

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.

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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.

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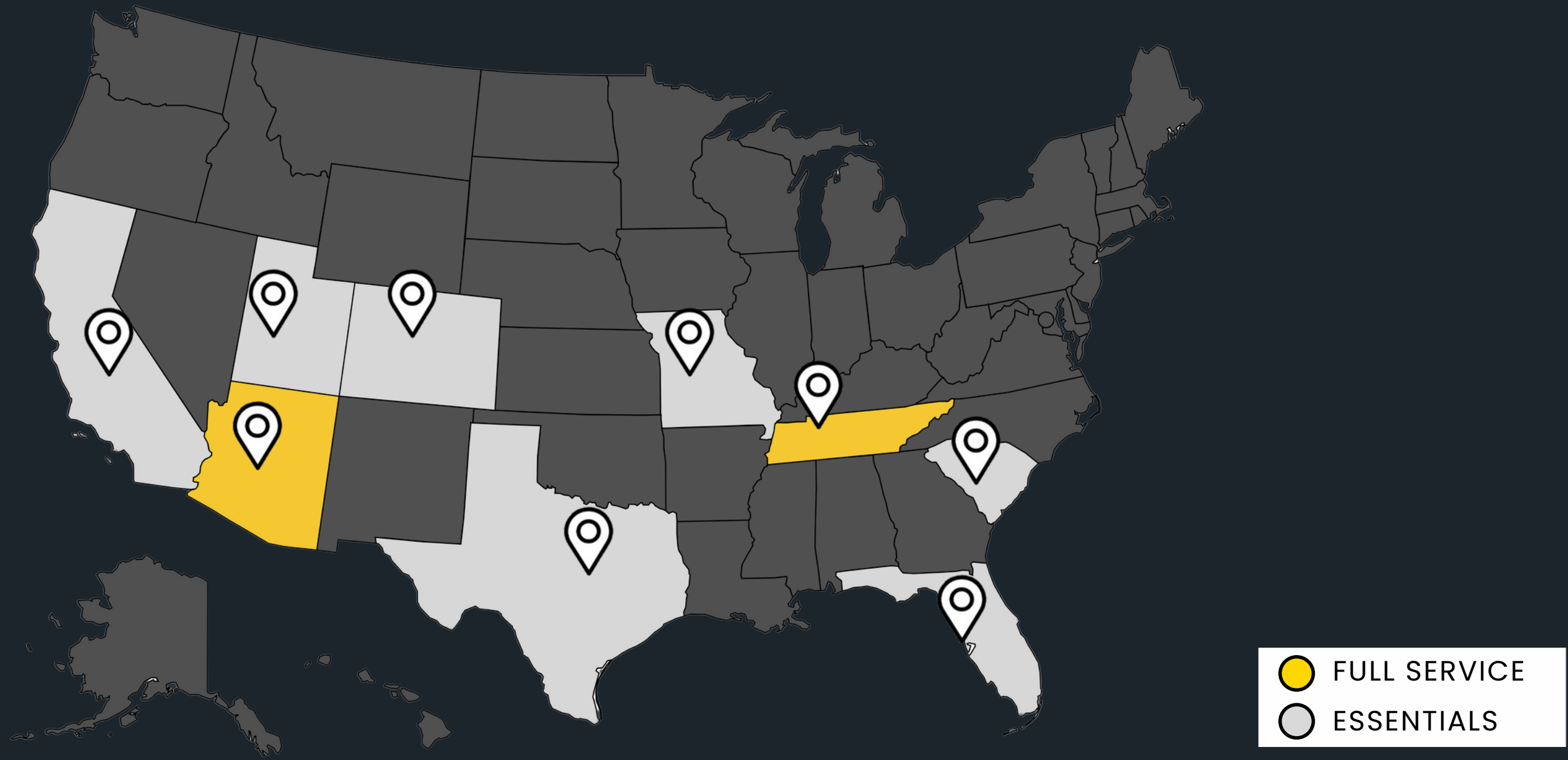
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HOME WHEREVER YOU GO

HOME LOCATIONS



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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.

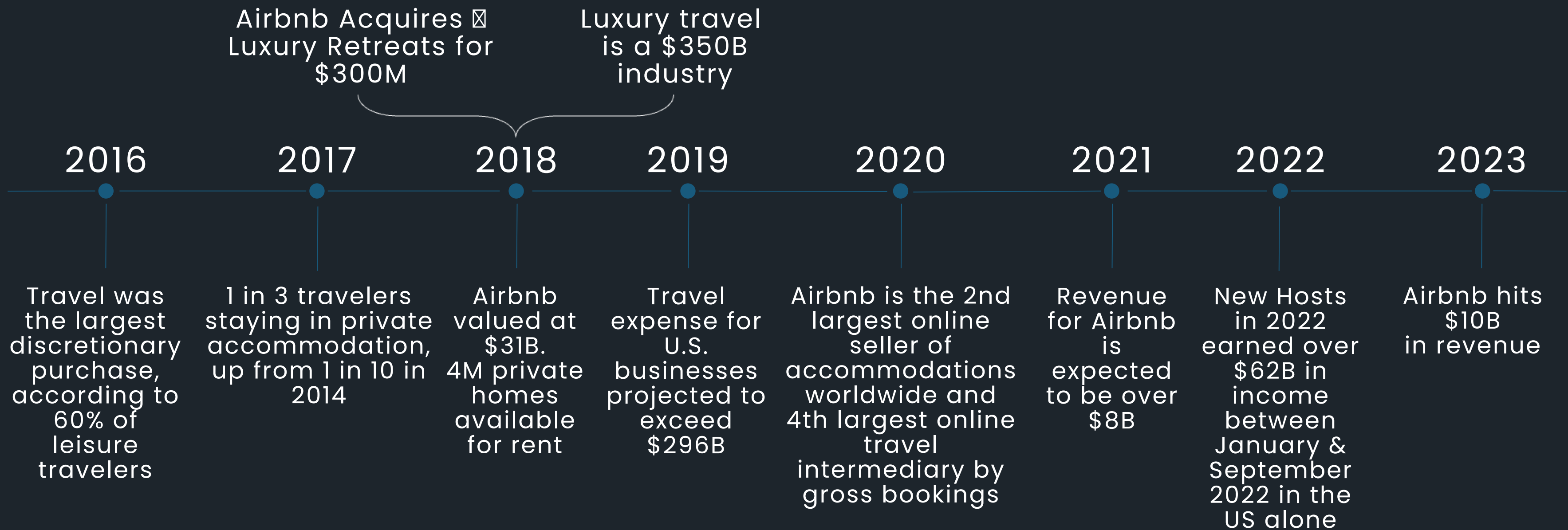
\$1.7T

expected travel expense for U.S. business.

27%

of business travelers are likely to consider STR's.

WHY PRIVATE ACCOMMODATIONS



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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

