



How To Save Your VR Business Podcast [Resources PDF]

The How To Save Your Vacation Rental Business Podcast is brought to you by [TRACK](#) powered by TravelNet Solutions, providing integrated solutions to transform the way vacation rental hospitality works.

Episode 1: The Wake-up Call

In this Episode, The Wake-up Call, you'll meet Dana and hear from voices around the industry about the scope of the problem and how the pandemic has made regulation an even more volatile issue. We'll explore the concept of advocacy and community and hear four key takeaways that are critical for your business *right now*.

Resources mentioned in the show:

- Expedia's government affairs contact: govermentaffairs@vrbo.com
- Phil Minardi contacts: pminardi@expedia.com or pminardi@vrbo.com
- Dana's public contact: dana@effortlessrentalgroup.com
- VRMB Communities: <https://community.vrmb.com>
- We're also grateful to [Rented](#), the leading provider of full-service revenue management as a service for professional vacation rental managers for helping us get this important word out.

Thank you to our featured guests:

- Phil Minardi, Expedia Group
- Dave Krauss, Rent Responsibly
- Paige Teel, Northeast Vacation Rental Professionals
- Jennifer Frankenstein, Great Ocean Condos and Homes
- Jonah Mechanic, Seabreeze Vacation Rentals
- Megan Mccrea, Southbound Stays & NASTRA
- Jessica Black, Moms Against Short Term Rentals
- Eric Bay, ANP
- Claire Reisweg, Sand N Sea

Learn from best-in-class advocates by joining Matt & Dana inside [VRMB Communities](#) today.

Episode 2: Journey Into Advocacy

In this episode, you'll hear how Dana got into advocacy, and how she's been able to take it farther than she ever thought possible. As we explore Dana's journey, we'll hear from industry voices that ended up on similar paths despite starting from radically different backgrounds. You'll learn how to start your own journey or inspire others to start their own.

Resources mentioned in the show:

- Expedia's government affairs contact: govermentaffairs@vrbo.com
- Phil Minardi contacts: pminardi@expedia.com or pminardi@vrbo.com
- Dana's public contact: dana@effortlessrentalgroup.com
- VRMB Communities: <https://community.vrmb.com>
- Denver short term rental advisory committee:
<https://www.denvergov.org/content/denvergov/en/denver-business-licensing-center/business-licenses/short-term-rentals/short-term-rental-advisory-committee.html>
- The Good Neighbor Summit:
<https://www.9news.com/article/news/local/short-term-rental-owners-gather-for-good-neighbor-summit/73-2689a391-3691-40b1-8c78-f70b2cff00e5>
- We're also grateful to [Rentals United](#) for helping us get the word out. Rentals United believes that advocacy is the most important mechanism to influence the future of our industry and they support numerous associations in Europe and the US.

Thank you to our featured guests:

- Megan Mccrea, Southbound Stays & NASTRA
- Paige Teel, Northeast Vacation Rental Professionals
- Claire Reisweg, Sand N Sea
- Patricia Moore, Citizens 4 STR
- Phil Minardi, Expedia Group
- Dave Krauss, Rent Responsibly
- Joe Pergolizzi, Mile High Hosts
- Darik Eaton, Seattle Oasis Vacation Rentals

Episode 3: Go Together

In this episode, you'll hear why we go farther when we go together. You'll also learn key steps and techniques for starting and running a sustainable host group and how to build relationships once you've got it going.

Resources mentioned in the show:

- Expedia's government affairs contact: govermentaffairs@vrbo.com
- Phil Minardi contacts: pminardi@expedia.com or pminardi@vrbo.com
- Dana's public contact: help@danalubner.com
- VRMB Communities: <https://community.vrmb.com>
- We're also grateful to HomeToGo for helping get the word out. By listing on HomeToGo, you can expand your reach to millions of new customers and capture more bookings while diversifying your revenue streams.

Thank you to our featured guests:

- Megan Mccrea, Southbound Stays & NASTRA
- Claire Reisweg, Sand N Sea
- Debi Hertert, Host2Host
- Joe Pergolizzi, Mile High Hosts
- Darik Eaton, Seattle Oasis Vacation Rentals
- Eric Bay, ANP
- Jessica Black, Moms Against STRs

Episode 4: The Big Day

In this episode, you'll learn step by step how Dana and her group created the Good Neighbor Summit and learn why a similar event could be critical for your community building and advocacy efforts. You'll also hear from voices around the industry that have bootstrapped their own events and conferences.

