an array of thoughtful touches that will leave you enchanted and rejuvenated!

Welcome to Downtown Dolly, your ultimate luxury short-term vacation home rental nestled in the highly desired neighborhood of the Gulch in Nashville, Tennessee. Immerse yourself in the vibrant atmosphere of Music City as you indulge in the convenience of being within walking distance of the Gulch and a multitude of



2

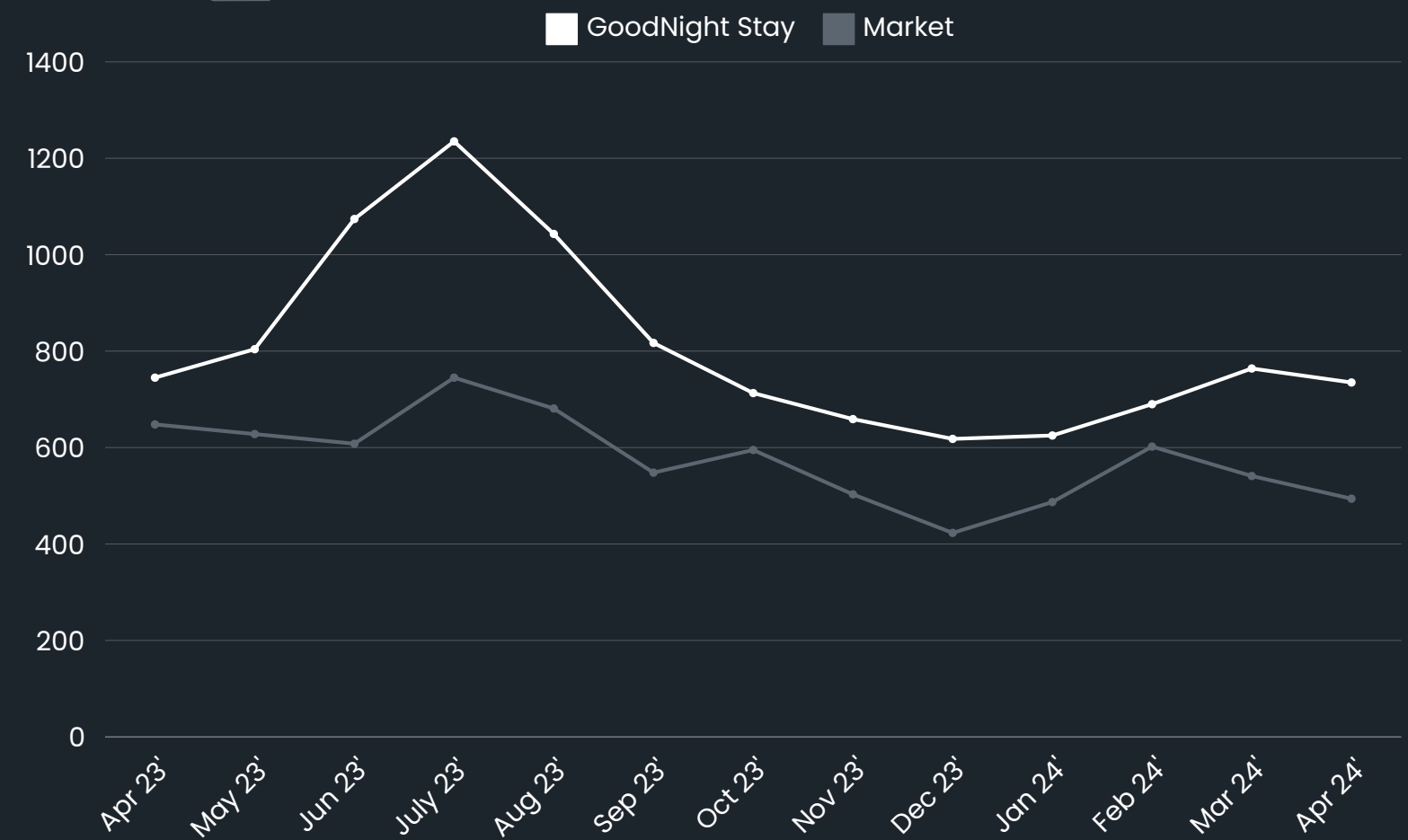
REVENUE MANAGEMENT & DYNAMIC PRICING

Dedicated Revenue Team to your project ensuring maximum REVPAR. Sophisticated data scraping ensures our understanding of our competitor's pricing, supply and demand, and unique case management.

Human touch on all Revenue Management enables GoodNight to be able to construct intricate pricing strategies to land more bookings than the competition.

Our Data Scientists and Revenue Team go to great lengths to ensure that GoodNight thoughtfully prices our properties, using our proprietary data pricing algorithms combined with our experienced human touch. True Dynamic Pricing allows you home's pricing to change up to 3 times daily.