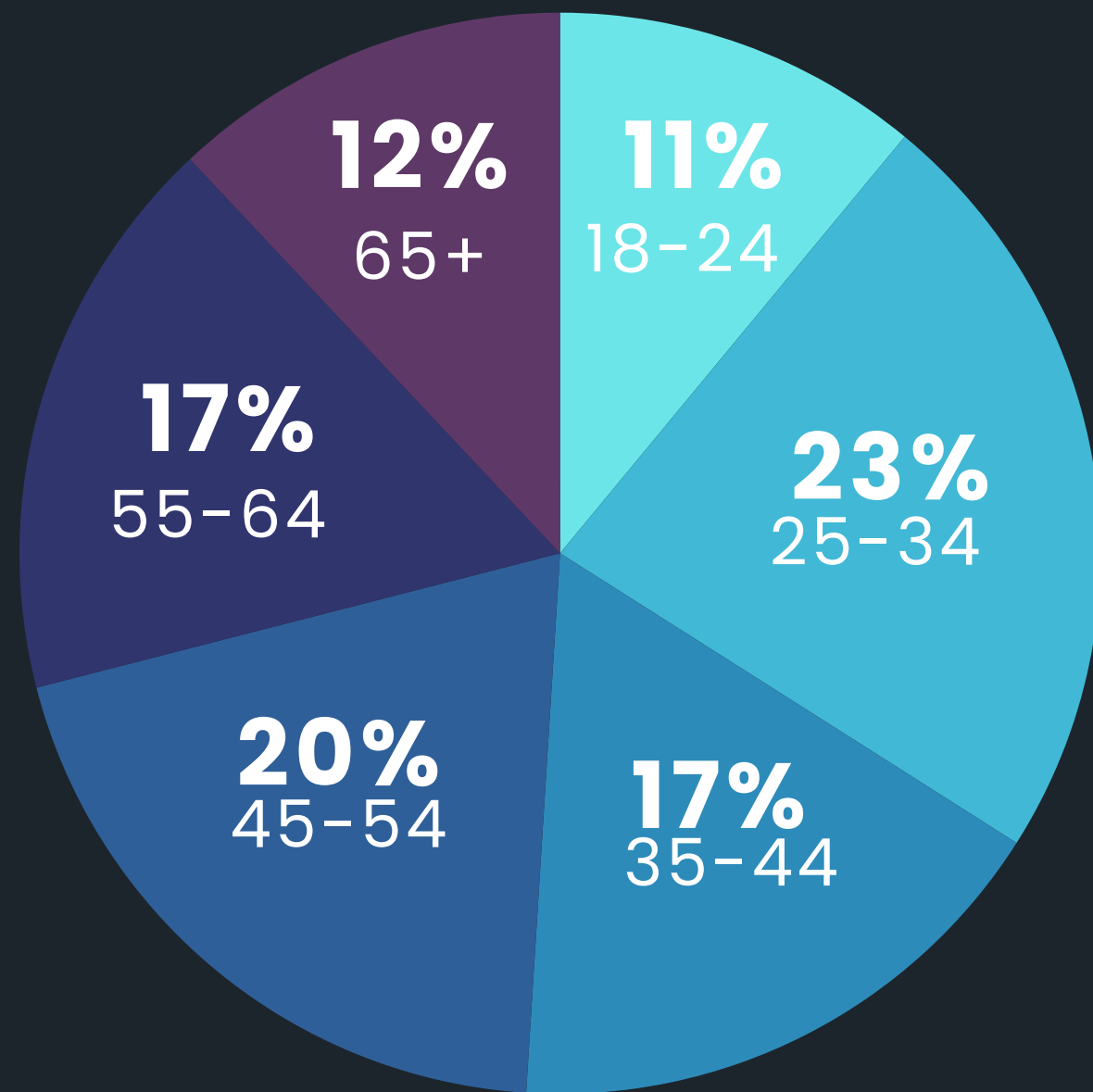
350+
Channels

GoodNight

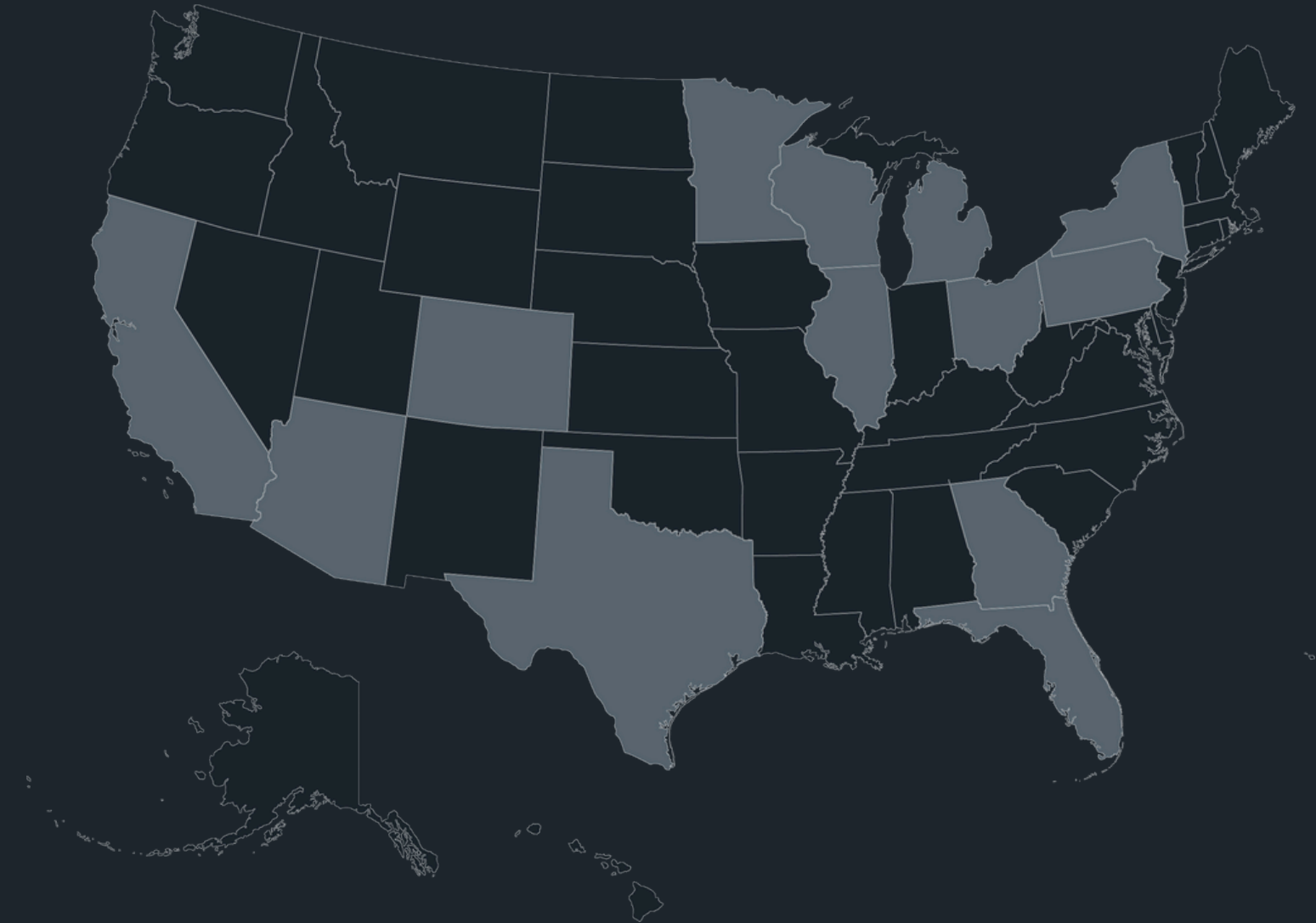
HOME WHEREVER YOU GO

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



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HOME WHEREVER YOU GO

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

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HOME WHEREVER YOU GO

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+

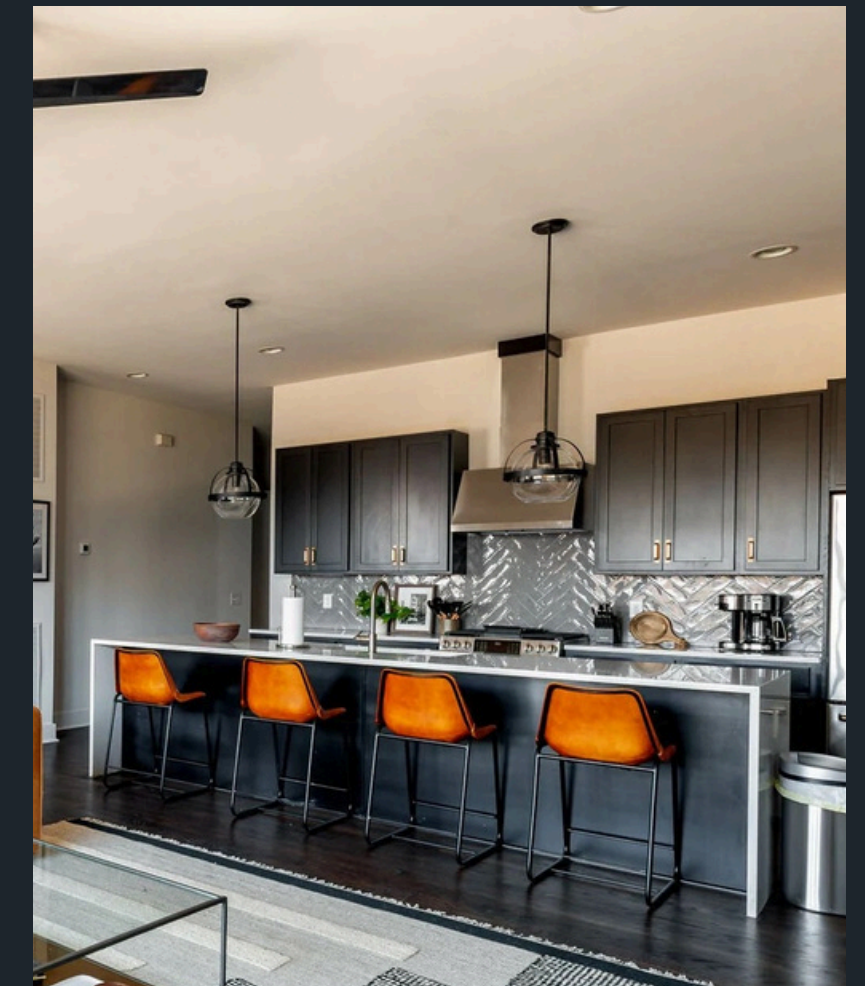
Local
Partnerships

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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:

