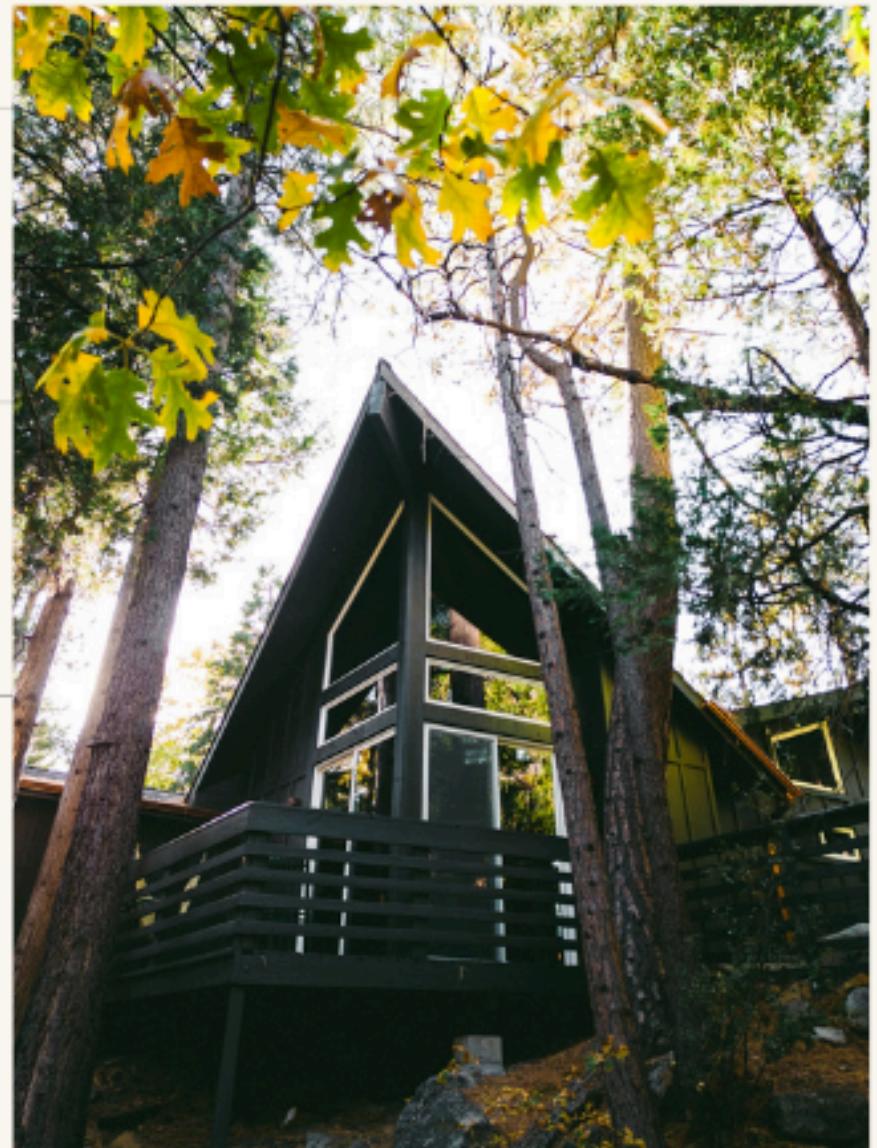
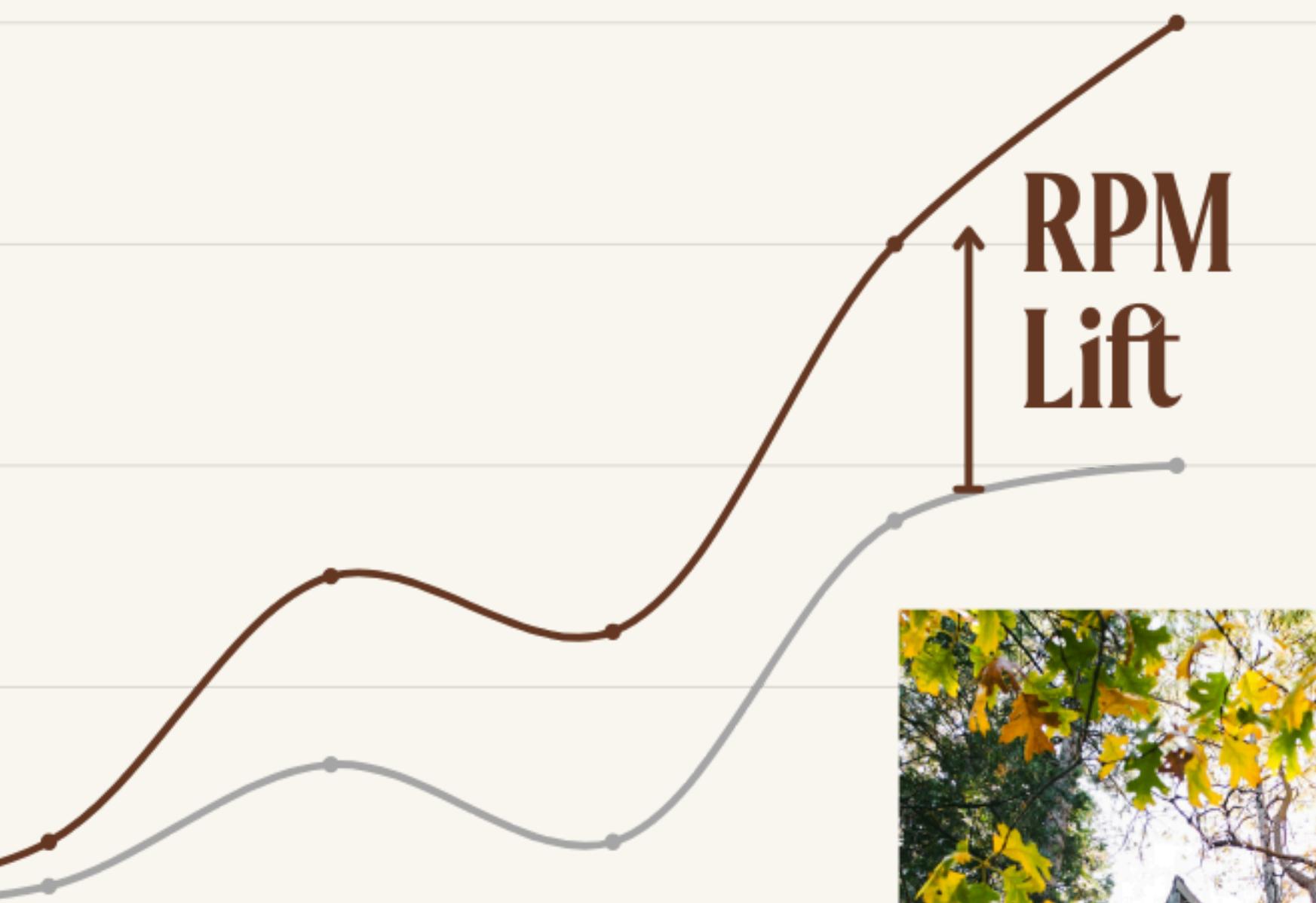


