



Vacation Rental Property Management, Marketing, & Advisors

January 2026

PDF Version



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 Hire¹***

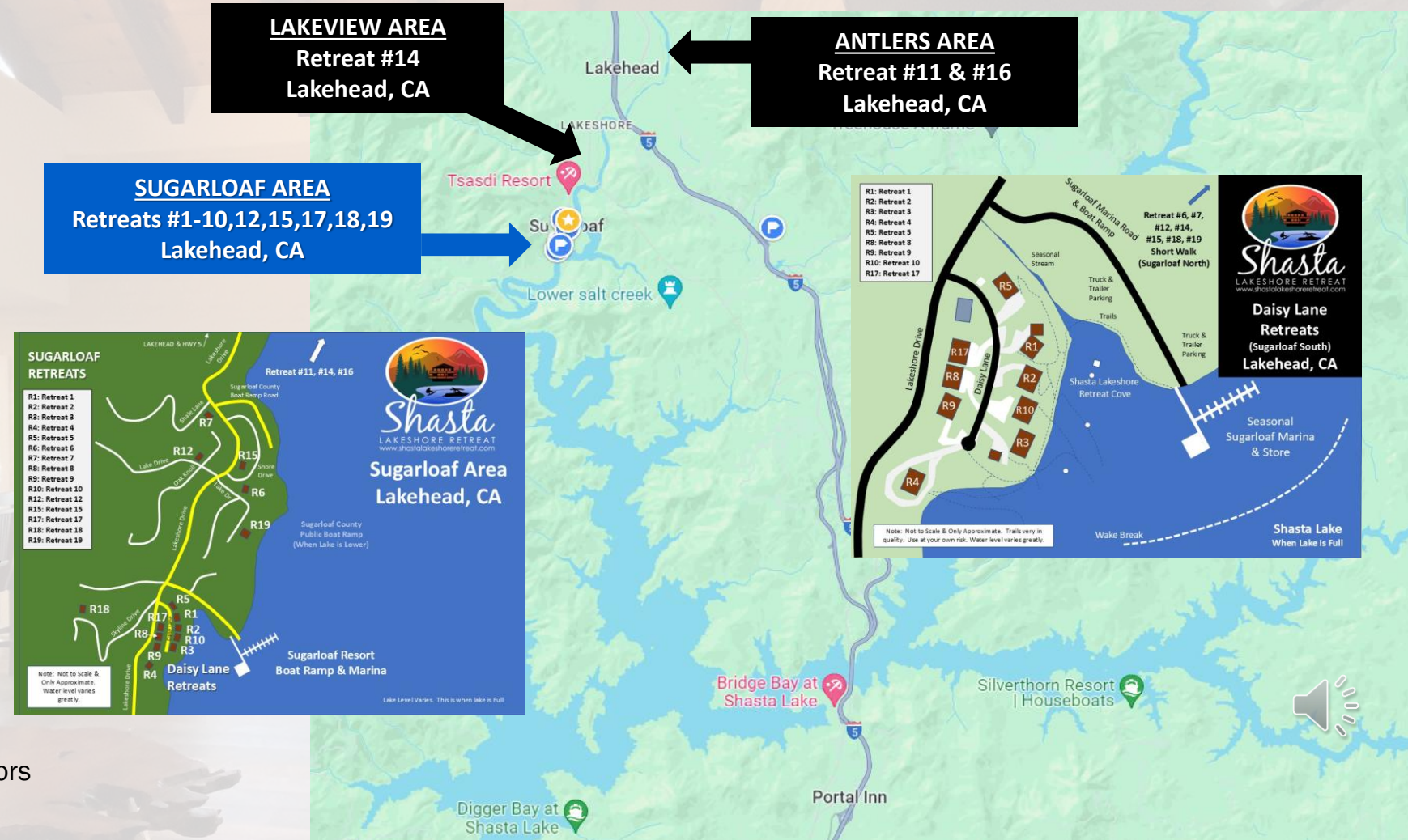
- Strong Marketing to Pull in New Guests
 - Website, Social Media, Advertising, Outreach, AI
 - A must in a Saturated Vacation Rental Market
 - Produce 2x-4x the area average for Revenue
- Large Clientele of Returning Guests
 - Over 1000 Returning Guests
 - Up to 35K Visitors/Month to Website
- Our Branding
 - 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
- 2-7 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:
 - 3 Homes: Dave & Lori
 - 15 Homes: Family, Friends, Neighbors



Join the “Retreat” Collection

- Interested in Select:
 - Well-Maintained Homes/Cabins
 - 3 Bedrooms & Larger
 - Around Shasta Lake
 - Prefer Lakefront & Excellent Lake View
 - 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

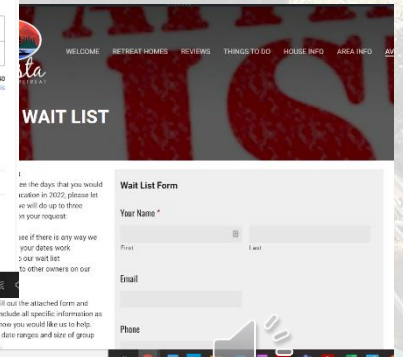
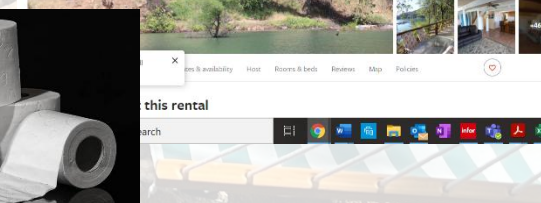
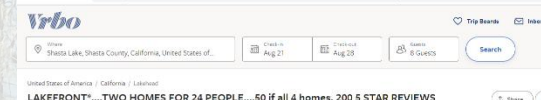


- Proactive Marketing to Bring in New Guests
- All Guest Interface & Communications
 - Direct, VRBO, Airbnb, & Others
- 24/7 Crisis Management
 - Plumbing, Air Conditioning, Power Outages, etc.
- Financial Transactions & Expense Tracking
 - Monthly Statements & Owner Payments
 - Tax Prep
- Cleaning Coordination
- 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
100 2022 1st Half June	\$ 438	\$ 371	\$ 371	\$ 1,623	\$ 1,916	\$ 2,210
101 2022 2nd Half June	\$ 631	\$ 520	\$ 520	\$ 3,043	\$ 3,563	\$ 4,082
102 2022 July	\$ 705	\$ 609	\$ 609	\$ 3,429	\$ 4,038	\$ 4,646
103 2022 1st Half August	\$ 705	\$ 609	\$ 609	\$ 3,429	\$ 4,038	\$ 4,646
104 2022 2nd Half August	\$ 631	\$ 520	\$ 520	\$ 3,043	\$ 3,563	\$ 4,082
105 2022 September	\$ 520	\$ 371	\$ 371	\$ 2,583	\$ 2,954	\$ 3,325
106 2022 October	\$ 349	\$ 319	\$ 319	\$ 1,482	\$ 1,982	\$ 2,301
107 2022 November	\$ 294	\$ 294	\$ 294	\$ 1,263	\$ 1,916	\$ 2,210
108 2022 December	\$ 294	\$ 294	\$ 294	\$ 1,263	\$ 1,916	\$ 2,210

https://www.vrbo.com/934760?adultsCount=8&arrival=2022-08-21&departure=2022-08-28&unitId=1482706



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



- 1100+ Five Star Reviews
 - Average over 4.97 out of 5.0
- Clean and Well-Maintained Retreats
- Guest Communications
 - Calls, Texts, E-Mails, GuideBook¹, Website, AI Enabled, and more...
- Transparency, Avoid Misunderstandings
- 24/7 Support & Crisis Management
 - We go beyond, way beyond!
- Welcome Gift Basket
 - Drinks, Logo T-Shirts/hats, Cups, etc.
- Recommendations on Things to Do
 - Loaded Website & AI Concierge



