

## Adam Zack

---

**From:** joe symons <joesymons@me.com>  
**Sent:** Sunday, October 27, 2019 2:01 PM  
**To:** Erika Shook; Comp Plan Update; DL - Council  
**Cc:** Lynnette Wood; Yonatan Aldort; Lisa Byers  
**Subject:** Vacasa pitch letter  
**Attachments:** Vacasa pitch documents.pdf

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I received the attached 2 page, 2 sided document in the mail yesterday.

They are from a vacation rental service organization called “Vacasa.”

I have marked in red oval circles two areas that concern me about possible mis-use of public records.

The first circle highlights my name and the first sentence of the letter. The second circle is in a footnote at the bottom of the 4th page.

From the first circled text, I wonder: How does this organization know that I have a second home in Olga?

From the second circled text, I gather that the pitch materials were sent to properties “that are currently operating, or can operate, as legal vacation rentals pursuant to cityu/county ordinance...”

It would not be difficult for a organization that promotes itself as software smart to download SJC’s vacation rental permit data, marry it to the parcel’s dataset, and Hoover up the legal address of the owner of a vacation rental permit. (Note: the Parcels dataset was modified on 28

August 2019. SJC does not indicate what the modifications were. Earlier versions of this dataset included considerably more information, including name and address of the parcel owner. Those fields no longer exist in the current version of the Parcels dataset. However, a workaround would be to look up the TPN from the vacation rental dataset on the Assessor's interactive web site to get this information. This process can be scripted to run automatically, thus bypassing the requirement to file a public records request and associated requirement to sign an affidavit that the information gathered would not be used for commercial purposes.) It would be simple enough to scan the parcels dataset to determine if a particular individual owned more than one parcel, and that at least one parcel had a VR Permit.

Having done that, Vacasa could then spit out a mail merge letter with an VRP owner's name and the town the owner's VR Permit is in, as they did to/for me. I have no way of knowing whether this pitch package was sent to out of county owners. It is simple enough to filter the owner's contact info by zip code and only send these pitches to in-county VR permit holders. Diving a bit deeper, over half of the VR Permit data in the dataset shows no local address for the VR Permit. This challenge can be easily overcome by downloading the "Address" dataset and marrying it to the VR Permit dataset, thus confirming which address, and thus town, the VR Permit is located in. An alternate approach is to use the "X, Y" fields (which would more properly be identified as Longitude and Latitude) and ask Dr. Google, or SJC Polaris Search, to pinpoint the VR Permit location. All of this could be scripted.

This process, tho inferred, strikes me as a deliberate attempt to bypass the requirement that county information not be used for commercial purposes. I bring this to the attention of DCD. I don't know what enforcement action could be triggered by this apparent abuse of public information.

Joe Symons



Dear John,

Just as you own a second home in Olga, my family has a vacation home on the Washington Coast. We didn't use it much, and when we did, it was a lot of work. Enjoying it was nearly impossible, as maintenance and projects would pile up between visits, waiting for us each time we returned. Time and money spent on upkeep was high, and the number of visits were dwindling.

So about eight years ago, we started renting our house to other vacationers. Initially, we interviewed property managers to keep our efforts to a minimum, but we were underwhelmed. We decided to "rent by owner." And while our home was modest, we earned thousands more than the local professionals had projected.

Based on our success, I started Vacasa: a full-service property management company that does things differently.

With a foundation of marketing and analytics, Vacasa can book homes for more, which affords us the ability to hire top local talent to care for our properties in every market we serve.

And while Vacasa may not be the cheapest management company, our net results to homeowners are the best in the industry—and we guarantee it! Our general premise is simple: homeowners should earn more before we earn anything.

### **The Vacasa Guarantee**

If you currently rent your home through another management company, **we \*guarantee a net increase of \$5,000 in your first year.** And if you're currently self-managing, **we guarantee that you'll make just as much with Vacasa,** even after our management fee. In either case, if we fail to meet the guarantee, we'll refund the difference, up to the full amount of our management fee.

Our approach has proven tremendously successful. In less than a decade, we've grown from caring for my family's home to managing over 13,000 homes, and from having two employees to over 3,000. We're the largest vacation rental management company nationwide.

(Over, please)

\*Terms and conditions apply.

**(888) 228-2471 • [allyson.schreck@vacasa.com](mailto:allyson.schreck@vacasa.com) • [vacasa.com/guarantee](http://vacasa.com/guarantee)**

Growth like this is unheard of in the service industry, but our unique business characteristics have made it possible.

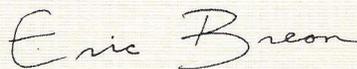
First, we developed software that automates the details associated with managing homes and adapts with the constantly changing market.

