

PoconosVRO

Newsletter

October 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

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Our Members can access special pricing discount code on our ***Members Only*** Page

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. Contact us if you'd like your property included in the guide. We hope to have Poconos VRO "Good Neighbor" badges available soon, digital versions for your listings and guest welcome material and plans for refrigerator magnets as well. Our hope is to have an advertising budget for the rental guide beginning in 2024

Become a Member!

OCTOBER UPDATES

The Poconos VRO General Meeting had many exciting updates.

The **Member Badge** program rolled out with a great new design to signify Members that take the Good Neighbor pledge.

Mark your calendars for **March 7, 2024** for our first annual trade conference, details to come!


A Pocono Country Place became the first Chapter and has a new [APCP Member's Forum](#) dedicated to communications and resource sharing.

Two new Sponsors, **NoiseAware** and **StayFi** cohosted webinars in October with special *Member Discounts* given on our [Member's Link Page](#).

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

Poconos VRO is pleased to announce a new board member with great connections to help our organization's goals.

Lindsey Rodriguez - has a deep background as a marketing executive, and is also a short-term rental owner & operator in the Poconos. Lindsey runs a boutique co-hosting business, as well as an STR marketing consultancy. She is also an active member in STR Secrets, a premier short-term rental coaching organization.

 Want to outperform your competition in 2024? [Download Beyond's latest report](#) to unlock the secret to securing more bookings and revenue!

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. To help us plan, please give us your thoughts on what you'd like to see at this event.

CONFERENCE EVENT SURVEY: <https://www.surveymonkey.com/r/62DCLD8>

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UPCOMING EVENTS

Poconos VRO November Meeting

November 14; 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 HOSTS

Rex Romano and Nate Silver

Tell us about how you got into Vacation Home Rentals?

We wanted to get involved in real estate, but didn't have the cash to purchase property. So, we learned everything we could about cohosting, and started our company, Wander Home, to manage STRs for those who don't have the knowledge, the time, or the desire to manage their own investment.

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

Barley Creek Brewery

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

We manage 26 properties in the Poconos, and delegate much of the day to day work to our team so we can focus on growing the business.

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

Networking, mastermind group, Facebook, newsletters

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

Guesty, Lynx, Minut, Ring, Hostfully, SmartThings, Roku

What advice would you offer newcomers to the industry?

Network network network

Wander Home is a full-service, technology driven, STR management company. We build close relationships with our clients, something that most of our competitors don't attempt to do. We also use industry leading software and our own expertise to consistently beat market metrics and to care for our clients properties. Wander Home currently operates in the Poconos and Adirondacks, and will continue to expand our reach in the coming years.

<https://www.gowanderhome.com/listings>





FROM THE BOARD

Poconos VRO continues to make connections and make our case for a collective voice serving the vacation rental industry. We are a not-for-profit Trade Association that strives to be the voice of STR business. Our first community chapter, serving APCP got started just as code enforcement in Coolbaugh Township went from modest to intense and members in this chapter have started meeting on their own and are taking steps to try to bring things back to a reasonable level. Boris Kudryavsky (the chapter president) is also at the VRMA Conference this week, making connections and helping Poconos VRO find affiliate members and potential presenters for our educational series and our conference in March. His volunteer work is making a notable difference in our efforts.

Poconos VRO will be an exhibitor at a Community Associations Institute mini-conference where we hope to meet HOA managers and board members from all over the region to talk about reasonable ways to manage vacation rentals. We do this as volunteers, because we think we can make a difference and change attitudes toward our industry. We often use the term "industry" and "business" as points of pride, but for those who might only have a single property or who are only renting for a small portion of the year, we want to be here for you too, you are the backbone for what we do. If you have not formally joined our organization, please do and pay the membership fee, attend events and get involved.

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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