

Poconos VRO - Newsletter

1 message

Poconos Association of Vacation Rental Owners <PoconosVRO@wildapricot.org>

Mon, Jan 8, 2024 at 8:17 PM

Reply-To: "Shay, Mark" <PoconosVRO@gmail.com>

To: Mark Shay <PoconosVRO@gmail.com>

PoconosVRO***Newsletter***

January 2024

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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:



Make your property stand out as a leader in eco-friendly and innovative vacation accommodations by adding a **ShoreCharge** EV charging station. The EV driving renter pays for the charge making this a cost-effective enhancement. Additionally, ShoreCharge increases NOI by sharing the revenue with the homeowner.

Read More about the benefits of ClearView: [Click Here](#)

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

January 23, 2024 @ 11 AM (EST): [Webinar Link](#)

<https://shorecharge.com>

ClearView

Making Payments Transparent

ClearView Merchant Consulting provides our merchants with value, expertise, service, and professionalism to help you further build upon the foundations you've already built. We provide tailored made payment solutions for short-term rentals, long term property managers, hotels, resorts, and more.

Read More about the benefits of ClearView: [Click Here](#)

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

January 31, 2024 @ 11 AM (EST): [Webinar Link](#)

<https://www.clearviewmc.net>

Become a Sponsor!

Become a Member!

UPDATES

The Poconos VRO General Meeting had many exciting updates.

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

Coolbaugh Township was presented with a letter at the November township meeting from Poconos VRO regarding extending a grace period for issues regarding re-inspections. Coolbaugh has started at this point with grace period for those with any issues related to gravel.

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

Poconos STR Conference 2024!

Thursday March 7, 2024



POCONOS
ASSOCIATION
OF VACATION
RENTAL OWNERS
PoconosVRO.org

A not-for-profit Trade
Association



POCONO VRO



- Meet and Network with the Short Term Rental Community in the Poconos
- A one-day immersion in the topic of short-term rentals.
- The conference will feature educational sessions, roundtable gatherings and plenty of networking opportunities along with an exhibit area in area set-aside for vendors, local and national service providers.

Learn more at: www.PoconosSTRconference.com

POCONOS STR CONFERENCE

Get ready for an unparalleled gathering of industry leaders at our upcoming STR Conference, set to take place on Thursday, March 7, 2024, in the breathtaking Poconos VRO. This event promises to be a game-changer for anyone involved in the world of short-term rentals.

We are thrilled to announce our distinguished keynote speakers, who are set to inspire and share invaluable insights:

- Bill Faeth - STR Super Property
- Matt Curtis - Founder, Smart City Policy Group
- Kenneth Bedwell - CEO, STR Insights

These luminaries bring a wealth of experience and expertise to the table, covering topics ranging from supercharging your STR property to navigating smart city policies and leveraging cutting-edge insights for success.

Mark your calendars and join us for a day of networking, knowledge-sharing, and innovative discussions that will elevate your understanding of the ever-evolving world of short-term rentals. This is an event you won't want to miss!

Registration & Info: www.PoconosSTRconference.com

Subscribe for more Events, News & Updates

UPCOMING EVENTS

Poconos VRO General Meeting

January 9, 2024 @ 7:30 PM

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

ShoreCharge: How Electric Vehicle Charging can DRIVE STR Reservations

January 23, 2024 @ 11 AM

Please join us for a 30 minute conversation as we discuss the current landscape of Electric Vehicle Charging at STR properties. Register here.

ClearView: Understanding Payments

January 31, 2024 @ 11 AM

ClearView will host an educational session, speaking about the ins and outs of payment processing, what to look for, and how to make the right decisions when picking a processor for your rental. Without payments being processed, there is no rental to be had, and therefore it is imperative to select a processor with your best interest in mind which will not allow any disturbances in your cash flow. Register here.

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:



FEATURED HOST

Tom & Carolyn Albright

Tell us about how you got into Vacation Home Rentals?

We first joined Airbnb 13 years ago while living in a 4 bedroom house (only 2 of us living there) in Allentown, PA, and rented our extra bedrooms. We had purchased Quiet Waters Cottage as a vacation home for OURSELVES, then listed it on Airbnb, once we moved from Allentown to Mahoning Township.

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

Jim Thorpe (since we live close); Mauch Chunk Lake Park

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?

Tom and I (Carolyn) are active managers of our Airbnb. We have hired 1 cleaning staff, but we often clean the cottage ourselves.

Do you have any service providers you'd like to recommend (cleaners, landscapers, plumbers, handy people)?

electrician--Edwards Electric (Damon Edwards, owner)

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

We read our local newspaper, following township council meetings, and we have joined your Facebook page. We also access information on Airbnb and listen to several podcasts about short-term rentals.

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

Quiet Waters Cottage is listed on the Airbnb website

Describe a time when you or your team had to go above and beyond to satisfy a guest.

During an exceptionally heavy rainstorm, our guest decided to leave for home a day early. Several of the nearby roads were flooded, and she called Tom in a panic. He drove to the cottage and led her out to the main road so she could continue safely home.

What advice would you offer newcomers to the industry?

Make sure you have "all your ducks in a row" (taxes, local

Make sure you have all your ducks in a row (taxes, local ordinances/rules) before you announce the public availability of your rental property.

"We are involved in the hospitality industry because we enjoy meeting people from around the world. We enjoy showing our guests the natural surroundings in our part of the Poconos."



FROM THE BOARD

The Board of Directors is pleased to announce that Candace Riedel has joined Poconos VRO as Vice-President. Candace is the Co-founder and Chief Property Manager of CG's Vacation Rental Property Management in the Lake Ariel area. She has extensive experience in property management and maximizing the return on investment for home owners. Candace is responsible for managing the day-to-day activities of listing, booking, and coordinating cleaning for homes and represents many clients. Candace has been active in advocating for the vacation rental industry and property owners in and around the Lake Ariel and Lake Wallenpaupack area. Her experience and talents will be very helpful as we look to continue our progress and build our presence in the northern Poconos and across the region.

The board continues to work toward getting Coolbaugh Township to provide a grace period and reasonable path forward for STR license holders who are facing large projects as a result of recent re-inspection scrutiny. The board also presented to Pocono Township a request to extend an overlay district to the 31 homes in Penn Estates that are excluded from STR license there. More work is needed on each front and volunteers in these affected areas are asked to join in.

There is a lot of work ahead of us and working together with our growing number of volunteers, we are making great strides in becoming the voice of the STR industry in the Poconos.



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

- [Discover the unique advantages of using Elite property management software](#)
- [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](#)

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