

PoconosVRO

Newsletter

April 2024

Subscribe



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!



Our Poconos VRO Family is Growing!

Meet our Newest Sponsors:



Breezeway's digital guidebook, messaging, and turnover apps help thousands of vacation rental hosts boost rental income and 5-star reviews, save time, and deliver VIP guest experiences.

Breezeway makes it easy to connect to your Airbnb (or PMS) account so you can:

- Drive \$5K in additional revenue by offering guests stay extensions when there are gaps in reservations
- Deliver personalized welcome books, in-stay upsells, and timely communication to collect more 5-star reviews
- Remove the headaches of coordinating cleans and maintenance, and automatically pay cleaners

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

<https://www.breezeway.io/lp/hosts>



Consider us an extension of you, totally connected and at your property. With our extensive checklist, we report cleanliness, theft, burglary, damage and more. Feel confident knowing that every aspect of your home, rental or office space is managed the way you want.

We're proud to provide community members with top-notch service. Our clients love working with us, many of them returning as repeat customers. Get in touch to let us know what we can do for you today.

<https://strsupercleaners.com>



More than guest verification and more than guest screening.

trustd.ai delivers a new, award-winning global Guest Assurance solution based on Artificial Intelligence, focusing on the behavioral footprints of guests from previous stays, in addition to background screening.

Short Term Rental Hosts, Property Managers, and Owners, need a more effective method to screen their guests. Data shows that almost all unruly guest problems are caused by those guests who already passed background screening and verification steps. **trustd.ai** identifies and focuses on the root cause of the problem: **behavior**.

Guest Behavior is dynamic, as it changes from one stay to the next. Only our AI solution captures this dynamism and provides a new dynamic metric to the Property Managers, and/or Hosts. Regardless of the booking channel, Property Managers can verify their guests in our centralized database, and contribute to a smooth, profitable operation of STR.

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

Contact us at info@trustd.ai and visit our web page for more info: <https://trustd.ai>



Luxury Short-Term Rental Management Services

Pocono Pads is your short-term rental management solution offering owners peace of mind knowing that their home is being cared for by experienced professionals.

Tommy and Richie have a unique set of skills that is crucial to the success of Pocono Pads. Tommy's background on Finance and Real Estate allows him to expertly review your property and make customized recommendations. Tommy always has his finger on the pulse of the Pocono's housing rental market. Richie oversees a team that delivers a "White Glove" guest experience unlike any other management company.

Tommy and Richie have carefully built a team of employees to help execute their mission. From the local handyman to account managers, they have every base covered.

Thank you for taking the time to learn more about Pocono Pads, we hope to connect with you soon!

<https://poconopadsmgmt.com>

[Become a Sponsor!](#)

[Become a Member!](#)

UPDATES

Our Members **Forum** is expanding with chapters for Big Bass Lake, Greenwood Acres, Stroud Township and Vendor sections. *Ask how you can become a chapter president! [Check it out here!](#)*



POCONOS STR CONFERENCE - "Smashing Success"

[Read News Release Here](#)

The one-day conference surpassed all expectations, earning accolades from Poconos VRO co-founder and president, Mark Shay, who described it as a "smashing success" that well exceeded the organization's expectations.

"Vacation Rentals are a vital component of tourism and the local economy, and this conference brought together everything owner and operator needed to help their businesses flourish," Shay stated. Furthermore, he added, "It was truly inspiring to witness such diverse perspectives coming together, engaging, and forging connections. The 2024 Poconos STR Conference marked a significant stride towards realizing Poconos VRO's vision as the voice of the region's STR industry."

Times News Online:

[Article: STR conference connects owners, experts](#)

"We are extremely pleased to be a support for short-term rental owners as they are a backbone of the Pocono Mountains destination product," commented Chris Barrett, PMVB president and CEO.

"It's a great opportunity to bring all parties and people together," said Marlyn Kissner, vice president of membership and community relations for the PMVB.

"We all need to have a seat at the table," said Poconos VRO Executive Director Ricky Cortez, addressing the divide between short-term/vacation rental owners and homeowner associations, township ordinances and community residents. "We want to be seen as equal and valid. How to build bridges and come together" is a goal of the event, he said.