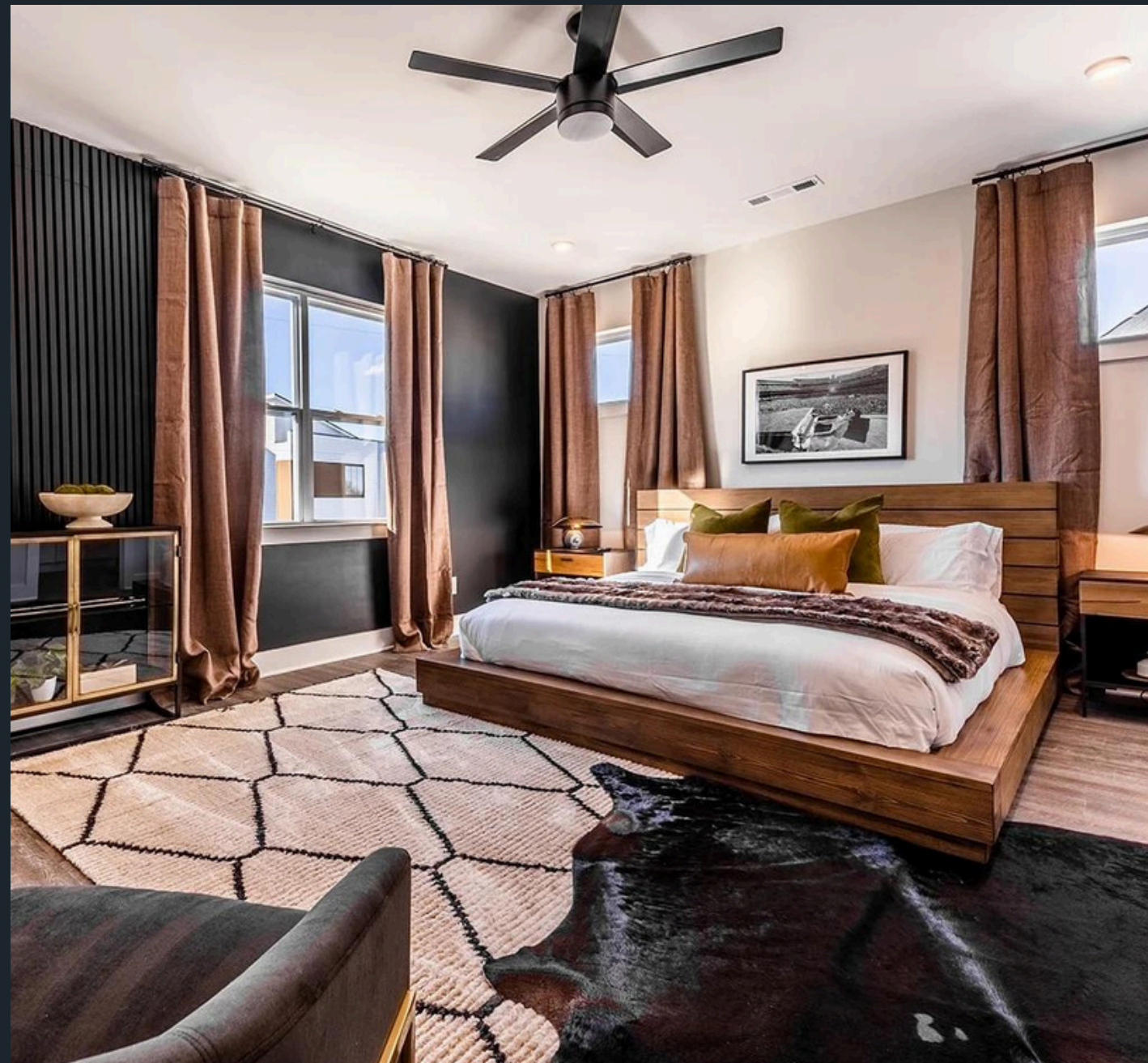
- Essential Package -
 - Budget-friendly but still delivers beautiful & functional results.
- Deluxe Package -
 - Includes upgrades & higher quality items. More high-end look and feel.
- Luxury Package -
 - More upgrades & higher quality items. Unique & unforgettable space.
- Each package comes with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

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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, 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.

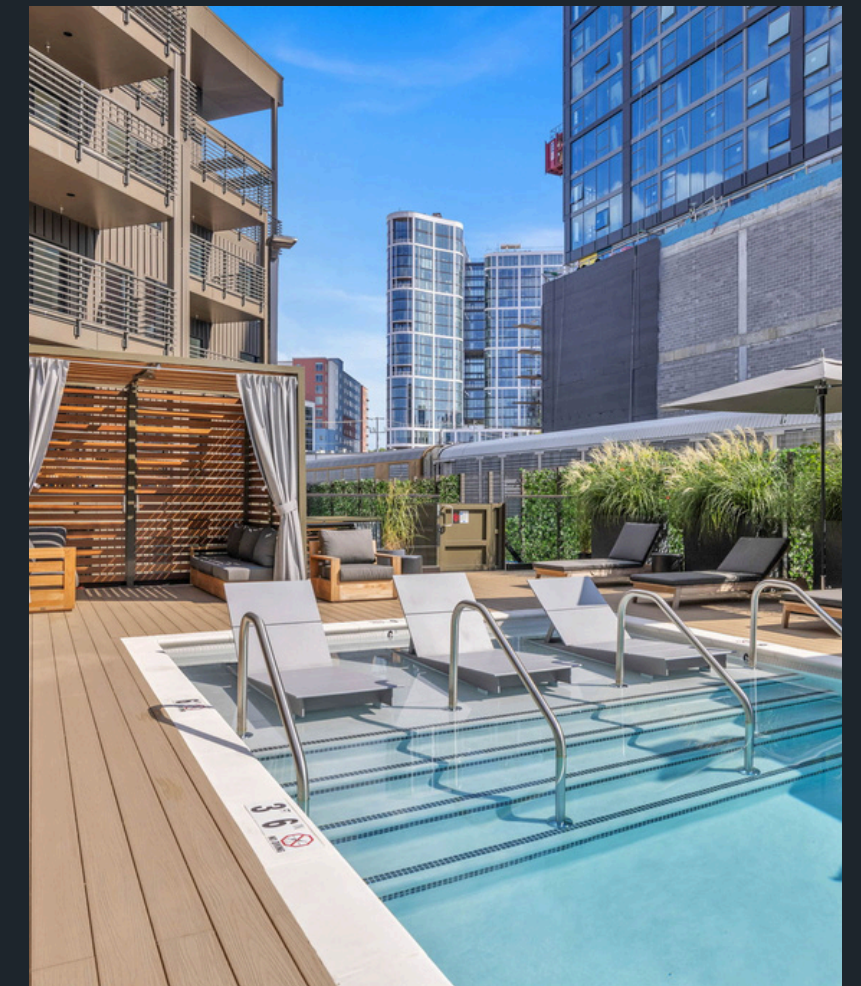
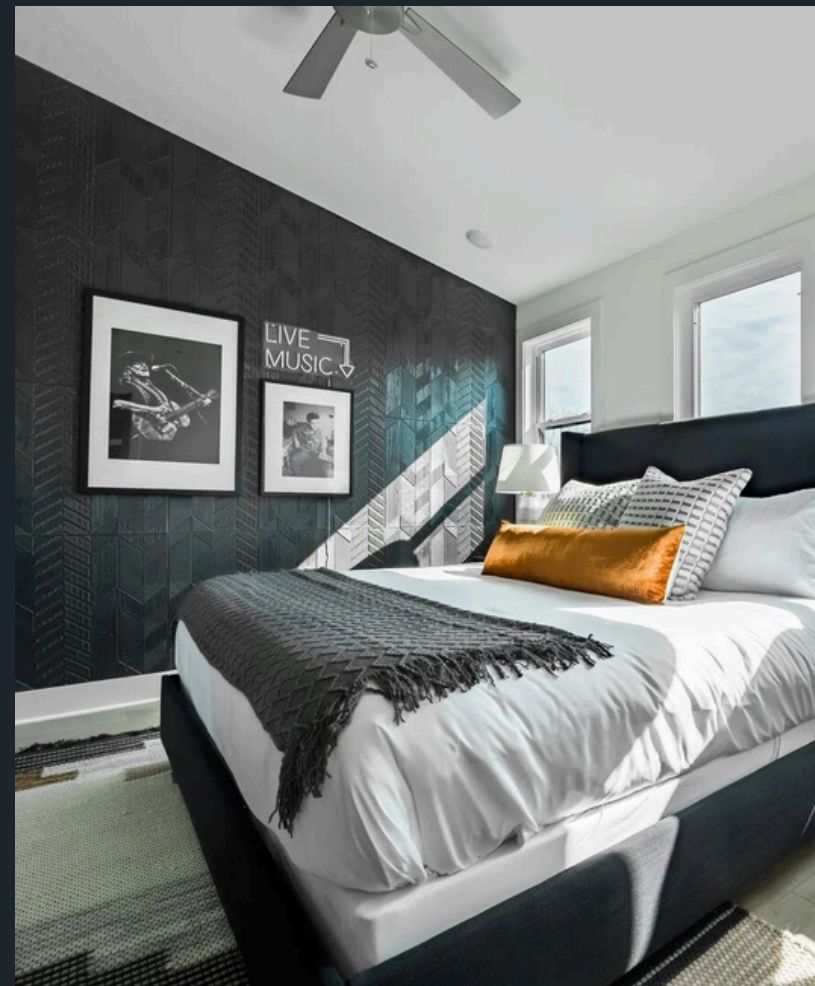
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GOODNIGHT FULL SERVICE

