



# Vacation Rental Property Management, Marketing, & Advisors

November 2024

PDF  
Version

VACATIONS  
4RENT



# Introduction, Overview & Agenda



- Founded in 2015
  - Lori & David Raun, Owners/Founders
  - Expertise with Market, Opportunity, Maximizing Revenue, Local Support Teams & Challenges
- Focused on Shasta Lake Recreation Area
  - 18 Homes Currently, Up to 220 Guests
  - Largest Lodging Organization around the Lake
    - Revenue & # of Guests
- Full-Service/Hands On Property Management
  - Vacation Rentals Only
  - We take care of everything, so you don't have to.
  - Increase Owner's Revenue and Net
  - Zero Upfront Costs, Setup Fees or Mark Ups
  - Our management fees offset by Revenue Growth
  - **Also...Consulting/Advising for Hire<sup>1</sup>**

- Strong Marketing to Pull in New Guests
  - Website, Social Media, Advertising, Outreach
  - A must in a Saturated Vacation Rental Market
  - Produce 2x-4x the area average for Revenue
- Large Clientele of Returning Guests
  - Over 900 Returning Guests
  - 35K Visitors/Month to Website
- Our Branding
  - Shasta Lakeshore Retreat – The Homes
  - Vacations 4 Rent – Our Services

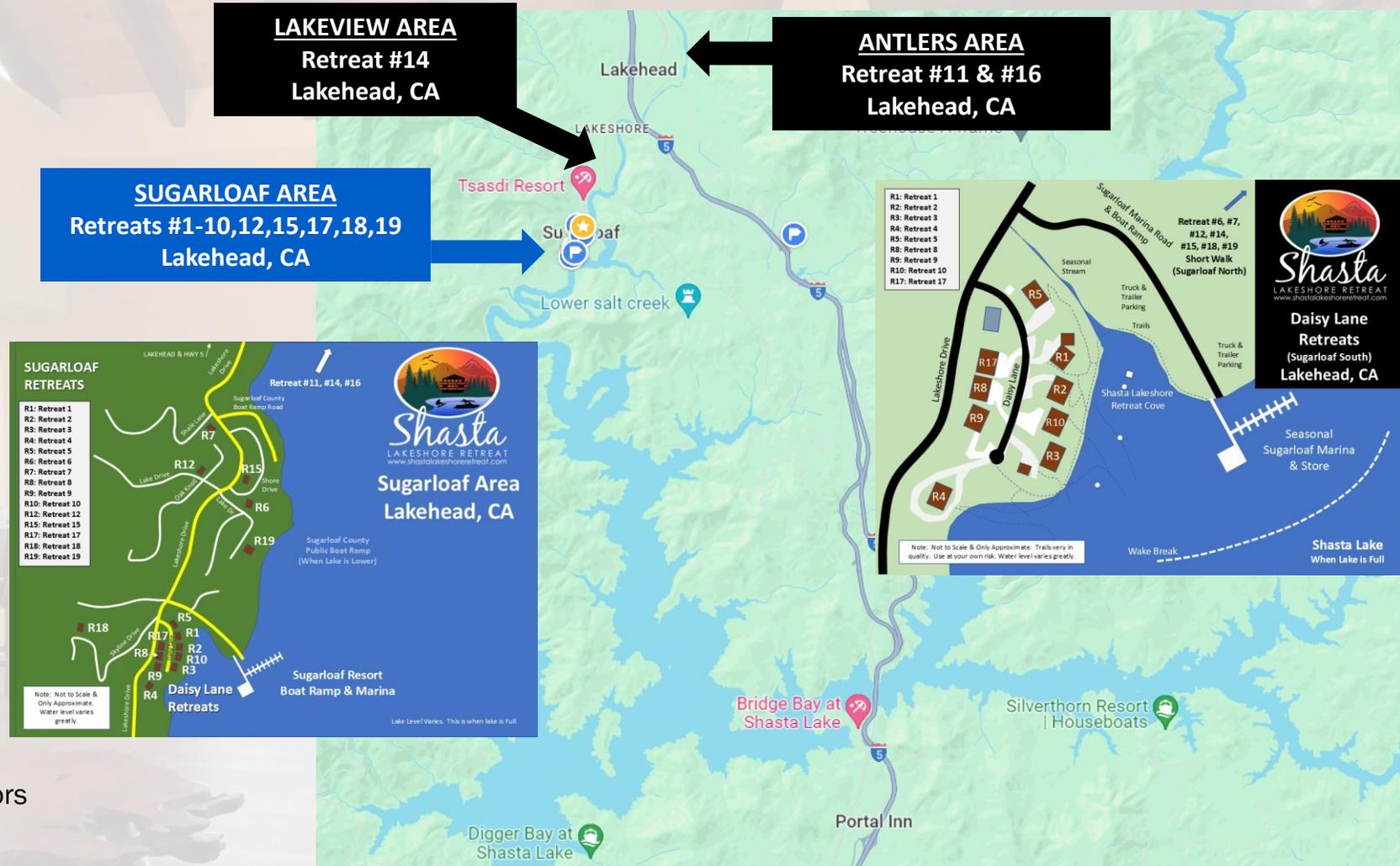


1. If you prefer to do yourself but want some help.

# Current "Retreat" Collection



- 18 Homes
  - Top Revenue Generators in the Area
- 2-6 Bedrooms
  - All Single-Family Homes
- All in Lakehead, CA
  - May consider other neighboring areas
- Features Depending on the Home:
  - Lakefront, Lakeview, Mountain View
  - Next to Marina/Boat Ramps
  - Hot Tubs
  - Game Rooms, Media Rooms,
  - Kayaks/Paddle Boards, etc.
  - Dual Family Rooms for Multiple Families
  - Large View Decks
  - Privacy
- Owners:
  - 2 Homes: Dave & Lori
  - 15 Homes: Family, Friends, Neighbors



# Join the “Retreat” Collection

- Whether your home is similar or not to our current collection of homes, we are interested in talking to you
- Interested in:
  - Clean, Well-Maintained Homes/Cabins/Cottages
  - Any size
  - Around Shasta Lake
  - Owners that we can work with closely (Key)
    - Life is too short to not work with people you like
- Let's Discuss
  - How we can bring your home's special unique characteristics out to maximize bookings
  - We will tell you what we think we can and can't do
- Full Year Model
  - Willing to Consider a Memorial Day to Labor Day Only Model



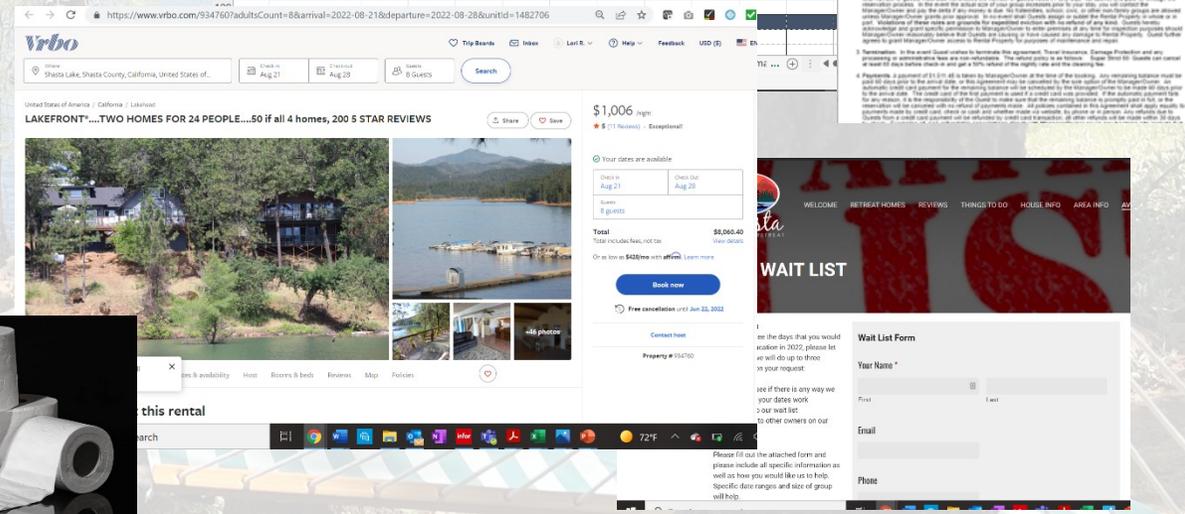
# Full Service for Owners



- Proactive Marketing to Bring in New Guests
- All Guest Interface & Communications
  - Direct, VRBO, Airbnb, & Others
- 24/7 Crisis Management
  - Plumbing, Air Conditioning, Power Outages, etc.
- Financial Transactions & Expense Tracking
  - Monthly Statements & Owner Payments
  - Tax Prep
- Cleaning Coordination
- Yard Maintenance & Repairs
- Supplies
  - Toilet Paper, Paper Towels, etc.
  - We purchase in bulk with no mark up to owners
  - Storage Facility with Everything as Needed (now 100 items)
- Guest & Pet Screening plus Rental Agreement
  - Signed Rental Agreement & Security Deposit Required
- Dynamic Pricing
- Large Party Coordination
  - Up to 220 guests



	Thurs	Fri	Sat	5 Days	6 Days	7 Days
Jan 2022	\$ 294	\$ 371	\$ 371	\$ 1,623	\$ 1,916	\$ 2,210
Feb 2022	\$ 294	\$ 371	\$ 371	\$ 1,623	\$ 1,916	\$ 2,210
Mar 2022	\$ 294	\$ 371	\$ 371	\$ 1,623	\$ 1,916	\$ 2,210
Apr 2022	\$ 349	\$ 482	\$ 482	\$ 1,982	\$ 2,301	\$ 2,620
May 2022	\$ 438	\$ 371	\$ 371	\$ 371	\$ 438	\$ 571
100 2022 1st Half June	\$ 631	\$ 520	\$ 520	\$ 520	\$ 631	\$ 631
101 2022 2nd Half June	\$ 705	\$ 609	\$ 609	\$ 609	\$ 705	\$ 705
102 2022 July	\$ 705	\$ 609	\$ 609	\$ 609	\$ 705	\$ 705
103 2022 1st Half August	\$ 705	\$ 609	\$ 609	\$ 609	\$ 705	\$ 705
104 2022 2nd Half August	\$ 631	\$ 520	\$ 520	\$ 520	\$ 631	\$ 631
105 2022 September	\$ 520	\$ 371	\$ 371	\$ 371	\$ 520	\$ 586
106 2022 October	\$ 349	\$ 319	\$ 319	\$ 319	\$ 349	\$ 482
107 2022 November	\$ 294	\$ 294	\$ 294	\$ 294	\$ 294	\$ 371
108 2022 December	\$ 294	\$ 294	\$ 294	\$ 294	\$ 294	\$ 371



We take care of everything for the owners so when you do visit, there is nothing to do other than enjoy your vacation home at the lake.