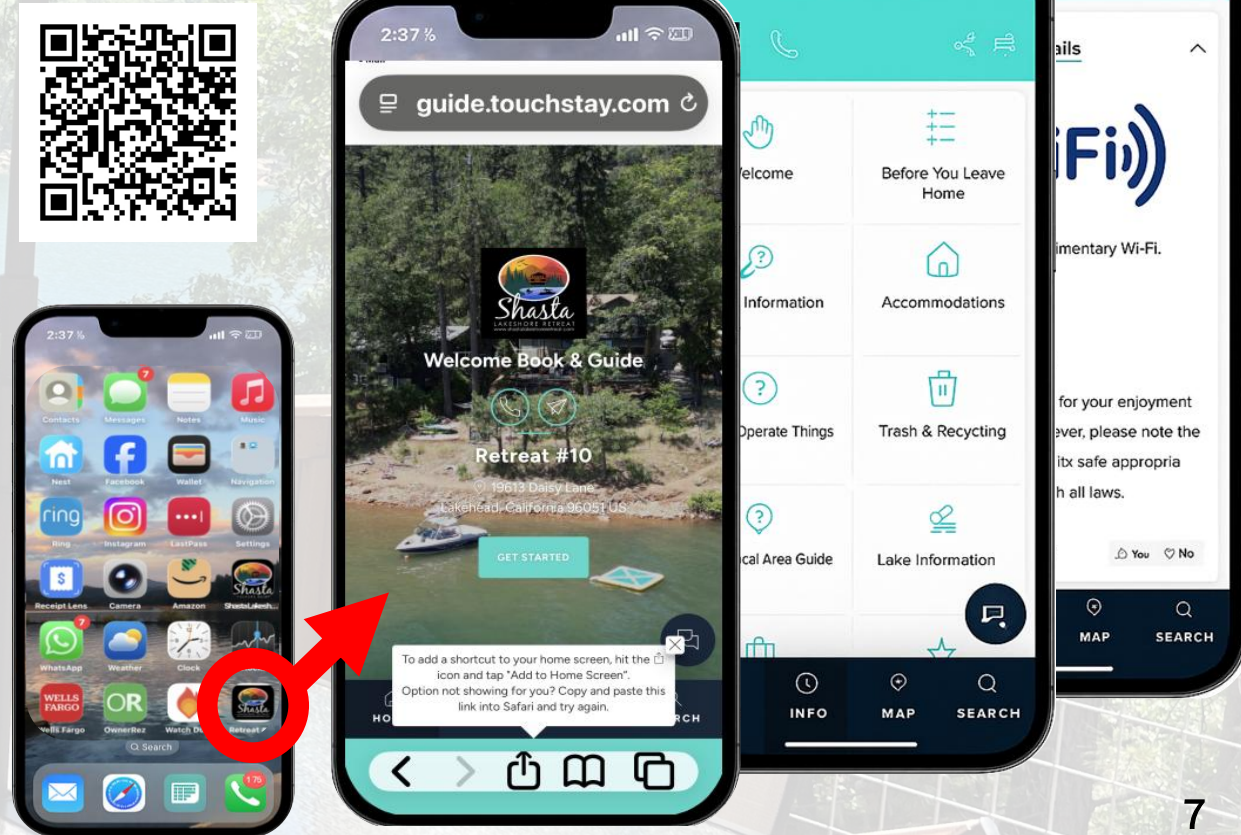
"This vacation was our best ever, we loved the home, service and we will be back next year"

Guest GuideBook



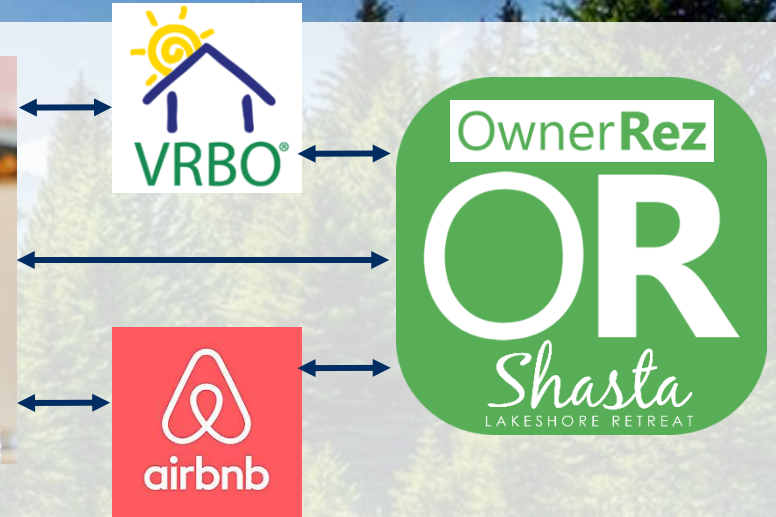
- On-Line “App Like”
 - Constantly updated
- Sent to guest at time of booking & again before arrival
 - Referenced throughout process & stay as needed
- Everything Guests need to know and more...
 - Detailed Information on Homes (how to work TV, Internet, etc.), Floor Plans, Bedding, Amenities, Directions, Rules, Cautions, Maps, Parking, Lake Level Dynamics, Cancellation Policy, Marinas, Boat Ramps, Boat Rentals, Things to do, Places to Eat, and much more
 - Nice menu and AI Chatbot to find contents
- Avoids Guest Frustration & Misunderstandings
 - And Protects Owners/Managers

- Printed version at the House
 - [Click here for EXAMPLE](#)
 - Or scan QR code



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
Totals:				\$19,339.63	\$1,758.15	\$1,742.57	\$15,838.91	\$4,725.27	\$0.00	\$0.00	\$14,614.36		\$14,614.36	\$0.00	\$14,614.36

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
Totals:		\$1,214.05	\$0.00	\$1,214.05

- Page 1 -

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
Totals:		\$1,214.05	\$0.00	\$1,214.05

Notes

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

Statement Totals

Total Bookings	\$14,614.36
Total Expenses	\$1,214.05
Grand Total	\$13,400.31



- Page 2 -

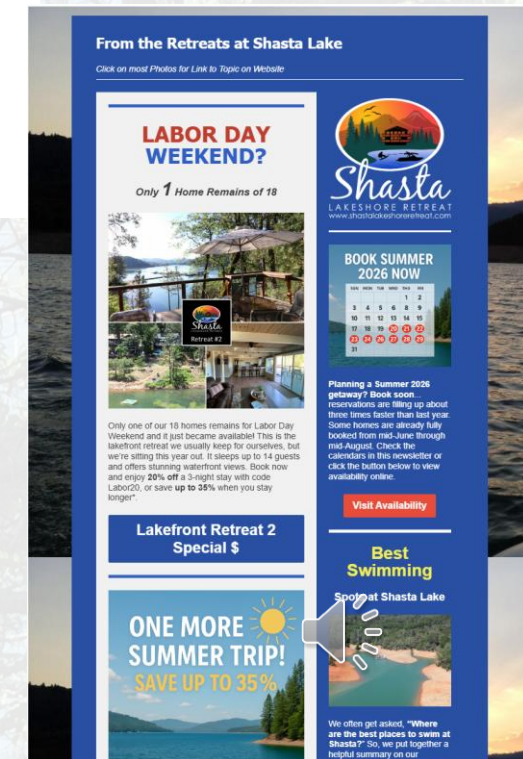
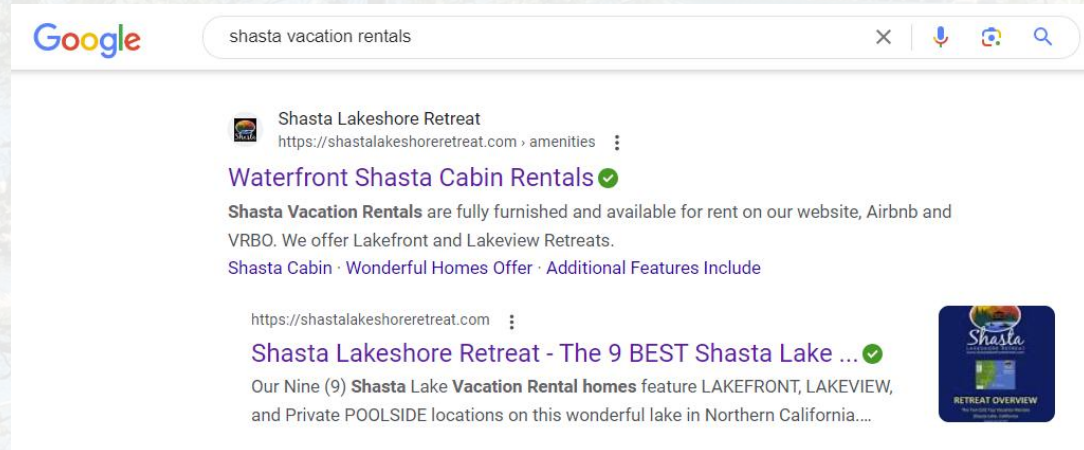


Owner Statements are Produced Monthly. Check is sent to Owner at the End of the Month along with the Detailed Financial Statement.