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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HOME WHEREVER YOU GO

COMPREHENSIVE GOODNIGHT STAY FULL SERVICE LIFECYCLE



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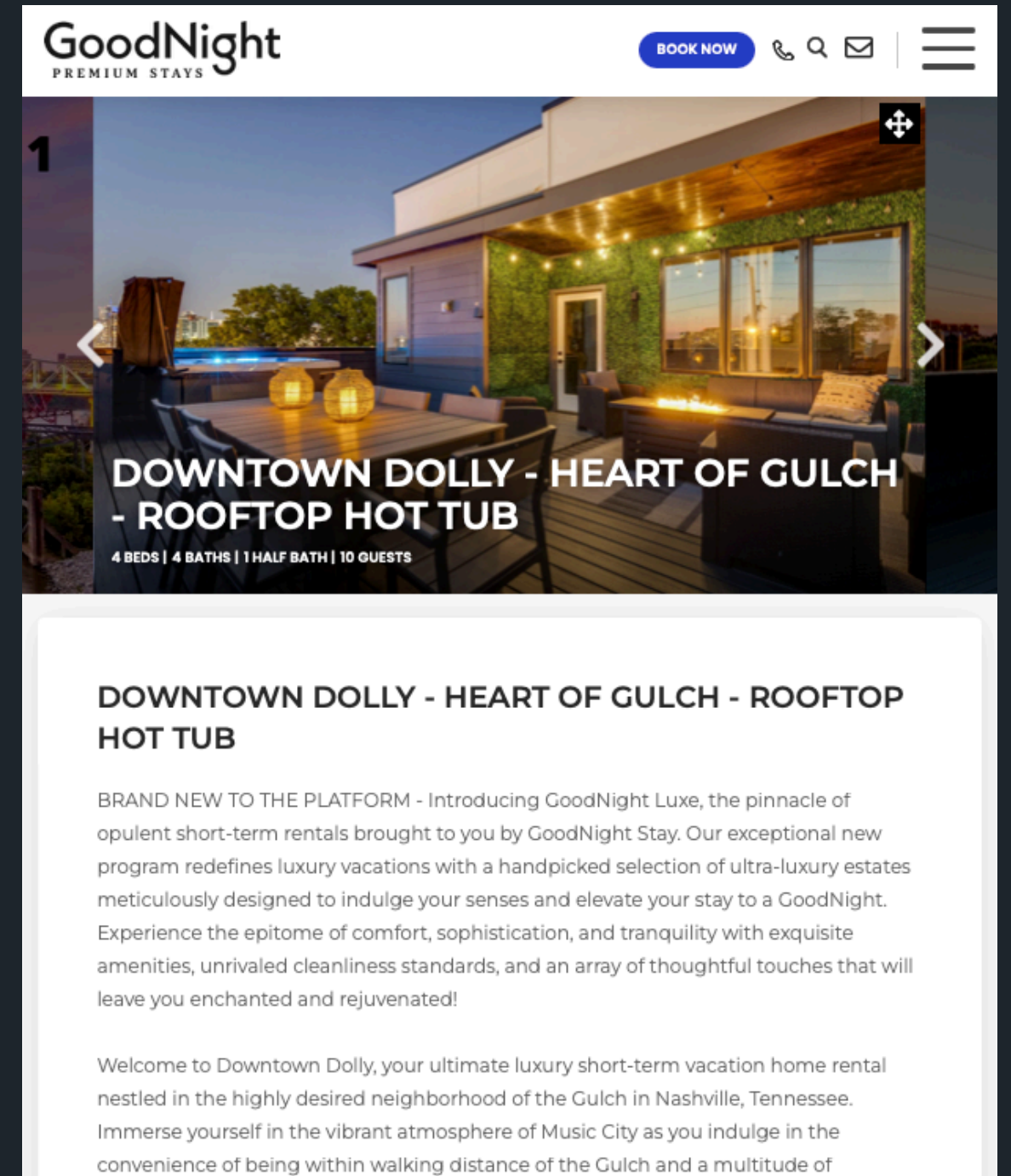
HOME WHEREVER YOU GO

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 mobile app interface for GoodNight Premium Stays. At the top, there's a navigation bar with the GoodNight logo, a 'BOOK NOW' button, and icons for phone, search, email, and a menu. Below the navigation is a large image of a rooftop patio with a hot tub, outdoor seating, and a view of Nashville. The title 'DOWNTOWN DOLLY - HEART OF GULCH - ROOFTOP HOT TUB' is overlaid on the image, along with the amenities '4 BEDS | 4 BATHS | 1 HALF BATH | 10 GUESTS'. Below the image is a text block describing the property as a brand new luxury short-term rental in the Gulch neighborhood of Nashville, Tennessee.

GoodNight
PREMIUM STAYS

BOOK NOW

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

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HOME WHEREVER YOU GO

2 REVENUE MANAGEMENT & DYNAMIC PRICING

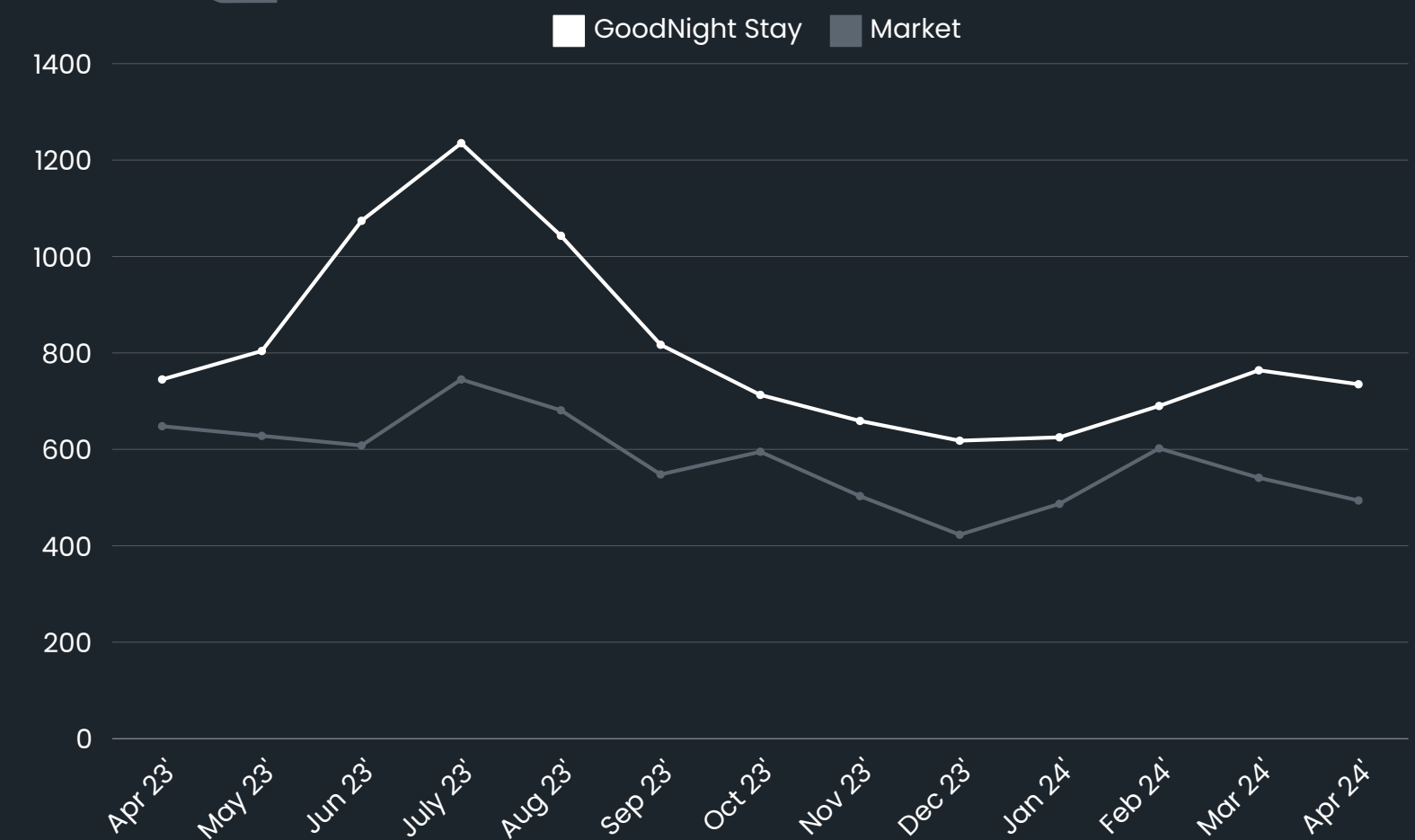
Dedicated Revenue Team to your project ensuring maximum REVPAR. Sophisticated data scraping ensures our understanding of our competitor's pricing, supply and demand, and unique case management.

