#### CULTUS GROVE PROJECTED MARKET PERMFORMANCE

UNLOCK YOUR PROPERTY'S POTENTIAL WITH



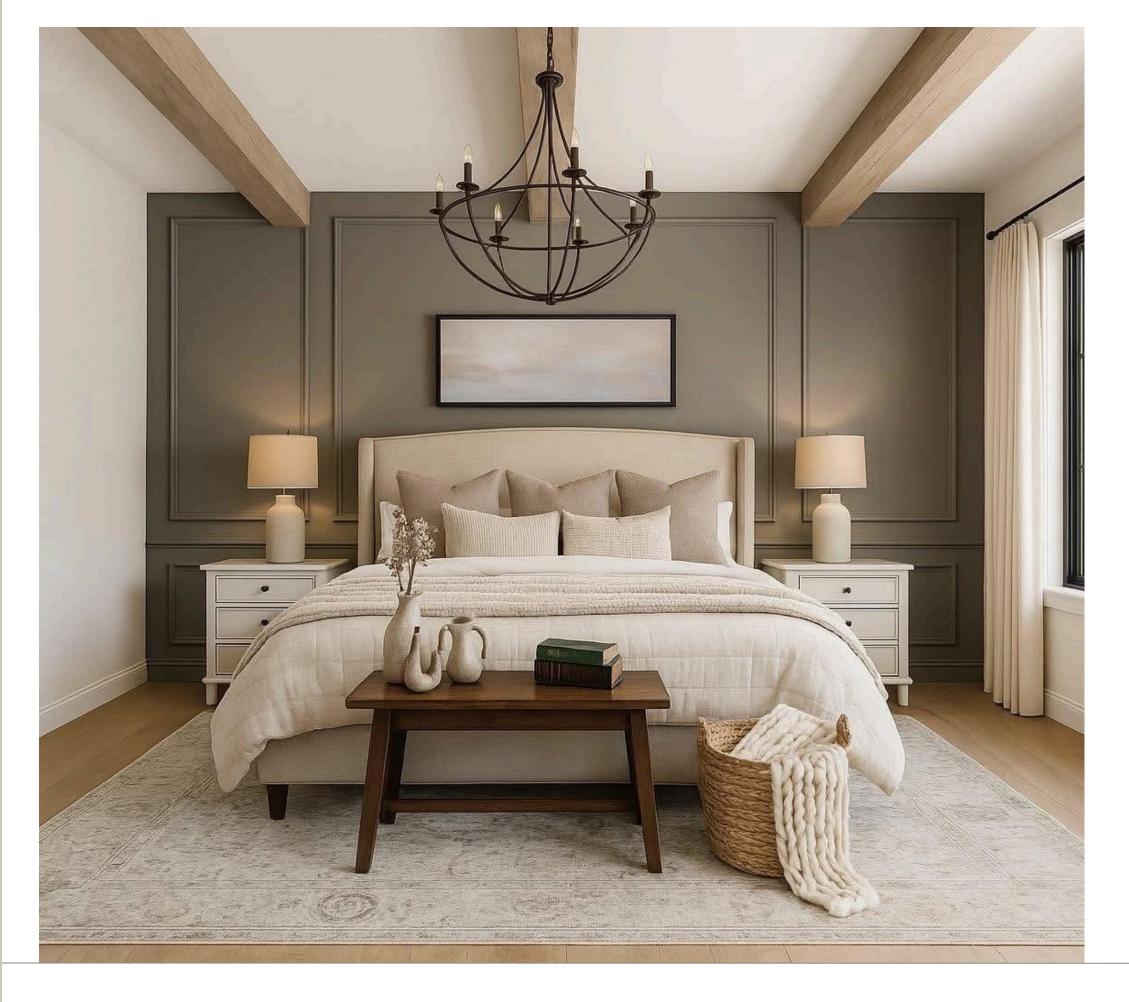
MAKING HOSTING EFFORTLESS WHILE BOOSTING
PROPERTY INCOME

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## WHAT IS TRUHOST?