# Unlock Hidden Revenue with RPM: A Case Study

HOW DEL CARMEN HOSPITALITY BOOSTED REVENUE BY 21% IN JUST TWO MONTHS





# Intro

Meet Jairo, the founder of a short-term rental company in Miami. Despite 10 years of experience and over 7,500 Airbnb reviews, his business was facing challenges:



- Stagnant revenue despite prime locations
- Increasing lease costs squeezing profit margins
- Time-consuming, ineffective pricing strategies
- Short booking windows were limiting revenue potential

# Challenge

Our client's portfolio was underperforming the market. While Miami's short-term rental market was strong, their business wasn't capitalizing on the opportunities. Key issues were:

- A booking window of just 7.8 days
- Inconsistent pricing strategy
- Lack of optimization for Airbnb's algorithm
- Operational inefficiencies limiting revenue potential



# The RPM Solution

We implemented our comprehensive strategy:

- **Dynamic Pricing:** Adjusted prices daily based on real-time market data
- **Booking Window:** Extended average booking window from 7.8 to 16 days
- **Weekday vs. Weekend Pricing:** Implemented strategic price differentials
- **Custom Promotions:** Leveraged Airbnb's early bird and last-minute booking promotions
- **Listing Optimization:** Improved photos, titles, descriptions, and amenity details
- **Operational Improvements:** Hired a virtual assistant to manage guest communications and reviews



## JAIRO'S FEEDBACK

*"We realized that optimizing your revenue takes a lot more time than you probably would think.*

