



How To Use Your Data For Owner Retention

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Agenda

- **Building a foundation**
- **Onboarding**
- **Basic Analysis**
- **Communication**
- **Advanced Analysis**



Building a Foundation with New Owners



Owner Retention: Building A Foundation

Acquisition & New Owners

Establish a foundation of trust, transparency and understand of key metrics in the sales process and when onboarding

- Clear and Accurate rental projections
- Communicate metrics you can deliver
- Provide insight on the current market conditions

32459, USA

Average Property Details (Annual)

Rent Revenue	\$160,953
Average Daily Rate	\$1,074
Average Stay Revenue	\$6,711
Days Booked in Advance	138
Guest Nights Booked	149.9

Comp Criteria

Sourced from: One Year Back
Bedrooms: 5
Unit Type(s): House

Average Rent Revenue by Month





Onboarding Meeting | Get on the same page

Start with the Owner's Goals

If you can address these goals upfront, you can diffuse most concerns early in the conversation.

Be Honest About Realistic Expectations

If their goals aren't achievable, be respectful but direct. Meet the owner where they are and find a way to align reality with their goals.

Explain Market Conditions First

Start by discussing the broader market trends. Share what challenges your area is facing within the market and the opportunities that are on the table and align with their goals as well as your own.

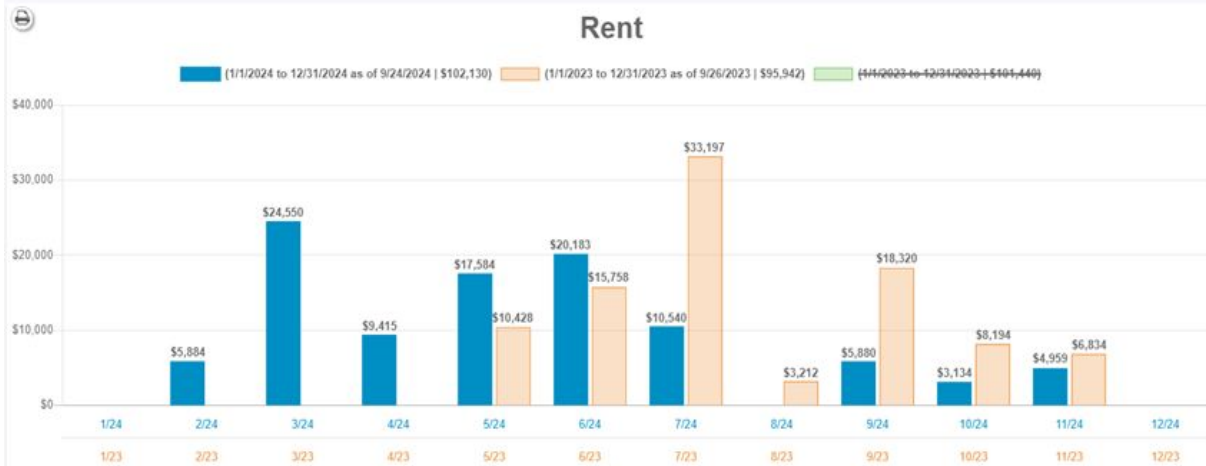
Now Bring it All Together

Bring together your initial expectations and the owners goal with reality. Set some short term and long term goals with the owner. Discuss which metrics you will share and measure to keep them informed.



Ongoing Communication: Build Trust with Your Owners

KPI	Current Year as of 9/24/2024	Minus One Year as of 9/26/2023	Minus One Year
Rent	\$102,130	\$95,942	\$101,440
Adjusted Paid Occupancy %	29.8%	44.0%	49.1%
Guest Checkins	18	17	19
Guest Nights	105	96	106
Owner Nights + Holds	14	48	50
Avg. Length of Stay	5.8	5.6	5.6



Highlights:

Having a report created that you can regularly provide your owners will save you time and build trust with your owners through consistency.

- Insight into Key Metrics
- Identify action items
- Share your plan
- Use clear visualization!

