



**Stay  
Montana**

**Vacation Rentals**

**BIGFORK & FLATHEAD VALLEY**

**YOUR MONTANA STARTS HERE!**



Stay Montana is a local, family & employee-owned & operated boutique vacation rental company that specializes in making Montana memories. We strive to provide the best customer service possible and continually exceed our guest & owner expectations. We even provide our family recipe, Ella Cookies at check-in. Our guests & owners love them! Join the Stay Montana family today. We'd love to partner with you!

Chris & Jen Torsleff founded Stay Montana in 2016, bringing over 60 years of combined hospitality and resort property management experience working and learning from great companies like Vail Resorts, Ritz Carlton, Hilton, & Marriott. We are proud that we started in bellman and busser positions and worked our way to key leadership roles in some of the most respected companies in the hotel and resort industry. Those years of training and experience in the hospitality business have made Stay Montana the fastest-growing vacation rental company in Montana - by passionately focusing on building guest loyalty.

In 2022, we became employee-owned with David Moore and Laura Dwight joining our local ownership team. Over the last years, they have proven their leadership and worked extremely hard, thus we're thrilled to add them. David and Laura both live in the Flathead Valley with their respective families and young children. David has been part of the Stay Montana family for over 5 years and is our Regional General Manager with a wealth of exceptional hospitality experience. Laura is our Director of Marketing and brings 15+ years of hospitality marketing experience, plus an MBA with a specialization in Marketing.

We know how valuable quality time with friends and family is and how important it is to create memories that last a lifetime. Our families have very active schedules of their own and friends spread across the country. We provide services to help create experiences, regardless of the budget our guests have to spend. We have a property for everyone; it's very important that the guests in a studio condo have just as amazing a time as those in the luxury 5-bedroom home. It's about quality time together in this beautiful place we are fortunate to call home. If our team can be even a small piece of helping to create those memories, we've done something right.

All the best,

*Chris and Jennifer Torsleff, David Moore & Laura Dwight*





## WHY PARTNER WITH US?

We are hospitality through and through, and we operate with an inclusive philosophy. We leave the “nickel and diming” behind, say goodbye to the light bulb and battery charges! Stay Montana offers a diverse selection of properties for our guests, and we create loyalty by meeting the needs of all types of travelers. We continue to grow by continually innovating and investing in new ways to attract new owners and guests. We invite you to grow with us and welcome you to the Stay Montana Family.



### MAXIMIZE YOUR RENTAL INCOME POTENTIAL!

We have a competitive fee structure, focused on win/win partnerships, that puts your revenue generation as a key priority.



### KNOW YOUR PROPERTY IS IN EXPERT HANDS!

We care for your home as if it were our own; and provide you one point of contact with our Director of Partner Success.



### HOSPITALITY LEADS THE WAY!

Our team is experience & loyalty focused, using a personal touch and the latest technology to craft an experience of a lifetime.



### HOMES & VILLAS BY MARRIOTT INTERNATIONAL

Proud partners of a trusted travel brand, offering an exceptional marketing opportunity for our homeowners.



### THIRDHOME EXCHANGE PROGRAM

Exchange weeks at your home for stays at other luxury properties around the world. A great way for our homeowners to travel at minimal costs!



“Stay Montana is a wonderful resource for us. Their team is professional, responsive, courteous and thorough. The bookings and accounting are straightforward and easy to navigate.”

*-Tom, Bigfork Owner*

# MAXIMIZE YOUR RENTAL INCOME POTENTIAL!

If you have managed your own vacation rental property, you're aware of the ever-changing algorithms and requirements for listing and marketing your properties online. It can be quite confusing and frustrating. Let our years of hospitality/vacation rental experience, plus expertise with online booking sites, social media, digital marketing, and revenue management strategies work for you!

1. Our onsite revenue management team uses local market knowledge to find the optimum balance between occupancy and rate 365 days a year using state of the art technology specific to the vacation rental industry.
2. Our properties feature global exposure through the industry's top distribution channels. We embrace these channels with instant booking capabilities to capture the most demand and revenue for your property, at no expense to the owner.
3. We partner with a nationally recognized digital marketing company to support our efforts with digital content, online and email marketing, & social media.
4. Pictures drive bookings! Our properties feature professional photography and a 3D virtual tour to give our guests an in-home experience when making booking decisions.
5. Vacation Specialists are available 7 days a week to answer questions, emails and take reservations for guests. Our team prides ourselves in our 1-hour response to inquiries and guest questions.
6. Led by our local marketing team, our branding is unmatched, and generates increased awareness for your property year-round through print and digital advertising along with sponsorships of high profile events.
7. Cross Destination Marketing – our team of reservations agents cross sell guests between our many beautiful destinations in this great state. Often guests travel to Montana with the intent of visiting multiple locations.