Resources mentioned in the show:

- Expedia's government affairs contact: govermentaffairs@vrbo.com
- Dana's public contact: help@danalubner.com
- VRMB Communities: <https://community.vrmb.com>
- Good Neighbor Summit press: [9news Article](#)
- Virtual Good Neighbor Summit 2020: [Registration](#)

Learn from best-in-class advocates by joining Matt & Dana inside [VRMB Communities](https://community.vrmb.com) today.

- We're also grateful to [Beyond Pricing](#) for helping us get the word out. Beyond Pricing is the world's leading revenue management software for vacation rental owners and managers.

Thank you to our featured guests:

- Debi Hertert, Host2Host
- Joe Pergolizzi, Mile High Hosts
- Phil Minardi, Expedia Group
- Dave Krauss, Rent Responsibly
- Alex Lawson, Social Security Works

Episode 5: Money

In this episode Dana accepts a challenge from Matt to put Mile High Hosts on firm financial footing. Together, they explore key ideas around generating revenue that host groups need for community and advocacy efforts.

Resources mentioned in the show:

- Expedia's government affairs contact: govermentaffairs@vrbo.com
- Dana's public contact: help@danalubner.com
- VRMB Communities: <https://community.vrmb.com>
- We're also grateful to [Rent Responsibly](#) for helping us get the word out. Rent Responsibly makes advocacy easy by helping local short-term rental alliances get organized and supporting local leaders every step of the way.
- And we're grateful to [Lexicon Travel Technologies](#). With vacation rental demand soaring, if you're not on the OTAs and with the RIGHT Channel Manager, you're losing money. Capture your share of this enthusiastic and growing market, and get even more direct bookings with Lexicon Travel Technologies, where you're always merchant of record and your brand gets top billing.

Thank you to our featured guests:

- Claire Reisweg, Sand N Sea
- Megan Mccrea, Southbound Stays & NASTRA
- Paige Teel, Northeast Vacation Rental Professionals

Episode 6: We Need To Talk

In this episode, you'll learn the critical importance of host group communications to the advocacy effort and the challenges we all face in bettering them. You'll learn how to improve existing efforts, and how emerging virtual community platforms fit into the Covid-19 age and beyond.

Resources mentioned in the show:

- Expedia's government affairs contact: govermentaffairs@vrbo.com
- Dana's public contact: help@danalubner.com
- VRMB Communities: <https://community.vrmb.com>
- Nation Builder: <https://nationbuilder.com>
- Invision Community: <https://invisioncommunity.com>
- Mailchimp: <https://mailchimp.com>
- Mighty Networks: <https://www.mightynetworks.com>
- Zoom: <https://zoom.us>
- We're also grateful to [Ascent Processing](#) for helping us get the word out. Ascent Processing is THE destination for payment solutions in the Vacation Rental industry to help clients and partners be more successful.

Thank you to our featured guests:

- Debi Hertert, Host2Host
- Phil Minardi, Expedia Group
- Bruce Hoban, VRON
- Jonah Mechanic, Seabreeze Vacation Rentals
- Patricia Moore, Citizens 4 STR

Episode 7: Tell Your Story

In this episode, you'll get an absolute masterclass on how to work with the media from Dana's secret weapon: Alex Lawson of Social Security Works. Dana, Alex and more industry voices also explore how telling your story can go beyond the media and have a direct effect on your relationships with government and community groups.

Resources mentioned in the show:

- Expedia's government affairs contact: govermentaffairs@vrbo.com
- Dana's public contact: help@danalubner.com

Learn from best-in-class advocates by joining Matt & Dana inside [VRMB Communities](#) today.

- VRMB Communities: <https://community.vrmb.com>
- Social Security Works: <https://socialsecurityworks.org>
- Glossary of journalism terms: <http://info.wsj.com/college/glossary/journalism.pdf>
- We're also grateful to [Proper Insurance](#) for helping us get the word out. Proper Insurance is the Nation's leading short-term rental insurance provider. Their custom policy not only offers unmatched protection for your vacation home, furnishings, business income, and host liability, but also includes enhancements for unique short-term rental risks such as bed bugs and liability for guest amenities like bikes, kayaks, and hot tubs.

