



OPERATIONS & FINANCIAL TRANSPARENCY

# How Everrow Works For You

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*A GUIDE  
FOR SHORT-TERM RENTAL  
PROPERTY OWNERS*

SECTION 01

# What Everrow Does

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Everrow Property is a Maine-based short-term rental management company built by and for property owners. We started Everrow because we lived the problem ourselves: national managers who treat your home like a number on a spreadsheet, local operators who let standards slip, and a market full of vague promises and zero transparency.

Today, we manage 65+ short-term rentals and 50+ mid- and long-term rentals across 10 cities in Maine and the U.S. Virgin Islands. Our entire team is local — operations, cleaning, maintenance, guest support, and pricing all happen in-house, not outsourced overseas, not handed to a contractor with a different incentive than yours. The portfolio averages 4.9 stars and consistently performs in the top decile for revenue versus comparable properties in each market.

We work with owners on a month-to-month basis. No 12-month contracts. No exit fees. No upfront costs. We only succeed when you do — and when we don't earn it, we don't expect you to stay.

## **Three principles that shape everything we do**

No contracts — month-to-month from day one. In-house operations — not outsourced, not contracted out. Transparent finances — every dollar in and out is visible to you.

SECTION 02

# How We Manage Your Property

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Professional management is a stack of small operational decisions, made consistently, by people who actually live where the properties are. Here's exactly what that looks like across each part of the operation.

## Cleaning & turnovers

Every Everrow property is cleaned by our professional cleaning team. The same standards apply on every turnover, the same people are accountable, and we never ask guests to do any cleaning at checkout.

- **Detailed turnover checklist** — a property-specific checklist runs every turnover, covering linens, supplies, staging, and inspection points before the next guest arrives.
- **Premium linens and local touches** — hotel-grade linens, restocked toiletries, paper goods, and locally sourced welcome amenities included in every turnover.
- **Quality control inspections** — every cleaning is inspected, with photo documentation when relevant, before the unit is reopened to bookings.
- **Damage and wear checks** — flagged at turnover, photographed, and documented in your owner record so issues don't accumulate quietly.

## Guest experience & support

Guests reach a real person on our local team — not an overseas call center. Coverage is 24/7. The faster guests get a useful answer, the better the review and the higher the rebooking rate.

- **Pre-arrival communication** — check-in instructions, local recommendations, and any property-specific notes sent before arrival; we proactively answer questions before they become problems.
- **In-stay support** — a local team member responds to guest messages around the clock; common issues are resolved on the same day.

- **Post-stay follow-up** — a structured review request workflow that has helped us hold a 4.9 average guest rating.
- **Top-tier platform status** — our portfolio holds Superhost status (or platform equivalent) across Airbnb, VRBO, Booking.com, and the rest of our distribution channels — a direct result of the cleaning, support, and turnover standards above.
- **Repeat-guest network** — our 125+ property portfolio drives zero-commission rebookings from past guests through Direct Marketing, reducing platform fees and lifting margin on returning travelers.

## Listing & distribution

Most owner revenue is decided before the first guest books — in the photography, the listing copy, and the placement across booking platforms. We invest in this upfront so the property is set up to convert from day one.

- **Professional photography** — a full professional shoot at onboarding (and refreshes when the property changes), staged for the platforms and seasons that drive demand.
- **Listing copy and optimization** — we write the listing copy ourselves, optimize for search and conversion, and revise based on actual booking performance.
- **Multi-platform distribution** — Airbnb, VRBO, Booking.com, Expedia, Google Vacations, Marriott Homes & Villas, Furnished Finder, and our direct booking site at everrowproperty.com, with cross-platform calendar sync so there are no double bookings.
- **Direct bookings** — our direct site captures bookings without platform commission, lifting net revenue on the share of guests who come back direct.
- **Search visibility** — ongoing investment in SEO and direct guest marketing keeps our properties surfacing in organic search and drives traffic to our commission-free direct site.

## Pricing & revenue management

Static pricing leaves money on the table. The market moves daily and we adjust with it. Rates are tuned every night based on demand signals, competitive set pricing, booking pace, and seasonal patterns specific to each market we operate in.

- **AI-powered dynamic pricing** — tooling that adjusts nightly rates in real time, calibrated for each individual property every night. David Lee and Geoff Nickerson personally

review and adjust pricing around major events and local seasonality, so the algorithm handles the volume while humans make the high-stakes calls.