STR Conference Resources

- Presentations and select Keynotes
- Sponsor & Exhibitor List
- Program

Our Members can access our resources here:

<https://poconosvro.wildapricot.org/STR-Conference-Resources/>

POST CONFERENCE FOLLOW-UP:



RENT RESPONSIBLY COLLEGE of CHARLESTON OFFICE OF TOURISM ANALYSIS

YOUR VOICE MATTERS

Take the STR Industry Survey

+ Enter to win \$500 prize!

TAKE SURVEY NOW

We're excited to announce we've partnered with Rent Responsibly on the [second State of the STR Industry Survey](#)! This critical research will help uncover trends and actionable insights about short-term rentals, solutions for more effective regulatory outcomes, and other insights to ultimately create stronger, more successful STR communities – including ours. By participating in this study, Poconos VRO will get a breakout of data critical to our local advocacy needs.



POCONOS HOSTING ESSENTIALS

Everything short-term rental hosts and managers in the Poconos need for a successful season

UPCOMING EVENTS



Poconos Hosting Essentials Webinar
June 27 • 5:30 – 6:30 pm ET on Zoom

[Register Here](#)

Poconos Hosting Essentials Webinar (FREE)

June 27 • 5:30 – 6:30 pm ET on Zoom - [Register Here](#)

Everything short-term rental hosts and managers in the Poconos need for a successful season

+ Free facts, data, and hospitality resources you can use now:
<https://poconos.rentresponsibly.org/>

Subscribe for more Events, News & Updates

UPCOMING EVENTS

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

Poconos VRO General Meeting

April 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!*

Unlocking the Power of AI: Revolutionizing Guest Screening for Short-Term Rental Managers

April 16, 2024 @ 10:00 AM

TOURISM DOLLARS GIVE BACK

PMVB Community Impact Grant has awarded **\$309,554** among 38 regional projects. *Plus, **additional \$300K** allocated to support even more 2024 initiatives.*

"We established this grant program to say 'thank you' to local communities that do so much for residents, as well as the 30 million tourists who visit the Poconos each year. Providing a financial boost for impactful projects across the region benefits all who live, work, play, and learn in the Pocono Mountains," said Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau.

Local governments including, but not limited to, boroughs and townships as well as municipal and redevelopment authorities are eligible to apply for funding to support projects that aim to enhance the quality of life in Wayne, Pike, Monroe, and Carbon counties.

[READ MORE](#)

FROM THE BOARD

The PoconosVRO Board thanks everyone who participated in our first conference. From the volunteers from PMAR (realtors association) to the team at PMVB (visitor's bureau) the event showcased what our industry can do when we work together.

We especially thank our Executive Director, Rick Cortez for his incredible attention to detail and diligence in making all come together so smoothly. It was a great step forward for our group and our industry and everyone who came that day added to our success.

While we feel good about the high level, one challenge for the year ahead became very clear, that of municipal and community relations. PoconosVRO members pledge to be good neighbors. Our Rental Guide and Good Neighbors Badge Program highlight those that do it right. The conference sessions and the interactions with municipal and community leaders all focused on reasonable regulation in exchange for responsible operations. When that goes well, we all benefit. When that fails, we all suffer.

Our Advocacy includes finding ways to identify and assist in turning around bad situations and we appeal to all our members to help us raise the bar on the overall quality of our industry. Let us know what is happening on your block and in your neighborhood so that we can pull together resources and win from the ground up, not just from the top down.

Volunteers are needed now more than ever!

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

- [Elevate Your Guest Experience with Breezeway](#)
- [Scale your business with Hostfully Property Management Platform](#)
- [ClearView: Understanding Payments](#)
- [ShoreCharge: How Electric Vehicle Charging can DRIVE STR Reservations](#)
- [Discover the unique advantages of using OwnerRez Elite property management software](#)
- [StayFi Unlocking Direct Bookings: A Blueprint for Vacation Rental Success](#)
- [NoiseAware: 5 Ways to Protect Your Properties and Avoid Bad Guests](#)

OUR SPONSORS

 breezeway

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 NoiseAware

 ClearView



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