Adam and McKenzie, with backgrounds in Real Estate and Interior Design, founded **TruHost** after years of managing their own **AirBNB** and **VRBO** properties. What began as a side project quickly grew into a passion—one where they discovered how their complementary skills could transform the hosting experience. With Adam's expertise in real estate and property strategy, paired with McKenzie's eye for design and staging, they created listings that consistently stood out, drew attention, and performed exceptionally well.

Over time, friends, family, and other hosts began seeking their guidance. Adam and McKenzie found themselves helping countless others navigate the challenges of the short-term rental market—from setting up appealing listings to creating warm, inviting interiors that maximize bookings. Seeing these success stories unfold, they realized that they could do more than manage their own properties—they could build a company dedicated to helping others succeed.

With this vision, TruHost was born. Their mission is to simplify the complex process of hosting while giving every property the chance to shine. By combining strategic property management, effective marketing, and thoughtful design, Adam and McKenzie open the door for others to thrive in the fast-paced short-term rental world, turning potential stress into sustainable success.

At its core, TruHost is more than a management company—it's a partnership.

Adam and McKenzie are committed to treating every property as if it were their own, ensuring that each guest experience is memorable and each host feels confident in their investment.

With a blend of professionalism, creativity, and genuine care, TruHost continues to grow with one clear goal in mind: to redefine what it means to be a successful host in today's short-term rental market.





## OUR SERVICES

FROM CHILLIWACK ACROSS THE FRASER VALLEY AND INTO THE LOWER MAINLAND, TRUHOST BLENDS DESIGN, HOSPITALITY, AND SMART STRATEGY TO DELIVER HIGHER OCCUPANCY, BETTER REVIEWS, AND HANDS-OFF HOSTING.

#### PROPERTY LISTING

Your online listing is the first impression for potential guests — and we make sure it stands out. We create and manage professional listings across multiple platforms to maximize visibility, bookings, and revenue.

#### CUSTOMER SERVICE

We provide seamless, professional guest support from the moment a traveler inquires about your property to the time they check out. Exceptional service means better reviews, higher occupancy, and repeat bookings.

#### MARKETING & PROMOTION

We don't just list your property — we actively promote it to attract the right guests and keep your calendar full. Through strategic marketing, we make sure your property gets maximum visibility and stands out in a competitive rental market.

#### PROPERTY STAGING

We prepare your property to stand out in the competitive short-term rental market and deliver a welcoming, memorable guest experience. Our team ensures your space is not only functional but also styled to maximize appeal and nightly rates.

#### REVENUE OPTIMIZATION

Maximizing your property's earning potential requires more than just posting it online. We use data-driven strategies to ensure your rates and occupancy are always performing at their best.

#### CLEANING & TURNOVER

We handle all aspects of property cleaning and guest turnovers to ensure your home is always guest-ready. Our professional cleaning team follows a detailed checklist after every stay.





## MANAGEMENT OPTIONS

OUR HOTING PLANS WERE CRAFTED WITH OUR TEAM TO CATER TO EVERY HOST'S GOALS FOR THEIR SHORT-TERM RENTAL. WHETHER YOU WANT TO REMAIN INVOLVED, OR BE HANDS-FREE, OUR PLANS PROVIDE YOU THE FLEXIBITY TO CHOOSE WHAT'S BEST FOR YOU.

## CO-HOST

You handle on-site; we handle performance - pricing, calendar, and guest communications.

- Listing audit & final listing prep. guidance
- Dynamic pricing setup & weekly tuning
- Calendar optimization & inquiry organization
- Guidance on turnovers & maintenance (owner handles execution)

FROM ~12% OF BOOKING REVENUE

### ELEVATE

Our most popular plan - great returns with trusted operations and guest care.

- Professional listing build (staging checklist & photo guidance)
- Dynamic pricing & demand monitoring (12/7)
- Guest screening & messaging (12/7)
- Turnover scheduling & quality checks
- Owner statements & performance reviews

FROM ~18% OF BOOKING REVENUE

### **MAXIMIZE**

**Our Premium Plan** - 24/7 guest experience and total property care.

- Turnkey listing: staging, professional photography & listing setup
- 24/7 guest communications & conflict resolution
- Cleaner coordination linens
   & deep-clean organization
- Maintenance coordination & vendor management
- Monthly reporting & revenue optimization

FROM ~22% OF BOOKING REVENUE





## STARTUP COURSE

A guided course for first-time short term rental owners who want to self-manage—done right from day one.

