

THE #1 VACATION RENTAL MANAGER MAXIMIZING YOUR PROFITS

GoodNight
HOME WHEREVER YOU GO



GoodNight

HOME WHEREVER YOU GO

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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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.

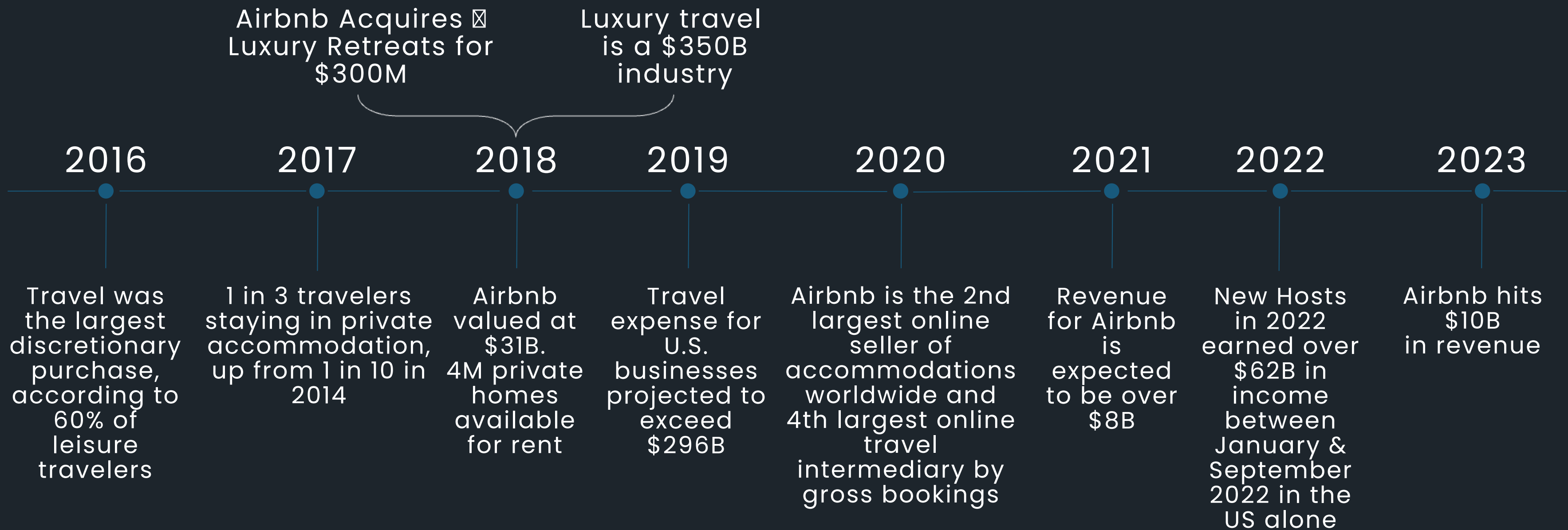
\$1.7T

expected travel expense for U.S. business.

27%

of business travelers are likely to consider STR's.