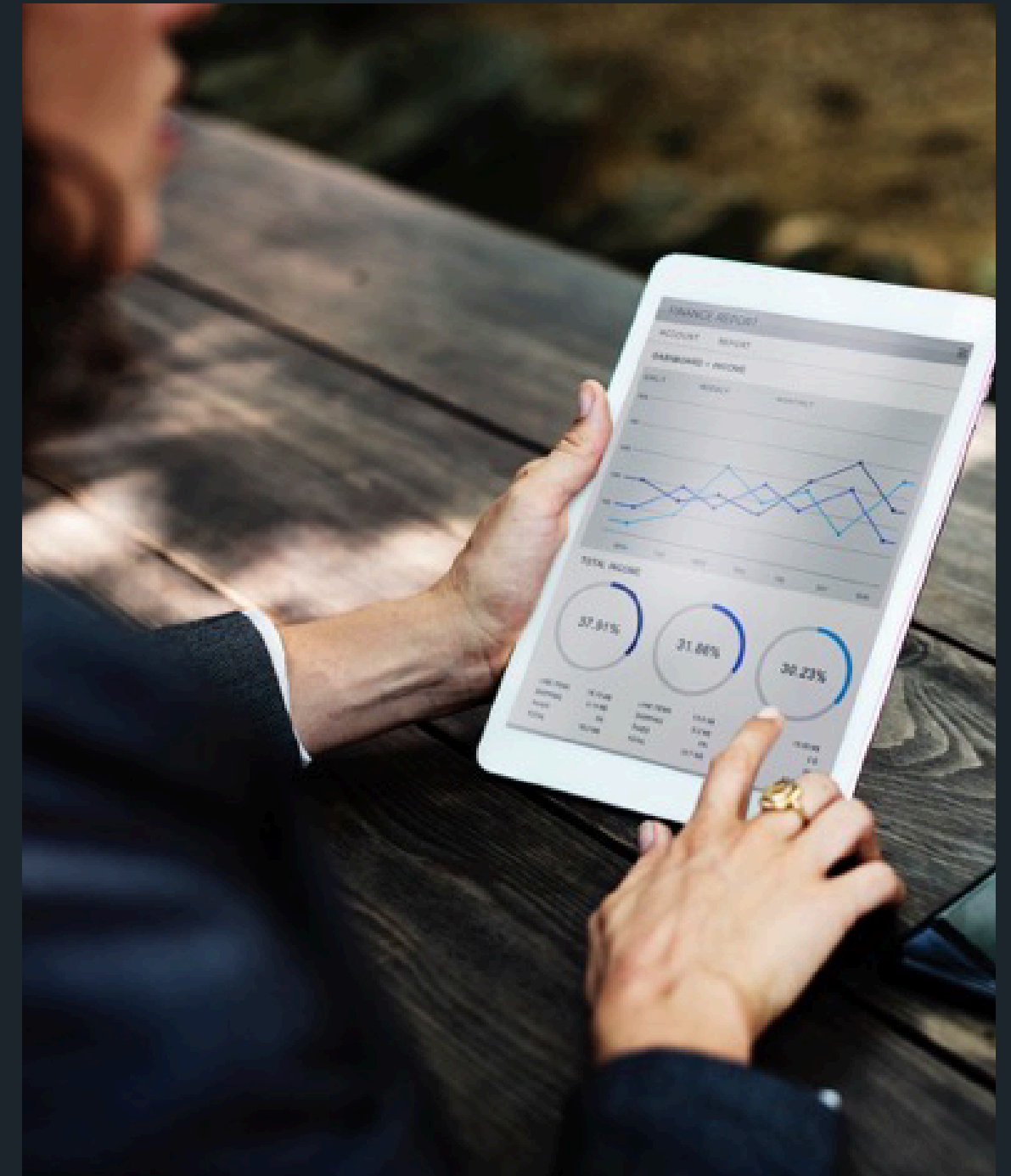
MARKET	GNS AVG	COMPS AVG	OUTPERFORMANCE
TENNESSEE	\$135,121	\$83,949	61% 
ARIZONA	\$115,157	\$76,193	51% 



3 ACCOUNTING

High-touch accounting ensures accuracy, timeliness, and analytical data points to make predictive moves with your short-term rental.

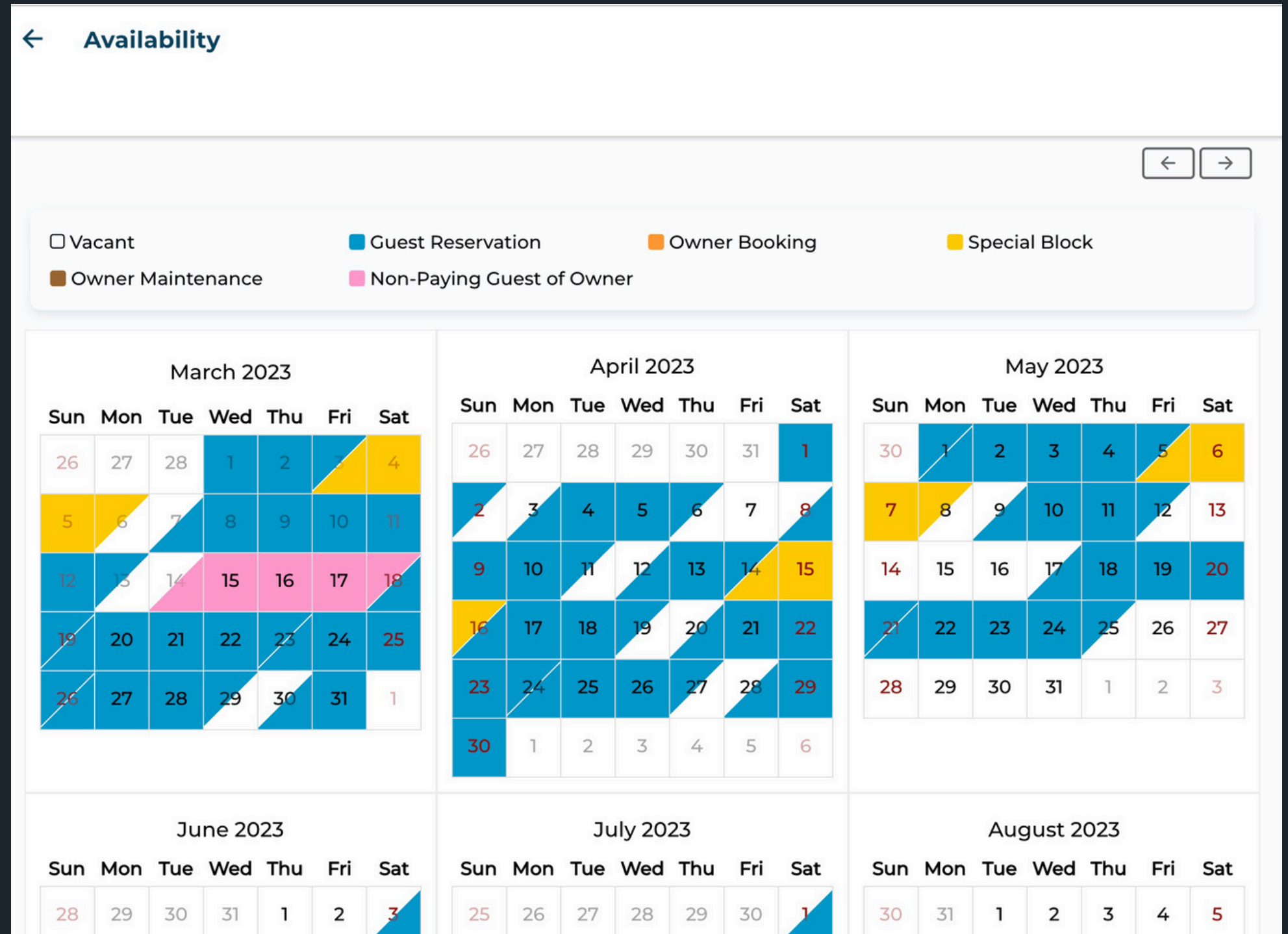
True trust accounting is performed on all rentals, ensuring all revenue is accounted for.



