



POCONOS ASSOCIATION OF
VACATION RENTAL OWNERS



PoconosVRO

Newsletter

July 2023

Subscribe

Welcome to the first edition of the PoconosVRO 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!



PoconosVRO – MISSION

To represent and advance the interests of vacation rental owners in the Poconos and advocate for practical short-term rental regulation; while providing members with the educational, networking, and resources they need to run responsible STRs.

We strive to be the voice for the vacation home and short-term rental industry in the Poconos.

Read our [PLEDGE!](#)

[Read more](#)



POCONOS ASSOCIATION OF VACATION RENTAL OWNERS

We value a thriving vacation home rental industry in the Poconos that strengthens the regional economy and maintains the character of vacation home communities and nearby neighborhoods.

What is Poconos Association of Vacation Rental Owners?

In response to a growing interest in starting an organization to advance the interests of vacation rental owners in the Poconos, a group of volunteers has come together and formed a formal trade association. PoconoVRO is a 501 (c)(6) corporation, supported by membership dues.

Our Mission/Vision

To represent and advance the interests of vacation rental owners in the Poconos and advocate for practical short-term rental regulation, while providing members with the educational, networking, and resources they need to run responsible and profitable businesses. We strive to be the voice for the vacation home and short-term rental industry in the Poconos.

We Strive To

- ✓ Support Responsible Regulation
- ✓ Advocate for Individual Owners. No Matter Where They Live
- ✓ Lobby Against Overregulation
- ✓ Highlight Good Practices
- ✓ Publicize Our Contributions
- ✓ Support the Rights of All Private Property Owners & the Economic Vitality of the Poconos

GET IN TOUCH

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State Senator Rosemary Brown

Marty Nicoll and Mark Shay of Poconos Association Of Vacation Rental Owners (VRO) met with State Senator Rosemary Brown and discussed our association's goal of responsible regulation. Senator Brown was very supportive of our group and, like us, wants responsible owners and community associations to find common ground that brings the benefits of STR to all in the Poconos.

[Read more](#)

[Times News Online: Vacation rental owners form trade association](#)[8 Tips for Improving Membership Renewal Letters and Emails](#)

In response to a growing interest in an organization to advance the interests of vacation rental owners in the Poconos, a group of volunteers has come formed a formal trade association: PoconosVRO, a 501 (c)(6) corporation, supported by membership dues.

The vision of PoconosVRO is to be the voice for the vacation home and short-term rental industry in the Poconos. The organization strives to support responsible regulation which would provide for a level playing field, lobby against overregulation, advocate for individual owners, highlight good practices and stop bad practices, publicize contributions to the region, present opportunities for hotel tax support and assert this is not a place for class action lawsuits.

[Read more](#)

Interim Executive Director

The Poconos Association of Vacation Rental Owners (PoconosVRO) is pleased to announce that Ricky Cortez has joined the organization as Interim Executive Director. Ricky is the Poconos area alliance representative for Rent Responsibly and he will remain in that role. He has attended meetings and participated for the past two years with the Tobyhanna and Coolbaugh Township Short-Term Rental ordinance discussions.

[Read more](#)

Short-term vacation rentals matter in the Poconos [Guide to Connecting With and Recruiting Younger Members](#)

Short-term vacation rentals matter in the Poconos. For as long as there have been vacation homes in the Poconos, there have been vacation rentals. Now referred to as short-term rentals, these properties are a key component in our local economy and without them, and the tourism industry it feeds, our region will suffer.

As professionals who specializes in helping people find and operate vacation rental properties, we see firsthand the benefits and positive impact that comes from short term rentals (STR). This is a compendium of highlights and links to 10 resources that will help you better understand Millennials.

[Read more](#)

Our MEMBERS Section for July Includes

3 Event Presentations:

PMVB / PoconosVRO Update on Tourism and STR

Party Prevention, tips and devices

Using Dynamic Pricing in Your STR

and Access to our Membership Directory!

[Become a Member - Join Us!](#)

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