

PoconosVRO

Newsletter

November 2023

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Welcome to the latest edition of the **Poconos VRO** newsletter! We are excited to have you on board. In this newsletter, we will provide you with updates on the latest advocacy efforts, upcoming events, and tips for making the most of your vacation rental. Sit back, relax, and enjoy the newsletter. If you have any questions or feedback, feel free to reach out to us. Happy reading!



WELCOME TO OUR NEWEST SPONSORS:

OwnerRez

Experience the difference of "Elite." **OwnerRez** is internationally recognized as a leader in the vacation rental industry for channel management, CRM, PM, accounting, messaging, and websites. Integrate with all major vacation rental channels to seamlessly sync availability, rates, rules, and listing content. Get your own modern fast website, process payments directly, manage inquiries, communication, and guest checkout with e-sign renter agreements.

Read More about the benefits of OwnerRez:

[Click Here](#)



Your Premier Short-Term Rental Experts

Comprising a dynamic quartet of industry trailblazers and a meticulously assembled support team, **The Lisa Sanderson Team** stands at the forefront of the Poconos' vacation home and short-term rental market. Led by Lisa Sanderson, a stalwart with over 30 years in real estate, the team embodies unparalleled knowledge and experience, reinforced by a dedicated ensemble.

See more about our services:

[Click Here](#)

Become a Sponsor!

POCONOS VACATION RENTAL GUIDE:

We are expanding our promotion of the Poconos Vacation Rental Guide (<http://www.PoconosVRO.com>). The guide lists member properties that have agreed to our "Good Neighbor" pledge. [Join us](#) if you'd like your property included in the guide.

Poconos VRO "Good Neighbor" Member badges available [here](#), digital versions for your listings, guest welcome material and plans for refrigerator magnets soon.

Become a Member!

NOVEMBER UPDATES

The Poconos VRO General Meeting had many exciting updates.

The **Conference** planning is underway with securing Camelback for event! Mark your calendars for **March 7, 2024** for our first annual trade conference, details to come!

Our Members **Forum** is expanding with chapters for APCP, ALCA, LNC and Vendor sections. [Check it out here!](#)

Two new Sponsors, **OwnerRez** and **The Lisa Sanderson Team at KW** recently joined us in November.

* Members can [access recaps of all events here!](#)

The Poconos VRO is planning its first conference on *Thursday, March 7, 2024*. We expect over 200 attendees, numerous vendors, a full slate of speakers, panel discussions and networking opportunities. *Please mark your calendars!*

[Subscribe for more Events, News & Updates](#)

UPCOMING EVENTS

Discover the unique advantages of using Elite property management software

[December 6; 11 AM](#)

*Join us for a live demo of **OwnerRez**! We will give a high-level demonstration of how **OwnerRez** looks across all of its menus and features. Register [here](#).*

Poconos VRO November Meeting

[December 12; 7:30 PM - 8:30 PM](#)

Mark your calendar to join us for our monthly Pocono VRO meeting which is held via ZOOM every 2nd Tuesday of each month!

HOST SPOTLIGHT

The **Poconos VRO** mission is to "advance the interests of vacation rental owners." To build on our organization's goals of supporting individual members, we are seeking individual members to highlight in our monthly newsletter, a website spotlight and an ongoing social media campaign. We also hope to use this to generate some good news reporting and coverage.

We are seeking volunteers to be highlighted as host of the month. We'd have a photo of you, ideally at your property, a link to your booking page, a few sentences about what drew you into hosting and a few highlights about your property and the neighborhood/community it is in. We see this as a great way to promote your rental property and help Poconos VRO demonstrate that we are a collective group of good neighbors and caring operators.

Please fill out the Interview Survey Form:

<https://forms.gle/JUUHp4NJpE36qdTx5>



FEATURED HOST

Jo Carter

Tell us about how you got into Vacation Home Rentals?

Well long story short - I love a challenge and in 2021 got a CRAZY idea to purchase a vacation home and the 13th house we looked at checked alot of our boxes. The home was located in THE HIDEOUT, LAKE ARIEL (Wayne County) which is an amenity filled recreational community. So tools in hand, we started the renovations- the end result was totally worth it. The sense of pride and accomplishment is worth all the late nights of pulling down ceilings, walls and pulling up flooring (just to name a few projects of which there was so many more). We also employed numerous local contractors whose work was impeccable and a pleasure to work with. I absolutely LOVE showing off the home and chatting about this 'new chapter' in our life. Our adolescent girls beam when they mention going to the 'vacation' house.