4 RESERVATIONS

Our expert reservation specialists have an industry-leading 'hit rate' on landing bookings for your property.

Response times and Conversion Rates exceed all other managers in our markets. 24/7 teams are in place so that you never miss a booking.



5 INSPECTIONS

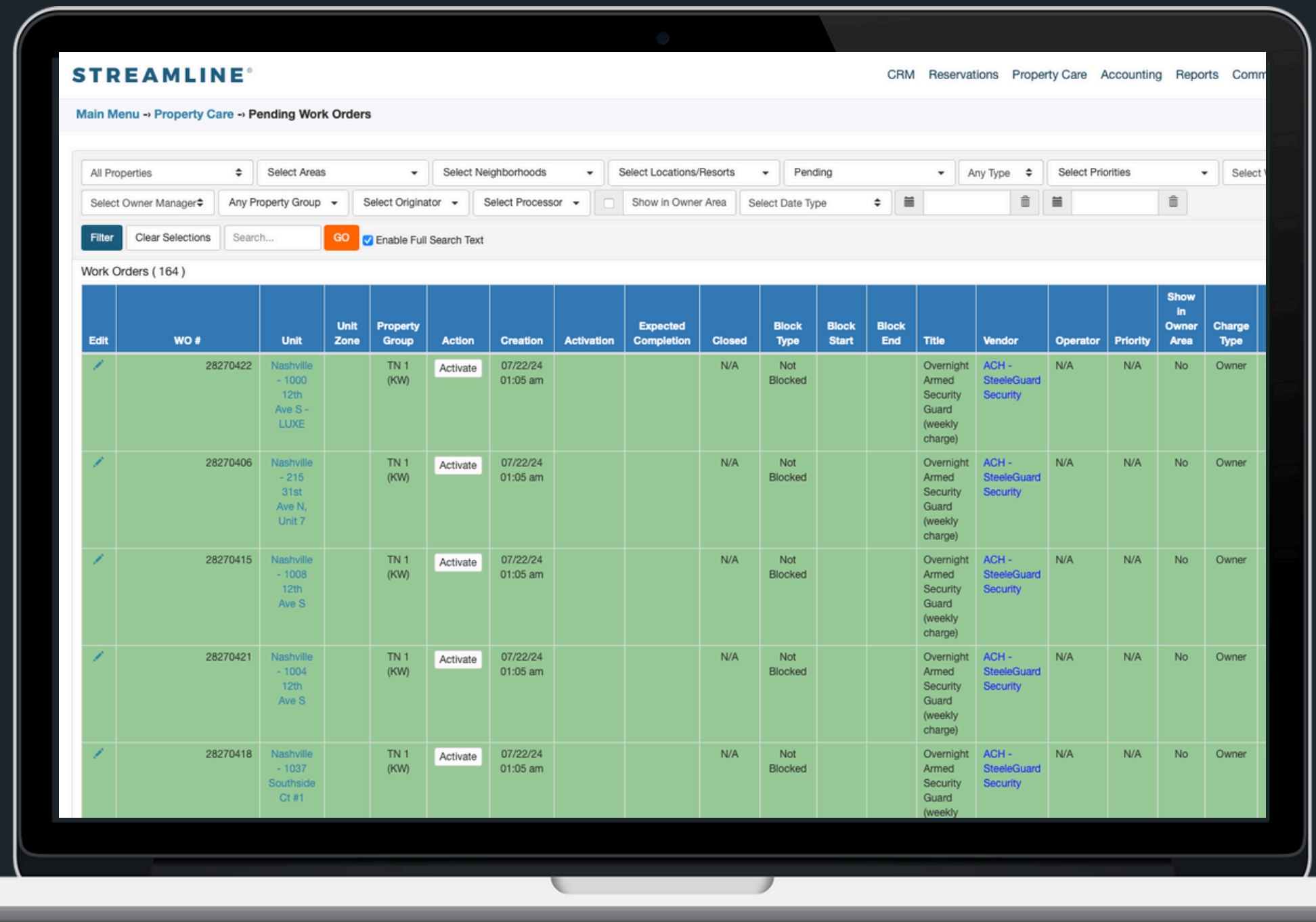
Our detailed visual checklists give cleaners clarity on the expectations, so they never miss a detail. Integrated photo capture lets cleaners report back to our team on the condition of your listing before and after guests therefore enhancing the guest experience.