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%
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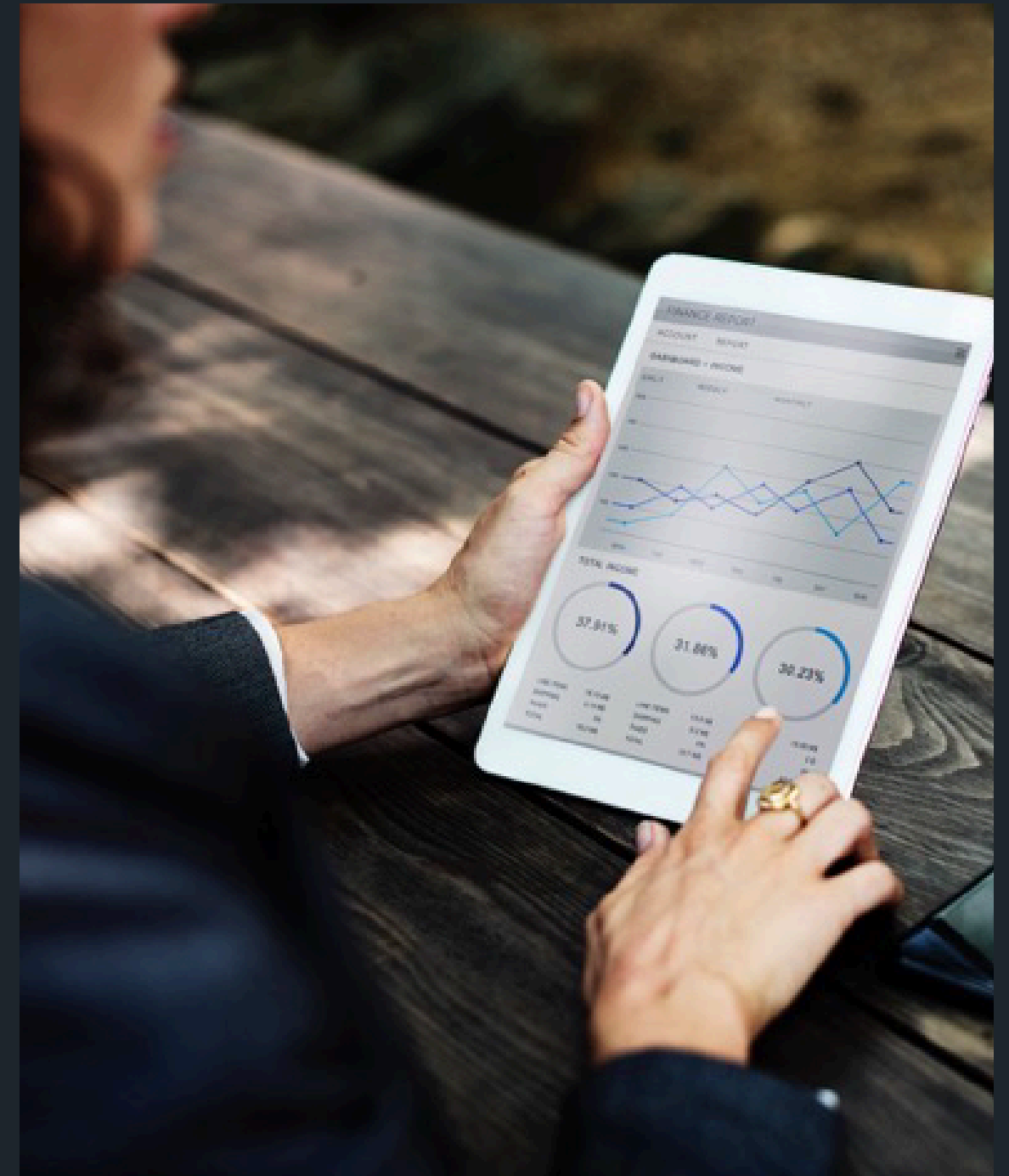
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HOME WHEREVER YOU GO

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.



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HOME WHEREVER YOU GO

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.



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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.



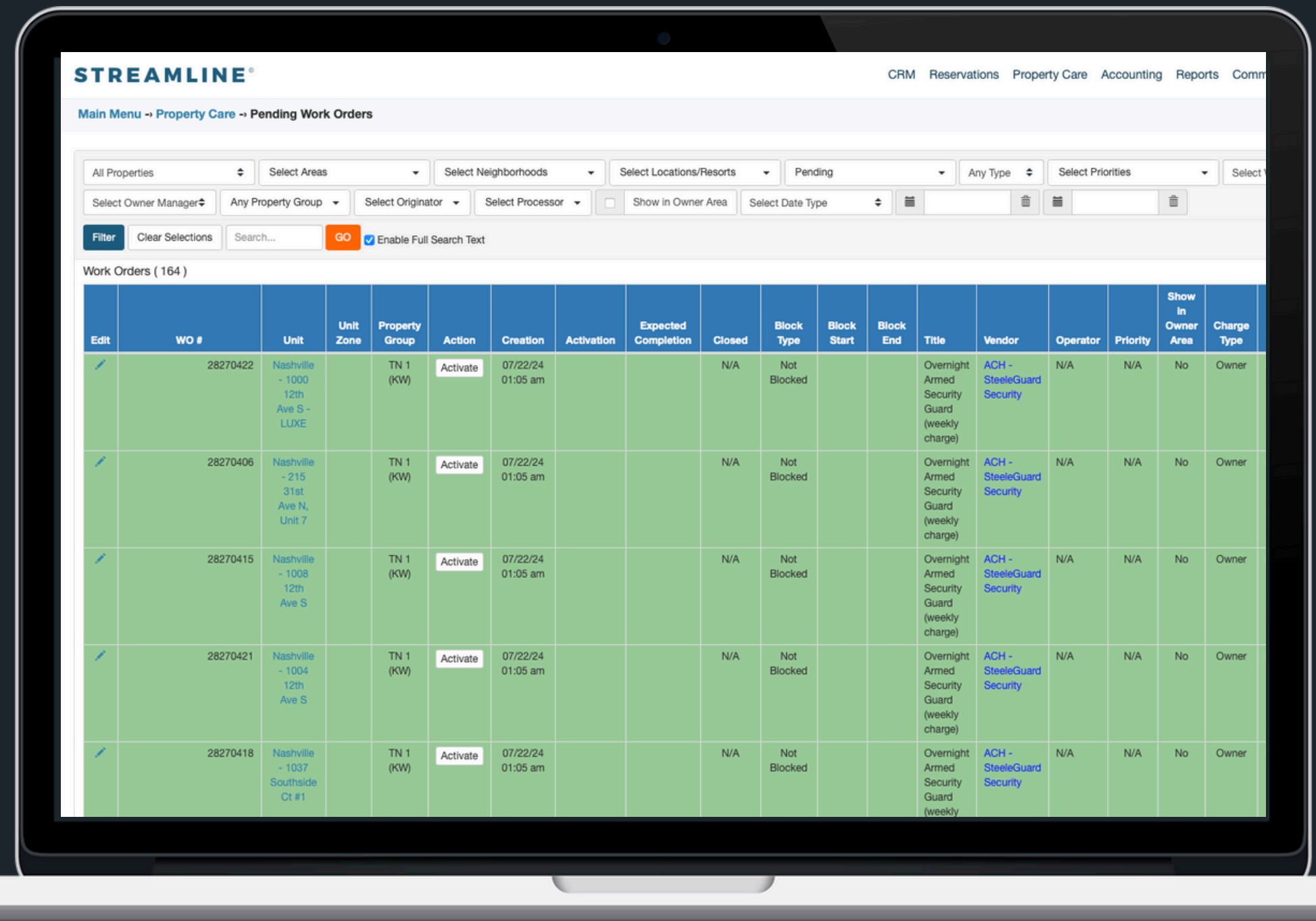
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HOME WHEREVER YOU GO

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.



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HOME WHEREVER YOU GO

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.