Celebrate the wins just as often as the opportunities!



Let's Look At a Basic Analysis Dashboard



Basic Analysis Dashboard | Key Takeaways

Year Over Year Performance

Provide a straight forward look at how the unit is performing for the year, quarter, or month.

- Share the top KPIs- Adjusted RevPAR, Adjusted Occupancy, ADR, Guest Nights, and Revenue

Performance Within The Market

Use high level DIRECT market data to show overall trends in similar inventory across their direct competitors and compare their unit if required.

- Use your Key Data “Market Benchmarking” report compared with the “Pacing Detail”

Booking Performance

Provide insight into booking trends for the year to communicate how their unit is progressing

- Focus on volume and timing of sales.
- Use you “Bookings By Date” or “Booking % of Change” reports.



Staying Informed and Ongoing Communication



Staying Informed: How To Keep Communication Open

Be Proactive

This is where we tend to miss as property managers. By the time our owners call us, we are in a reactionary mode. Stay ahead!

- Regularly analyze your portfolio
- Use the Key Data budgeting tool!
- Communicate and inform all your owners regularly
- Provide insight on the current market conditions
- Be Transparent

A proactive approach opens the door for collaborative problem-solving and long-term planning that aligns with homeowner expectations.

Unit		Apr 24	May 24	Jun 24	Jul 24	Aug 24
BM32BWL	✂️	\$0	\$0	\$0	\$8,894.78	\$8,241.81
BM34SWD	✂️	\$13,790	\$10,058.18	\$18,932.97	\$14,257.46	\$0
BM369OB	✂️	\$21,906.68	\$39,641.48	\$4,871.21	\$49,361.88	\$29,217.92
BM38SAN	✂️	\$16,392.1	\$7,175	--	--	--
BM391BM	✂️	\$1,096	\$7,771	\$16,846.8	\$6,062	\$5,052.9
BM41GP	✂️	\$9,960.8	\$11,027	\$26,465.08	\$30,777.78	\$8,383.29
BM44GRB	✂️	\$4,544.37	\$0	\$0	\$31,116.01	\$0
BM499OB	✂️	\$11,489	\$11,955.22	\$31,975.33	\$30,766.7	\$21,098.89
BM505OB	✂️	\$5,288.06	\$5,585	\$15,730.5	\$13,182.08	\$2,395.01



Staying Informed | How To Share Information With Owners

One on One Meetings OR Quarterly Business Reviews

Create a regular schedule to check in with your all owners or those who might require a little more than others

- Create owner profiles identifying which need higher touch communication

Custom Video Messages & Screen Recording

Send out shorter more personalized messages to segments of owners.

- Summarize performance and market conditions
- This adds a personal touch and is more likely to be viewed

Exclusive Homeowner-Only Newsletters

Share monthly or quarterly with insider information for your owners

- Add content like: market trends, local events, owner success stories, customer reviews.
- Add bonus content on “Tips from the experts” with education content

Quarterly Webinar

- Host a webinar for your owners and deliver high level information easier
- Consider inviting industry experts once a year.



Lets Walk Through An Advanced Analysis



Communication | Approaching Owner Conversations

Be Prepared

Know the data you are sharing. Taking at minimum 15 minutes to prepare what exactly you want to communicate with your owners. Leave time for action items at the end.

Meet Your Owners Where They Are

You have more insight compared to your owners. Listen to their concerns and hear them out. Bring them into the conversation rather than talking at them. If you can't explain something simply than work to improve your skill set.

Avoid Saying "No" Directly

Most homeowners, especially the ones worth keeping, respect your time but want reassurance that you prioritize their investment. The more you can share about your strategy and data sources, the more trust you'll build.

Be Accessible and A Partner



Using Data For Owner Retention: Key Takeaways

Build A Foundation

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Be Proactive

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Use Data To Educate

- Teach your owners from the start
- Regularly reference your KPIs
- Provide clear visualizations
- Make sure you can clearly communicate



Thank You!

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