“Stay Montana has undertaken the property management of our condo. We have been impressed and pleased with their professionalism, attention to detail and availability when needed. We look forward to continuing with their management of our vacation condo.”

*—Peter, Bigfork Owner*

## KNOW YOUR PROPERTY IS IN EXPERT HANDS!

We know your real estate investment is an important asset. We offer peace of mind that your asset is being cared for by property management professionals that are experts on your home. Leave the details to us, and we will manage your property with the utmost care and expertise. Other companies limit when homeowners can stay in their homes. It's your home, so use it when you like, and we will maximize the income when you're not there. Our revenue split is based upon what we believe we are capable of doing, not how often the owner uses the property. We structure our contracts to our owners' needs, and if you are not 100% satisfied, we make it right.

### PARTNER SUCCESS

Our owners are our most important customers. We have dedicated one point of contact that can facilitate your requests and needs. We want your experience to be easy. Our Director of Partner Success assists with the following questions or requests:

- ACCOUNTING QUESTIONS
- MONTHLY STATEMENTS
- LOCAL & STATE LICENSING
- MAINTENANCE QUESTIONS & APPROVALS
- VENDOR PAYMENTS & RECEIPTS
- GUEST RESERVATIONS
- OWNER RESERVATIONS
- OWNER PORTAL
- PROPERTY LISTINGS

# 100% SATISFACTION GUARANTEED



“I changed to Stay Montana after two years with a different management company. They are very responsive and everything is seamless. Their online system is top notch. I am so thankful I switched.”

*- Kara, Bigfork Owner*

## HOSPITALITY LEADS THE WAY!

We believe the most important thing we can do to enhance your income and protect your asset is use our 60+ years of hospitality training to create market leading guest loyalty. Creating returning customers is our primary goal. Our “Service First” culture inspires our team to go the extra mile whenever possible, to WOW our guests and make their trip unforgettable.



- Concierge staff help our guests craft their perfect Montana escape.
- Our team is 100% local! We are always nearby and available to take care of our homes and our guests.
- **Inspect, Inspect, Inspect!** Cleanliness is where a great experience begins and ends.
- We feature luxury and sustainable hotel-style amenities.
- Our guest hotline is available to guests 24/7/365: at arrival, departure and anytime in between for assistance.
- Custom property guides, area guides, and detailed home instructions at our guests' fingertips on their preferred device to ensure their stay is perfect.
- Text functionality allowing guests to instantly communicate with our guest services team.
- 24/7 Maintenance support if something does happen to need attention.
- Collecting signed rental agreements and deposits.
- Our Property Managers inspect to ensure the highest attention to detail in cleanliness & maintenance for your ultimate peace of mind. This occurs at check-in, check-out or bi-weekly if unoccupied.



## WHAT'S INCLUDED IN OUR SERVICES

- Departure cleanings for all guest and owner stays.
- Our team drains, cleans and fills each hot tub after each guest and owner stay.
- Property Supplies Provided -Linens, towels, soap, shampoo, conditioner, tissue, toilet paper, laundry soap, trash bags, counter-top cleaner, paper towels, dish soap, dishwasher soap, sponge, coffee filters, salt, pepper, standard LED light bulbs, batteries.
- Our Regional Manager and Director of Marketing live and work in the Flathead Valley. Our associates are based out of our office in Bigfork, drive Stay Montana vehicles and wear Stay Montana attire.
- Maintenance Services – handyman type services are provided by our own in-house staff. All other contracted services are provided by licensed and insured companies with great community reputations.
- Vendor Management – Coordination and quality assurance provided for vendors providing services like snow removal, landscaping, firewood, and sprinklers.
- Each property has a smart lock system installed during onboarding that provides unique codes for each guest and vendor, as well as monitors noise levels inside the property. Upgraded smart-home options are also available.
- Annual property assessments with recommendations for property updates.
- Lodging and Resort tax collection and remittance.
- Detailed monthly trust accounting; including statements and ACH owner payments.
- Powerful Property Marketing - We increase your home's exposure across all major marketing channels by listing your property on third-party booking sites, using professional photography, and creating engaging online listings. Our monthly email, social and PPC campaigns





# Stay Montana

Vacation Rentals

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