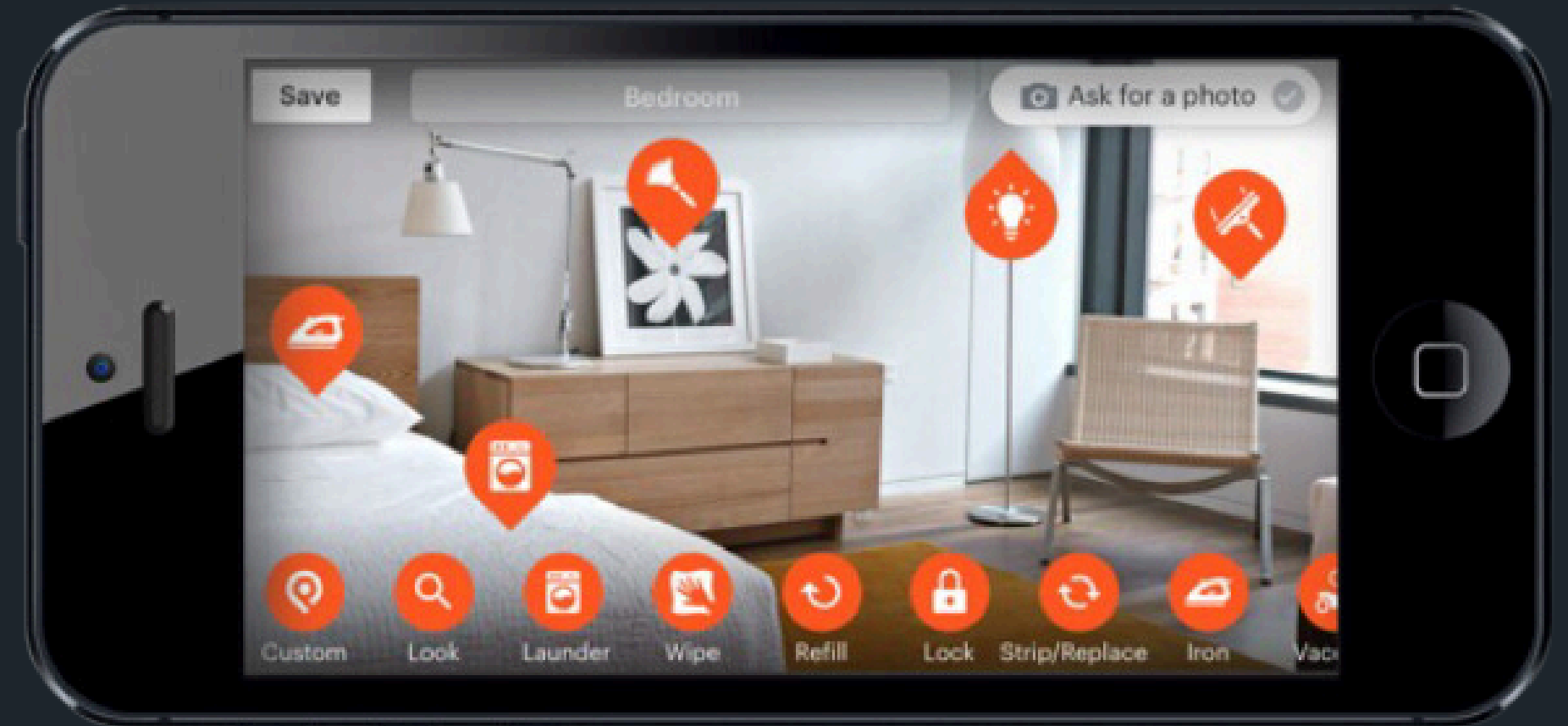
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HOME WHEREVER YOU GO

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.

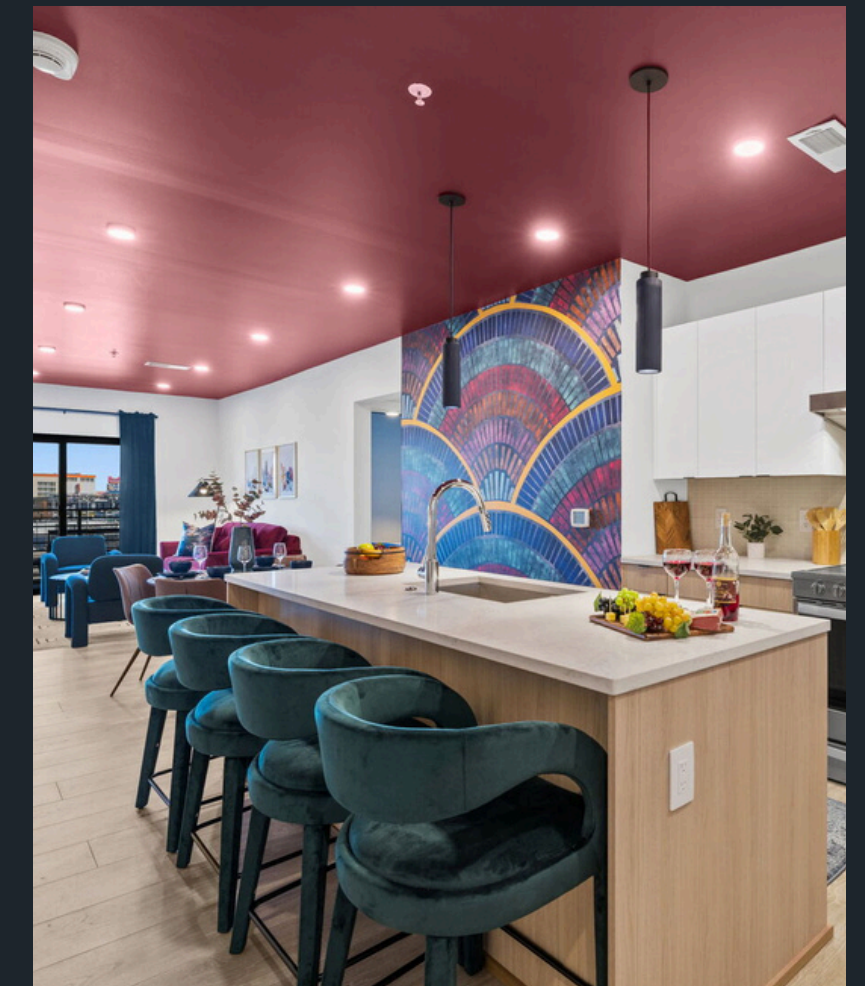
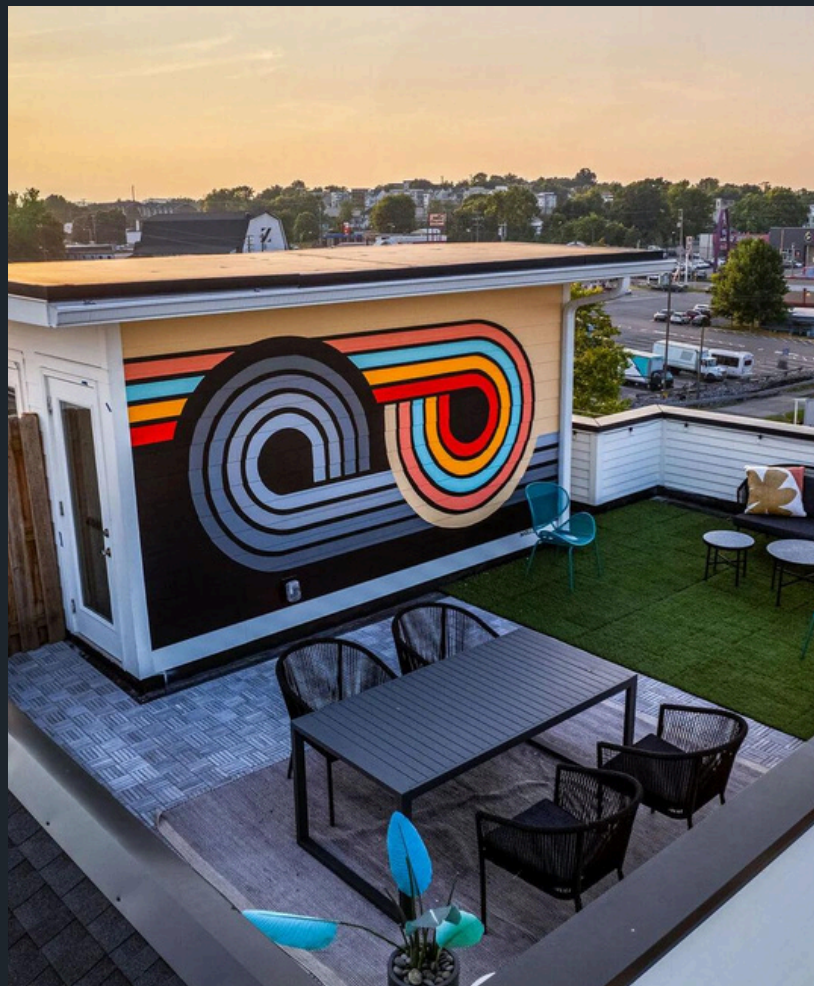