6

MAINTENANCE DEPLOYMENT

Highly technologized inspection software allows any GoodNight employee, 3rd party vendor, owner, or guest to quickly and easily build work orders in the system that can be received and deployed to an appropriate vendor within an hour of receiving the request. Automatic updates to the system are shared with the owner and guest to provide complete satisfaction.



7 CUSTOMER SERVICE

Our dedicated Customer Service, 24/7 team immediately responds to every and all requests from our guests before, during, and after their stay.

Our team of hospitality professionals is thoroughly trained in all aspects of guest support and quickly addresses all of the guest's needs.



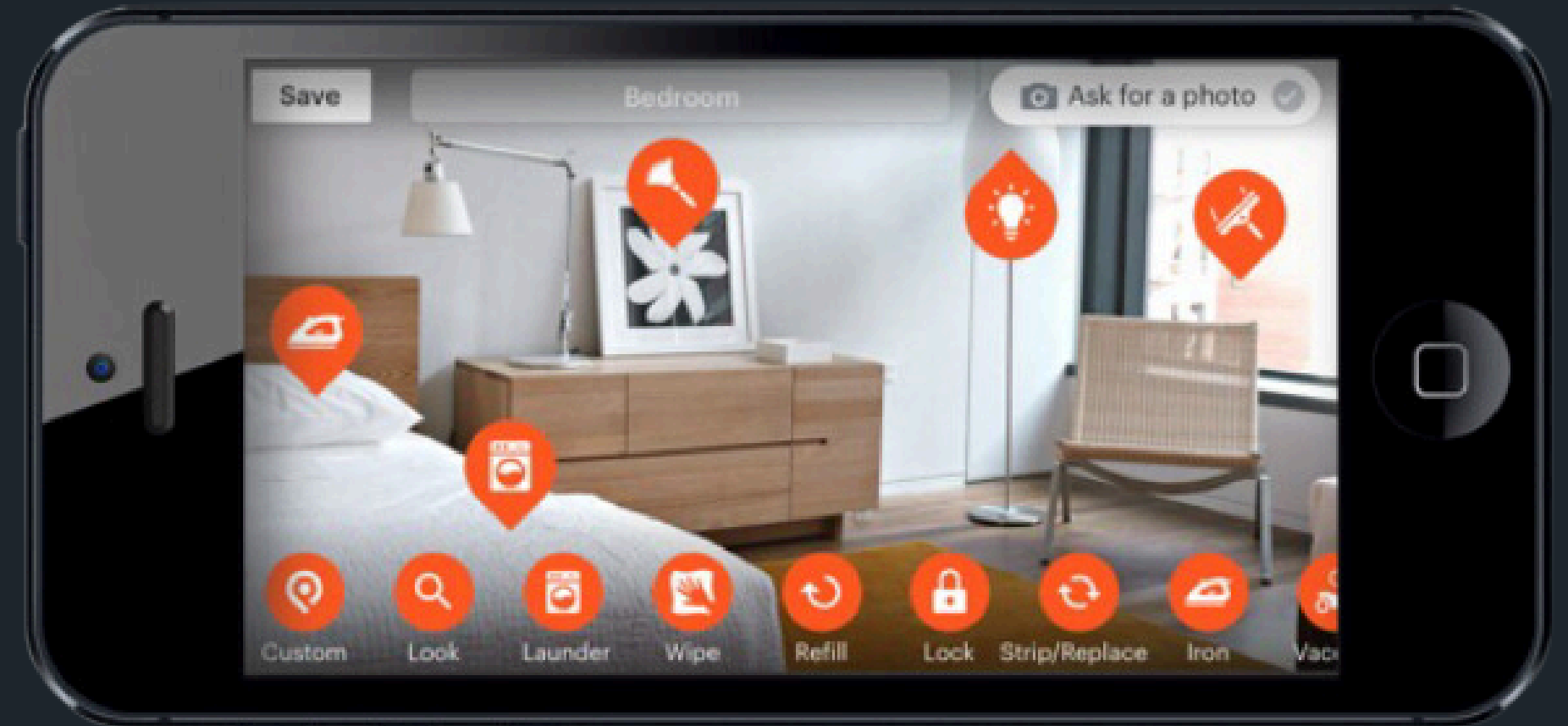
GoodNight

HOME WHEREVER YOU GO

8 CLEANING

Our cleaners undergo rigorous training to instill proper cleaning techniques and habits into each of our teams.

All GoodNight cleans go through a full 100-point inspection including photo proof before the guest arrives.