- **Local demand signals** — event calendars, school breaks, conferences, sports schedules, and festivals are priced into the calendar months in advance.
- **Competitive set monitoring** — we watch what comparable properties in the immediate area are charging week to week and adjust accordingly.
- **Booking pace adjustments** — higher rates for early high-demand windows, gradual reductions on slow nights to recover open inventory before it's lost.

## Maintenance & property care

The cheapest maintenance is the kind that happens before a guest sees it. We catch issues during turnovers and inspections, document them, and resolve them before they turn into refund requests, bad reviews, or larger repair bills.

- **Proactive maintenance** logged at turnover, prioritized by urgency, and addressed before the next guest arrives.
- **Trusted local vendor network** — electricians, plumbers, HVAC, builders, and snow removal contractors we already work with across the portfolio.
- **Approval thresholds** — minor repairs handled inline; anything above an agreed-upon dollar threshold is reviewed with you before work starts.
- **Seasonal preparation** — winterization, opening checklists, and seasonal switchovers handled on a calendar so nothing slips between owner and manager.

## Reporting & owner communications

You shouldn't have to chase us for an update. Owners get real reporting on a predictable cadence, plus a real human in Maine who picks up the phone when something comes up between reports.

At onboarding, every owner is set up with a personal login to our Hostaway-powered owner portal, the same property management system our team uses to run day-to-day operations. From the portal you can see your live calendar, every confirmed and upcoming reservation, gross and net revenue figures, payment status, and the full booking history at any time, from any device. There's no lag between what we see and what you see, and no waiting for a monthly statement to know how the property is performing — the data is live and the perspective is yours whenever you want it.

- **Monthly owner statements** — a clean, line-itemized statement covering every booking, every fee, every cost, and your net payout for the month.
- **Proactive updates** — we reach out about pricing decisions, maintenance items, and performance trends before you have to ask.
- **Direct access** — Your point of contact with Everrow Property will be Geoff Nickerson, Director of Partnerships and Owner Success.

SECTION 03

# Financial Transparency

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Property management has a reputation for hidden fees, opaque statements, and a hundred small line items that nibble at owner returns. We built the financial side of Everrow to do the opposite: every dollar in and every dollar out is visible to you, with a clear explanation of what it covers and why.

## Our fee structure

Everrow charges a single management commission — a percentage of net rental revenue earned on your property. That's it. We don't add booking fees, setup fees, marketing fees, technology fees, or any of the other line items that commonly get tacked on by national managers.

- **Commission-based, not flat-rate** — we earn a percentage of what your property earns. When your revenue goes up, ours does too. When it dips, we feel it on the same line you do.
- **No upfront costs** — no setup fees, no onboarding fees, no payment to start. We absorb the cost of launching the property.
- **No exit fees** — cancel any time with 30 days' notice. You don't owe us anything to leave.
- **Month-to-month, at-will** — no 12-month contracts. We earn the relationship every month or you're free to walk.

### Why we structure it this way

A commission-based model is the only structure where our incentives line up with yours. Flat fees pay the manager whether the property performs or not. Upfront fees pay them before they've done the work. We only get paid when you get paid — and we don't lock you in if it isn't working.

## What the management fee covers

Our commission covers the entire operational stack — not a stripped-down version with a la carte upcharges. Here’s exactly what’s included versus what gets billed separately at cost.

Included in the management fee	Billed separately, at cost
Listing creation and optimization	Cleaning fees (passed through to guests)
Professional photography at onboarding	Consumable supplies (linens, toiletries, paper goods)
Multi-platform distribution and calendar sync	Maintenance and repair work (vendor invoices at cost)
AI-powered dynamic pricing and revenue management	Capital improvements (with prior owner approval)
24/7 guest support and communications	Utilities (paid directly by owner)
Turnover coordination and quality control	Property taxes, insurance, HOA dues (paid directly by owner)
Maintenance coordination and vendor management	Lodging tax remittance (collected from guests, remitted to state)
Monthly owner statements and reporting	
Year-end tax documentation and 1099s	
Direct point of contact on our team	

**On pass-through costs:** anything billed separately is billed at the actual vendor cost. We don’t mark up cleaning, supplies, or repair work. The vendor invoices are visible on your statement and available on request.

## How payouts work

Owners are paid monthly, on a predictable schedule. The mechanics are straightforward and the timing matches the booking platforms' own payout cycles, which removes a class of cash-flow surprises that come up when payouts are tied to individual stays.

- **Monthly payout cadence** — we pay out once a month for revenue earned the prior month, after platform fees, cleaning pass-throughs, and any approved expenses are netted out.
- **ACH direct deposit** — funds land in the bank account you specify at onboarding; no paper checks, no manual pickup.
- **Statement always arrives first** — you receive the monthly owner statement before the funds hit, so you can review every line before the deposit posts.
- **Reserve handling** — a small operating reserve covers near-term supply restocks and minor maintenance; reserve balance is reported on every statement.