Proactive Marketing Overview

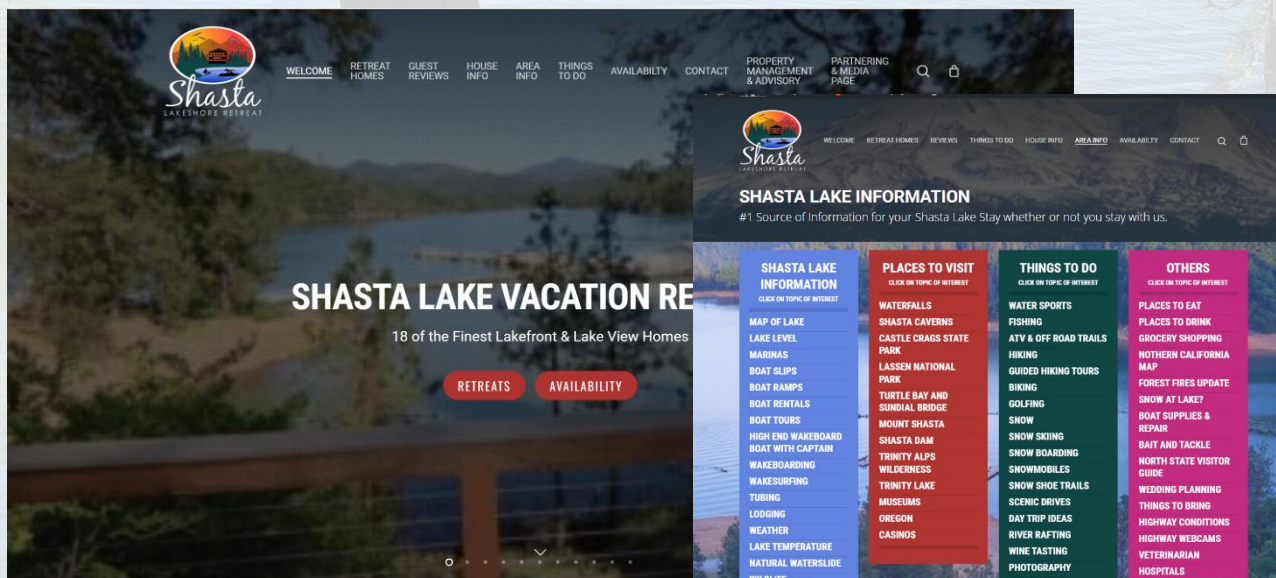


- Website
 - 35K Visitors/Month, #1 in County
 - Brochures & Hi-Impact Videos
- Google Word Ads & SEO
 - Strong First Page Placement
- Social Media
 - 18K+ Followers, #1 in County
- VRBO & Airbnb Listings
 - Good for New Guests
- E-Mail Newsletters
 - Over 5,000 Qualified past Guests/Interested Parties (Use leading Constant Contact)
- Advertising & Sponsorships
 - Tourist Magazines, Fishing Tournaments, etc.
- 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
- 1100+ 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...



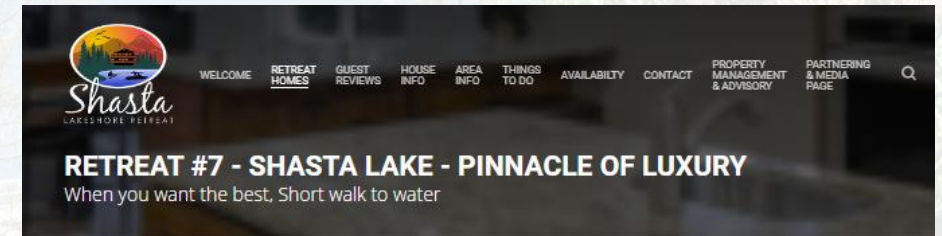
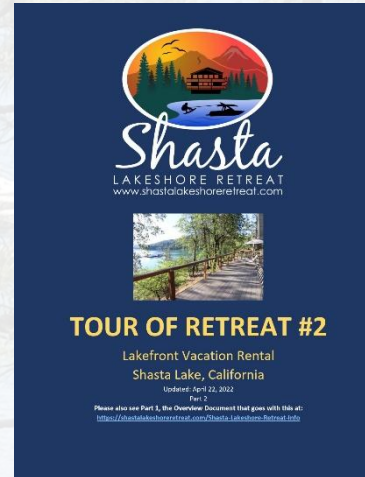
www.ShastaLakeshoreRetreat.com



Website: Dedicated Page Each Home



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



- ★ 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 (#1 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: 1100+ Guest Reviews





[WELCOME](#)[RETREAT HOMES](#)[GUEST REVIEWS](#)[HOUSE INFO](#)[AREA INFO](#)[THINGS TO DO](#)[AVAILABILITY](#)[CONTACT](#)[PROPERTY MANAGEMENT & ADVISORY](#)[PARTNERING & MEDIA PAGE](#)

GUEST REVIEWS

Over 1100 Five Star 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 1100 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....

4.9

★★★★★
based on 1,093 reviews

Sort by: Most recent stay ▾

Filter by: All properties ▾ All stars ▾

Keyword

Search

Showing 1 - 10 of 1,093 reviews

★★★★★

By 佩君 洪 – stayed at Retreat #18 in Nov 2025

It has a wonderful view.

★★★★★

By Kitty R – stayed at Retreat #12 in Nov 2025

This home is beyond expectations!

Set in a quiet neighborhood within walking distance to Lake Shasta, this home is spacious & comfortable. It really is a home away from home. Easy communication with Host. I am looking forward to a future booking.

★★★★★

By Vivek S – stayed at Retreat #06 in Nov 2025

They are very nice people ,and genuine .

★★★★★

By Carey B – stayed at Retreat #04 in Nov 2025

Lovely lakeside retreat.

We had such an excellent stay. The perfect cozy cabin with outstanding lake views! Easy check in and check out. So clean and well appointed everything we needed to make Thanksgiving memories. So much incredible birdwatching as well. You will not be disappointed. We will be back for sure.