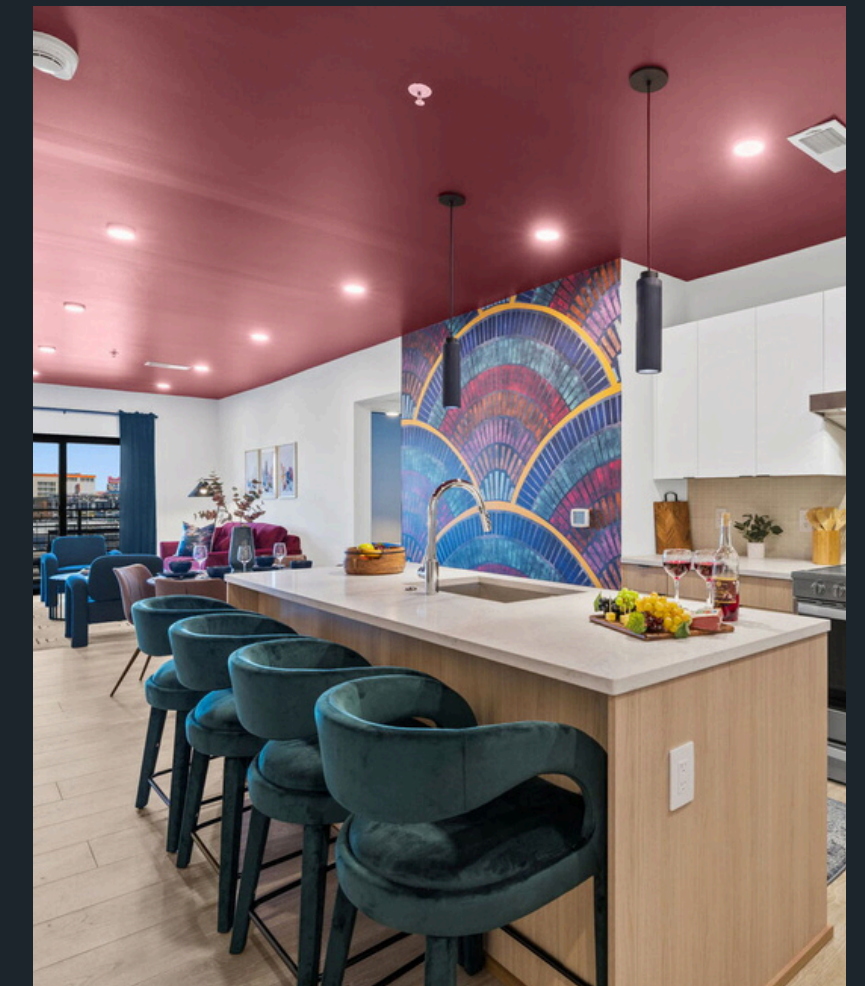
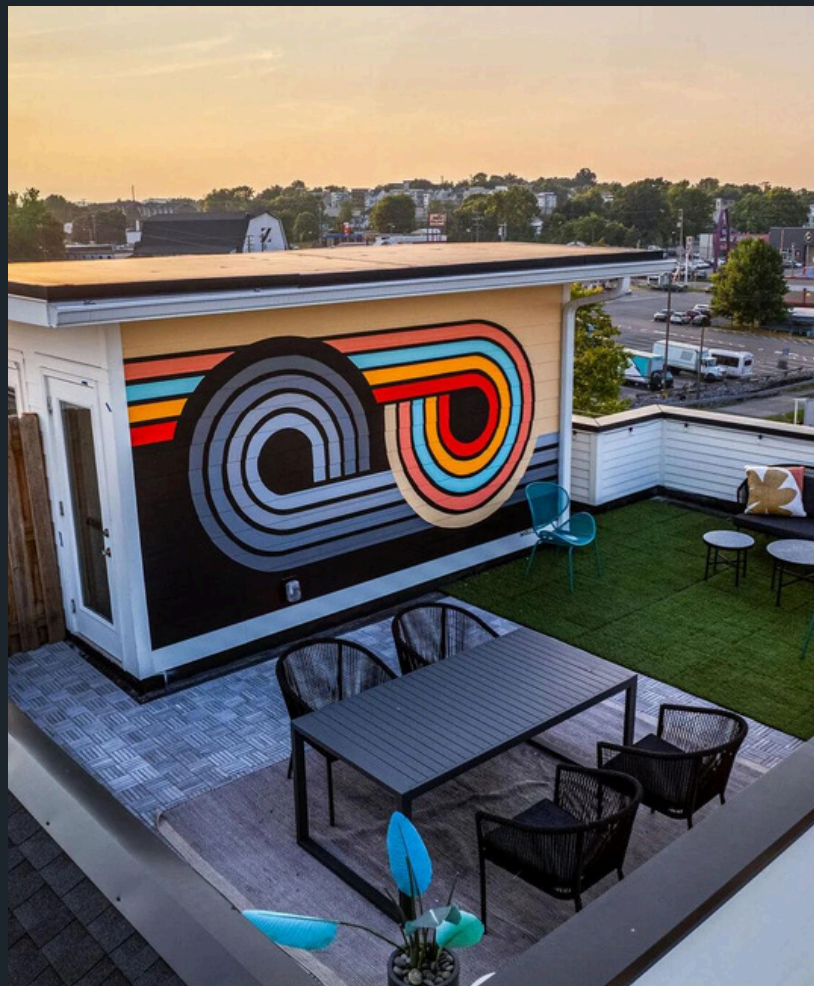


GoodNight

HOME WHEREVER YOU GO

GOODNIGHT TECHNOLOGY

Technology is the heart of who we are. Technology keeps your home safe, in incredible shape, and keeps you always informed.



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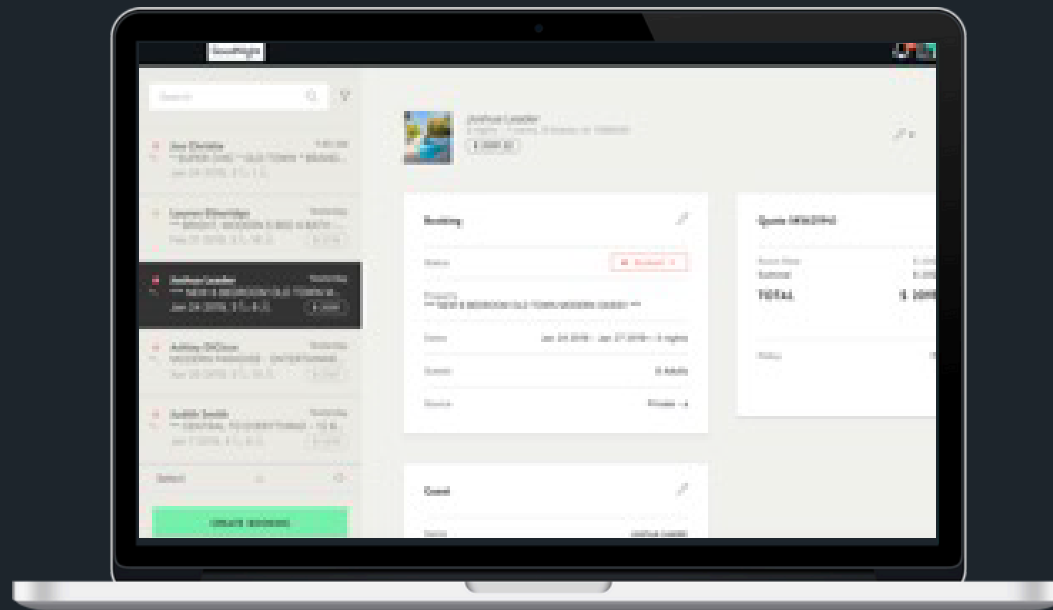
ListWithGNS@GoodNightStay.com