WHY PRIVATE ACCOMMODATIONS



WHY GOODNIGHT STAY

150%+

Year Over Year
Growth Since
2024

\$700M+

Rent Collected
To Date

\$175K+

Avg. Gross
Rental Income

25+

Years

Property
Management
Experience

1M+

Online Leads
Collected

Previous
Management

8,000+
Units

Over

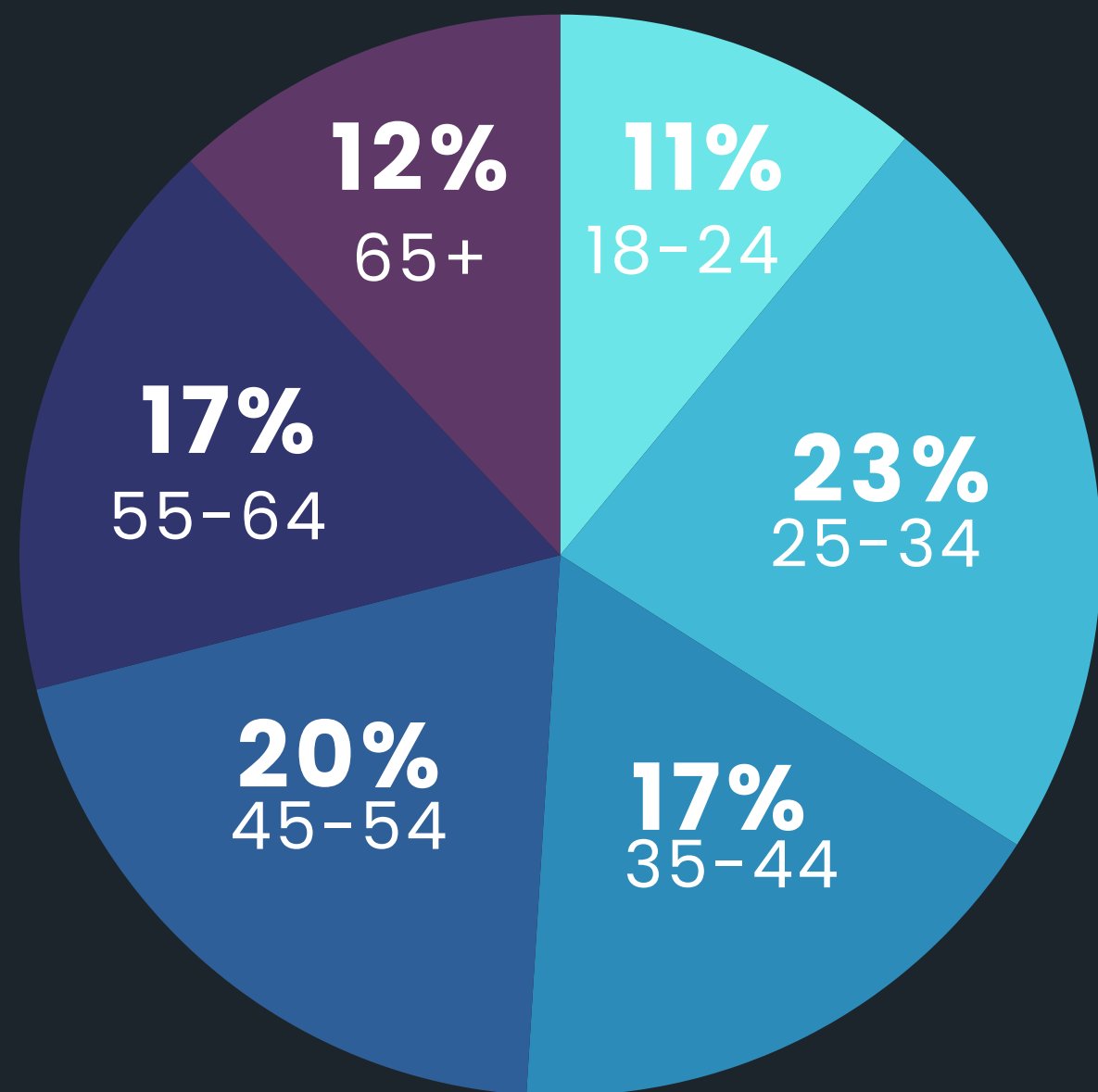
100K+
Connected
Corporate
Travelers

Listed on