“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

13

Website: Video Tours

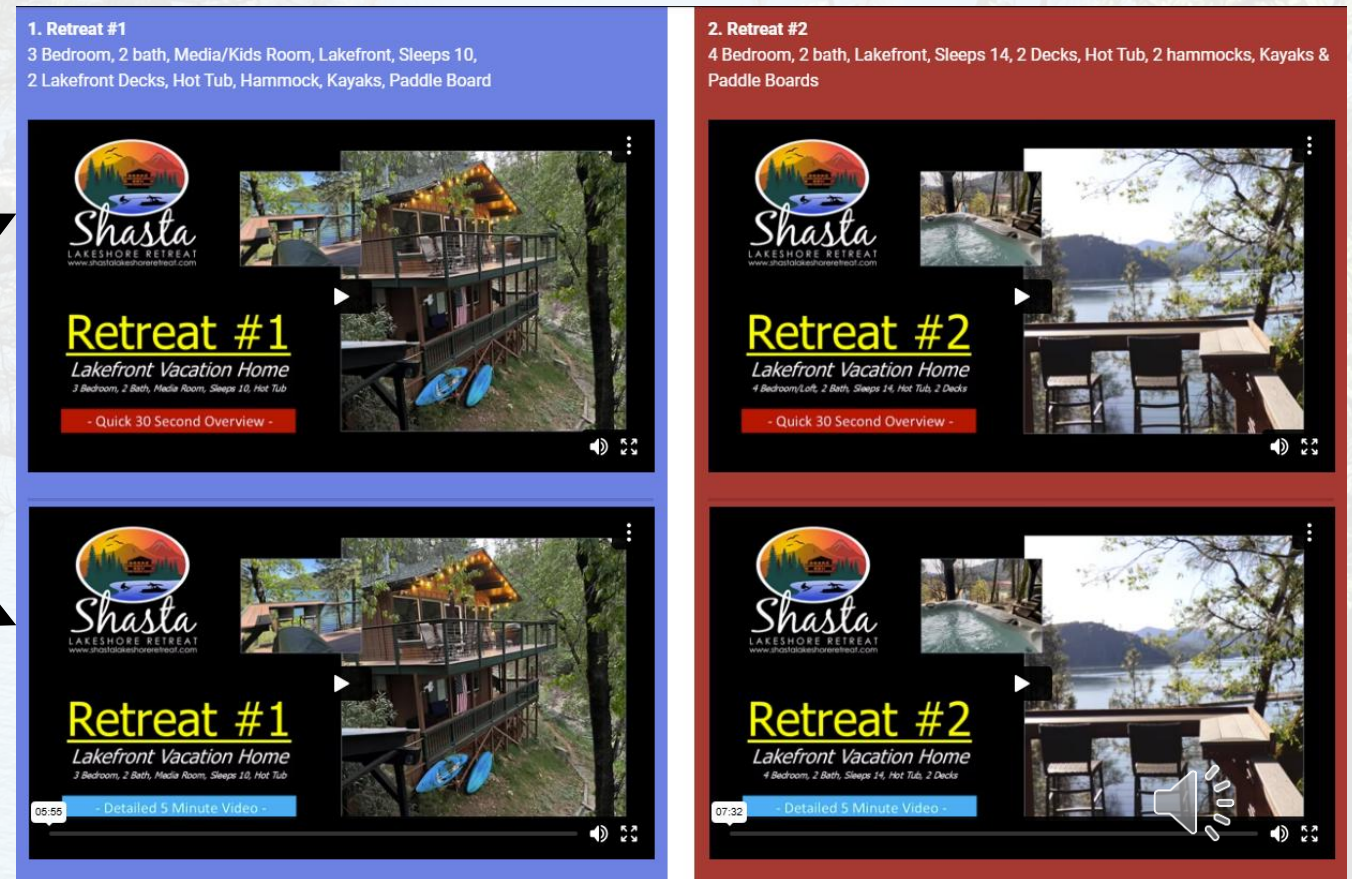


- Placed on multiple locations of the website
 - And used with Social Media



Click on Image Above to Watch Video

- 30 Second & 5 Minute Versions on Each Home

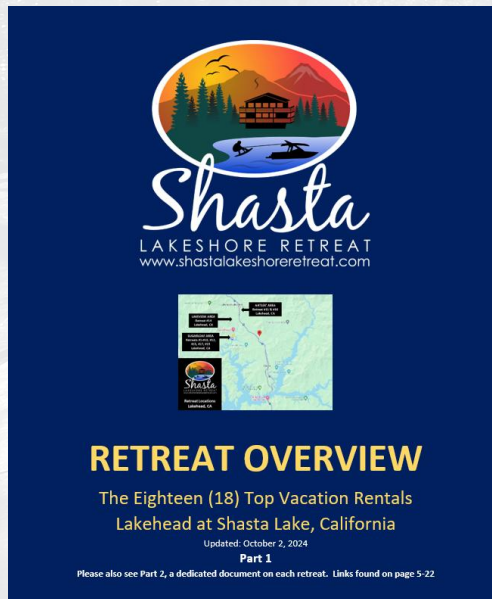


Click on Image Above to Go to our Video Section of Website
Links to High Impact Videos on each Home

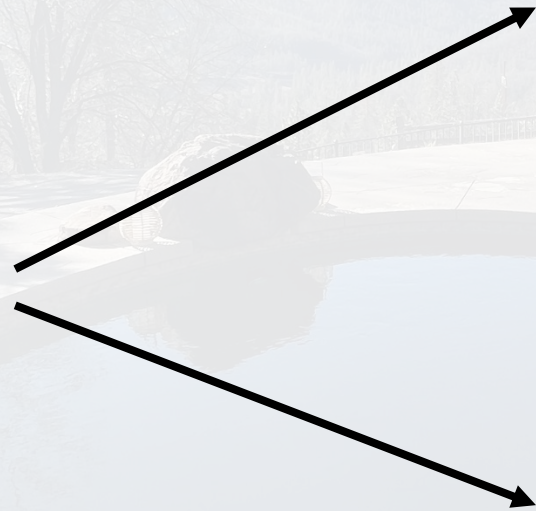
Website: Brochures



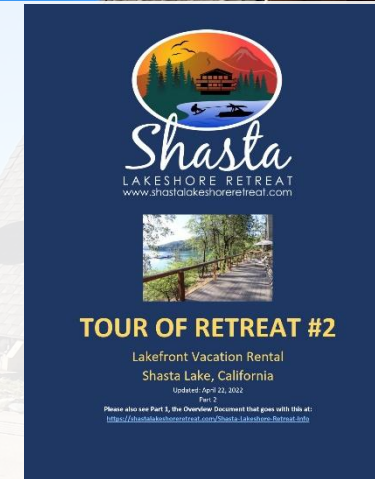
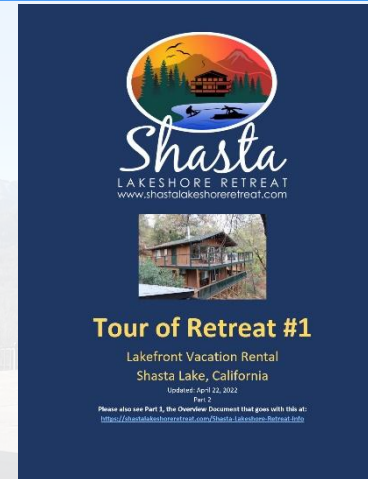
- Located in multiple locations on the website and sent to customers inquiries