# Its all about the Guest Experience



- 900+ Five Star Reviews
  - Average over 4.97 out of 5.0
- Clean and Well-Maintained Retreats
- Guest Communications
  - Calls, Texts, E-Mails, Welcome Book<sup>1</sup>, Website, and more...
- Transparency, Avoid Misunderstandings
- 24/7 Support & Crisis Management
  - We go beyond, way beyond!
- Welcome Gift Basket
  - Welcome Card, Bottle of Wine, Logo T-Shirts/hats, Cups, etc.
- Recommendations on Things to Do
  - Loaded Website



*"This vacation was our best ever, we loved the home, service and we will be back next year"*

1. See next 2 pages.

# Guest Welcome Book



- Over 100 Pages, Updated Monthly
- Sent to guest at time of booking & again before arrival
  - Referenced throughout process & stay as needed
- Everything Guests need to know and more...
  - Detailed Information on Homes (how to work TV, Internet, etc.), Floor Plans, Bedding, Amenities, Directions, Rules, Cautions, Maps, Parking, Lake Level Dynamics, Cancellation Policy, Marinas, Boat Ramps, Boat Rentals, Things to do, Places to Eat, and much more
- Avoids Guest Frustration & Misunderstandings
  - And Protects Owners/Managers

- Printed version at the House
  - Updated version always online
  - Ask Dave/Lori for a Copy

**Shasta**  
LAKESHORE RETREAT  
www.shastalakeshoreretreat.com

**WELCOME**  
Information  
Updated 6-5-2024\*

**IMPORTANT:** Thank you for booking your vacation with us at the Shasta Lakeshore Retreat. Our objective is to make sure you have a fantastic and safe vacation. To help with this... 1. Please read this document carefully within 24 hours of your booking to make sure there are no misunderstandings and again before departing for your vacation to help you plan. 2. In addition to this document, which is common for all the Retreats, please go to the dedicated section on our incredibly detailed website to understand more about the specific home you booked. Any concerns, you can cancel for full refund if done within 24 hours of your booking or more than 60 days prior to your arrival. 3. Please also fill out and sign the electronic rental agreement and security deposit. If you have any questions or concerns, please let us know as soon as possible. We hope this document and our website is helpful. Please scan for the latest version as the paper version at the home is usually out of date.

\* LATEST VERSION ON WEBSITE. Gets out of date quickly. (SCAN with Phone)

Shasta LAKESHORE RETREAT

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Visit [www.shastalakeshoreretreat.com/Welcome-Retreat](http://www.shastalakeshoreretreat.com/Welcome-Retreat) for latest version. [Back to Table of Contents](#)

# Property Management Platform

- OwnerRez (OR)
  - Most powerful platform in the vacation rental industry
- Direct Bookings with Guests
  - Saving Guests & Owners High Listing Site Fees
  - A must in a Saturated STR Market
  - Returning Guests just come back to us and do not look at other options in the area
- Owners
  - On-Line Portal
    - Bookings, Expenses including Scanned Receipts, Comparisons to Past Years, and more
    - Allows Owners to Reserve Home for Personal Use
  - Monthly Statements & Payments
  - Tax Prep (Lodging & Personal)
    - Statements & Scanned Receipts
  - E-mail Booking Alerts
  - Guest Damage Insurance
    - \$3K for Damages & \$1M Liability



- Management/Guest Interface
  - Manage/Communications with Direct Bookings and listing sites like VRBO/Airbnb
  - Single Calendar in OR syncs with VRBO/Airbnb
  - Guest Comprehensive Rental Agreement
  - Avoid Misunderstandings & Protect Owners/Management
  - Security Deposit
    - In our Control \$1000-\$2500
  - Communications with Cleaners plus Yard & Maintenance Crew (Handyman)

# Owner Statements from Platform



## Statement for July 2023

Owner:

### Bookings

Retreat #

Booked On	Arrival	Departure	Booking	Gross	Taxes	Non Comm.	Net for Comm.	PM	Pre-Deducted	DP	Owner	Guest Paid	Can Remit	Already Remitted	Remitting Now
Jan 6, 2023	Jul 3, 2023	Jul 6, 2023	ORB6854380 - David Martinson	\$2,781.50	\$252.86	\$370.86	\$2,157.78	\$647.33	\$0.00	\$0.00	\$2,134.17	100%	\$2,134.17	\$0.00	\$2,134.17
Jan 3, 2023	Jul 6, 2023	Jul 11, 2023	ORB6832636 - Sarah Rocha	\$4,055.22	\$368.66	\$508.20	\$3,178.36	\$953.51	\$0.00	\$0.00	\$3,101.71	100%	\$3,101.71	\$0.00	\$3,101.71
Oct 2, 2022	Jul 11, 2023	Jul 16, 2023	ORB6365667 - Jill Hartman	\$3,750.00	\$340.91	\$200.00	\$3,209.09	\$962.73	\$0.00	\$0.00	\$2,787.27	126.67%	\$2,787.27	\$0.00	\$2,787.27
Feb 19, 2023	Jul 16, 2023	Jul 21, 2023	ORB7240002 - Amanda Reyes	\$3,831.40	\$348.31	\$317.78	\$3,165.31	\$949.59	\$0.00	\$0.00	\$2,881.81	100%	\$2,881.81	\$0.00	\$2,881.81
Nov 12, 2022	Jul 21, 2023	Jul 28, 2023	ORB6575959 - Todd Carr	\$4,921.51	\$447.41	\$345.73	\$4,128.37	\$1,212.11	\$0.00	\$0.00	\$3,709.40	100%	\$3,709.40	\$0.00	\$3,709.40
<b>Totals:</b>				<b>\$19,339.63</b>	<b>\$1,758.15</b>	<b>\$1,742.57</b>	<b>\$15,838.91</b>	<b>\$4,725.27</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$14,614.36</b>		<b>\$14,614.36</b>	<b>\$0.00</b>	<b>\$14,614.36</b>

### Expenses

Retreat #

Paid On	Description	Amount	Already Reimbursed	Reimbursing Now
Jul 3, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB6854380 - David Martinson at Retreat #4	\$200.00	\$0.00	\$200.00
<b>Totals:</b>		<b>\$1,214.05</b>	<b>\$0.00</b>	<b>\$1,214.05</b>

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Paid On	Description	Amount	Already Reimbursed	Reimbursing Now
Jul 3, 2023	Additional Cleaning Fee for Pets Paid to Diane. SLR removed commission \$28.50 +owner contribution of \$11.50. Reservations made before & Arrival after May 12, 2023 Associated with booking Booking # ORB6854380 - David Martinson at Retreat #4	\$40.00	\$0.00	\$40.00
Jul 4, 2023	Airbnb host fee Associated with booking Booking # ORB6854380 - David Martinson at Retreat #4	\$75.86	\$0.00	\$75.86
Jul 6, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB6832636 - Sarah Rocha at Retreat #4	\$200.00	\$0.00	\$200.00
Jul 6, 2023	Additional Cleaning Fee for Pets Paid to Diane. SLR removed commission \$28.50 +owner contribution of \$11.50. Reservations made before & Arrival after May 12, 2023 Associated with booking Booking # ORB6832636 - Sarah Rocha at Retreat #4	\$40.00	\$0.00	\$40.00
Jul 11, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB6365667 - Jill Hartman at Retreat #4	\$200.00	\$0.00	\$200.00
Jul 16, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB7240002 - Amanda Reyes at Retreat #4	\$200.00	\$0.00	\$200.00
Jul 18, 2023	Stripe Fee Associated with booking Booking # ORB6575959 - Todd Carr at Retreat #4	\$8.19	\$0.00	\$8.19
Jul 21, 2023	Cleaning Fee Paid by Shasta Lakeshore Retreat to Diane Cleaning Service Associated with booking Booking # ORB6575959 - Todd Carr at Retreat #4	\$200.00	\$0.00	\$200.00
Jul 21, 2023	Additional Cleaning Fee for Pets Paid to Diane. Price increase covers \$25 (\$21.25 after SLR Fee), SLR covered \$18.00 by reducing fee, Owners paying \$10.75. If two pets, Owner net increases \$17. Reservations made after 5/12/2023 Associated with booking Booking # ORB6575959 - Todd Carr at Retreat #4	\$50.00	\$0.00	\$50.00
<b>Totals:</b>		<b>\$1,214.05</b>	<b>\$0.00</b>	<b>\$1,214.05</b>

### Notes

July 2023 Statement. Will add any other expenses by September.

### Statement Totals

Total Bookings	\$14,614.36
Total Expenses	\$1,214.05
<b>Grand Total</b>	<b>\$13,400.31</b>



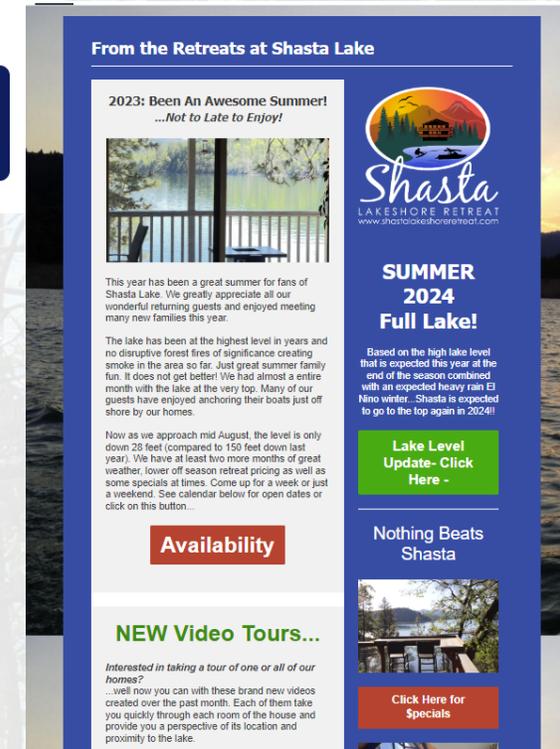
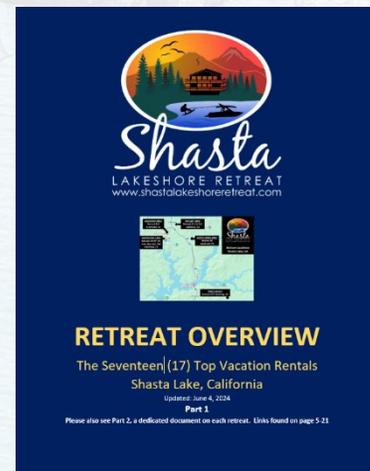
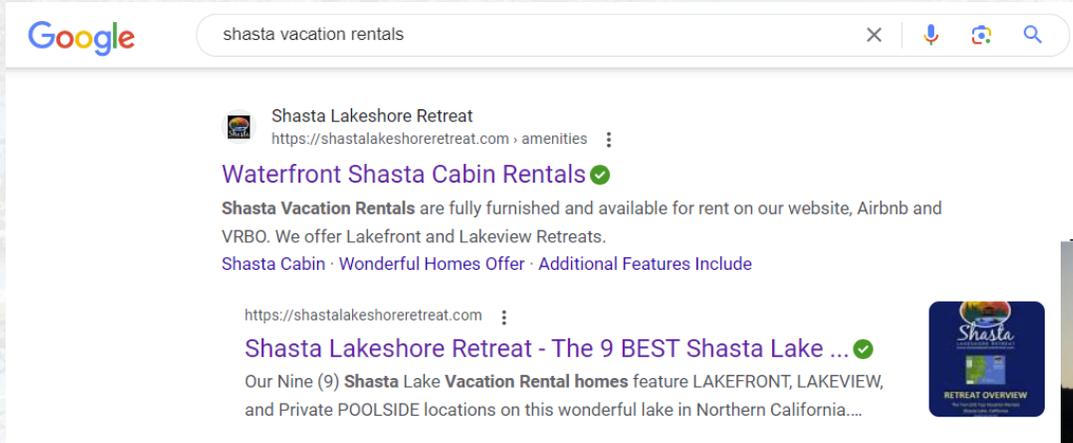
- Page 2 -

Owner Statements are Produced Monthly. Check is sent to Owner at the End of the Month along with the Detailed Financial Statement.