### **ESSENTIALS**

Self-paced curriculum with proven templates and tools to launch confidently.

- Account creation & Airbnb profile setup
- Pricing toolkit & seasonal calendar template
- Messaging templates & review playbook

\$249 ONE-TIME FEE

### **GUIDED**

Everything in Essentials plus 1:1 coaching and hands-on listing calibration.

- Guest communication templates (check-in, checkout, reveiew request messages)
- Listing copy edit + pricing calibration
- Turnover setup checklist & supply list
- Guest welcome book template

\$349 ONE-TIME FEE

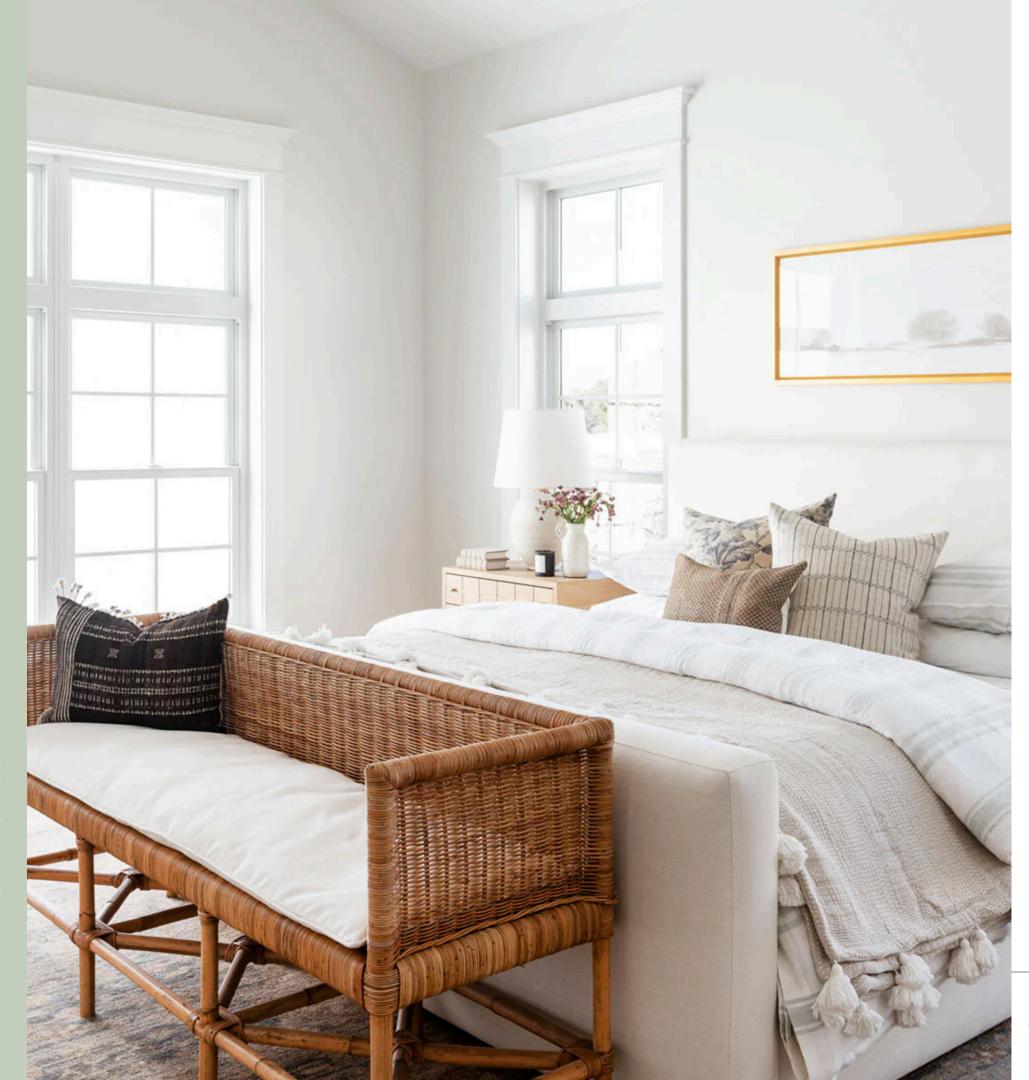
### VIP LAUNCH

White-glove launch support with coaching, staging guidance, and pricing setup.