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GOODNIGHT TECHNOLOGY

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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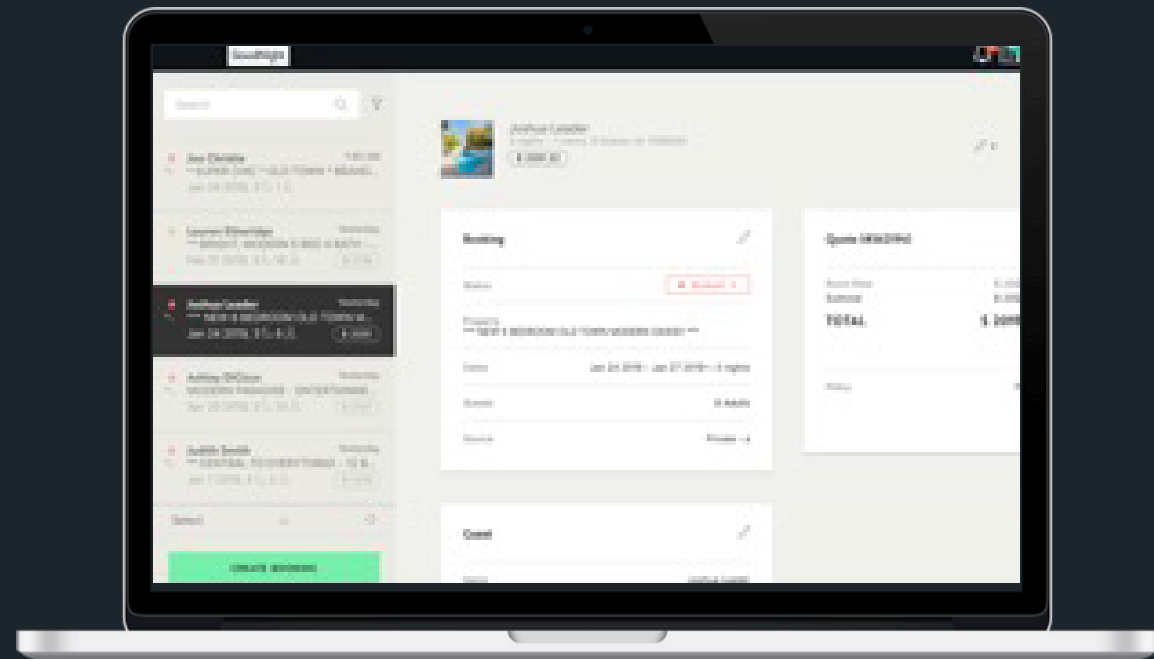
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GOODNIGHT TECHNOLOGY



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.

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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 TECHNOLOGY – ADDITIONAL SERVICES AVAILABLE

SECURITY

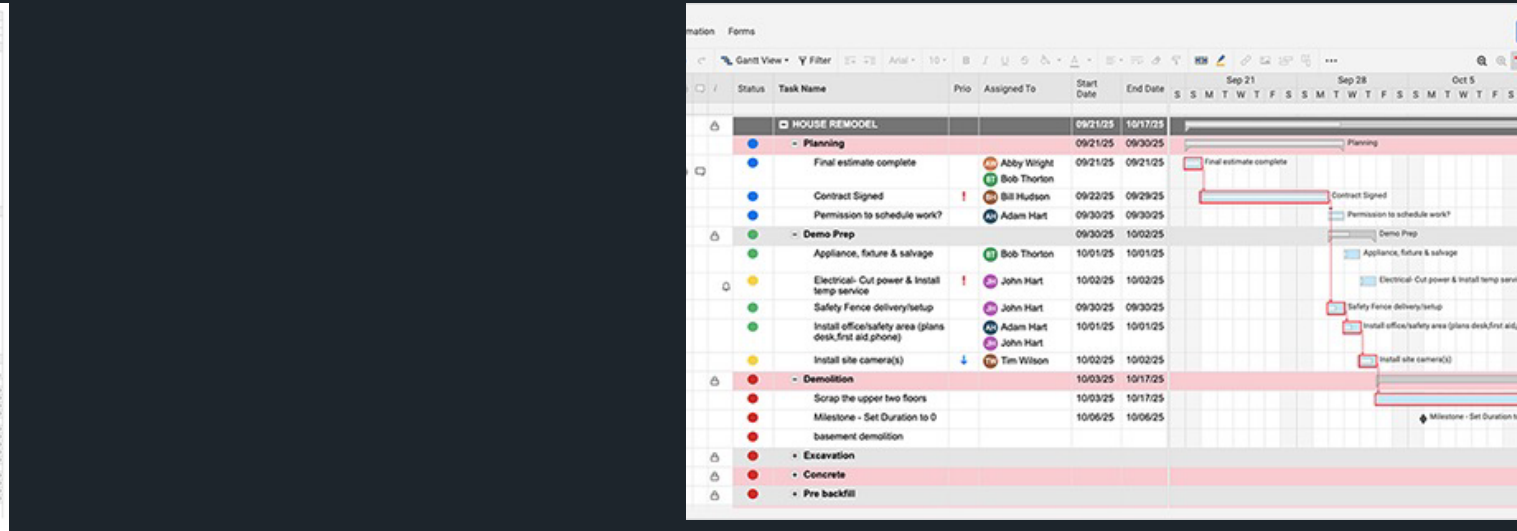
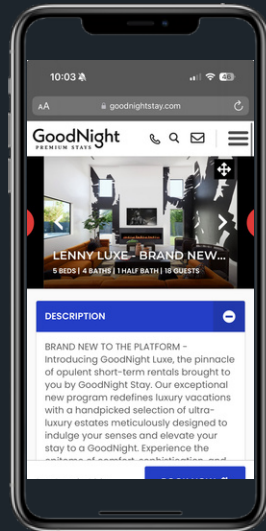
Our in-house security staff keeps your home safe and sound. We inspect the home every weekend night while it's occupied to ensure that the guests are good neighbors and that noise levels are kept to a minimum.



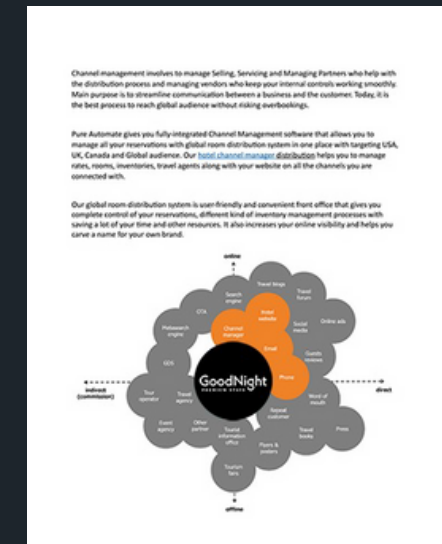
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GOODNIGHT PROCESSES AND PROCEDURES



Listing Deployment GNS PMS Onboarding Checklist Maintenance & Systems Review

Pricing Optimization Design Review STR Permitting Marketing Distribution

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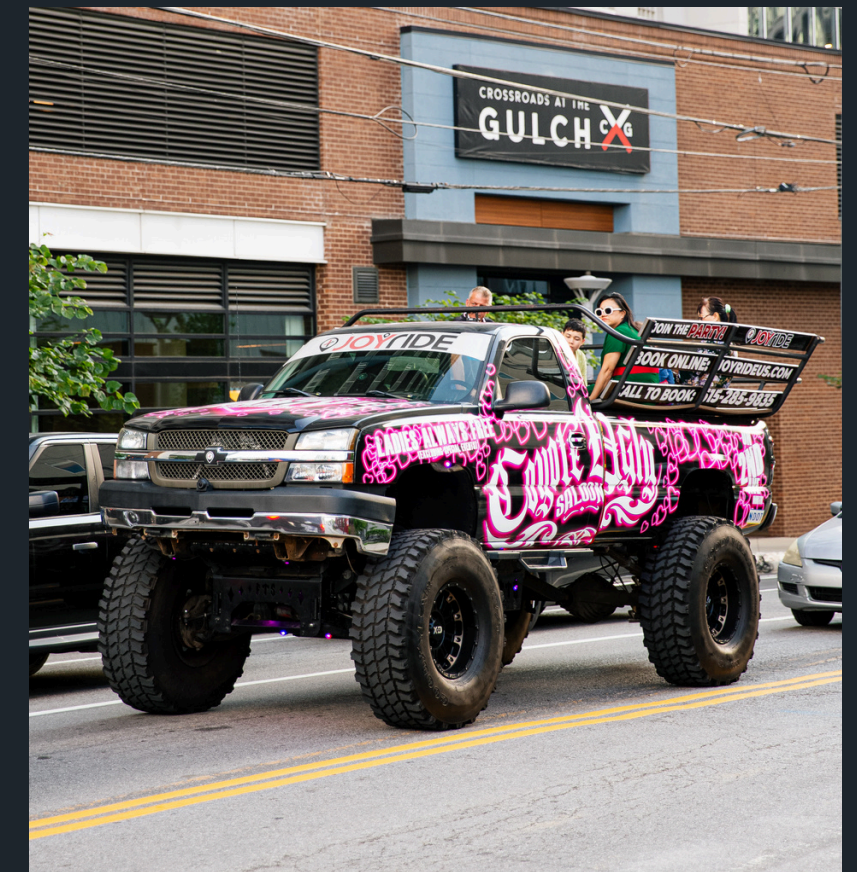
HOME WHEREVER YOU GO

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.