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



Links to High Impact
Brochures
on each Home



Website: Shasta County Info Source

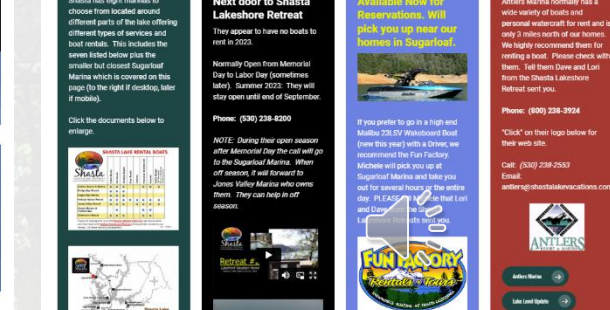
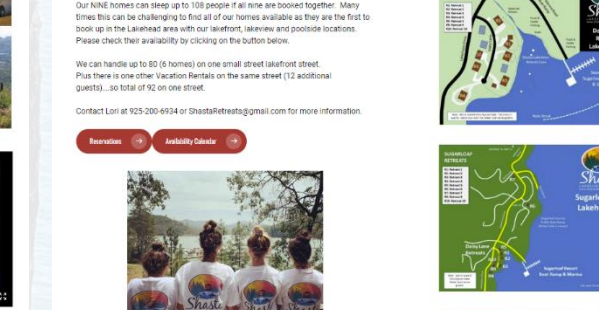
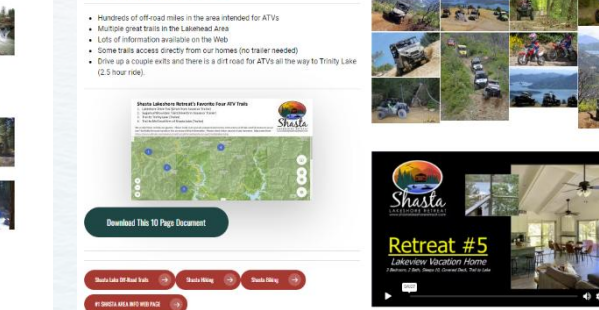
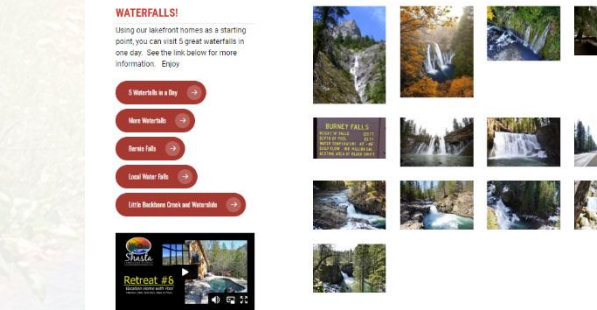
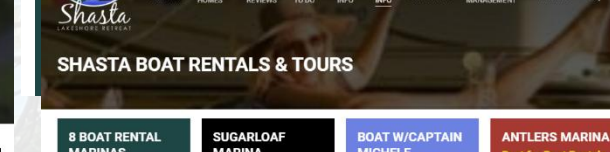
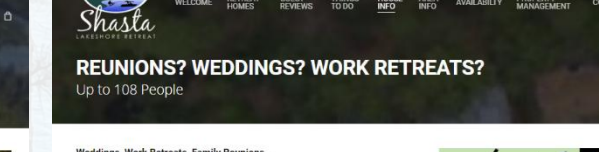
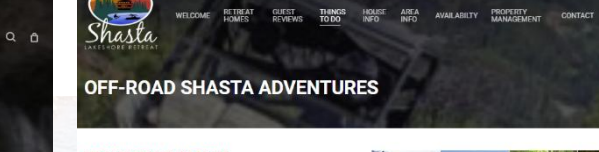
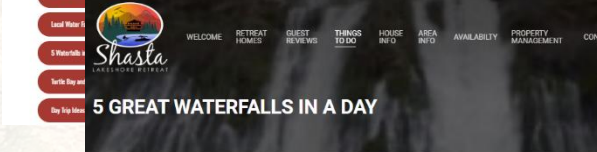
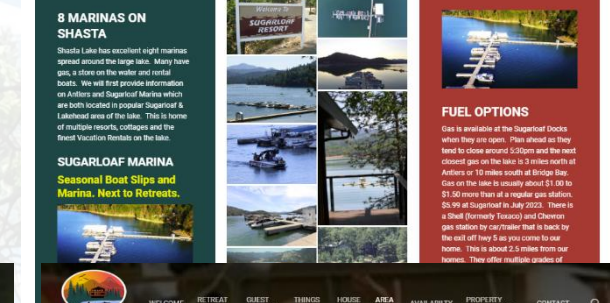
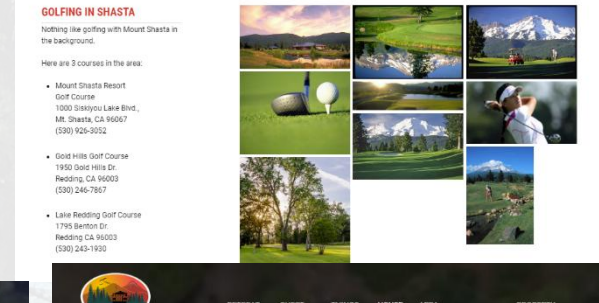
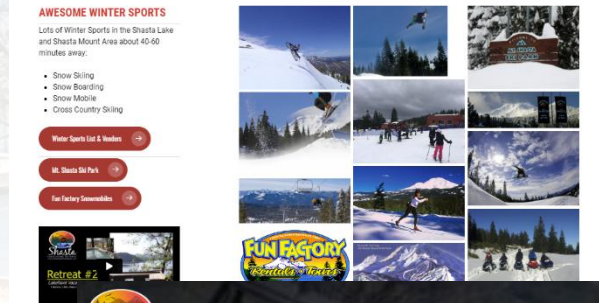
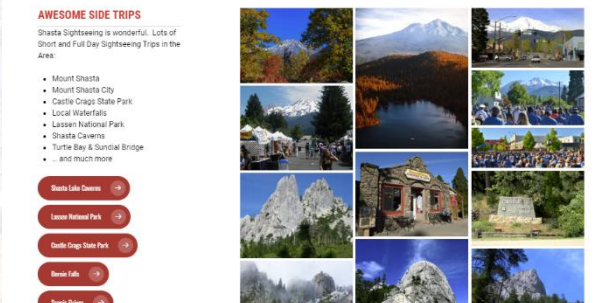
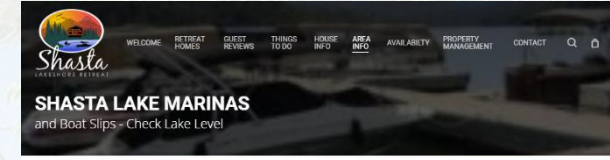
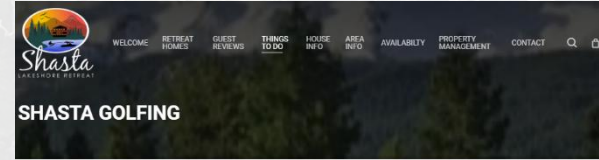
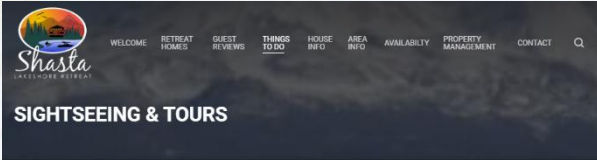


- #1 Shasta Lake Information Source
- Strategy:
 - Drive Traffic Here
 - More Exposure
 - New Customers
 - More Bookings
 - Leverage AI Technology
- Information
 - Lake Information
 - Places to Visit
 - Things to Do
 - Blogs
 - Partnerships
 - Other (Food, Stores, etc.)
- Will continue to expand as key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

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

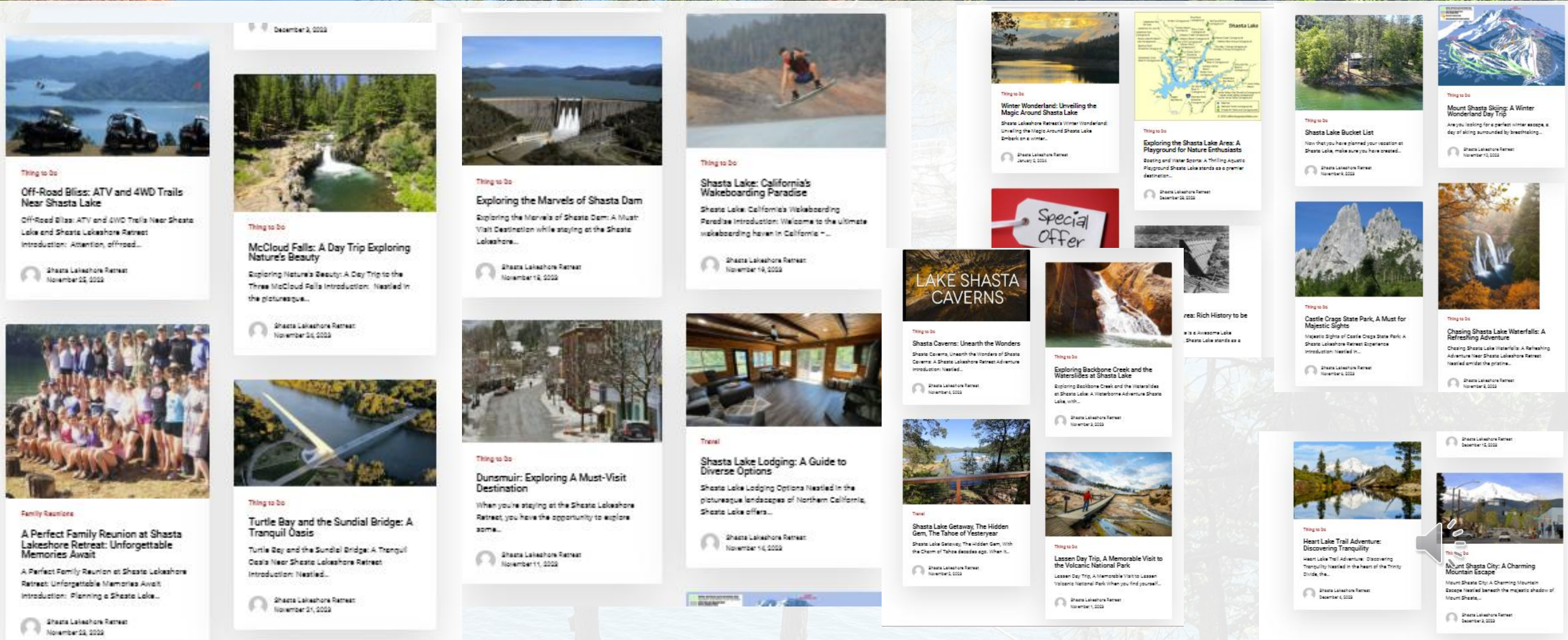


Website: Key Area Information



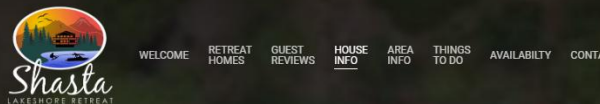
And much more...

Travel Blogs – Drive More to Web!



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

Other Targets & Partnering



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.

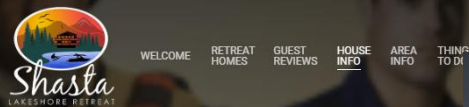
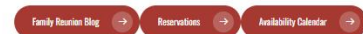
However, securing availability for all of these highly sought-after properties can be a challenge due to their immense popularity. If you're considering a large group booking, we recommend checking their availability promptly by clicking the button below.

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.



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 Choose Us?

1. See the difference in our offerings.
2. Variety of retreat homes to choose from.
3. Exclusive lakefront location.
4. Cost-effective rates.
5. Convenient location.

A Heart for the self and offering away from home.

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.
4. **Flexible Rates:** We offer competitive rates and flexible booking options to suit your needs.