- Everything in Guided
- Multi-platform booking introduction
- In person walk-through & staging suggestions
- Calendar + dynamic pricing setup
- Post-launch review & optimization checklist

\$549 ONE-TIME FEE





## GET STARTED IN 3 EASY STEPS

- O1 -

#### INTRODUCTORY CALL:

Tell us about your property, goals, and timeline. We'll share how TruHost works and outline the best path to boost visibility, reviews, and revenue.

- O2 -

#### PROPERTY WALK THROUGH:

We walk the home with you, refine staging and photos, and set an optimized pricing strategy and rollout plan tailored to your market.

- 03 -

#### WELCOMING YOUR FIRST GUESTS:

Listings go live, calendars are managed, and guests are welcomed with professional standards—so you enjoy hands-off, high-standard hosting from day one.



### MULTI-PLATFORM EXPOSURE









To maximize visibility and bookings, we ensure your property is listed across all major short-term rental platforms, not just one. Each platform attracts different types of travelers, and by expanding your reach, we increase occupancy rates and revenue potential.

Our multi-platform strategy includes:

- *Airbnb* the world's largest short-term rental marketplace, ideal for a broad range of guests seeking unique stays.
- *VRBO* strong in family and group travel, attracting longer stays and vacation-oriented guests.
- *Booking.com & Expedia* major global travel sites with millions of daily users, bringing international exposure and steady bookings.
- Direct booking options (if desired) helping you build independence from third-party platforms and reduce commission fees.

We don't just copy-paste your listing. Each platform has its own audience, requirements, and search algorithm. We tailor your property descriptions, photos, and pricing strategy for each channel to maximize performance.





## PROPERTY STAGING



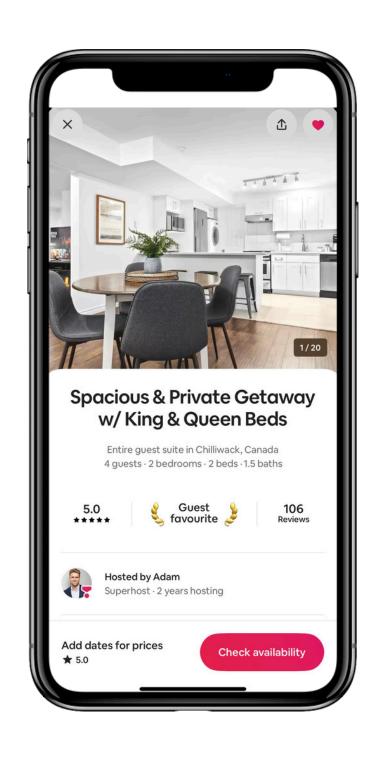
Creating a well-styled Airbnb isn't just about making a space look beautiful—it's about crafting an experience that feels welcoming, memorable, and worth a 5-star review. Your guests will judge your property within the first few seconds of stepping inside, and the design choices you make will directly impact bookings, reviews, and income.