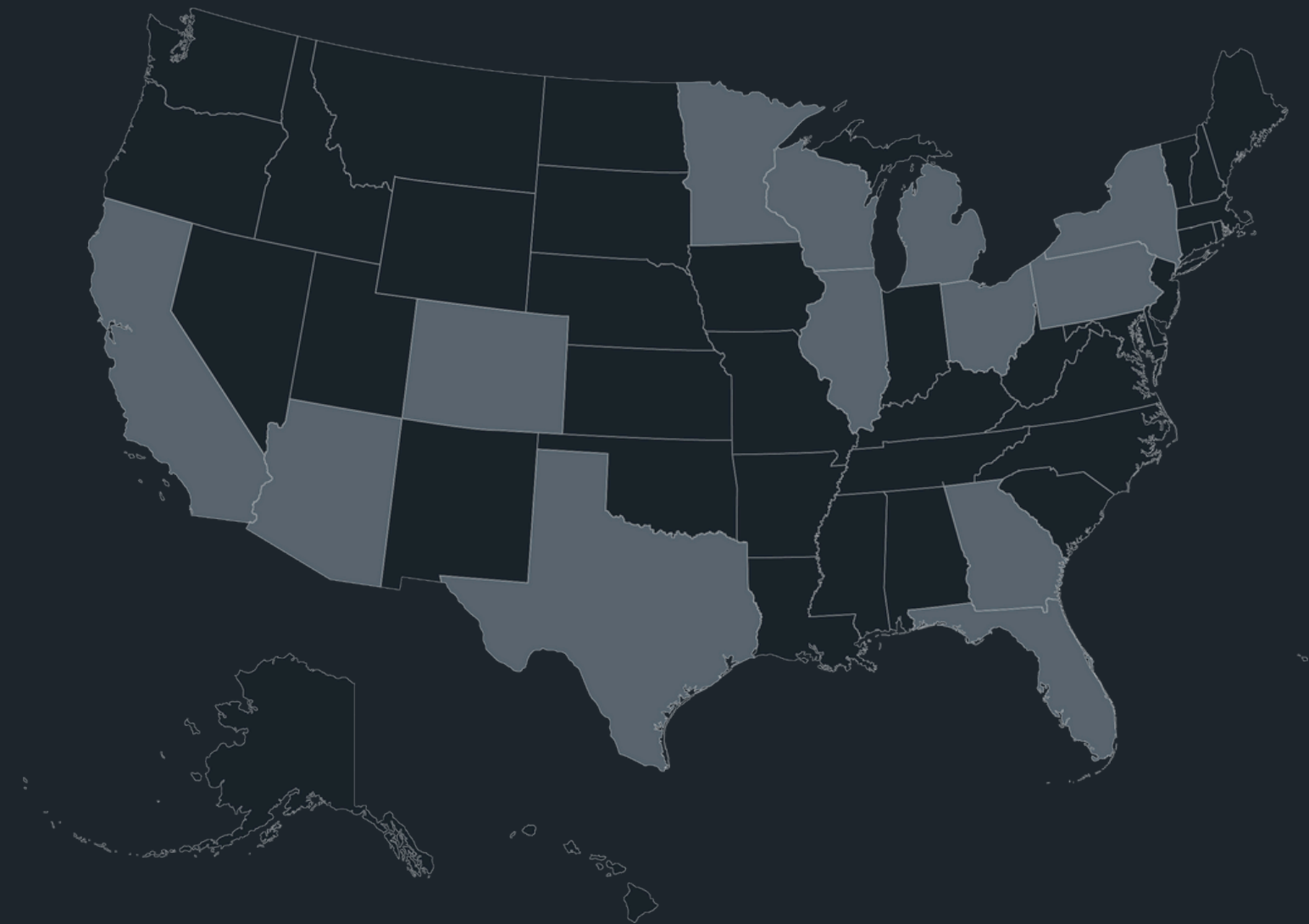
350+
Channels

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 GNS
Website
Bookings

55+

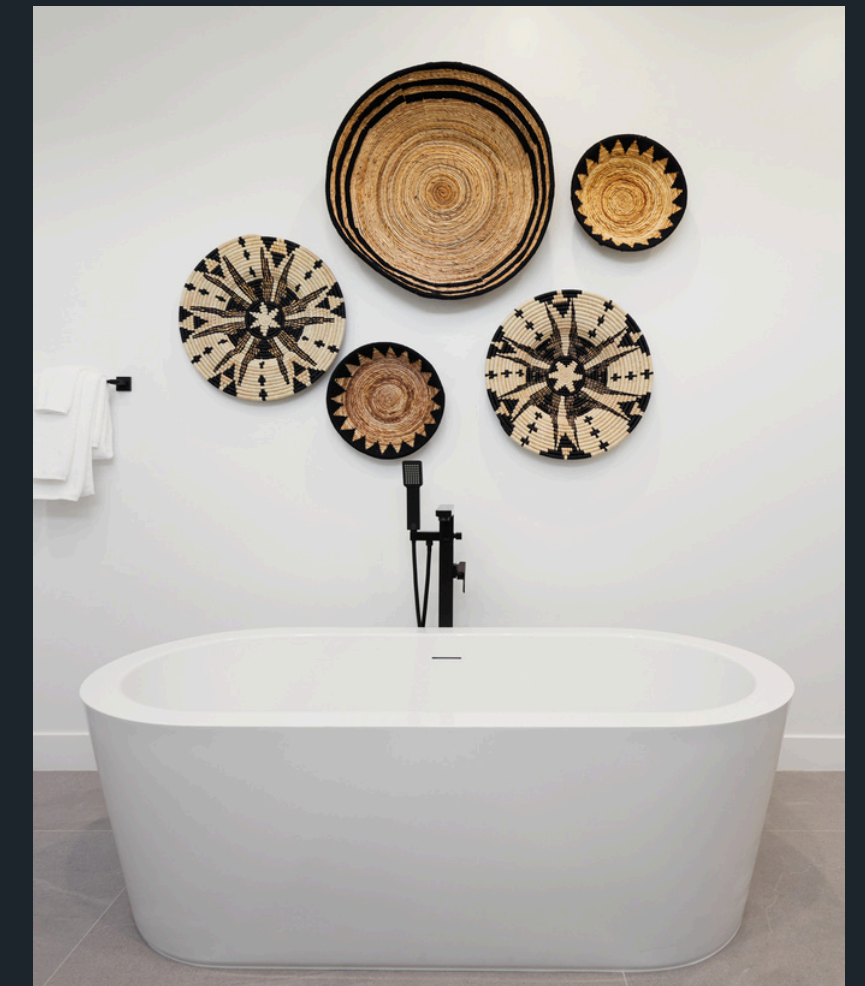
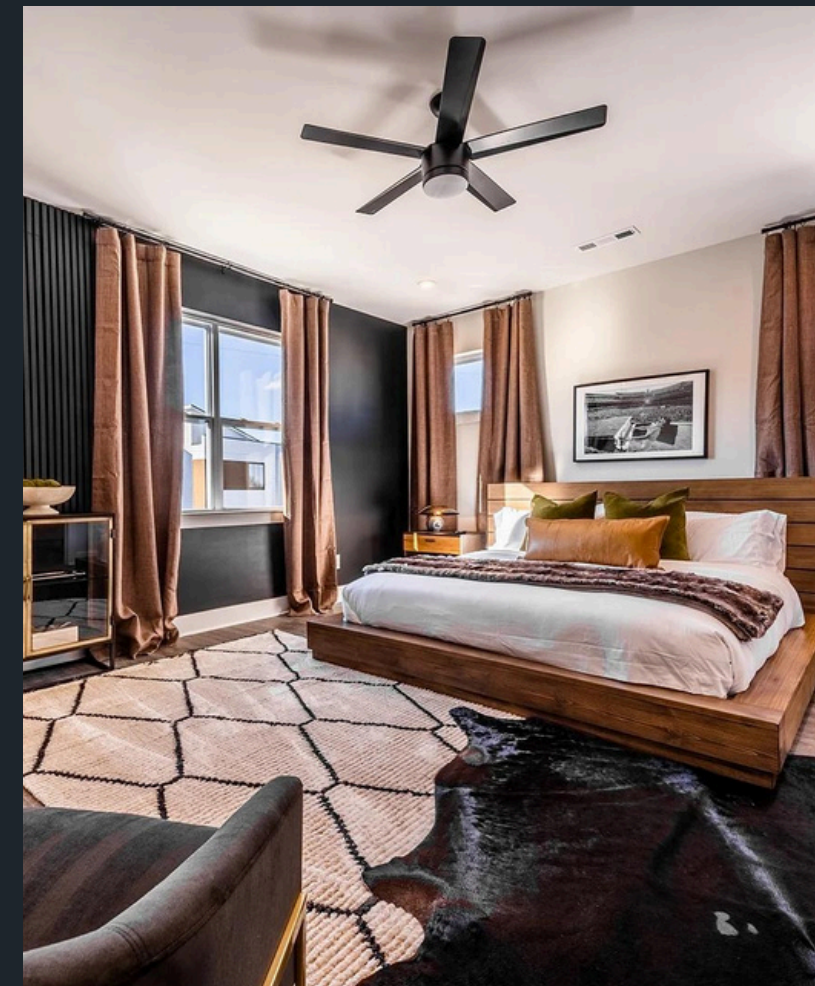
Local
Partnerships

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 – ONLY AVAILABLE IN AZ & TN



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.