## Owner Portal

Every Everrow owner gets 24/7 access to a personalized Owner Portal, a secure, mobile-friendly dashboard built specifically for short-term rental owners. From a single login on your phone, tablet, or computer, you can view your live booking calendar synced in real time across Airbnb, Vrbo, Booking.com, and our direct booking site; see every **confirmed reservation** with check-in and check-out dates, **nightly rates**, and **occupancy metrics**; and review detailed **owner statements** that break down gross revenue, channel and cleaning fees, management commission, expenses, and your net payout for the period. The portal also lets you block off dates for personal use with a few clicks. Those owner stays sync instantly to every channel so there's no risk of double-bookings and gives you year-over-year performance data, average daily rate, and guest reviews so you always know exactly how your property is performing. No waiting on monthly emails, no chasing down spreadsheets, and no guesswork about where your revenue stands.

## Your monthly owner statement

The statement is the single document that tells you exactly how the month went, financially, on your property. It's built to read in a few minutes — not to require an accountant.

- Every booking listed individually, with platform, guest dates, gross revenue, and platform fees broken out.
- Total gross rental revenue, total platform fees, and net rental revenue clearly labeled.

- Management commission shown as a single line, calculated on net rental revenue.
- Pass-through costs (cleaning, supplies, maintenance) itemized with vendor and date.
- Final net payout to you, with the date the ACH was initiated.
- Year-to-date totals carried forward each month for easy tax-time reference.

## Year-end and taxes

At year-end you receive a full annual summary plus the IRS forms you need for your tax filing. Most owners hand the package directly to their accountant.

- **1099 issuance** — we issue the appropriate 1099 forms for amounts paid to you during the calendar year, and we collect any required tax forms from you at onboarding.
- **Annual revenue and expense summary** — a one-page document summarizing total gross revenue, total platform fees, total management commission, total pass-through expenses, and net distributions.
- **Lodging tax handling** — where applicable, lodging taxes are collected from guests at booking and remitted to the state on your behalf; the remittance is documented on monthly statements.
- **Backup documentation** — every vendor invoice, every booking record, every platform statement is retained and available on request for your records or your CPA.

### The bottom line on transparency

There is nothing about how Everrow makes money that you can't see on your own statement. If a number on the statement doesn't make sense, we walk through the calculation with you until it does. That's the deal.

SECTION 04

# Next Steps

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No pressure, no commitments, no fine print. The path from this overview to a professionally managed property is four short conversations — each one designed to give you more information, not less.

## 1. Introductory meeting

- A 30-minute conversation — in person, on the phone, or on video, your choice. We walk through how Everrow works, share more about how we operate day to day, and answer every question you have. No slides, no hard sell.
- Goal: leave the conversation knowing whether Everrow is the right fit — with enough detail to make a real decision either way.

## 2. Property review

- We visit the property together (or do a virtual walkthrough if you're out of state). We assess the layout, amenities, finishes, and market position, and we share specific recommendations on anything that would lift performance.
- You also tell us how you'd like the property managed: target audience, blocked dates, owner usage, rental seasonality, anything that's non-negotiable for you.
- Goal: a shared, written plan for how Everrow will run the property — before any paperwork is signed.

## 3. Agreement review

- We review Everrow's management agreement together, line by line. The agreement is short, plain-English, and at-will: month-to-month, no exit fees, cancel any time with 30 days' notice.
- We answer every question and address any edits before signature. If something doesn't feel right, we keep talking until it does.
- Goal: zero surprises after signing.

## 4. Onboarding

- Once the agreement is signed, we get the property launch-ready quickly — most owners are live within two weeks.

- Property photos: full professional shoot scheduled at a time that works for you. We handle staging recommendations and any pre-shoot prep.
- Listing details: we draft the listing copy, build out the multi-platform distribution, and review every word with you before going live.
- Calendar nuances: we set up your owner stays, blocked dates, family/friends access, seasonal closures, minimum-stay rules, and any other calendar logic unique to how you use the home.
- Operations handoff: we onboard cleaners, set up the smart-lock and guest guidebook, install any missing supplies, and run a launch checklist before the first guest arrives.

### **Ready when you are**

There's no expiration date on this overview and no pressure to move on a timeline that isn't yours. When you're ready, reach out by email or phone and we'll get the first meeting on the calendar.

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**Thank you for considering Everrow Property.** *We're looking forward to the conversation.*