For more details and email us at ShastaRetreats@gmail.com.

We look forward to serving you.

Available for booking.



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.
4. **Flexible Rates:** We offer competitive rates and flexible booking options to suit your needs.

Unparalleled Amenity

Your comfort is our priority.

- **Lakefront and Lakeview:** Enjoy the serenity of the lake and the beauty of the surrounding forest.
- **Recreation Options:** Paddleboards, kayaking, and fishing are available for rent.
- **Flexible Rates:** We offer competitive rates and flexible booking options to suit your needs.

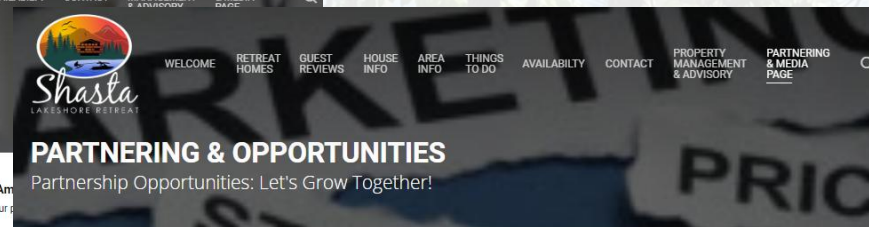
Embrace the Scenic Beauty

While there may be a long drive to a good highway to Redding. Our retreat added benefit of a se after a day of work.

For inquiries or to book your stay at Shasta Lakeshore Retreat, please contact us at ShastaRetreats@gmail.com.

For more details and email us at ShastaRetreats@gmail.com.

We look forward to serving you.



PARTNERING & OPPORTUNITIES

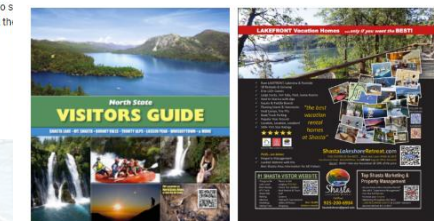
Partnership Opportunities: Let's Grow Together!

Partnership Opportunities: Let's Grow Together!

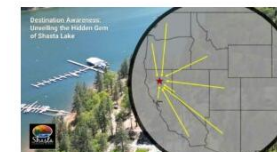
Shasta Lakeshore Retreat (Vacation Rentals) & Vacations 4 Rent (Short Term Rental Advisory & Property Management)



Welcome to Shasta Lakeshore Retreat, where unforgettable memories are made both at and around the lake. We believe in the power of collaboration and mutually beneficial relationships. If you have a proposal that can enhance our guests' experiences and encourage more stays, we want to hear from you!



1. Advertising Partnerships



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 Lake.

Many more to come...

Influence & Partnerships



- President of SLBOA
 - Dave is the President of the Shasta Lake Business Owners Associations
 - 30 Key Businesses Around the Lake

- Donation Exposure
 - Donate Three 3-Night Stays Per Year to School/Church Auctions

• Annual Giveaway

- 3-Night Stay Awarded Christmas Eve each year
 - Join Mail List, Social Posts, Past Guests



Retreat AI Concierge



Introducing the Retreats AI Concierge

- Leveraging Artificial Intelligence (AI)
 - Website
 - Guidebook
- Supports 24/7 for Immediate Accurate Answers
- Significant Training on our Detailed Materials
 - Continues to Improve

Dashboard - Chatbase x Retreat #3 - Relaxing Lakefront x +

https://shastalakeshoreretreat.com/lakehouse-retreat-3/

Shasta LAKESHORE RETREAT

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

RETREAT #3 - NESTLED, TRANQUIL SHORES OF THE
Best Location on the Lake...only steps away

- ★ Lakefront!, Best Location on the Lake!
- ★ Closest to Water of all Retreats. 30 Feet when lake is full*.
- ★ Large Covered Deck – Awesome Views
- ★ Lake Views from Most Rooms
- ★ ~2300 Square Feet
- ★ 4 Bedrooms + loft, 2 Full Baths, Kitchen/Large Main Room, Sleeps up to 14 (9 Adults Max)
- ★ Next Door to R10 & R4 and Across the Street from Retreat 9.
- ★ On same street as Retreat 1, 2, 4, 5, 8, 9, & 17
- ★ Hot Tub, Gas BBQ, Fire Pit
- ★ 2 Patio Tables, Picnic Table, Hammock
- ★ 2 Kayaks
- ★ 2 Paddle Boards
- ★ Central Air Conditioners/Heat plus Mini Split
- ★ Wood Burning Fireplace (firewood provided)
- ★ Wood beam ceilings & fans
- ★ Boat/ATV Parking** and multiple cars

Retreats AI Concierge

Which of these two homes is larger?

Retreats AI Concierge

Retreat 10 is larger than Retreat 2. Retreat 10 offers approximately 2,300 square feet of living space, while Retreat 2 provides about 2,000 square feet. Both homes offer ample space for relaxation and gatherings, but Retreat 10 has a bit more room overall. If you need more information about either home, feel free to ask!

Message...

Although we have added this AI Concierge to help 24/7, please contact us directly with any questions at ShastaRetreats@gmail.com or 925-200-8934

Light rain Today

Search

9:21 AM 12/21/2025

Specials & Gift Certificates

- Weekly Specials
 - Mostly focused on last minute deals to fill homes
- Retreat of the Month
 - Rotates monthly but focus on lower performing Retreats
- Gift Certificates
 - Available for purchase on Website
 - Discounts at times (Holidays)
- Stay Again Discounts
 - Discount if current guest books next year within 4 weeks of departing

The screenshot displays the Shasta Lakeshore Retreat website. At the top, a navigation bar includes the logo and links for WELCOME, RETREAT HOMES, GUEST REVIEWS, and HOUSE INFO. Below this, a section titled 'SHASTA LAKE SPECIALS' encourages following the business on Facebook and Instagram. A prominent blue 'Buy' button is shown, with a red arrow pointing to it from a gift certificate preview. The preview shows a \$500 certificate for John Doe from Bob Smith, with a 'Buy' button and supported payment methods (Discover, Visa, Mastercard, American Express, and a local currency symbol). Below the main navigation, three promotional banners are visible: 'NEW SPECIALS EACH DAY @ 9am' featuring 'DAILY CHRISTMAS SPECIALS' with a 25% off 2-3 nights deal (code XMAS25) and a 35% off 4+ nights deal (code XMAS35); 'Gift Certificates Available' with a 'The Perfect Gift' offer of \$500 for \$450; and 'RETREAT OF THE MONTH RETREAT #16' with a 20% off discount.

Shasta
LAKESHORE RETREAT
www.shastalakeshoreretreat.com

WELCOME RETREAT HOMES GUEST REVIEWS HOUSE INFO

SHASTA LAKE SPECIALS
Follow us on Facebook and Instagram for Additional Specials

Buy

Supported payment methods:
Discover Visa K. \$

NEW SPECIALS EACH DAY @ 9am

DAILY CHRISTMAS SPECIALS
New Specials Every Day
Visit shastalakeshoreretreat.com to see today's deal!

Today's Deal #1
12-20-2025
XMAS DEAL
25% Off 2-3 Nights
Use Code: XMAS25
35% Off 4+ Nights
Use Code: XMAS35
Valid for Arrivals through Jan 10

Today's Deal #2
12-20-2025
MULTI-

Gift Certificates Available

SPECIAL:
Buy \$500, Get \$50 Extra FREE

The Perfect Gift
Limited Time Offer. We offer gift certificates of any amount which can be used for any stay up to 5 years. Just let us know what you are interested in and we will make it happen. Easy to Book online.
[More on Gift Certificates Here](#)

READY TO DEAL

RETREAT OF THE MONTH
RETREAT #16
20% OFF

Retreat #16

Retreat #16
Lake House Near Andor's
Homes for Rent - 100% Occupied - 100% Occupied

Website: Guest Transparency



- Transparency to Build Trust with Guests¹
 - 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.

LATEST CONDITIONS:
Currently no fires in the area.

Forest fires are unfortunately common in this area and Northern California. Fires in the general area can bring smoke in at its during the summer (especially late summer) and high most days are beautiful blue skies, your stay may like to avoid smoke or are sensitive to smoke and other places in Northern California summer/fall.

Providing this as additional information for our guests and life as a source of information. We are not experts, information as desired. We can't be liable for the

Working firefighters and first responders for their service impacted by California fires.

Smoke in the area and smoke is not a valid cancellation



ABOVE: Clear Skies although a fire was only 5 miles away but wind blowing away from lake (July 2021).