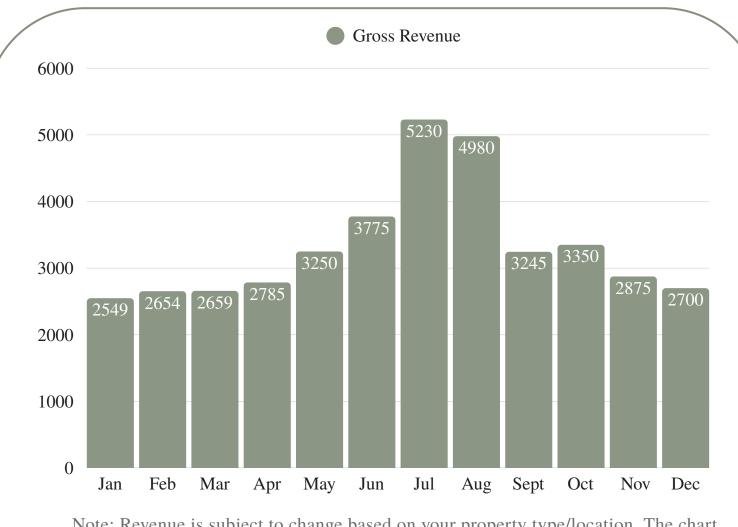
At TruHost, we help property owners transform their spaces into top-performing short-term rentals. Whether through our step-by-step PDF design guide, a personalized in-person consultation, or curated mood boards and shopping lists created by McKenzie, we provide the tools and expertise to ensure your property stands out. Our goal is to make your listing not only visually appealing but also strategically designed to attract more bookings, earn higher nightly rates, and deliver unforgettable guest experiences. Budgets may vary depending on how much is needed to stage your home.



## EXAMPLE PROPERTY REVENUE WITH TRUHOST

This two-bedroom, two-bathroom basement suite in Garrison Crossing, Chilliwack, demonstrates the strong financial benefits of operating as a short-term rental. With over 150 five-star reviews, the property has consistently outperformed long-term rental income, nearly doubling monthly revenue and helping the homeowners comfortably offset their mortgage. Beyond the financial gain, this model provides flexibility, allowing the owners to block off dates for personal or family use while maintaining the property in excellent condition. Seasonal demand further enhances profitability, with summer months fully booked at higher rates, and even during off-peak periods, occupancy has remained strong at 60–75%.





Note: Revenue is subject to change based on your property type/location. The chart above represents our short-term rental. There is no guarantee your revenue mimics the chart/revenue above.



## CULTUS GROVE REVENUE POTENTIAL

AT CULTUS GROVE YOUR OWNERSHIP EXPERIENCE SHOULD BE NOTHING SHORT OF EXCEPTIONAL - AND OUR TRUHOST TEAM IS HERE TO MAKE THAT A REALITY. THIS UNIQUE OPPORTUNITY ALSO OFFERS THE POTENTIAL FOR RENTAL INCOME TO HELP OFFSET YOUR OWNERSHIP COSTS.

CULTUS GROVE OFFERS SUCH A DISTINCTIVE PRODUCT, THERE ARE LIMITED DIRECT COMPARABLES AVAILABLE IN THE MARKET. TO HELP ILLUSTRATE POTENTIAL EARNINGS, BUT OUR TEAM HAS ANALYZED DATA FROM **TRUHOST ANALYTICS** FOR CULTUS LAKE AND THE NEARBY COMPARABLE MARKET OF **HARRISON HOT SPRINGS** AND **CHILLIWACK**. BASED ON THIS ANALYSIS, WE'RE CONFIDENT ABOUT THE STRONG RENTAL PERFORMANCE POTENTIAL AND HAVE OUTLINED BLENDED STATISTICS BELOW THAT REFLECT CONSERVATIVE EARNING PROJECTIONS.

THESE FIGURES ARE DERIVED FROM AGGREGATED SHORT-TERM RENTAL DATA COLLECTED FOR CULTUS LAKE (2025) AND HARRISON HOT SPRINGS (2024/25). OWNERS MAY BE ABLE TO OUTPERFORM MARKET AVERAGES BY MINIMIZING PERSONAL USE, INVESTING IN THOUGHTFUL FURNISHINGS AND AMENITIES, AND OFFERING PET-FRIENDLY STAYS

#### STUDIO (B1)

- AVERAGE RATE: **\$161.61**
- OCCUPANCY RATE: 51.5%
- VACANCY RATE: **48.5**%
- NIGHTS BOOKED: 188
- AVG. LENGTH OF STAY: 3.5
- YEARLY REVENUE: \$30,380.80
  - MAXIMIZE FEES: **\$6,683.77**
  - STRATA FEES: **\$1,599.00**
  - TAXES: \$1,500.00
- NET REVENUE: \$20,598.03