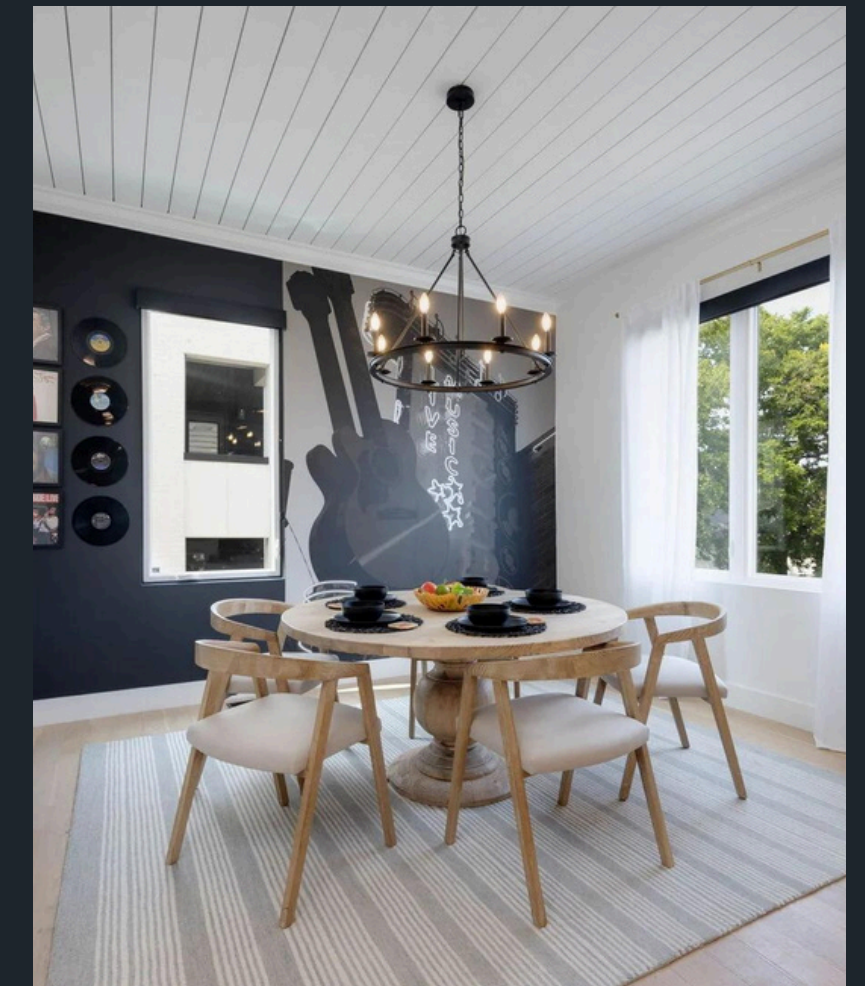
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HOME WHEREVER YOU GO

GOODNIGHT ESSENTIALS

VACATION RENTALS BY OWNER

Tailored for owners who still want to be involved in the day-to-day management of their vacation rental but need assistance getting the exposure their home deserves