# Proactive Marketing Overview



- Website
  - 35K Visitors/Month, #1 in County
  - Brochures & Hi-Impact Videos
- Google Word Ads & SEO
  - Strong First Page Placement
- Social Media
  - 16K+ Followers, #1 in County
- VRBO & Airbnb Listings
  - Good for New Guests
- E-Mail Newsletters
  - Over 3500 Qualified past Guests/Interested Parties (Use leading Constant Contact)
- Advertising
- Logo Branding
  - T-Shirts, Hats, Signs, Flags, Business Cards, Gift Baskets, Charity Donations, Giveaways...



# Comprehensive Website Overview



- #1 in Shasta County
  - Up to 35,000 Visitors a Month
  - Most complete & visited website vs. other vacation rental, property management, or any other lodging options in Shasta County
  - Objective:
    - Main source of information for all visitors, not just our current guests
  - Continue to Add More Area Content

- 900+ FIVE Star Reviews
- Detailed Retreat Information
  - Descriptions, Floor Plans, Bedding
  - Photos and Videos
  - Availability Calendars
  - Reservations/Bookings
- General Area Information Page
- Lake Level
- Marinas, Boat Ramps
- Rental Boats & Tours
- Things to Do, Where to Eat, Etc.
- Blogs

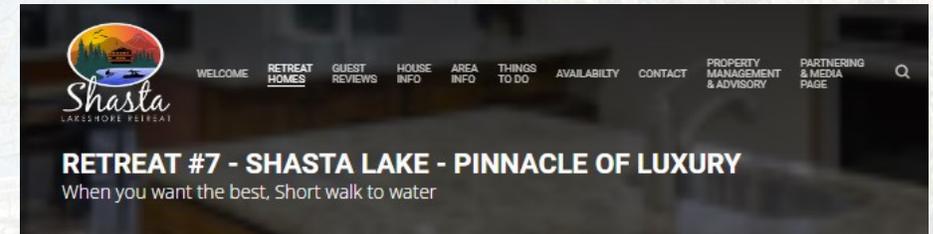
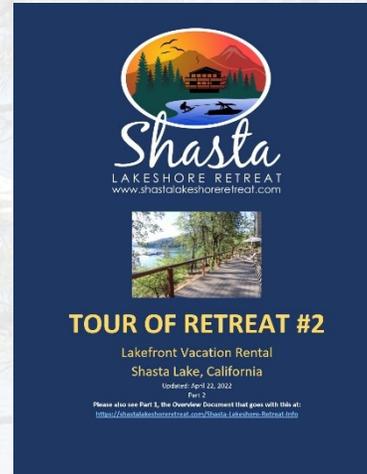
• And so much more... please visit...

[www.ShastaLakeshoreRetreat.com](http://www.ShastaLakeshoreRetreat.com)

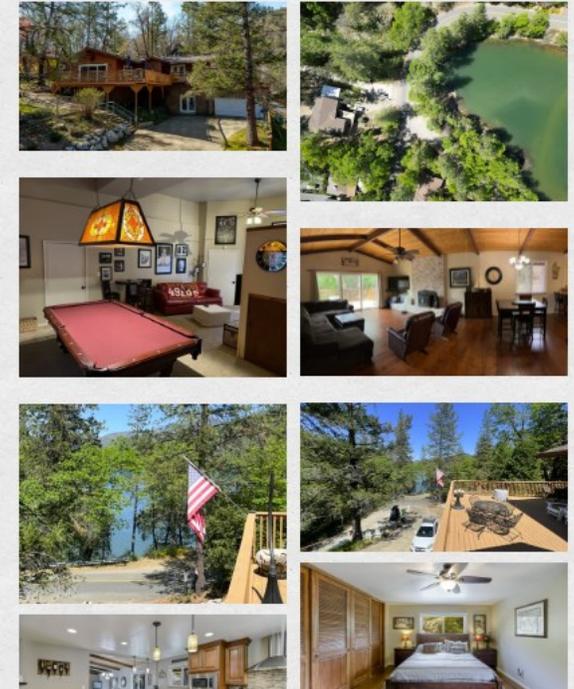


# Website: Dedicated Page Each Home

- Description & Highlights
- Video
- Photos
- Floor Plan
- Brochure
- Availability Calendar
- Guest Reviews



- ★ LUXURY at the Lake...Does not get better!
- ★ LAKEVIEW. Across the Street from Lake.
- ★ One of our largest homes with the nicest touches throughout. High End Home!
- ★ 3 Large Bedrooms, 3 Full Bathrooms, Large Kitchen/Main Room, Game Room with Pool Table. All Large Rooms.
- ★ Sleeps up to 12 (9 Adults Max)
- ★ A chef's dream - our largest kitchen with stainless brand name appliances throughout (2nd to none)
- ★ Located on Lakeshore Drive in Sugarloaf Area (1st desired area)
- ★ Short walk to Lake, Boat Ramps and Seasonal Marina with Slips
- ★ Master includes double wide shower with seat
- ★ Large wrap around deck
- ★ Many Games, Great Outdoor Sitting Areas
- ★ BBQ, Gas Firepit, Patio Heater, Two Patio Tables
- ★ Central Air Conditioning & Heat
- ★ Boat/ATV Parking plus multiple cars (up to 5)
- ★ Desk area for a true WFL experience
- ★ Fully Furnished - Towels, Linens, Dishes, 2 HD Flat Screen TVs, Internet, Dishwasher, Stove, Refrigerator, Microwave, Washer and Dryer
- ★ Bedding:
  - ★ Bedroom 1: Master, King Bed, Main Floor, Bathroom
  - ★ Bedroom 2: King Bed
  - ★ Bedroom 3: Twin over Full Bunk, plus Twin over Twin Bunk Beds
  - ★ Other: Futon in Game Room and Sofa Bed
- ★ Dogs Allowed. \$95/Stay.
- ★ 3-4 Minute walk to Retreat 6, 12, 15, & 19
- ★ 8-9 Minute walk to Retreat 1, 2, 3, 4, 5, 8, 9, 10, & 17
- ★ 4 Minute drive to Retreat 14
- ★ Up to 220 Guests if you rent all our Retreats
- ★ Owner might be interested in Selling this Home. Contact us if interested.
- ★ Note: Lake Level Varies Greatly changing the views and access. Check Lake Level Page.



RETREAT #2 AVAILABILITY AND RESERVATIONS

Today

September 2023

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October 2023

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November 2023

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

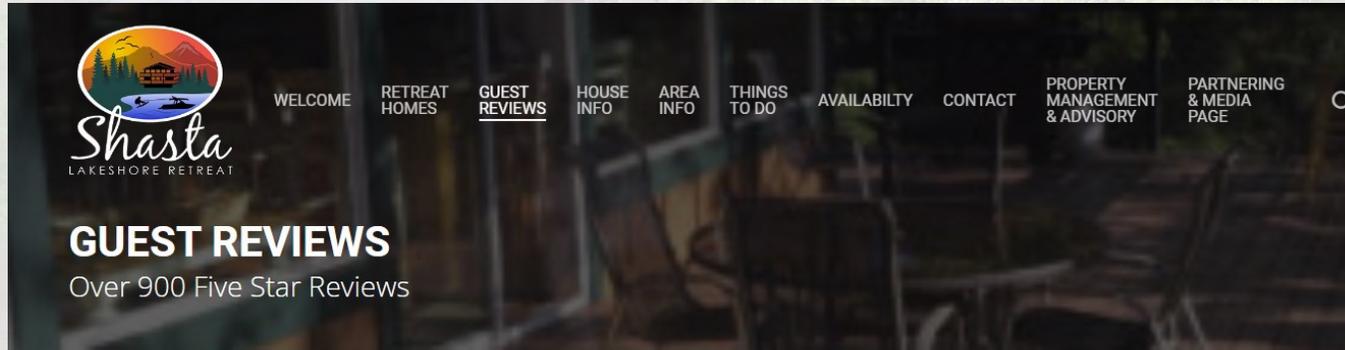
Arrival Date:  Departure Date:

Adults:  Children:  Pets:

Name:



# Website: 900+ Guest Reviews



Guest Reviews. Welcome to Shasta Lakeshore Retreat, where your vacation experience is our top priority. Our collection of stunning vacation homes around Shasta Lake has earned the praise of over 900 satisfied guests who have left us glowing five-star guest reviews. These heartfelt testimonials reflect the outstanding experiences and memories that we've had the privilege of creating for our valued visitors. Join us as we explore the authentic voices of our guests, sharing their love for our properties and the exceptional moments they've cherished in the scenic wonderland of Shasta Lake.

## GUEST REVIEWS WITH MORE BELOW....

5 ★★★★★  
based on 878 reviews

Sort by: Most recent stay Filter by: All properties All stars Keyword Search

Showing 1 - 10 of 850 reviews

### ★★★★★ Great stay!

By Cameron M – stayed at Retreat #16 in Nov 2024

We really enjoyed our trip and highly recommend to anyone looking to stay close to the boat ramps. And Lori is an awesome host as well! We'll be back next year for sure.

### ★★★★★ Nice house, great location, breathtaking views!

By Kimberly S – stayed at Retreat #3 in Nov 2024

I rented this house for a girl's trip, for my daughter's 30th birthday. There were 7 of us staying at the house. The house was clean, well stocked and easy to find. Plenty of comfortable beds, and the living room / dining room easily accommodated us all. The water level was low during our stay, but the lake was still just a very short walk to get to. We all really enjoyed our weekend - I would rent here again.

### ★★★★★ Wonderful cabin with view of the lake and quiet neighborhood

By Drew D – stayed at Retreat #17 in Nov 2024

...m/reviews/

Check Out Our Customer Reviews

From all these web sites summarized on this page

airbnb Google yelp VRBO TripAdvisor HomeAway

**“AWESOME HOME AND BEST LOCATION!”**

“This guest review is an easy one to give. The attention to detail in this home is incredible. The views of the lake from the deck and from within the home are stunning. We spent a lot of time on the deck reading when not out on the lake. The boat ramp to launch your boat could not be any more convenient. Can't wait to get back up there!”