GoodNightStay.com

GoodNight

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GOODNIGHT TECHNOLOGY



Owner Portal

Owners have 24/7 access to real-time information regarding income, dates booked, total collections for the year, and notes on each guest.



Access Control - Smart Hub

Our tri-band hub seamlessly connects all of your smart home devices and comes prepared with them while operating off of cellular technology without needing Wi-Fi.



Intelligent Lock Systems

Say Goodbye to keys! Codes are automatically generated from our system and only available to use at the time of check-in. Codes are also discontinued automatically after the inputted check out time, working seamlessly with our booking system.

GoodNight

HOME WHEREVER YOU GO

GOODNIGHT TECHNOLOGY



Google Nest Smart IQ Cameras

These cameras decipher if movement is from a person, car, or animal, alert us only if there is movement from people, and save up to 30 days of video. The Honeywell Thermostats save the average homeowner over 30% in energy costs per year!



Noise Monitoring System

GoodNight helps ensure both you and your neighbors stay happy with our noise monitoring system. If we detects excessive noise, an automated text message is sent to guests and our local team. If required, a team member will make a house call – day or night – to ensure your property is A-OK.



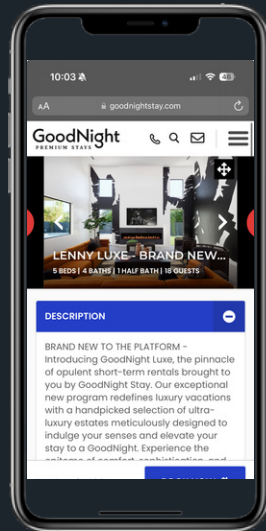
Honeywell Thermostat

T6 Pro Programmable Thermostat is designed to work with any Z-Wave-compliant controller or gateway. It works with Heat Pumps or Conventional systems and has dual fuel and aux heat lockout with the outdoor sensor.

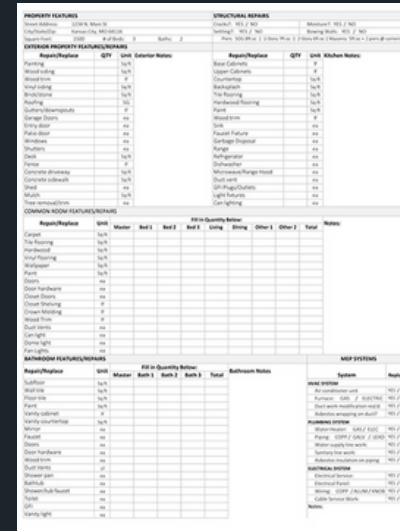
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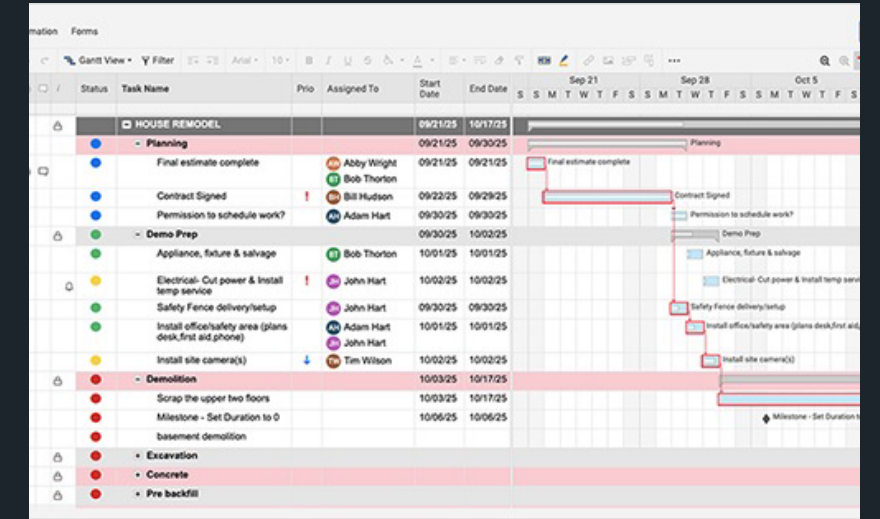
GOODNIGHT PROCESSES AND PROCEDURES