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COMPREHENSIVE GOODNIGHT STAY ESSENTIALS LIFECYCLE

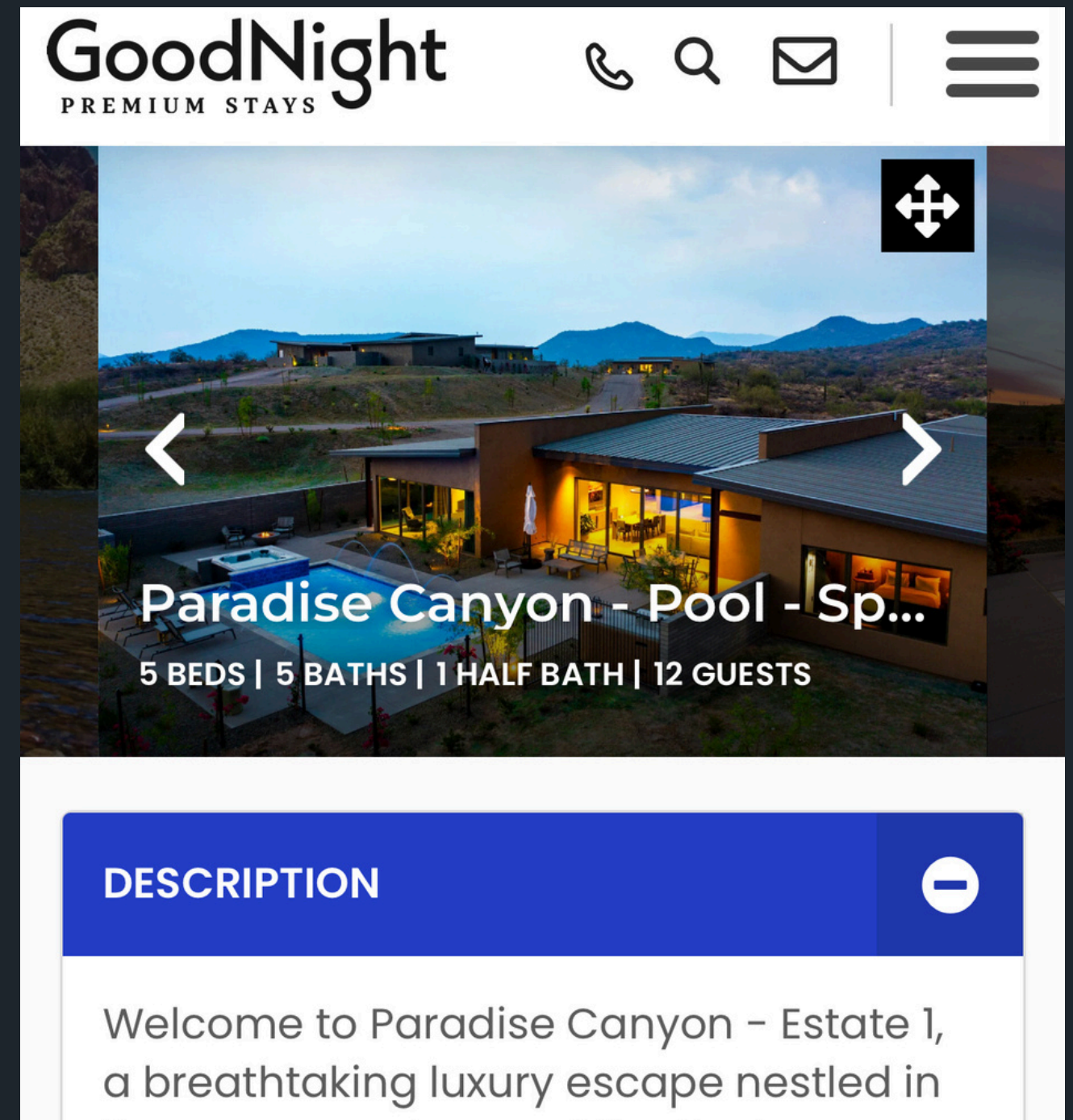


1 MARKETING

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.




2

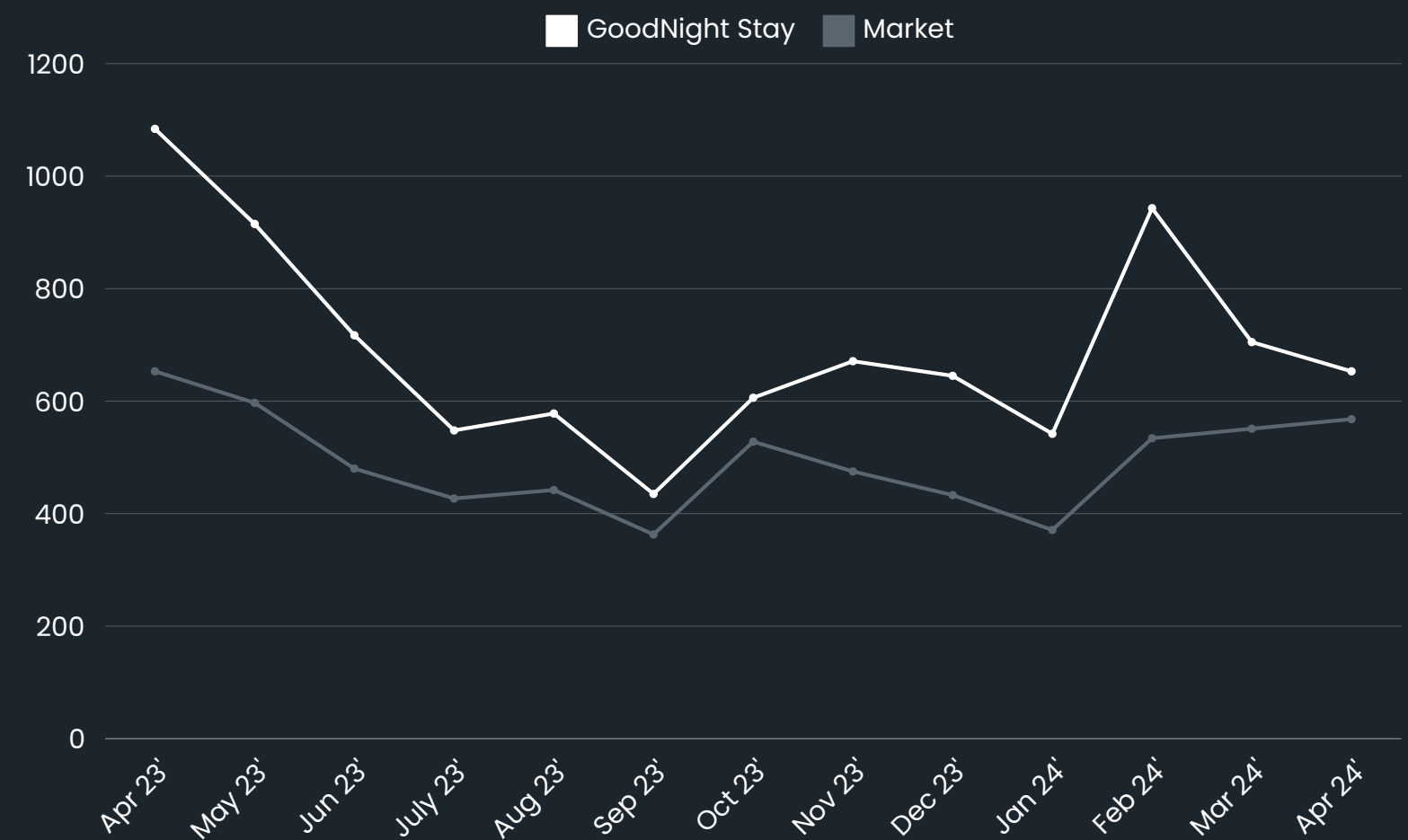
REVENUE MANAGEMENT & DYNAMIC PRICING

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.