-David

5.0 RATING ★★★★★

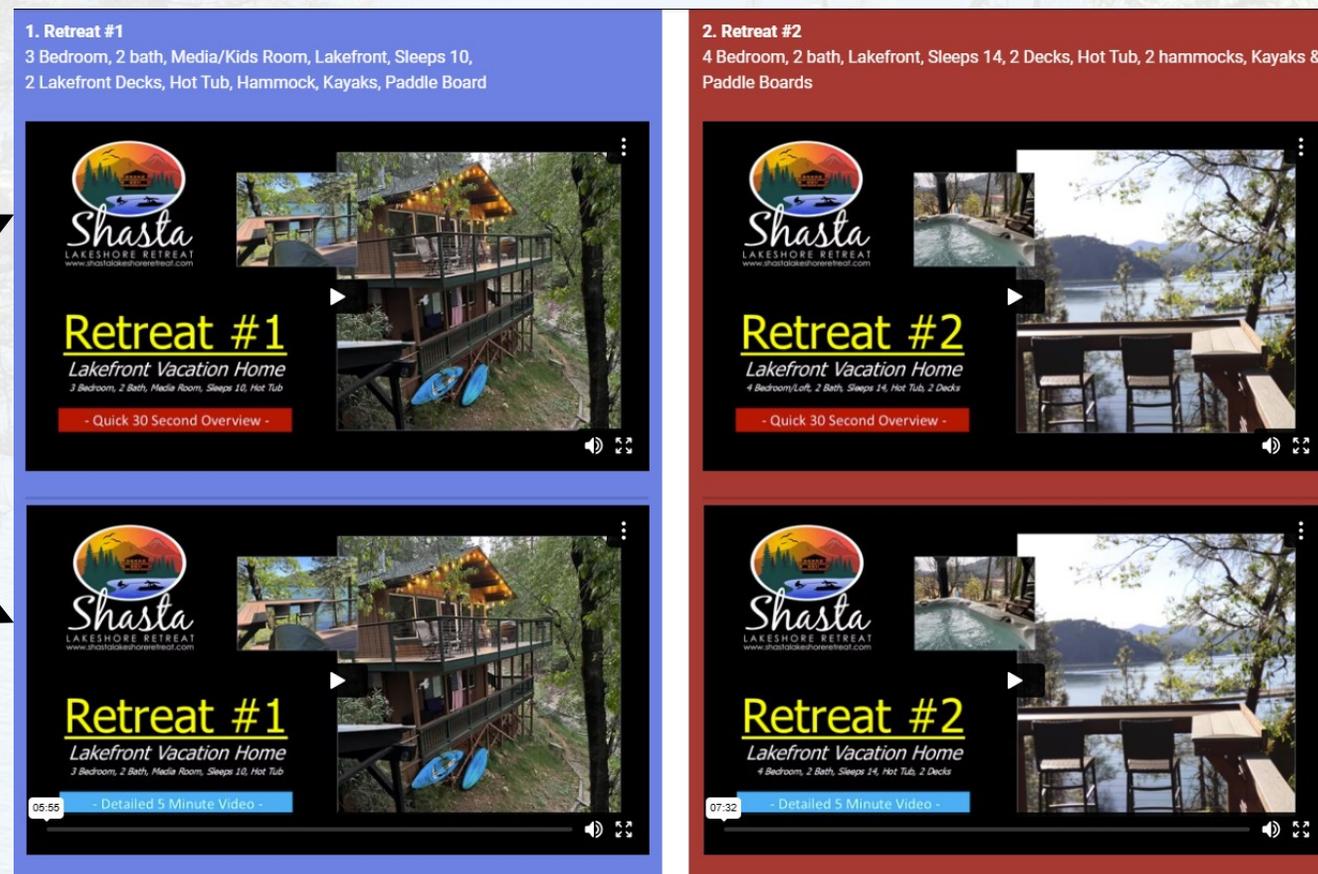
# Website: Video Tours

- Placed on multiple locations of the website
  - And used with Social Media



Click on Image Above to Watch Video

- 30 Second & 5 Minute Versions on Each Home



This section displays two columns of video tour thumbnails. The left column is titled "1. Retreat #1" and the right column is titled "2. Retreat #2". Each column contains two rows of thumbnails. The top row in each column shows a "Quick 30 Second Overview" video, and the bottom row shows a "Detailed 5 Minute Video". Each thumbnail includes the Shasta Lakeshore Retreat logo, a title, a brief description of the home's features, and a video player interface with a play button and a progress bar. Arrows from the "Retreat Overview" thumbnail point to these specific video thumbnails.

**1. Retreat #1**  
3 Bedroom, 2 bath, Media/Kids Room, Lakefront, Sleeps 10,  
2 Lakefront Decks, Hot Tub, Hammock, Kayaks, Paddle Board

**2. Retreat #2**  
4 Bedroom, 2 bath, Lakefront, Sleeps 14, 2 Decks, Hot Tub, 2 hammocks, Kayaks & Paddle Boards

Click on Image Above to Go to our Video Section of Website  
Links to High Impact Videos on each Home

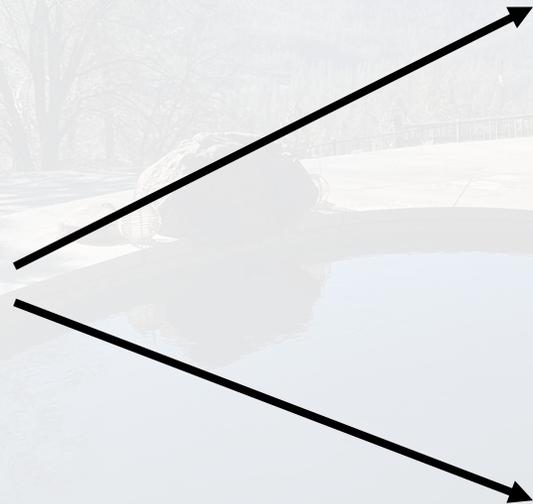
# Website: Brochures



- Located in multiple locations on the website and sent to customers inquiries

**RETREAT OVERVIEW**  
The Eighteen (18) Top Vacation Rentals  
Lakehead at Shasta Lake, California  
Updated: October 2, 2024  
Part 1  
Please also see Part 2, a dedicated document on each retreat. Links found on page 5-22

Click on Image Above to see PDF  
(if in PDF, not Video)



Links to High Impact  
Brochures  
on each Home

**Tour of Retreat #1**  
Lakefront Vacation Rental  
Shasta Lake, California  
Updated: April 22, 2022  
Part 2  
Please also see Part 1, the Overview Document that goes with this at:  
<https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

**TOUR OF RETREAT #2**  
Lakefront Vacation Rental  
Shasta Lake, California  
Updated: April 22, 2022  
Part 2  
Please also see Part 1, the Overview Document that goes with this at:  
<https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

**TOUR OF RETREAT #3**  
Lakefront Vacation Rental  
Shasta Lake, California  
Updated: April 22, 2022  
Part 2  
Please also see Part 1, the Overview Document that goes with this at:  
<https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

**TOUR OF RETREAT #4**  
Lakefront Vacation Rental  
Shasta Lake, California  
Updated: April 22, 2022  
Part 2  
Please also see Part 1, the Overview Document that goes with this at:  
<https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

**TOUR OF RETREAT #5**  
Lakeview Vacation Rental  
Shasta Lake, California  
Updated: April 22, 2022  
Part 2  
Please also see Part 1, the Overview Brochure that goes with this at:  
<https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

**TOUR OF RETREAT #17**  
Lake House Next to Lake, Marina, & Boat Ramp  
Shasta Lake, California  
Updated: October 2, 2024  
Part 2  
Please also see Part 1, the Overview Brochure that goes with this at:  
<https://shastalakeshoreretreat.com/Shasta-Lakeshore-Retreat-Info>

# Website: Shasta County Info Source



- #1 Shasta Lake Information Source
- Strategy:
  - Drive Traffic Here
  - More Exposure
  - New Customers
  - More Bookings
- Information
  - Lake Information
  - Places to Visit
  - Things to Do
  - Blogs
  - Partnerships
  - Other (Food, Stores, etc.)
- Will continue to expand as key part of strategy

Available to all, not just our guests. Others point to our site as source of information in the area.

The screenshot shows the website's navigation and main content area. At the top, there is a navigation bar with links for 'WELCOME', 'THINGS TO DO', 'HOUSE INFO', and 'CONTACT'. Below this is a large banner for 'SHASTA LAKE INFORMATION' with the tagline '#1 Source of Information for your Shasta Lake Stay whether or not you stay with us.' The main content area is divided into four columns of links:

- SHASTA LAKE INFORMATION** (CLICK ON TOPIC OF INTEREST)
  - MAP OF LAKE
  - LAKE LEVEL
  - MARINAS
  - BOAT SLIPS
  - BOAT RAMPS
  - BOAT RENTALS
  - BOAT TOURS
  - HIGH END WAKEBOARD BOAT WITH CAPTAIN
  - WAKEBOARDING
  - WAKESURFING
  - TUBING
  - LODGING
  - WEATHER
  - LAKE TEMPERATURE
  - NATURAL WATERSLIDE
  - WILDLIFE
- PLACES TO VISIT** (CLICK ON TOPIC OF INTEREST)
  - WATERFALLS
  - SHASTA CAVERNS
  - CASTLE CRAGS STATE PARK
  - LASSEN NATIONAL PARK
  - TURTLE BAY AND SUNDIAL BRIDGE
  - MOUNT SHASTA
  - SHASTA DAM
  - TRINITY ALPS WILDERNESS
  - TRINITY LAKE
  - MUSEUMS
  - OREGON
  - CASINOS
- THINGS TO DO** (CLICK ON TOPIC OF INTEREST)
  - WATER SPORTS
  - FISHING
  - ATV & OFF ROAD TRAILS
  - HIKING
  - GUIDED HIKING TOURS
  - BIKING
  - GOLFING
  - SNOW
  - SNOW SKIING
  - SNOW BOARDING
  - SNOWMOBILES
  - SNOW SHOE TRAILS
  - SCENIC DRIVES
  - DAY TRIP IDEAS
  - RIVER RAFTING
  - WINE TASTING
  - PHOTOGRAPHY
  - HUNTING
- OTHERS** (CLICK ON TOPIC OF INTEREST)
  - PLACES TO EAT
  - PLACES TO DRINK
  - GROCERY SHOPPING
  - NORTHERN CALIFORNIA MAP
  - FOREST FIRES UPDATE
  - SNOW AT LAKE?
  - BOAT SUPPLIES & REPAIR
  - BAIT AND TACKLE
  - NORTH STATE VISITOR GUIDE
  - WEDDING PLANNING
  - THINGS TO BRING
  - HIGHWAY CONDITIONS
  - HIGHWAY WEBCAMS
  - VETERINARIAN
  - HOSPITALS

# Website: Key Area Information



Shasta Lakeshore Retreat navigation menu: WELCOME, RETREAT HOMES, GUEST REVIEWS, THINGS TO DO, HOUSE INFO, AREA INFO, AVAILABILITY, PROPERTY MANAGEMENT, CONTACT.