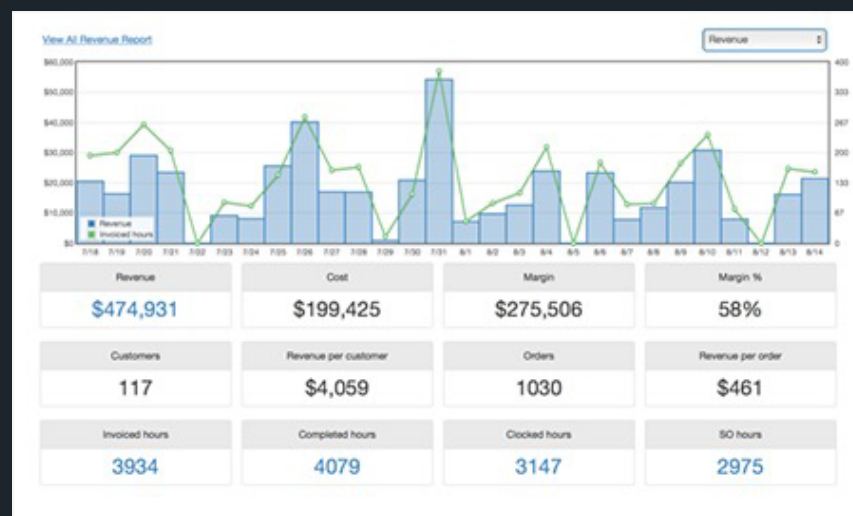
Listing Deployment GNS PMS



Onboarding Checklist



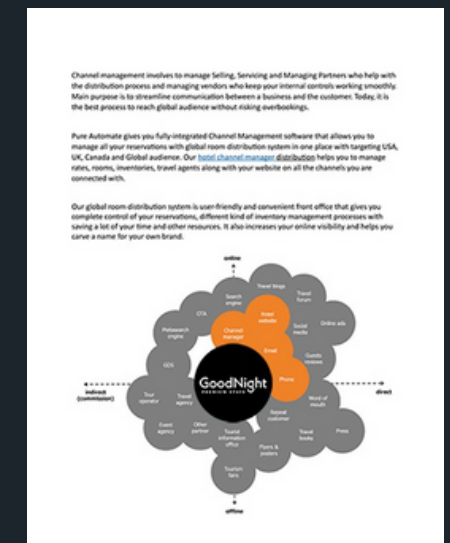
Maintenance & Systems Review



Pricing Optimization

Design Review

STR Permitting



Marketing Distribution

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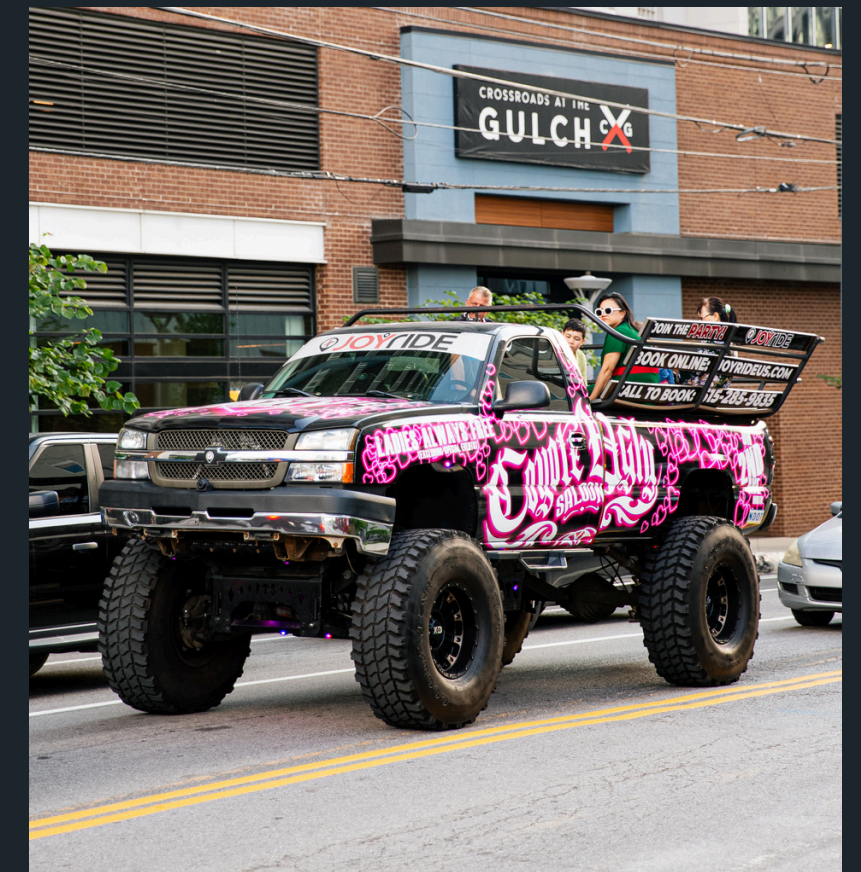
HOME WHEREVER YOU GO

ENHANCING GUEST EXPERIENCES

ADDITIONAL SERVICES INCLUDED

Because our guests deserve more than a GoodNight Stay.

What sets GoodNight Stay apart, is our dedication to the guests experience. GoodNight Stay is partnered with over 50+ of the best local businesses to take our guest's stay to the next level. With GoodNight, you're getting more than a place to stay, but an experience that is offering unforgettable memories, making every night a GoodNight and an overall unforgettable vacation.



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CELEBRATORY PARTNERS

CELEBRATIONS

Nashville is one of the hottest cities in the country for Bachelorette parties which means many of our guests are in town to celebrate. In 2023, Nashville hosted 200,000 Bachelorette parties, making up 1% of overall tourists to Music City. With the tremendous growth of bachelorette parties every year, Nashville has been deemed the bachelorette capital of the world. To make celebrating easier for our guests, we've partnered with multiple local companies that offer services specifically catered to this crowd.

These services include home decorating, local tours, photographers, mobile bars, and more. What sets our partners apart is their dedication to creating magical moments without compromising the integrity of our vacation homes. We meticulously chose our celebration partners to ensure they align seamlessly with GoodNight Stay's guidelines, policies, and ensuring your home stays in top notch shape.