What is your personal favorite place to go in the Poconos?

Our home that we are sooo very proud of located right by the pond!

Tell us about the scale of your operation, are you an active manager or do you delegate much of the work?

I have a wonderful property manager but I do also enjoy being involved directly with decisions as this is our vacation home as well.

How do you stay up-to-date on the latest trends and regulations in the vacation rental industry?

Pocono VRO is my go to place for keeping up-to-date on the latest/newest trends and technologies. This is a great resource to have in my online "toolbox".

What technology have you put in place to assist with your vacation rental?

The home is equipped with high speed internet which allows us to use some of the latest technology ie: Wi-fi thermostats controlled through app to adjust each rooms temperature as well as ability to control mini-split remotely for heat or air conditioning. Another wi-fi stat to control gas fireplace remotely. Wi-fi entry door lock to give guest a UNIQUE code upon arrival. Blink exterior camera. Amazon fire-sticks on tv for streaming.

What advice would you offer newcomers to the industry?

Do your homework - join some groups to research opinions on both sides of the good/bad to owning a vacation property/rental.

We do accept direct bookings. We are a proud member of Pocono VRO and abide by their mission statement of being a RESPONSIBLE vacation rental owner. We have had some really AWESOME guests and we have 5-star reviews. A guest's positive experience is utmost important to us as well as them respecting our home, community and neighbors.



A premium, all-seasons vacation rental in the Poconos

Steps away from a gorgeous 1 acre lake

For inquiries, more info, & booking, email hello@theQPL.com



In-House

- fast wifi
- full kitchen
- sunroom
- billiards
- foosball
- paddleboards
- air hockey
- fire pit
- grill & more

Community Amenities

- swimming
- golf
- tubing
- ski hill
- fishing
- arts & crafts
- bar & grill
- sports complex

Nearby

- Camelback
- Jack Frost
- Mount Airy
- Kalahari
- Great Wolf
- Pocono Raceway
- shopping
- state parks
- hiking
- camping



3 Bedrooms



2.5 Bath



Sleeps 8



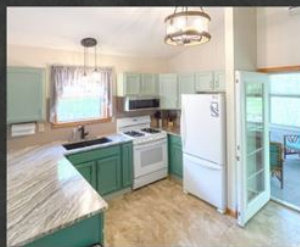
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TheQPL.com



Scan to book



FROM THE BOARD

Four of Poconos Association Of Vacation Rental Owners board members attended the regional CAI meeting, setting up a booth in the exhibit area. Members worked the room to advocate and lobby for better consideration from HOA boards and local community leaders and had some productive conversations, including a few HOAs that presently do not allow STR. Our board president talked with Bill Weimer, Chairman of the Board of Supervisors for Coolbaugh Township about the township's recent change to strictly enforce codes after several years of lax inspections and the impact it was having on STR operators.

We followed up that meeting with a letter to the township asking that a grace period be given when inspections revealed needed improvements. We stated we are all for health and safety and just need a reasonable period of time to address any code violations that were missed in the previous year's inspections. Board member Marty Nicoll attended the next Coolbaugh Township meeting to present the letter in person and to make an appeal for a reasonable grace period. You can read the letter and follow-up news on our Facebook page - <https://www.facebook.com/groups/poconosvro>

We intend to continue this type of proactive, practical approach to advocate for practical regulation. We are volunteers and can only do so much so we ask that members read your HOA publications, attend your HOA and township supervisors meetings and help us help us all. The collective voice of the STR industry comes from us working together and pushing for fairness.

Pictured below are Board President, Mark Shay and Board Treasurer, Marty Nicoll.



Become a Member - Join Us!

MEMBER UPDATES

* Check out the **NEW [Membership Badge Program](#)**,
Our Poconos [Rental Guide](#) with your Listings
and Access to our **[Membership Directory](#) & [Forums!](#)**

Event Recaps

- [Unlocking Direct Bookings: A Blueprint for Vacation Rental Success](#)
- [5 Ways to Protect Your Properties and Avoid Bad Guests](#)
- [The No BS Podcast & Poconos VRO Ask Anything Town Hall](#)
- [Better Stays Together: Northeast](#)
- [The 5 truths of furnishing with Minoan](#)

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 NoiseAware 



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