## SIGHTSEEING & TOURS

Shasta Lakeshore Retreat navigation menu: WELCOME, RETREAT HOMES, GUEST REVIEWS, THINGS TO DO, HOUSE INFO, AREA INFO, AVAILABILITY, PROPERTY MANAGEMENT, CONTACT.

## SHASTA SNOW SKIING & WINTER SPORTS

Shasta Lakeshore Retreat navigation menu: WELCOME, RETREAT HOMES, GUEST REVIEWS, THINGS TO DO, HOUSE INFO, AREA INFO, AVAILABILITY, PROPERTY MANAGEMENT, CONTACT.

## SHASTA GOLFING

Shasta Lakeshore Retreat navigation menu: WELCOME, RETREAT HOMES, GUEST REVIEWS, THINGS TO DO, HOUSE INFO, AREA INFO, AVAILABILITY, PROPERTY MANAGEMENT, CONTACT.

## SHASTA LAKE MARINAS and Boat Slips - Check Lake Level

### AWESOME SIDE TRIPS

Shasta Sightseeing is wonderful. Lots of Short and Full Day Sightseeing Trips in the Area:

- Mount Shasta
- Mount Shasta City
- Castle Crags State Park
- Local Waterfalls
- Lassen National Park
- Shasta Caverns
- Turtle Bay & Sundial Bridge
- ...and much more

Interactive buttons: Shasta Lake Dunes, Lassen National Park, Castle Crags State Park, Shasta Falls, Shasta Dunes, Local Waterfalls, 5 Waterfalls, Turtle Bay and Sundial Bridge, Day Trip Ideas.

### AWESOME WINTER SPORTS

Lots of Winter Sports in the Shasta Lake and Shasta Mount Area about 40-60 minutes away.

- Snow Skiing
- Snow Boarding
- Snow Mobile
- Cross Country Skiing

Interactive buttons: Winter Sports (at 5 homes), Mt. Shasta Ski Park, Fun Factory Snowtubing.

### GOLFING IN SHASTA

Nothing like golfing with Mount Shasta in the background.

Here are 3 courses in the area:

- Mount Shasta Resort Golf Course  
1000 Sugarloaf Lake Blvd., Mt. Shasta, CA 96067  
(530) 246-3052
- Gold Hills Golf Course  
1950 Gold Hills Dr. Redding, CA 96003  
(530) 246-7867
- Lake Redding Golf Course  
1795 Barton Dr. Redding, CA 96003  
(530) 243-1920

### 8 MARINAS ON SHASTA

Shasta Lake has excellent eight marinas spread around the large lake. Many have gas, 3 floors on the water and rental boats. We will first provide information on Antlers and Sugarloaf Marinas which are both located in popular Sugarloaf & Lakehead area of the lake. This is home of multiple resorts, cottages and the finest Vacation Rentals on the lake.

#### SUGARLOAF MARINA Seasonal Boat Slips and Marina. Next to Retreats.

#### FUEL OPTIONS

Gas is available at the Sugarloaf Docks when they are open. Plan ahead as they tend to close around 5:00pm and the next closest gas on the lake is 3 miles north at Antlers or 10 miles south at Bridge Bay. Gas on the lake is usually about \$1.00 to \$1.50 more than at a regular gas station. \$5.00 is required in July 2023. There is a Great (Formerly Forecast) and Chevron gas station by car/trailer that is back by the rest of the Bay as you come to the home. This is about 2.5 miles from our homes. They offer multiple grades of

Shasta Lakeshore Retreat navigation menu: WELCOME, RETREAT HOMES, GUEST REVIEWS, THINGS TO DO, HOUSE INFO, AREA INFO, AVAILABILITY, PROPERTY MANAGEMENT, CONTACT.

## 5 GREAT WATERFALLS IN A DAY

Shasta Lakeshore Retreat navigation menu: WELCOME, RETREAT HOMES, GUEST REVIEWS, THINGS TO DO, HOUSE INFO, AREA INFO, AVAILABILITY, PROPERTY MANAGEMENT, CONTACT.

## OFF-ROAD SHASTA ADVENTURES

Shasta Lakeshore Retreat navigation menu: WELCOME, RETREAT HOMES, GUEST REVIEWS, THINGS TO DO, HOUSE INFO, AREA INFO, AVAILABILITY, PROPERTY MANAGEMENT, CONTACT.

## REUNIONS? WEDDINGS? WORK RETREATS?

Up to 108 People

Shasta Lakeshore Retreat navigation menu: WELCOME, RETREAT HOMES, GUEST REVIEWS, THINGS TO DO, HOUSE INFO, AREA INFO, AVAILABILITY, PROPERTY MANAGEMENT, CONTACT.

## SHASTA BOAT RENTALS & TOURS

### WATERFALLS!

Using our lakefront homes as a starting point, you can visit 5 great waterfalls in one day. See the link below for more information. Enjoy.

Interactive buttons: 5 Waterfalls in a Day, More Waterfalls, Shasta Falls, Local Waterfalls, Little Beckman Creek and Waterfalls.

Retreat #6 Lakeview Vacation Home

### OFF-ROAD ATV AND 4WD TRAILS

- Hundreds of off-road miles in the area intended for ATVs
- Multiple great trails in the Lakehead Area
- Lots of information available on the Web
- Some trails access directly from our homes (no trailer needed)
- Drive up a couple exits and there is a dirt road for ATVs at the way to Trinity Lake (2.5 hour ride).

Shasta Lakeshore Retreat's Favorite Four ATV Trails

Download This 161 Page Document

Interactive buttons: Shasta Lake Mt Road Trails, Shasta Hiking, Shasta Skiing, 47 SHASTA AREA 4WD AND 4V TRAILS

Retreat #5 Lakeview Vacation Home

### Weddings, Work Retreats, Family Reunions...

Our NINE homes can sleep up to 108 people if all nine are booked together. Many times this can be challenging to find all of our homes available as they are the first to book up in the Lakeshore area with our lakefront, lakeview and poolside locations. Please check their availability by clicking on the button below.

We can handle up to 80 (6) homes on one small street (lakefront street). Plus there is one other Vacation Rentals on the same street (12 additional guests)...so total of 92 on one street.

Contact Lori at 925-200-6934 or ShastaRetreats@gmail.com for more information.

Interactive buttons: Reunions, Availability Calendar

Shasta 7 Awesome Lake Homes

### 8 BOAT RENTAL MARINAS

Shasta has eight marinas to choose from located around different parts of the lake offering different types of services and boat rentals. This includes the seven listed below plus the smaller but closest Sugarloaf Marina which is covered on this page! (to the right if docked, later if mobile).

Click the documents below to enlarge:

Shasta Lake Area Boats

Shasta Lakeshore Retreats

Antlers Marina

### SUGARLOAF MARINA

Next door to Shasta Lakeshore Retreat

They appear to have no boats to rent in 2023.

Normally Open from Memorial Day to Labor Day (sometimes later) Summer 2023. They will stay open until end of September.

Phone: (530) 238-8200

NOTE: During their open season after Memorial Day the call will go to the Sugarloaf Marina. When off season, it will forward to Jones Valley Marina who owns them. They can help in off season.

### BOAT W/CAPTAIN MICHELE

Available Now for Reservations. We'll pick you up near our homes in Sugarloaf.

If you prefer to go in a high end Malibu 28'LY Waterford Boat (one this year) with a driver, we recommend the Fun Factory Michele will pick you up at Sugarloaf Marina and take you out for several hours or the entire day. PLEASE tell Michele that Lori and Dave from the Shasta Lakeshore Retreats sent you.

Phone: (530) 238-9924

Antlers Marina normally has a wide variety of boats and personal watercraft for rent and is only 3 miles north of our homes. We highly recommend them for renting a boat. Please check with them. Tell them Dave and Lori from the Shasta Lakeshore Retreat sent you.

Phone: (530) 238-2953 Email: antlers@shastalakevacations.com

Antlers Marina

Fun Factory Snowtubing

48hr info line: (530) 926-6387 Reservations:

And much more...

# Travel Blogs – Drive More to Web!



The collage features numerous travel blog posts, each with a title, introduction, and a date. The posts cover a wide range of activities and locations around Shasta Lake, including:

- Off-Road Bliss: ATV and 4WD Trails Near Shasta Lake** (November 22, 2022)
- McCloud Falls: A Day Trip Exploring Nature's Beauty** (November 20, 2022)
- Exploring the Marvels of Shasta Dam** (November 19, 2022)
- Shasta Lake: California's Wakeboarding Paradise** (November 18, 2022)
- Shasta Caverns: Unearth the Wonders** (November 8, 2022)
- Exploring Backbone Creek and the Waterslides at Shasta Lake** (November 8, 2022)
- Shasta Lake Getaway: The Hidden Gem, The Tahoe of Yesterday** (November 8, 2022)
- Shasta Lake Lodging: A Guide to Diverse Options** (November 14, 2022)
- Dunsmuir: Exploring A Must-Visit Destination** (November 11, 2022)
- Turtle Bay and the Sundial Bridge: A Tranquil Oasis** (November 21, 2022)
- Heart Lake Trail Adventure: Discovering Tranquility** (December 6, 2022)
- Mount Shasta City: A Charming Mountain Escape** (December 3, 2022)

Many more to come...also helps drive off season bookings (so many things beyond the lake to do)

# Other Targets & Partnering



WELCOME RETREAT HOMES GUEST REVIEWS HOUSE INFO AREA INFO THINGS TO DO AVAILABILITY CONTACT

## REUNIONS, WEDDINGS, & WORK RETREATS

Up to 200 People in a Majestic Setting

### Family Reunions, Weddings, Work Retreats

Elevate Your Gatherings: Unforgettable Family Reunions, Dreamy Weddings, and Productive Work Retreats

For those seeking a magnificent venue to host family reunions, small weddings, or corporate retreats, our collection of nine exceptional Retreats awaits. The combined capacity to accommodate up to 200 people across all 17 homes is a unique feature.

In addition, our many of our homes are conveniently located on one lakeside street, accommodating up to 94 guests across seven homes. Furthermore, an adjacent vacation rental on the same street can host an additional 12 guests, creating an alluring community of up to 106 guests on a single street.

Retreat 6, 7, 12, 15, & 18 are a short 5 min walk from this street with the 7 homes.

However, securing availability for all of these highly sought-after properties can be a challenge due to their immense popularity. If you're considering a large group booking, we recommend checking their availability promptly by clicking the button below.