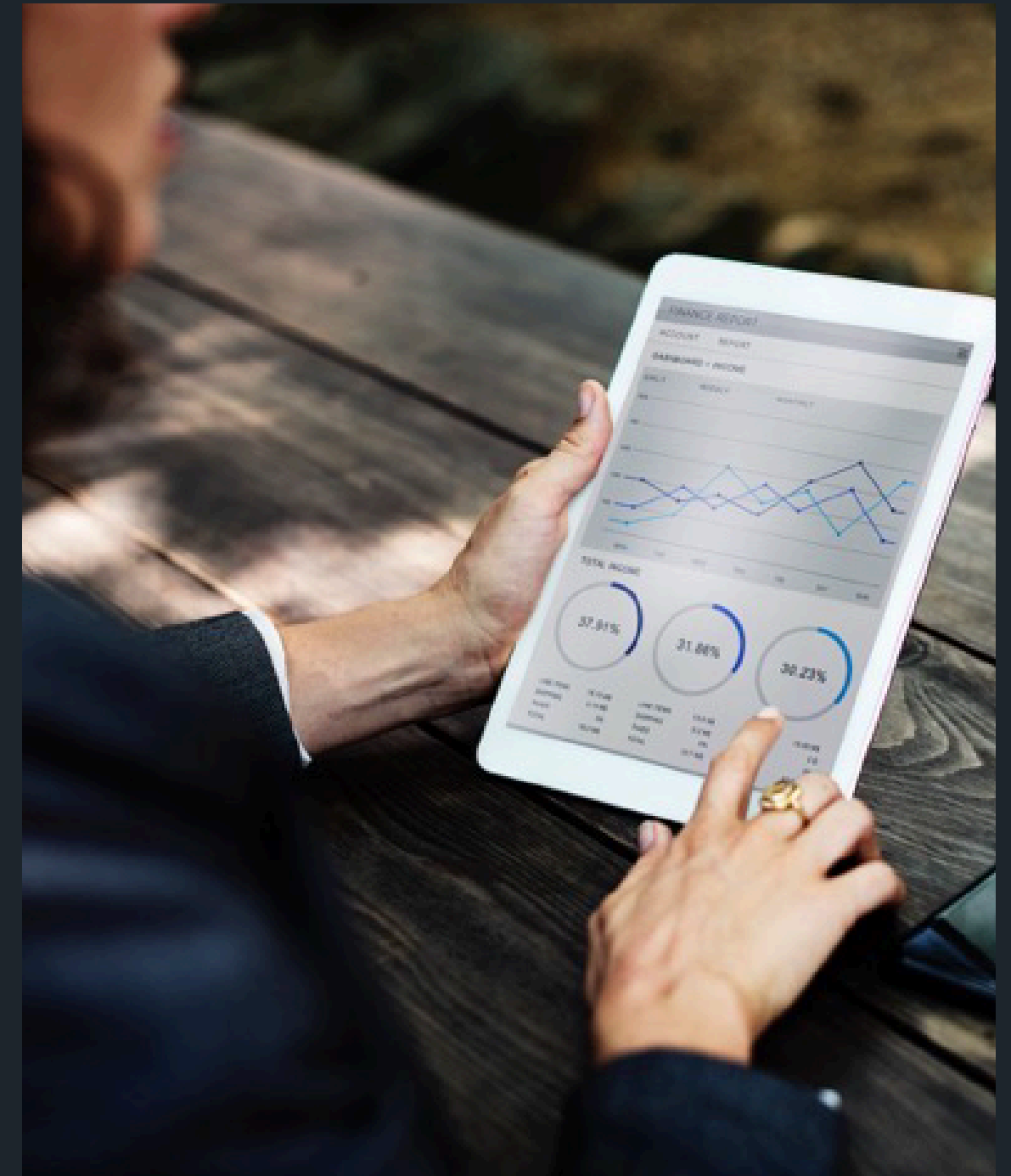
MARKET	GNS AVG	COMPS AVG	OUTPERFORMANCE
ARIZONA	\$115,157	\$76,193	51% 
TENNESSEE	\$135,121	\$83,949	61% 



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.