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HOME WHEREVER YOU GO

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.



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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:

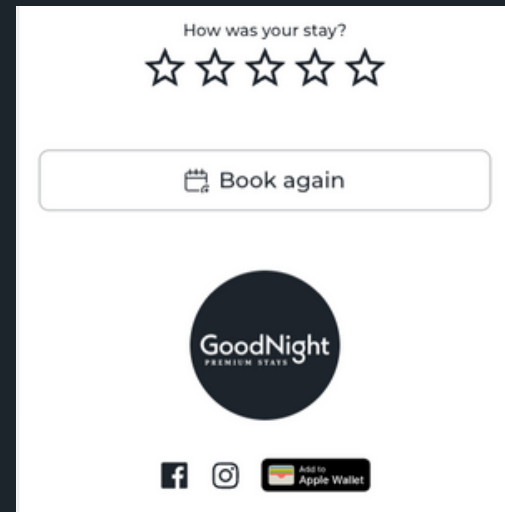
- Discounted Management
- Exclusive Dedicated landing page and highlight of your properties
- Combo Units
- Linen Program included
- Shorter Booking Time Frame
- Ideal for large group stays such as corporate retreats, family reunions, etc.



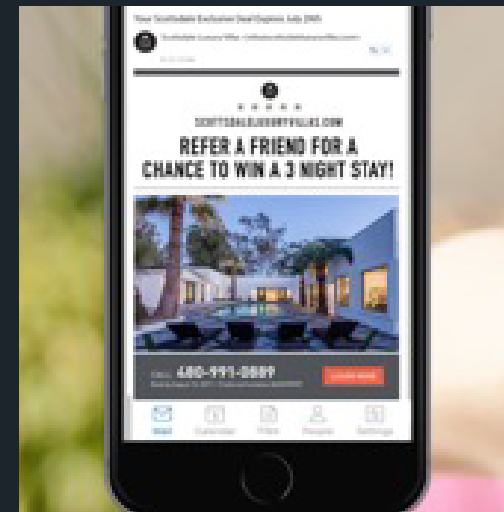
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HOME WHEREVER YOU GO

KEEP GUESTS COMING BACK FOR MORE



PROPRIETARY GUEST BOARDING PASS SYSTEM



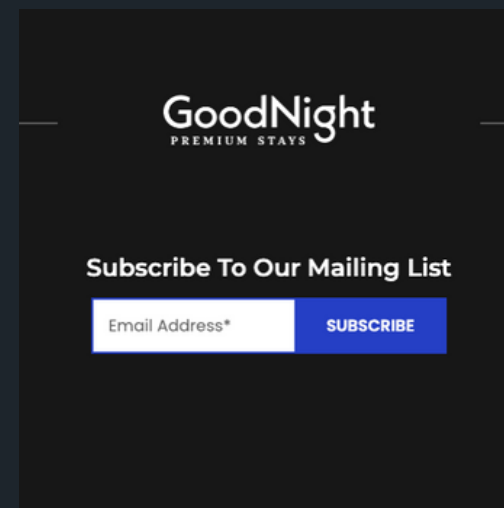
EMAIL ALL PAST GUESTS



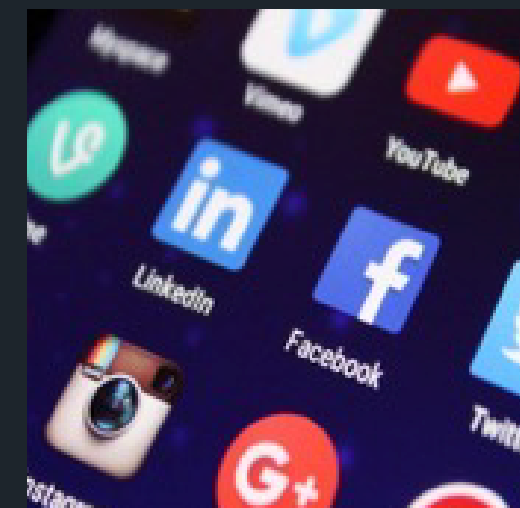
FOLLOW UP ON EVERY STAY



WEEKLY BLOGS ADDED TO OUR WEBSITE



EMAIL SUBSCRIBERS



SOCIAL MEDIA PRESENCE

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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)

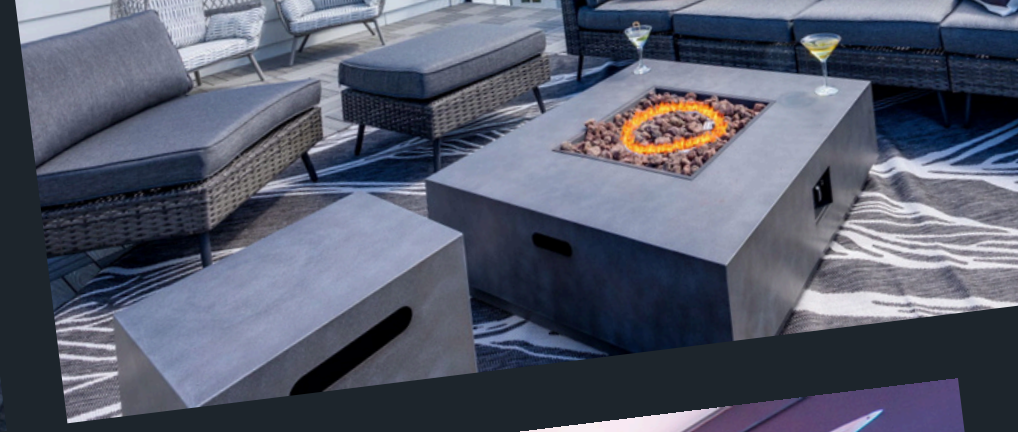
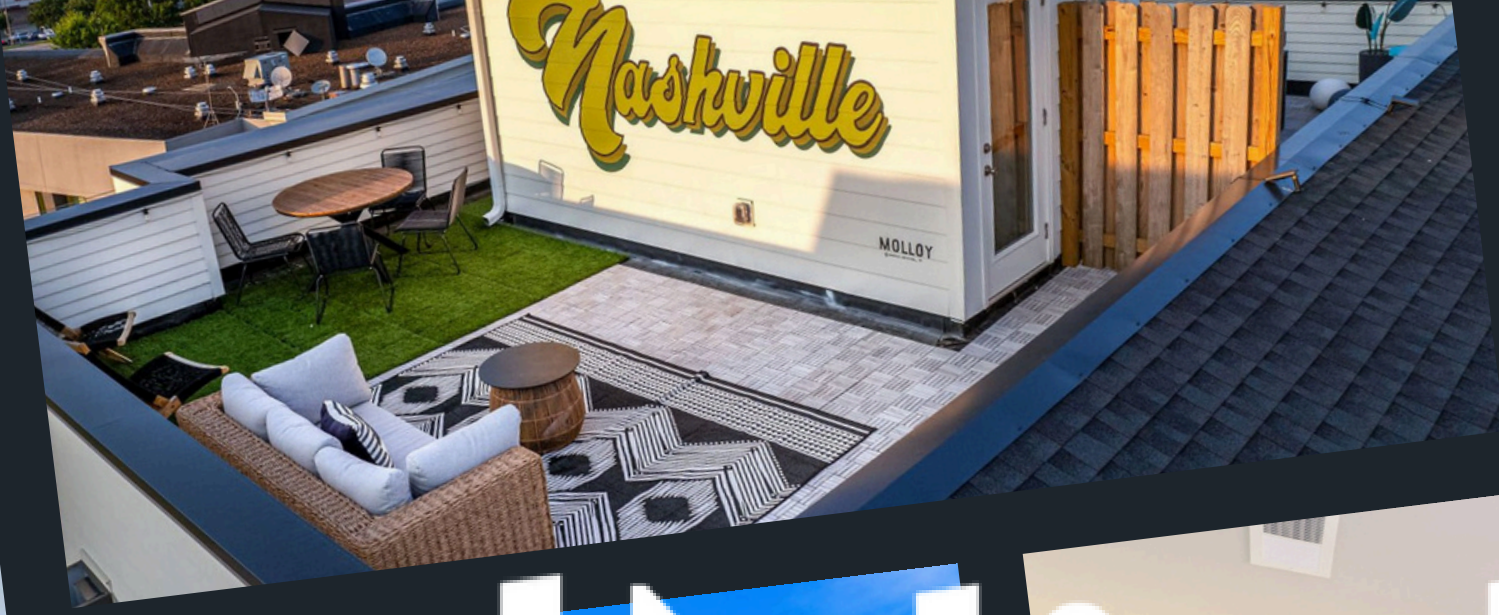
\$500M+

of Commercial
Real Estate Sold

Property
Management of
1,000+
UNITS

\$500M+
in rent collected

\$1B+
in assets
managed



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HOME WHEREVER YOU GO



THANK YOU