If you find that the online availability calendar doesn't meet your needs or if you wish to secure bookings extending beyond the 18-month window, please don't hesitate to reach out to us.

Multiple home discounts available (Contact Lori).

For more details and personalized assistance, please contact Lori at 925-200-6934 or email us at ShastaRetreats@gmail.com.

Elevate your gatherings with the unmatched comfort and charm of Shasta Lakeshore Retreats.



WELCOME RETREAT HOMES GUEST REVIEWS HOUSE INFO AREA INFO THINGS TO DO AVAILABILITY CONTACT

## FIRST RESPONDERS HOUSING

Temporary Housing at Shasta Lake



### First Responders Temporary Housing

At Shasta Lakeshore Retreat, we understand the demanding and crucial work that first responders tirelessly undertake each day. In recognition of their dedication, we are proud to extend our support by offering comfortable and convenient temporary housing solutions tailored to their unique needs when on temporary work assignments in the area.

**Our Commitment:** We are dedicated to providing first responders working in Shasta and Siskiyou counties, including those around Shasta Lake and Redding, with a home away from home. Recognizing the demanding nature of their roles, we strive to create an environment that not only meets their practical requirements but also offers a space for relaxation and rejuvenation between long tiring days on the job.



### Why Ch

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WELCOME RETREAT HOMES GUEST REVIEWS HOUSE INFO AREA INFO THINGS TO DO AVAILABILITY CONTACT

## TRAVELING MEDICAL PROFESSIONALS

Traveling Nurses and Doctors

### Traveling Nurses in Redding & Mt. Shasta City: Why not on the Lake?



Welcome to Shasta Lakeshore Retreat, your haven on the shores of Shasta Lake, tailor-made for traveling nurses and doctors working in Redding or Mt. Shasta City. As you embark on your temporary assignment, we invite you to experience the tranquility and comfort of our three to five bedroom retreats, where your well-being is our top priority.

**Your Home by the Lake**

At Shasta Lakeshore Retreat, we understand the unique needs of medical professionals on the move. Whether you are a traveling nurse seeking a peaceful retreat or a doctor in search of temporary housing, our carefully curated accommodations are designed to provide you with the perfect blend of comfort and convenience.

### Tailored for Traveling Medical Professionals

1. **Proximity to Hospitals:** Strategically located for easy access to hospitals in Redding and Mt. Shasta City, our retreat ensures a seamless commute for your assignments.
2. **Tranquil Environment:** Escape the ordinary and embrace the extraordinary. Our retreat offers a serene ambiance, allowing you to unwind and recharge amidst the beauty of Shasta Lake.
3. **Fully Equipped Accommodations:** Choose from our selection of 10 meticulously designed homes, ranging from lakefront to lakeview, each fully furnished with well-appointed kitchens, cozy bedrooms, and all the comforts of home.

WELCOME RETREAT HOMES GUEST REVIEWS HOUSE INFO AREA INFO THINGS TO DO AVAILABILITY CONTACT

## PARTNERING & OPPORTUNITIES

Partnership Opportunities: Let's Grow Together!

### Partnership Opportunities: Let's Grow Together!

Partnership Opportunities: Let's Grow Together!

- **Lakefront and L**
- **Recreation Optic**
- **Flexible Rates:** V assignments: V assignments: En for traveling prof months. Contact

### Embrace the Sc

While there may be h on a good highway a Redding. Our retreat added benefit of a se after a day of work.

For inquiries or to bo you to Shasta Lakes Shasta Lake.

For more details and email us at ShastaR:

We look forward to s Mt. Shasta City at th



### 8. Destination Awareness: Unveiling the Hidden Gem of Shasta Lake

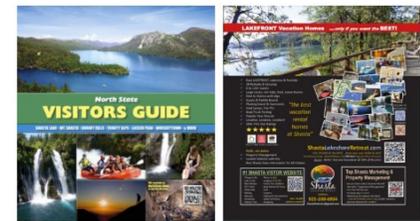
At Shasta Lakeshore Retreat, we are passionately committed to unveiling the unparalleled beauty and experiences that the Shasta Lake area has to offer. Our mission extends beyond providing exceptional accommodations; it is about transforming perceptions and fostering awareness about this hidden gem.

In particular, we've observed a common sentiment among residents of the San Francisco Bay Area, where the spotlight often shines on Tahoe while Shasta Lake remains undiscovered. Many Bay Area residents either lack awareness of this breathtaking destination or perceive it as too distant. Contrary to this misconception, Shasta Lake is not only accessible but boasts a more convenient drive than the popular Tahoe, with less traffic congestion.

Importantly, the journey to Shasta Lake is not just about accessibility; it's also about affordability. The costs associated with travel and stay in Shasta are significantly more budget-friendly than those associated with Tahoe. Our goal is to convey that a spectacular, nature-filled getaway need not come with an extravagant price tag.

The reality is that Shasta Lake is a mere 3-4 hour drive from various locations in the Bay Area, making it an easily reachable and affordable escape. We believe this narrative extends beyond the Bay Area to Southern California and neighboring states like Oregon, Nevada, and Arizona. Our aim is to bridge this awareness gap, emphasizing the cost-effective allure of Shasta Lake as a viable and inviting destination.

We actively seek opportunities to collaborate with like-minded organizations and entities interested in shared values of sustainable and responsible tourism in Shasta



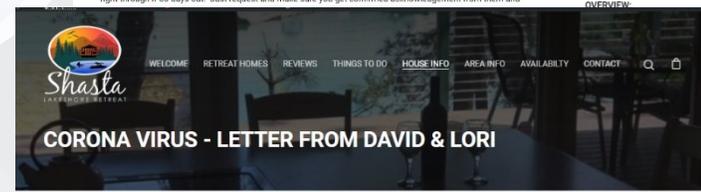
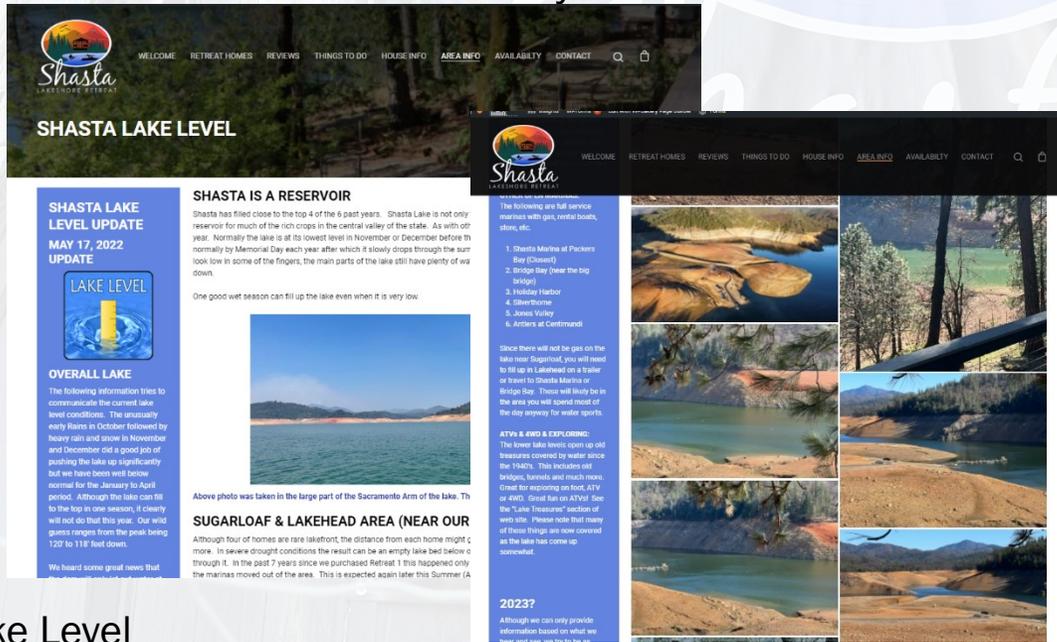
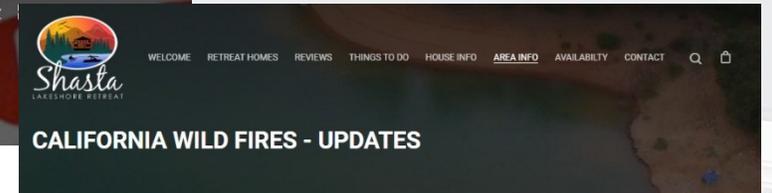
### 1. Advertising Partnerships

Many more to come...

# Website: Guest Transparency



- Transparency to Build Trust with Guests<sup>1</sup>
  - Wildfire & Smoke Updates
  - Lake Level, Impact on Views, and accessibility
  - Virus Impacts (like COVID)
  - Cancellation Policy



Jan 2022 Update

Hello Past and Future Guests,

Although difficult times for all of us with the impact of COVID-19 for the past 2 years, we wanted to let you know what we are doing about it at our six lake homes at the Shasta Lakeshore Retreat. Although a clean home for our guests have always been a priority (see our reviews on the web site), we are making sure our cleaning team takes extra measures to minimize any chance of any infection as the health of our guests, cleaning crew and our family is our top priority.

We saw many large group/multi family reservations canceled in March & April of 2020 when the virus first broke out that year. We elected to provide full refunds to these groups. Then in May we started booking last minute getaways to observe the "stay at home" order while in the mountains with all the space and fresh air.

Since then our homes have been pretty busy. With limited choices when it comes to safe family vacations during this period of time, renting an entire home in the fresh air of the mountains has been a popular choice by many.

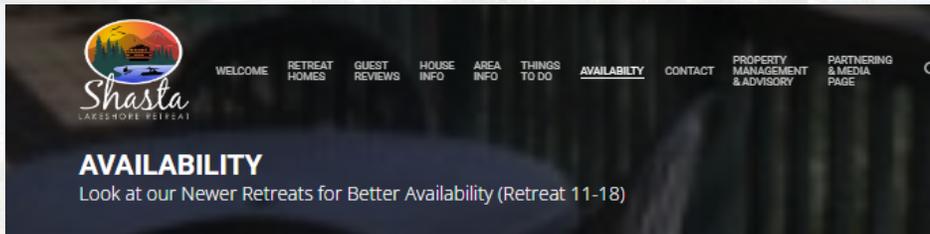
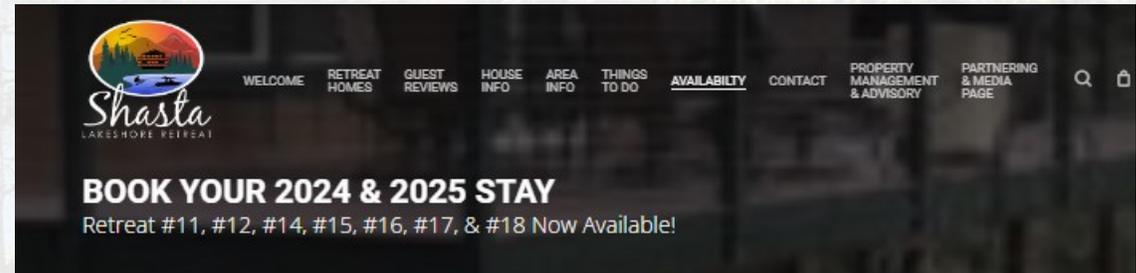
Although National Parks and State Parks have closed at different times including camping around the lake, the lake and our homes have remained open throughout this period. We have been provided NO recommendations or orders to close our vacation homes. They are available and a great way to escape. The parks are all open these days also.