Forest Fires



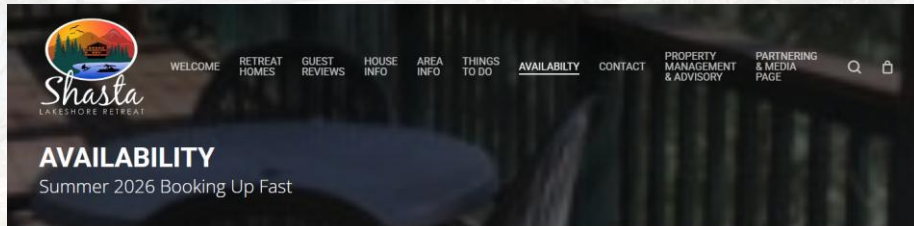
COVID

1. And to protect Owner/Managers

Booking Platform on Website



- Guests can:
 - Check Availability, Get Quotes, & Make Reservations
 - Now 75% of our Bookings (under our control)

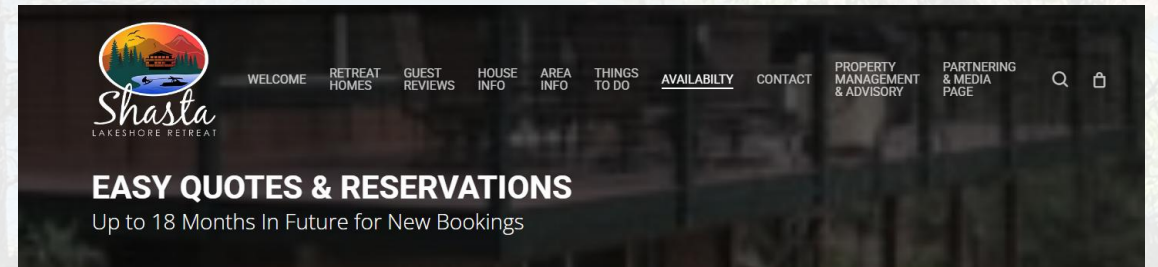
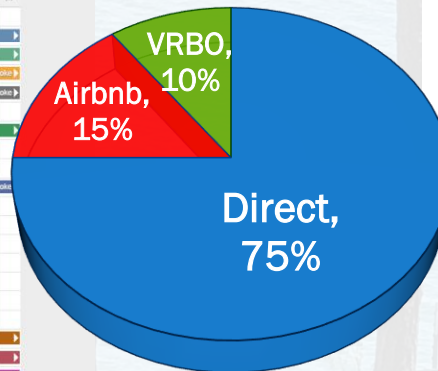


Enter Dates & Size of Group... This will provide all Retreats Available along with Pricing.

Arrival Departure Any Guests Search

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

< Jul 2026 Now > Today



EASY STEPS

QUOTES:

Enter Information & see quote on screen

Or...provide all the info and hit inquiry and we will send you a formal quote via email.

INQUIRY:

Enter Information, add any comments or questions, and hit the "Send Inquiry" Button

RESERVATIONS:

Enter Information, add any comments, and hit the "Book Now" Button

Note: This will provide you more information but will not yet bill your card.

Property
- Select -

Arrival Date Departure Date

First Name Last Name

Email

Phone

Discount Code

Comments/Questions

☐ Opt into SMS messages from Shasta Lakeshore Retreat about this booking

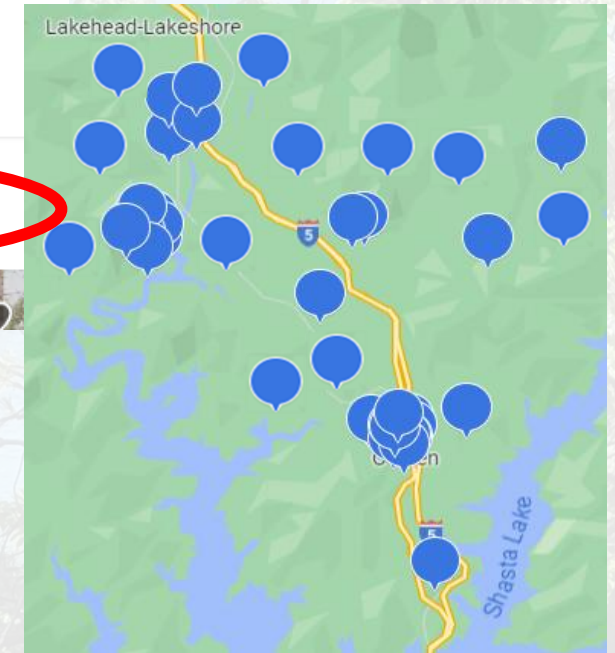
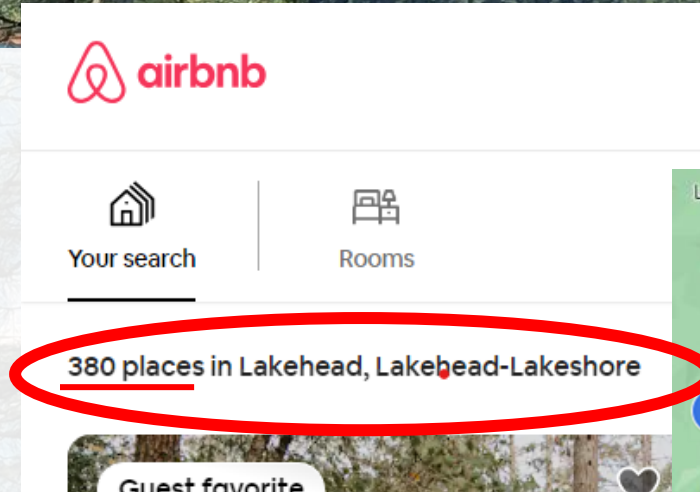
Message & data rates may apply. Message frequency varies. To opt-out of receiving text messages, reply STOP at any time, or contact us to update your preferences. Usage of your information is governed by the [Privacy Policy](#) & [Terms](#) of our software provider.

Book Now Send Inquiry

Saturated Vacation Rental Market



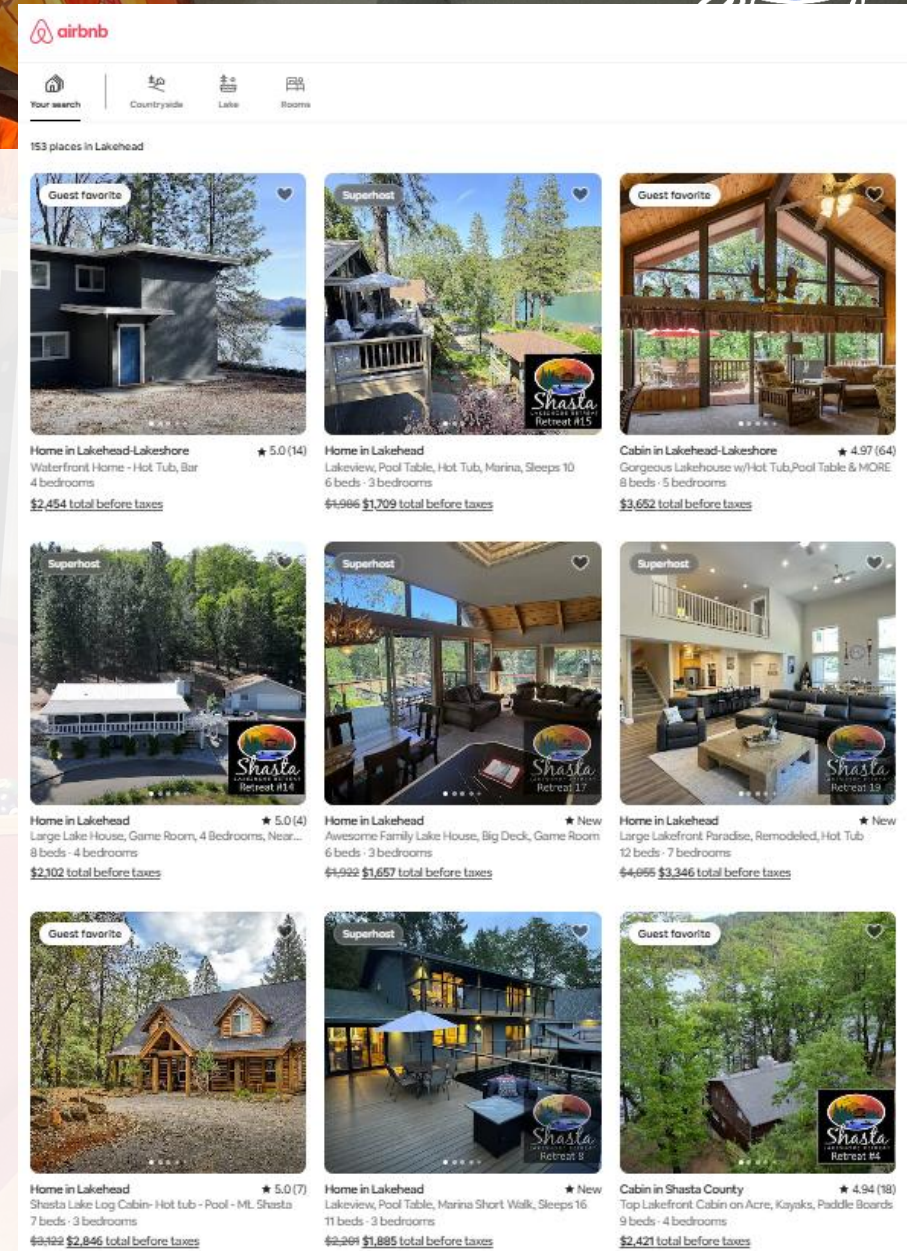
- Vacation Rental Market Changed
 - Too many homes, not enough renters
 - 3X Vacation Rentals in Lakehead
- Relying on Airbnb & VRBO is Over
 - To survive, must have:
 - Proactive Marketing on Many Fronts
 - Website Traffic
 - Direct Booking Focus!
 - Large # of Returning Guests
- We produce 2x – 4x 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 (1st 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”