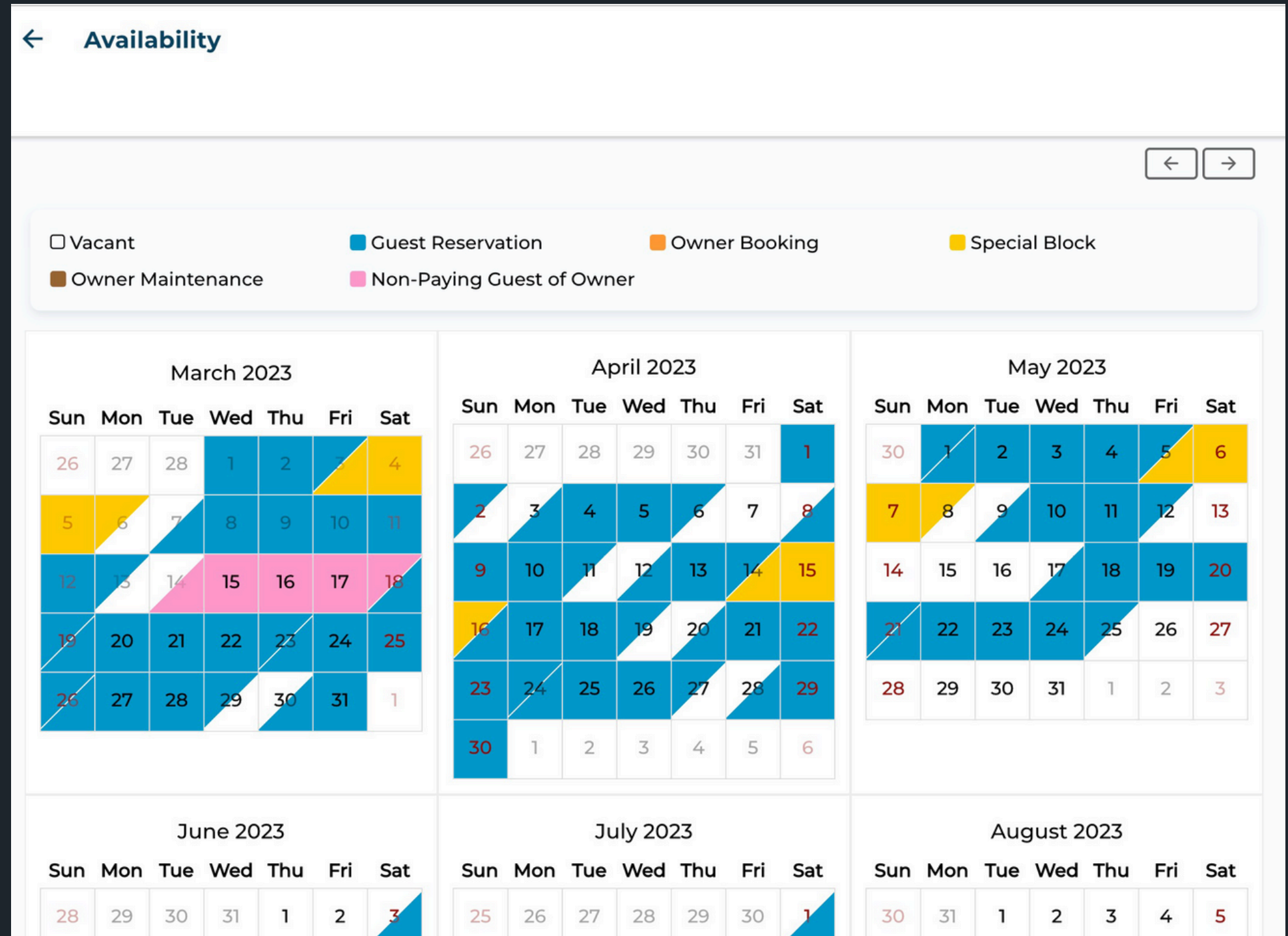


4 RESERVATIONS

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

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

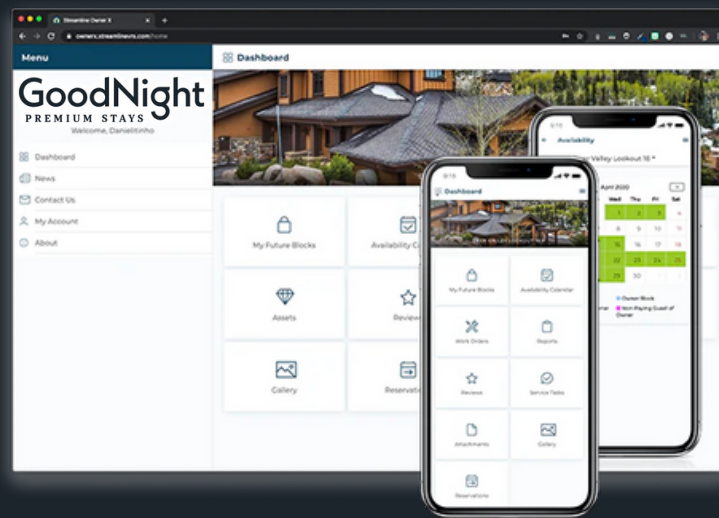
After a guest books, our reservations team does a background check on the guests, and once passed, their contact information is passed on to the owner.



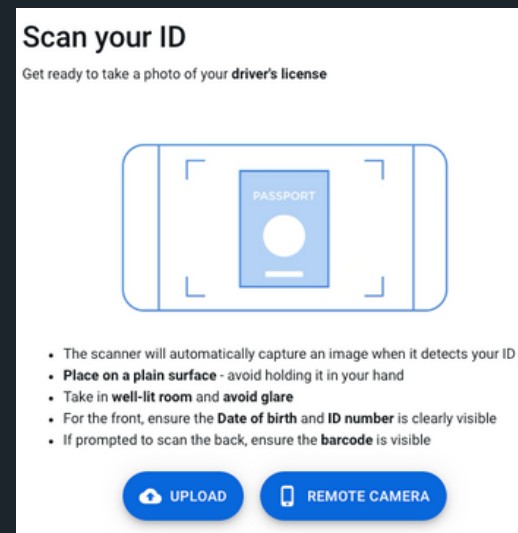
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HOME WHEREVER YOU GO