GENERAL SERVICES/PARTNERS

SERVICES FOR ALL

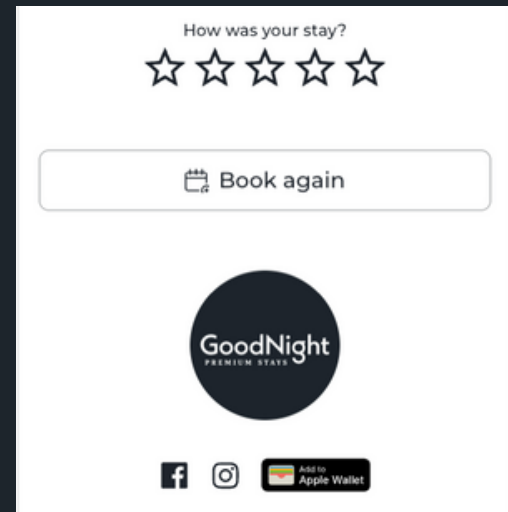
We also have an additional and exceptional lineup of services-partners through our carefully curated selection of preferred vendors that cater to all guests. We know in today's market there is more to offer than a vacation home, and GoodNight is dedicated to providing our guests with a stay beyond the ordinary. We ensure that whatever we may not be able to offer directly, our esteemed partners have it covered. From baby equipment, private chefs, resort passes, personal massages, yoga classes, and so much more! The best part is that most of these services can be enjoyed in the comfort of a GoodNight Stay home as they are vacation rental friendly, which means they are pre-approved and meet GoodNight Stay's guidelines and policies! Having these options available to guests are just additional reasons why they choose GoodNight Stay over other vacation rental properties.



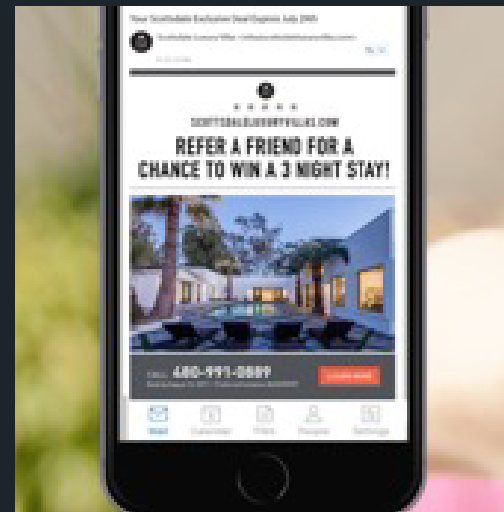
GoodNight

HOME WHEREVER YOU GO

KEEP GUESTS COMING BACK FOR MORE



PROPRIETARY GUEST BOARDING PASS SYSTEM



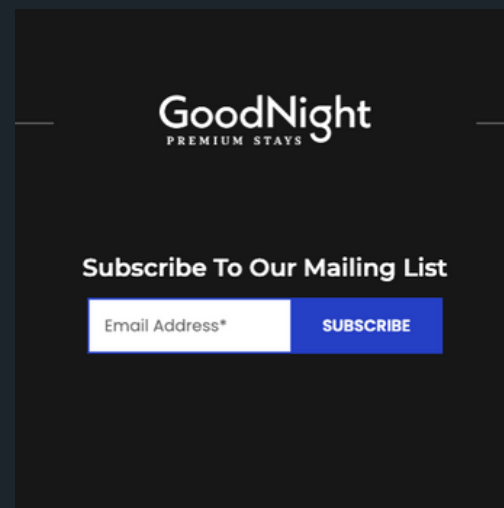
EMAIL ALL PAST GUESTS



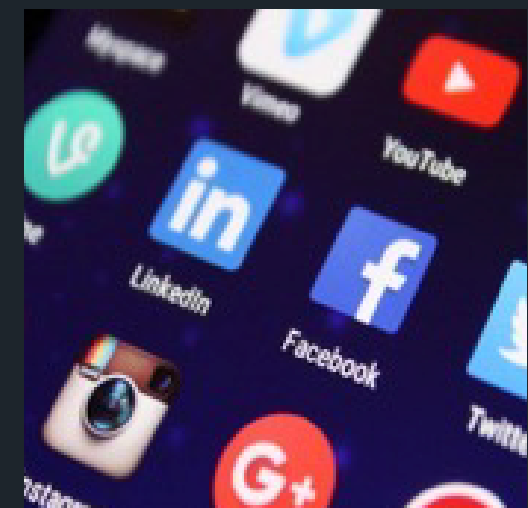
FOLLOW UP ON EVERY STAY



WEEKLY BLOGS ADDED TO OUR WEBSITE



EMAIL SUBSCRIBERS



SOCIAL MEDIA PRESENCE

ADDITIONAL INFORMATION

- GoodNight provides a hands-off approach to owning a short-term rental. We are a one-stop solution for your unit's design, booking, cleaning, inspection, maintenance, and accounting. You sit back and receive a monthly payment, which is ACH'd directly into your account.
- Flat rate fee structure for STR management.
- Technology Package: GoodNight to provide programming and setup of digital lock and hub to offer seamless entry into the units
- Photography and Ad Creation: GoodNight provides photography and ad creation as a free service. GoodNight has an internal photography and writing staff with extensive travel publication experience. This ensures maximum exposure and bookings.
- Owner Responsibilities: Internet/Streaming TV, utilities, all items on the 'amenity list,' cost of maintenance performed.
- Rates: We set rates using a multitude of proprietary tools and the extensive experience of our Revenue Managers. Our Revenue Managers have a combined 60 years of hotel and vacation rental experience, ensuring maximum REVPAR.
- Dashboard: All owners can access a real-time dashboard showing revenue, expenses, and work orders as they flow into our system. On the 10th of each month, a fully itemized statement will appear in this dashboard and will outline your profits for the month.



GoodNight

HOME WHEREVER YOU GO

THANK YOU