Thank you to our featured guests:

- Alex Lawson, Social Security Works
- Phil Minardi, Expedia Group
- Gregg Klein, Sonder

Episode 8: When It All Goes Wrong

In this episode, we share some harsh realities you'll face in vacation rental advocacy. Together with voices from around the industry, we'll also take a look at the way forward when faced with this kind of adversity.

Resources mentioned in the show:

- Expedia's government affairs contact: govermentaffairs@vrbo.com
- Dana's public contact: help@danalubner.com
- VRMB Communities: <https://community.vrmb.com>
- Vacation Rental Advocacy Playbook: <https://www.vrmb.com/advocacy/>
- San Diego Memorandum of Understanding: <https://www.sandiego.gov/department-document/memorandum-understanding-short-term-vacation-rentals>
- San Diego Episode of the Vacation Rental Show: <https://youtu.be/5WtXcLDH2eU>
- Seattle Episode of the Vacation Rental Show: <https://youtu.be/x6JQeJw2aVE>

Thank you to our featured guests:

- Jonah Mechanic, Seabreeze Vacation Rentals
- Phil Minardi, Expedia Group
- Dave Krauss, Rent Responsibly

Learn from best-in-class advocates by joining Matt & Dana inside [VRMB Communities](#) today.

- Eric Bay, ANP

Episode 9: Big Ideas

In this episode, we explore big ideas driving advocacy and the industry forward. We dive into regulation, taxation, OTAs, and antis. Dana also walks us through her new licensing initiative in Denver and her process for coming up with big ideas.

Resources mentioned in the show:

- Expedia's government affairs contact: governmentaffairs@vrbo.com
- Dana's public contact: help@danalubner.com
- VRMB Communities: <https://community.vrmb.com>
- The Star Throwers: <http://thestarthrowers.com/>
- Rent Responsibly: <https://www.rentresponsibly.org>
- Vacation Rental Advocacy Playbook: <https://www.vrmb.com/advocacy/>
- Zoom Link to Dana's December 8th Presentation at 4PM MT:
<https://denvergov.us9.list-manage.com/track/click?u=1ecf2f6b6d7a4c61a767ba5f5&id=a18b761456&e=455a4bc2a8>
- We'd like to give a shout-out to [Minut](#) for helping get the word out. [Minut](#) is one of the leading privacy-safe smart home monitoring solution that tracks noise, motion and temperature, empowering hosts worldwide to keep their properties safe and neighbors happy.

Thank you to our featured guests:

- Jessica Black, Mom's Against STRs
- Phil Minardi, Expedia Group
- Dave Krauss, Rent Responsibly
- Eric Bay, ANP
- Darik Eaton, Seattle Oasis Vacation Rentals
- Claire Reisweg, Sand and Sea

Episode 10: Where Do We Go From Here?

In this episode, we take a look back at the season and provide our 'super-takeaways' from this journey through community-based advocacy. Our voices from around the industry also share their thoughts and ideas for the future of professional vacation rental businesses.

Resources mentioned in the show:

- Expedia's government affairs contact: govermentaffairs@vrbo.com
- Dana's public contact: help@danalubner.com
- VRMB Communities: <https://community.vrmb.com>
- Rent Responsibly: <https://www.rentresponsibly.org>
- Vacation Rental Advocacy Playbook: <https://www.vrmb.com/advocacy/>
- Zoom Link to Dana's December 8th Presentation at 4PM MT:
<https://denvergov.us9.list-manage.com/track/click?u=1ecf2f6b6d7a4c61a767ba5f5&id=a18b761456&e=455a4bc2a8>

Thank you to our featured guests:

- Jessica Black, Mom's Against STRs
- Phil Minardi, Expedia Group
- Dave Krauss, Rent Responsibly
- Eric Bay, ANP
- Paige Teel, On the Water in Maine
- Claire Reisweg, Sand and Sea
- Patricia Moore, Citizens 4 STR
- Alex Lawson, Social Security Works
- Megan McCrea, NASTRA