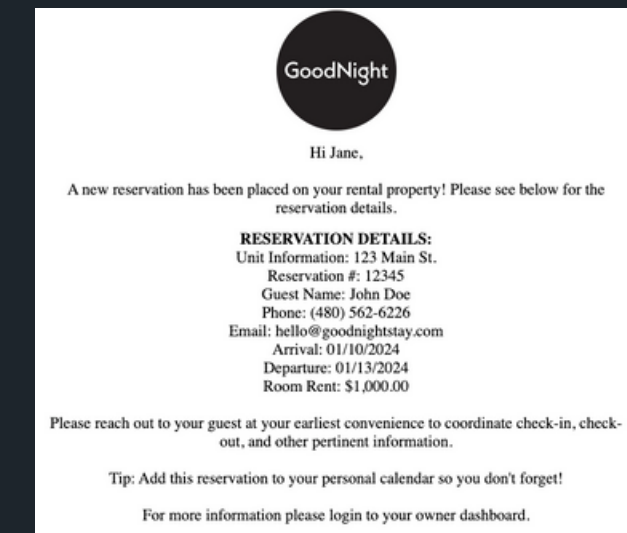
GOODNIGHT PROCESSES AND PROCEDURES



Owner Portal



Pre-guest Screening



Guest Hand-off



Pricing Optimization



Marketing Distribution

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HOME WHEREVER YOU GO

ENHANCING GUEST EXPERIENCES

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.

*GNS is constantly expanding. Our partners are located in the markets we currently service. If you are in a market outside of our region, we can't guarantee these services to be available, but our team will work on expanding to them.



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CELEBRATORY PARTNERS – SELECT MARKETS

CELEBRATIONS

48% of travelers save travel for a special occasion. Celebrations can be defined as a bachelorette/bachelor trip, birthday celebration, anniversary, promotion, family reunion, etc. 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 and policies and ensure your home stays in top-notch shape.



GENERAL SERVICES/PARTNERS – SELECT MARKETS

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, 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.



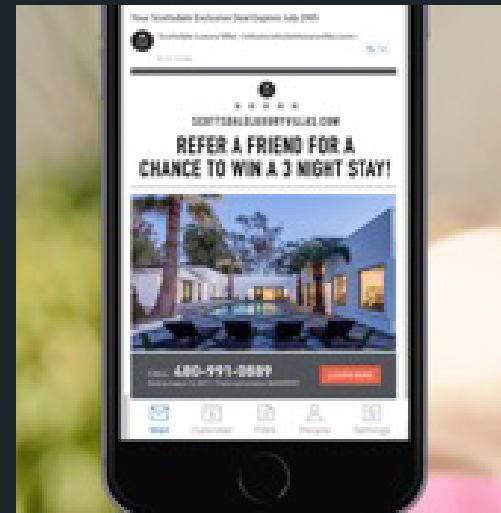
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HOME WHEREVER YOU GO

KEEP GUESTS COMING BACK FOR MORE



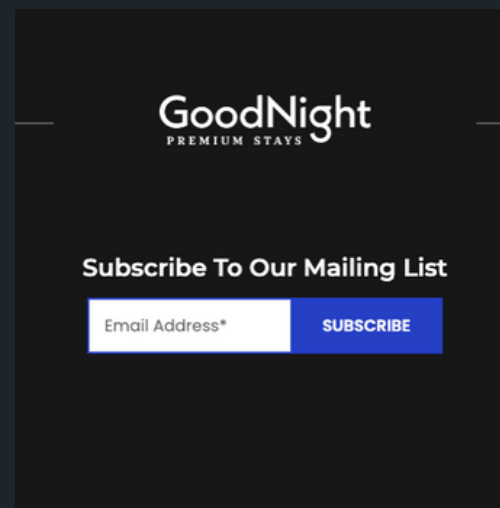
GUEST RETARGETING



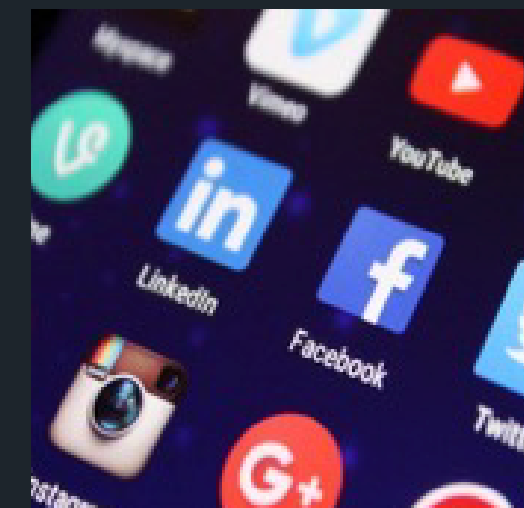
EMAILS TO PAST GUESTS



WEEKLY BLOGS ADDED TO OUR WEBSITE



SUBSCRIBERS



SOCIAL MEDIA PRESENCE

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HOME WHEREVER YOU GO

ALPHA RESIDENTIAL



If you seek Professionalism, Integrity, Tenacity, and Industry Knowledge, Alpha Residential can help with 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
(6000+ Units)

\$500M+

of Commercial
Real Estate Sold

Property
Management of
1,000+
UNITS

\$500M+
in rent collected

\$1B+
in assets
managed



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THANK YOU