We do offer a great place without the crowds and within driving distance for most of our guests. When they arrive, they have a very clean home that offers a secluded and peaceful location with the great fresh mountain air... and a great lake to enjoy which never closed.

# Booking Platform on Website



- Guests can:
  - Check Availability, Get Quotes, & Make Reservations
  - Now 70% of our Bookings (under our control)



**EASY STEPS TO RESERVE OR GET QUOTE**

IF DATES & RETREAT # IS KNOWN... PROCEED TO THE ADJACENT FORM.

OR EMAIL US AT SHASTARETREATS@GMAIL.COM OR CALL US AT 925-200-6934 TO GET QUOTE AND/OR TO BOOK.

PROVIDE US:  
1. YOUR NAME 2. YOUR E-MAIL  
3. DATES 4. WHICH RETREAT(S)  
5. # IN PARTY 6. # OF PETS

IF DATES AND/OR RETREATS ARE FLEXIBLE

[Click Here](#)

THEN COME BACK TO THIS PAGE

**DIRECT BOOKINGS AND EASY QUICK QUOTE WITH SHASTA LAKESHORE RETREAT**

Property:

Arrival Date:  Departure Date:

Adults:  Children:  Pets:

First Name:  Last Name:

Email:

Phone:

Discount Code:

Comments/Questions:

Enter Dates & Size of Group... This will provide all Retreats Available

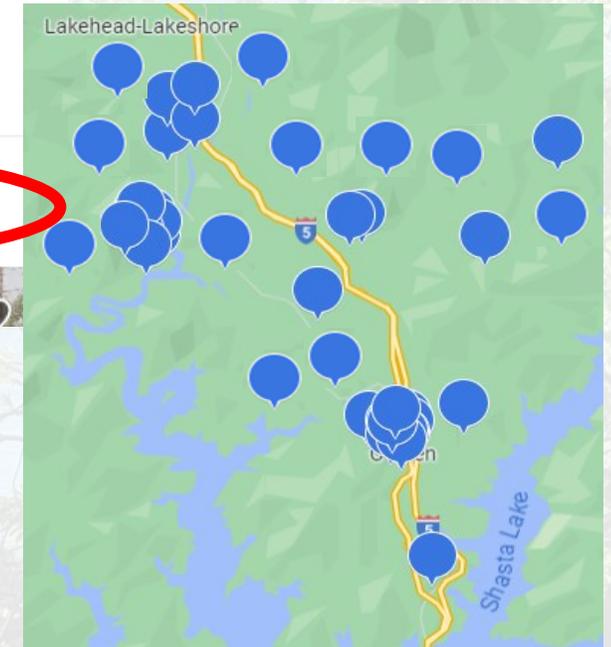
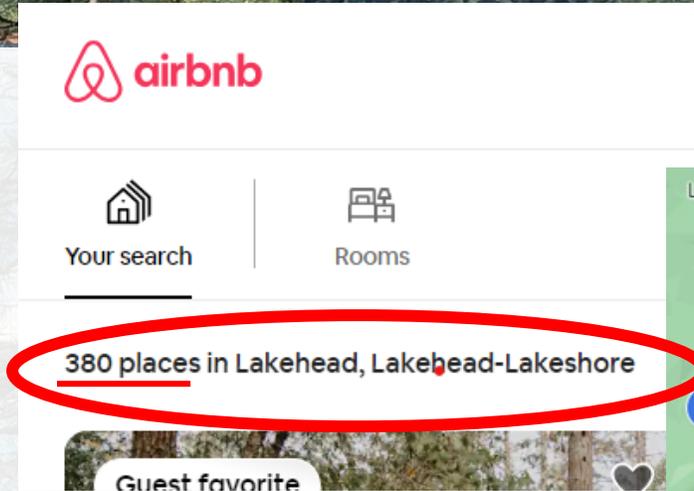
Arrival:  Departure:  Any Guests:

...Or Scroll to Right (Use Upper Left Arrow Control)

Jul 24	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
Retreat #1	Booked																											
Retreat #2	Booked																											
Retreat #3	Booked																											
Retreat #4	Booked																											
Retreat #5	Booked																											
Retreat #6	Booked																											
Retreat #7	Booked																											
Retreat #8	Booked																											
Retreat #9	Booked																											
Retreat #10	Booked																											
Retreat #11	Booked																											
Retreat #12	Booked																											
Retreat #14	Booked																											
Retreat #15	Booked																											
Retreat #16	Booked																											
Retreat #17	Booked																											
Retreat #18	Booked																											
Retreats 1 & 2 Together	Booked																											
Retreats 1, 2, 3 & 4 Together	Booked																											

# Saturated Vacation Rental Market

- Vacation Rental Market Changed
  - Too many homes, not enough renters
  - 3X Vacation Rentals in Lakehead
- Relying on Airbnb & VRBO is Over
  - To survive, must have:
    - Proactive Marketing on Many Fronts
    - Website Traffic
    - Direct Booking Focus!
    - Large # of Returning Guests
- We produce 2x – 4x Area Average



# Listing Sites Position



- “Super Host” Status on VRBO/Airbnb Listing Sites
  - Pushes our homes to the top of the list for guest searches
- Branding with Logo
  - We brand all our Primary Photos (1<sup>st</sup> only) with our Logo
  - Helps guests familiar with the brand look at all our properties
  - Hard for a new guest to miss
  - General Awareness & Branding
- Listing Site Strategy
  - Continue to use VRBO and Airbnb to find new customers
  - Send returning guest to our selection of homes on our website (avoid competition in area)

*Example on Airbnb: 6 of the top 9 are our properties out of the 150 that came up. We know the “tricks”*

The screenshot shows an Airbnb search results page for 'Lakehead'. The page displays 153 places in Lakehead. The top 9 listings are branded with the Shasta County Retreat logo and 'Superhost' status. The listings include:

- Home in Lakehead-Lakeshore: Waterfront Home - Hot Tub, Bar, 4 bedrooms. \$2,454 total before taxes. 5.0 (14) reviews.
- Home in Lakehead: Lakeview, Pool Table, Hot Tub, Marina, Sleeps 10, 6 beds - 3 bedrooms. \$4,986 \$1,709 total before taxes. 4.97 (64) reviews.
- Cabin in Lakehead-Lakeshore: Gorgeous Lakehouse w/Hot Tub, Pool Table & MORE, 8 beds - 5 bedrooms. \$3,652 total before taxes. 4.97 (64) reviews.
- Home in Lakehead: Large Lake House, Game Room, 4 Bedrooms, Near..., 8 beds - 4 bedrooms. \$2,302 total before taxes. 5.0 (14) reviews.
- Home in Lakehead: Awesome Family Lake House, Big Deck, Game Room, 6 beds - 3 bedrooms. \$4,986 \$1,657 total before taxes. 5.0 (7) reviews.
- Home in Lakehead: Large Lakefront Paradise, Remodeled, Hot Tub, 12 beds - 7 bedrooms. \$4,695 \$3,346 total before taxes. 4.94 (18) reviews.
- Home in Lakehead: Shasta Lake Log Cabin- Hot tub - Pool - Mt. Shasta, 7 beds - 3 bedrooms. \$9,499 \$2,846 total before taxes. 5.0 (7) reviews.
- Home in Lakehead: Lakeview, Pool Table, Marina Short Walk, Sleeps 16, 11 beds - 3 bedrooms. \$6,201 \$1,885 total before taxes. 4.94 (18) reviews.
- Cabin in Shasta County: Top Lakefront Cabin on Acre, Kayaks, Paddle Boards, 9 beds - 4 bedrooms. \$2,421 total before taxes. 4.94 (18) reviews.

# Social Media



- Instagram:

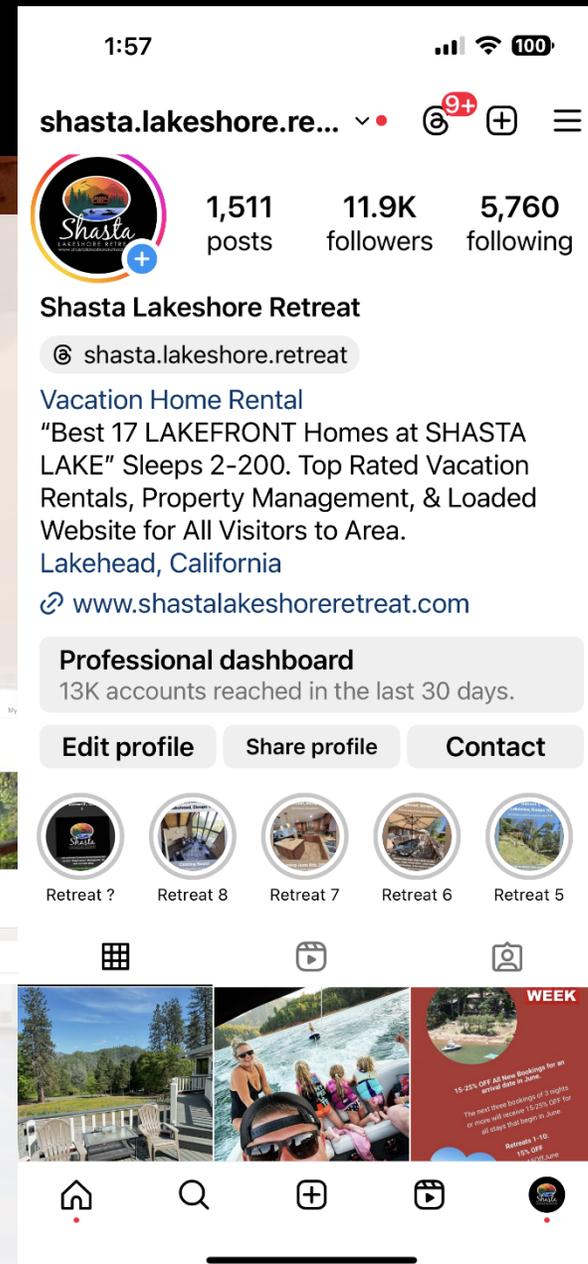
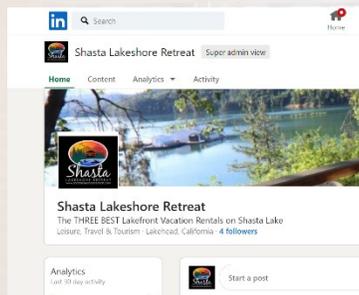
- 13K+ followers on main page
  - @shasta.lakeshore.retreat
  - #1 in Shasta County
  - Followers mostly vacationing & boating families
- 3K+ more on others
  - @ShastaVRBO, @ShastaAirbnb, @ShastaVacations4Rent
  - And others