#### 2 BEDROOM (G1, G1A)

- AVERAGE RATE: \$252.50
- OCCUPANCY RATE: 56.5%
- VACANCY RATE: **43.5**%
- NIGHTS BOOKED: 206
- AVG. LENGTH OF STAY: 4.8
- YEARLY REVENUE: \$52,015.08
  - MAXIMIZE FEES: \$11,443.32
  - STRATA FEES: **\$3,001.00**
  - TAXES: \$1,750.00
- NET REVENUE: \$35,820.76

#### 2 BEDROOM + FLEX (C1, C1A)

- AVERAGE RATE: **\$272.70**
- OCCUPANCY RATE: 57.5%
- VACANCY RATE: **42.5**%
- NIGHTS BOOKED: 210
- AVG. LENGTH OF STAY: 5.0
- YEARLY REVENUE: \$57,267.00
  - MAXIMIZE FEES: **\$12,598.74**
  - STRATA FEES: \$3,887.00
  - TAXES: **\$2,000.00**
- NET REVENUE: \$38,781.26

#### 3 BEDROOM (C2)

- AVERAGE RATE: **\$323.20**
- OCCUPANCY RATE: 55.5%
- VACANCY RATE: 44.5%
- NIGHTS BOOKED: 203
- AVG. LENGTH OF STAY: 5.5
- YEARLY REVENUE: \$65,609.60
  - MAXIMIZE FEES: **\$14,434.11**
  - STRATA FEES: **\$4,182.00**
  - TAXES: **\$2,250.00**
- NET REVENUE: \$44,743.49





# WHY SHORT TERM RENTAL OVER LONG TERM TENANTS?

Short-term rentals give property owners the flexibility and earning power long-term leases can't. With higher income potential, the freedom to use your property when you want, and regular upkeep from frequent cleanings, STRs keep your property in top shape while maximizing returns—all without the limitations of a year-long tenant.

#### BENEFITS OF SHORT TERM RENTALS

#### FINANCIAL BENEFITS

- Higher income potential Nightly rates often add up to more than monthly rent.
- Dynamic pricing flexibility You can adjust rates for peak seasons, weekends, or events.
- Tax deductions Many expenses (cleaning, utilities, furnishings, supplies) may be deductible.

#### PROPERTY MAINTENANCE

- Frequent cleaning Regular turnovers keep the property in better condition.
- Repairs caught early Shorter stays mean issues are noticed and fixed quickly.
- Furnished upgrades Stylish setups often increase property value and appeal.







## FAQ

HOW MUCH CAN MY PROPERTY EARN?

EARNINGS DEPEND ON LOCATION, SIZE, SEASONALITY, EVENTS, AND PRESENTATION. WITH PROFESSIONAL PHOTOS AND DYNAMIC PRICING, TRUHOST-MANAGED HOMES COMMONLY OUTPERFORM SELF-MANAGED LISTINGS. WE PROVIDE A REVENUE PROJECTION AFTER A QUICK CONSULTATION.

2 IS SHORT-TERM RENTAL HOSTING LEGAL IN MY AREA?
REGULATIONS VARY BY MUNICIPALITY AND BUILDING. WE HELP YOU NAVIGATE LOCAL BYLAWS, LICENSING, STRATA RULES, AND TAX REQUIREMENTS IN THE FRASER VALLEY AND GREATER VANCOUVER SO YOU OPERATE COMPLIANTLY.

IS THERE A CONTRACT TERM OR CANCELLATION POLICY?

WE KEEP TERMS STRAIGHTFORWARD WITH FLEXIBLE OFF-RAMPS. WE'LL
REVIEW AGREEMENT DETAILS—INCLUDING NOTICE PERIODS—DURING
YOUR CONSULTATION SO EXPECTATIONS ARE CLEAR.

WHAT AREAS DO YOU SERVE?

FRASER VALLEY (ABBOTSFORD, CHILLIWACK, CULTUS LAKE), GREATER VANCOUVER, AND SELECT PARTS OF THE LOWER MAINLAND. ASK US ABOUT YOUR SPECIFIC ADDRESS.





Thank you for considering us as your short-term rental management partners. We look forward to learning more about your property and how we can help you maximize its

For more information, please visit www.truhost.ca.

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