Social Media

- Instagram:

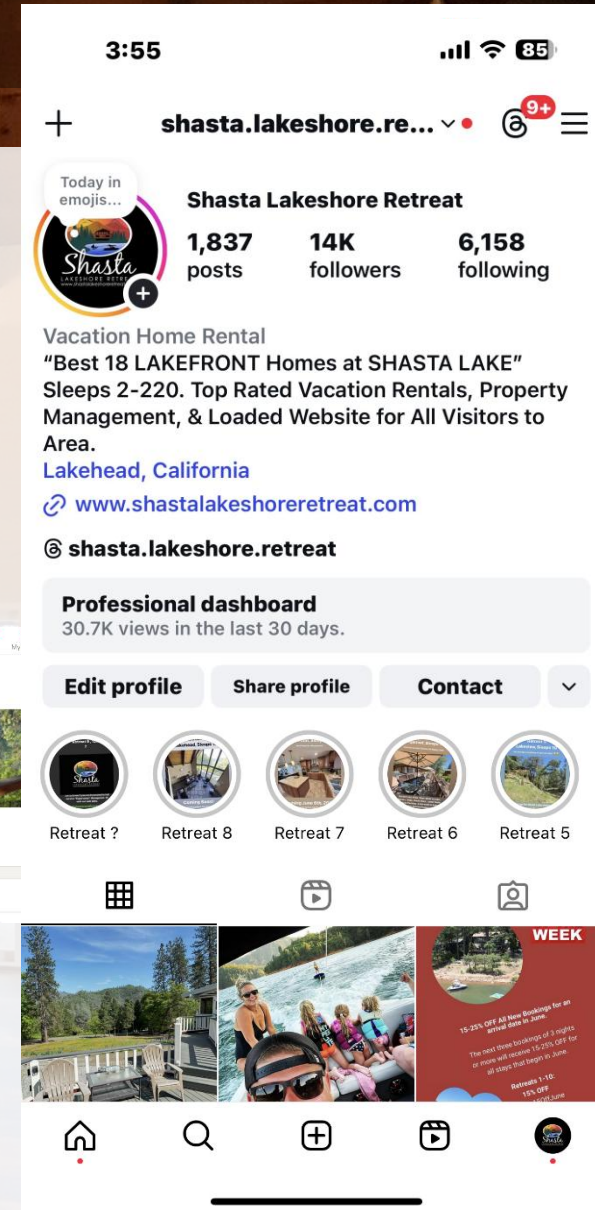
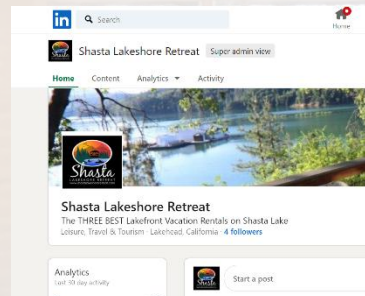
- 14K+ followers on main page
 - @shasta.lakeshore.retreat
 - #1 in Shasta County
 - Followers mostly vacationing & boating families
- 3K+ more on others
 - @ShastaVRBO, @ShastaAirbnb, @ShastaVacations4Rent
 - And others

- Facebook:

- 4K+ 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, hotels, cottages, resorts around the lake 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)

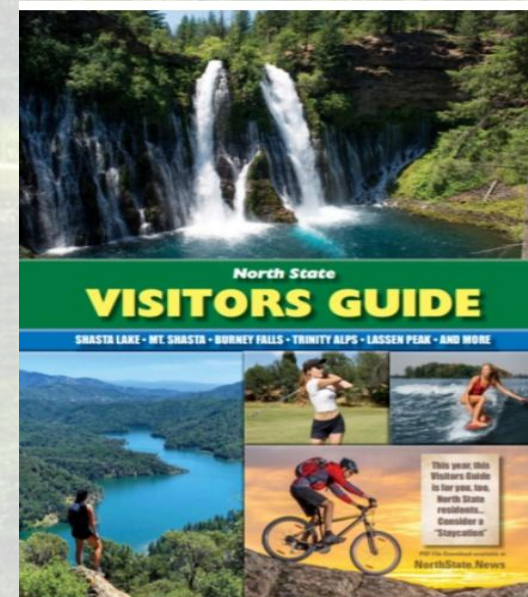


Shasta Lakeshore Retreat
<https://shastalakeshoreretreat.com>

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 & LAKE VIEW HOMES
2-7 Bedrooms (6-24 Guests/Home)
Walk to Marinas & Boat Ramps
Kayaks, Paddle Boards
Large Lake View Decks, BBQ, Fire Pits
Hot Tubs, Pools, Floating Islands
Air Conditioning
Boat/ATV Parking, ATV Trails

18+ VACATION RENTALS
Game & Media Rooms
Up to 220 Guests
100+ on Single Street
Family Reunions, Retreats
With Special Discounts
Open-Air-Around
1000+ FIVE STAR REVIEWS

10% OFF
Use Code: NorthState10

www.ShastaLakeshoreRetreat.com
925-200-6934 ShastaRetreats@gmail.com

Other Marketing



Gift Certificate
\$500

To: John Doe
From: Bob Smith

Happy Holidays! Let's go to the Lake!



- E-Mail Newsletters
 - ~6 Times a Year
 - Well Qualified List¹
- Business Cards
 - For handout & in front of each home
- Flyers
- Craigslist & Marketplace 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. Over 5,000.

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/advise¹ 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, AI Investment, 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, cleaning fees and other cost)
 - Ends up being about 22% of Gross
 - 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](#)
- [Example Guidebook](#)

2. Contact Us to Discuss

- David Raun: 925-200-6938
- Lori Raun: 925-200-6934
- 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
- Training or AI Concierge on your home
- 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 2026-2028 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

- **Leverage Partnerships & Technology**
 - Shasta Lake Business Owners Association
 - Local Relationships
 - Artificial Intelligence (AI)




Vacation Rentals
18 Lakefront & Lake View

2-7 Bedrooms (6-20 Guests/House)
BBQs, Fire Pits, Hot Tubs, Game Rooms
Walk to Lake, Marinas, Boat Ramps
Kayaks, Paddle Boards, Floating Island
Boat/ATV Parking, ATV Trails


Call/Text:
925-200-6934
ShastaRetreats@gmail.com
1100+ Five Star Reviews




Our Overall Strategy



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



www.ShastaLakeshoreRetreat.com
925-200-6934



**Vacation Rental
Property Management**

Full Service...We do it all...
...so, you can just ENJOY your 2nd 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

Next Steps:
1. Review Dedicated Webpage & Voice Over Presentation →
2. Call 925-200-6934 or e-mail 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

ShastaRetreats@gmail.com

www.ShastaLakeshoreRetreat.com

www.ShastaVacations4Rent.com



Shasta Area Information



Shasta Lakeshore Retreat Website



Lake Level



Availability Calendar



Reservations