Second, we offer unparalleled financial results to our homeowners. Because of our proprietary systems, we're able to rent homes for more than anyone else in the industry—and we pass this upside to you.

Third, our growth enables us to provide our homeowners with the ultimate service and the best housekeepers and property caretakers. One of the most satisfying aspects of building Vacasa from the ground up is that we're able to handpick great people. They are attracted to our corporate culture and love being part of the Vacasa team. In fact, Allyson Schreck chose to work for Vacasa for this reason, and is Olga's local expert. I hope you will consider joining us.

Contact Allyson Schreck, our Olga Homeowner Consultant, today at (888) 228-2471 or [allyson.schreck@vacasa.com](mailto:allyson.schreck@vacasa.com). You'll learn exactly how much more you could be earning, and how much less you could be working, when you list your home with us.

Sincerely,



Eric Breon

Co-founder and CEO, Vacasa



# We made 257% more and saved our family vacation home with Vacasa

When Hurricane Ike touched down on Crystal Beach, Texas, it threatened to take Caroline G.'s favorite family tradition with it. In Caroline's own words, here's how Vacasa helped her weather the storm.



**Caroline G.**

## Family Tides

"Crystal Beach is a small Gulf Coast town on Texas's Bolivar Peninsula, a short ferry ride from Galveston. Up until the hurricane hit, my parents had a vacation home that looked right out at the ocean.

Every school holiday and at least twice per month during summers, my parents would take the four of us kids to stay at our Crystal Beach getaway. We felt at home there. I remember having family bonfires and driving down the beach at sunset. I even met my first high school boyfriend on that beach.

As adults, my siblings and I realized that my parents' vacation home wasn't going to be big enough to accommodate all the nieces and nephews in our growing family so my brother and I pooled our resources to buy another vacation home down the street. We wanted our family to enjoy Crystal Beach for generations to come."

## The hurricane

"Hurricane Ike nearly wiped Crystal Beach off the map. It was a category two with wind speeds over 120 miles per hour and two story waves. City buildings from the post office to the local elementary school were severely damaged. The fire station was gone. Houses were washed away, including mine & my parents. The only traces of our vacation homes were two battered lots. It was awful.

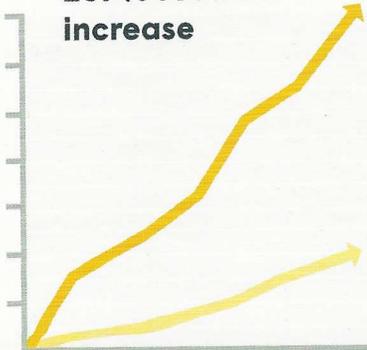
## Another disaster

"After the waters subsided, Crystal Beach began rebuilding. The builder we hired to construct our new vacation home was good friends with a woman who operates a local property management office. She was nice, and we trusted our builder's recommendation, so we signed right up. In the end, though, our rental income was always disappointing.

During our third year renting, a particularly bad statement arrived in the mail. Our entire summer profits were barely enough to cover the

**“For me, the best thing about owning a vacation home is having a quiet getaway where you can build—and rebuild—memories with the people you love.**

**257% revenue increase**





flood insurance bill—and we had taxes coming up in November.

While we'd built the home mostly for personal use, we relied on rental revenue to cover the taxes and insurance. That was our deal— if we rented it enough to avoid paying out of pocket, we were fine with keeping the house.

I looked from that statement to Frank and said, 'We really need to talk about what we want to do with this house. If it's not making enough to cover the taxes and insurance, then it may not be worth keeping— memories or no memories.'"

### **Calm on the horizon**

"We were in the process of interviewing realtors about selling the Crystal Beach home when we received a letter in the mail from Vacasa. We were impressed by Vacasa's reach as an international company and the budget they have to market vacation homes on all the major sites like Airbnb and Vrbo. After spending a weekend deliberating at the Crystal Beach home, we decided to give property management one last shot. If Vacasa could make us more money, we might not have to sell."

### **Clear skies**

"In that first year, Vacasa more than tripled our income. We went from making around \$7,000 per year with our previous management company to over \$25,000 with Vacasa. Their local team provided good service and consistent communication. They always let us know if something was going on with the house.

I'm glad I discovered Vacasa that day. Now we don't worry about how we'll pay the property taxes or insurance bills, and we're even paying down some of the mortgage with rental income. But the best part is having the opportunity to recreate experiences for nieces and nephews and grandkids that we had growing up. I think it's important to keep family traditions like that going.

Frank and I visit the Crystal Beach home every few weeks. After we retire, we'll probably spend all our time just hanging out and enjoying life there."