- Facebook:

- 3K+ on main page
  - Shasta Lakeshore Retreat
- More on others/groups
  - Shasta Lake Vacation Rentals, I Love Shasta, Shasta, Shasta Lake Vacation Information

- Other

- LinkedIn, Yelp, Google, Twitter/X



*More followers than all other vacation rentals in Shasta County Combined.*

# Google & Space Advertising



- Google Search

- Optimization built into website for key words and phrases (SEO)
- Google Word Ads we Purchase
- All Point to our Website

- North State Visitors Guide

- #1 Tourist Magazine in Shasta County
- Found in most tourist destinations
- Full Page Ad (vs. 1/16 page for other homes & resorts)

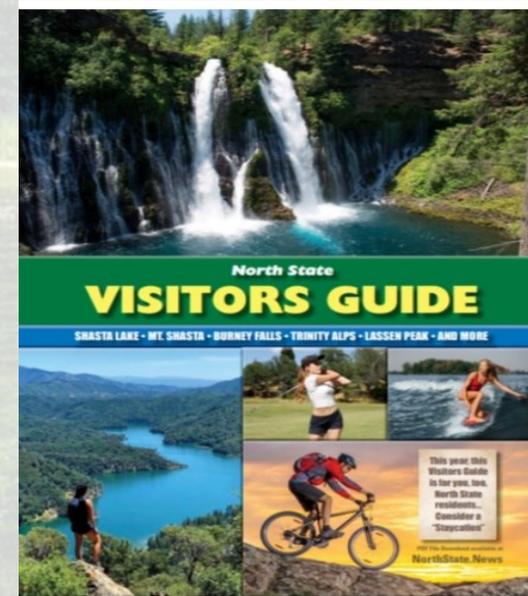


Shasta Lakeshore Retreat  
<https://shastalakeshoreretreat.com>

## Shasta Lakeshore Retreat: Shasta Lake Vacation Rentals ...



Indulge in the epitome of lakefront living with our collection of 14 exquisite Shasta Lake Vacation Rental homes. ... Retreat #14. Sleeps up to 14; 4 Bedrooms, 2 ...  
Shasta Lake SPECIALS · Retreat #3 · Retreat #2 · Retreat #1



**BE OUR GUEST**  
Shasta's Finest Vacation Homes  
& Property Management

RELAX & ENJOY  
Shasta Lakeshore Retreat

**LAKEFront & LAKEVIEW**  
2-5 Bedrooms (6-14 Guests/Home)  
Marinas & Boat Ramps  
Kayaks, Paddle Boards  
Large View Decks, BBQ, Fire Pits  
Hot Tubs, Pools, Islands  
Air Conditioning

**Bowl/ATV Parking, ATV Trails**  
Game & Media Rooms  
14+ Homes & Growing  
Up to 200 Guests  
Family Reunions, Retreats  
Open Year-Round  
700+ FIVE STAR REVIEWS

[www.ShastaLakeshoreRetreat.com](http://www.ShastaLakeshoreRetreat.com)  
925-200-6934 [ShastaRetreats@gmail.com](mailto:ShastaRetreats@gmail.com)

Vacation Rental Property Management?  
Join the Shasta Lakeshore Retreat Co. portion of vacation homes. We own 2, manage 2 for other owners.

# Other Marketing



- E-Mail Newsletters
  - ~6 Times a Year
  - Well Qualified List<sup>1</sup>
- Business Cards
  - For handout & in front of each home
- Flyers
- Craigslist Ads
- Signs
- Logo Flags
- Logo Signs
- Logo Banners
- Logo T-Shirts & Hats



1. Past guests, requests to be on mail list. Low Unsubscribe Rate & High Action Rate

# Option: You vs. Us?



## • You

- Continue to manage your own property if you like the work and results
- If you are new to vacation rental ownership & property management, you might consider trying it for a while to better understand the value of a good experienced management company
- Will become more and more challenging in the saturated vacation rental market. Relying only on VRBO & Airbnb will no longer produce results.
- If you want to do it yourself, we are available to consult/advise<sup>1</sup> based on a project-based payment, hourly or a monthly retainer

1. Any markets in the United States

2. And we do all the work. You can relax and enjoy!

## • Us

- Leverage our market position, returning guests, reputation, and ever-increasing proactive marketing reach.
- Full Service. We do 90%+ of all the work.
  - So, you can focus on enjoying your lake house
- 24/7 Support
  - Do you want to take a call at 1am about a backing up sewer system?
- Our service fee is 30% of Gross Revenues (before 10% lodging tax and cleaning fees)
  - No other fees or mark ups
  - No upfront or setup fees or payments
- Our Fees are likely to be entirely offset by the increased revenue putting more money in your pocket (Our homes produce 2x-4x the area average)

# Additional Info & Next Steps



## 1. Additional Information (Click on Items):

- [Visit Property Management Page](#)
- [Visit Vacations 4 Rent Website](#)
- [Watch Videos](#)
- [Review Brochure](#)
- [Review Current Homes](#)
- [Visit our Travel Blogs](#)
- [Visit Home Availability Page](#)
- [Visit Reservation Page](#)
- [Visit Review Page](#)
- [Visit Area Info Page](#)
- *Also, Welcome Book on Request*

## 2. Contact Us to Discuss

- David Raun: 925-200-6938
- Lori Raun: 925-200-6934
- [ShastaRetreats@gmail.com](mailto:ShastaRetreats@gmail.com)

## 3. Discussion & Documents

- Answer all your questions
- Discuss your objectives and concerns
- Provide more information on our programs
- Provide actual revenue data on our homes
- Provide you an estimate of projected revenues under our management
- Decide if our programs are right for you
- Provide detailed timeline
- Review Agreement
- Provide you link to our Prospective Owner folder with lots of additional information
- Determine if we can form a solid working relationship
- No Pressure Discussion/Decision

# Kickoff if We Proceed...



- **No Upfront Costs Or Set Up Fees**

- We invest in your home and our ability to produce solid revenue.
  - Over 40 hours of work we absorb
- Only commission from guest stays (no other fees)
- Any expenses (supplies, etc.) will be deducted from future revenues (no mark up)

- **Our Steps/Investment:**

- Step by Step Onboarding (We make it easy)
- Make provide all the instructions and proper county paperwork and approvals
- Make recommendations
  - On home to appeal more to guests & maximize revenue from guests
- Take photos & Video of Home & Area
  - Inside, outside and drone
- Add your home to all our documents & website locations
- Add Dedicated Page on our Website
- Create High Impact 30 Second- and 5-Minute Video Tour of your Home

- **Our Steps/Investment, continues:**

- Create Brochure Tour Document
- Order & Install Street Address Sign
- Establish Pricing for 2024-2026 Pricing
- Enter home into OwnerRez Reservations System
- Open your Owner's Portal
- Create Direct & Channel Partner Listings (Airbnb/VRBO)
- Add home to Cleaning and Maintenance Crew Schedule
- Introduce your Home in Guest Newsletter & Social Media
- Feature your home on Home Page of Website
- Add you to our monthly owner's newsletter

- **Drive Bookings & Revenue!**

- Have some fun in the process!!

# Our Overall Strategy



- **#1 Source of Information in the Area**
  - Drive Traffic to Website
  - Currently 35K Visitors/Month
  - Not just lodging, but everything Shasta Vacation and recreation related
- **Reputation & Trust of Guests...Be the Best!**
  - Provide the Best Experience
  - Offer a Good Product (Unique Homes & Experience)
  - High Return Rate
  - Have them Pick from our Homes only
  - Many Guests have tried Multiple Homes
- **Leverage VRBO & Airbnb for New Guests**
  - But send all returning guests to website to book direct
- **Bay Area Focus, Expansion, & Education**
  - Many people in the SF Bay Area are not familiar with Shasta. They believe it is far away. Only 3-4 Hours from Bay Area and easier drive than Tahoe.
  - Big Opportunity for us and Tourism in Area

**Vacation Rentals  
& Property Management**

LAKEFRONT & LAKEVIEW  
2-5 Bedrooms (6-14 Guests/Home)  
Marinas & Boat Ramps  
Kayaks, Paddle Boards  
Large View Decks, BBQ, Fire Pits  
Hot Tubs, Pools, Islands  
Air Conditioning  
Boat/ATV Parking, ATV Trails  
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700+ FIVE STAR REVIEWS

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# Our Overall Strategy



**JOIN THE RETREATS**  
Collection of Fine Vacation Homes  
PROPERTY MANAGEMENT  
& PROACTIVE MARKETING  
Shasta Lakeshore Retreat



[www.ShastaLakeshoreRetreat.com](http://www.ShastaLakeshoreRetreat.com)  
925-200-6934



**Vacation Rental  
Property Management**

Full Service...We do it all...  
...so, you can just ENJOY your 2<sup>nd</sup> home

#1 Shasta Lake STR Management Firm  
14 Homes & Growing  
Own 2, Manage 12  
10 Years Experience

Money in Your Pocket  
2x-4x+ Gross Rental Revenue

We Get You to Market  
No Upfront Fees or Mark-Ups

**& Proactive Marketing**

700+ FIVE Star Reviews  
800+ Returning Guests  
3,000+ Qualified Mail List  
15,000+ Social Media Following  
35,000+ Visitors/Month Website

[www.ShastaLakeshoreRetreat.com](http://www.ShastaLakeshoreRetreat.com)

Next Steps:  
1. Review Dedicated Webpage & Voice Over Presentation →  
2. Call 925-200-6934 or e-mail [ShastaRetreats@gmail.com](mailto:ShastaRetreats@gmail.com) for No Pressure Discussion with Dave or Lori



SCAN ME

- **Large Group Expansion**
  - Additional Focus on Large Groups
    - Limited Other Options in the Area
  - Family Reunions, Weddings, Work Retreats
  - Bookings of 2 to 6 homes are more common now
- **Partnerships**
  - Marinas, Restaurants, Tour Companies, Etc.
- **Pricing**
  - Dynamic Depending on Time of the Year, day of the week, occupancy rates, historic trends
  - Maximize Revenues & Net for Owners
  - Others price too low in high demand season and too high in high season
- **Superior Local Support**
  - Best Cleaners & Maintenance Team in Area
- **Dave & Lori Only**
  - We personally manage to maintain integrity
    - Will not bring in employees to manage. We will not expand beyond what we can handle



## CONTACT US

Lori Raun 925-200-6934  
David Raun 925-200-6938

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[www.ShastaLakeshoreRetreat.com](http://www.ShastaLakeshoreRetreat.com)

[www.ShastaVacations4Rent.com](http://www.ShastaVacations4Rent.com)



  
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PROPERTY MANAGEMENT  
& PROACTIVE MARKETING  
Shasta Lakeshore Retreat

Shasta Area Information



Shasta Lakeshore Retreat Website



Lake Level



Availability Calendar



Reservations