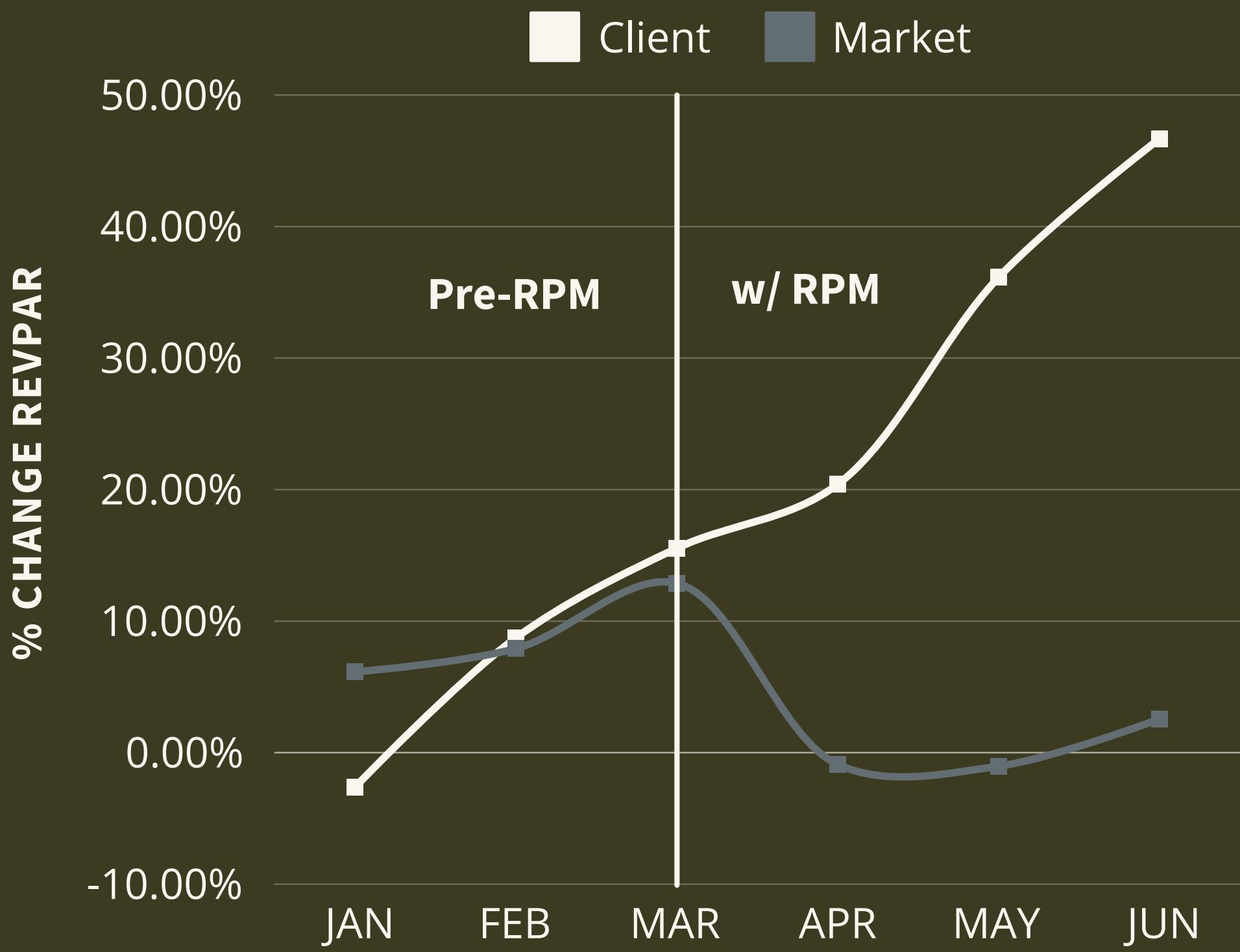
*Working with RPM is going to make us more money. Not to mention the relationship is good, and we know that we're in good hands because you guys are industry experts."*



## REVENUE &amp; PRICING MANAGEMENT

# Results

- RevPAR increased by 21% in month 1, 36% in month 2, and even higher in month 3
- Additional revenue: \$50,000 in the first 90 days
- ROI of 5.64x on the RPM service fee
- Booking window doubled from 7.8 to 16 days



# What is RPM ?

RPM: Revenue & Pricing Management.  
Your daily revenue ninja.

We're talking:

- Cutting-edge market analysis
- Real-time dynamic pricing
- Industry know-how that turns data into dollars

And why should you care?

If you're making \$1M-\$15M annually, you're in the big leagues. High stakes, slim margins. One slip-up? Thousands lost.

We turn pricing into a science. Every decision is data-driven.

With RPM, you'll:

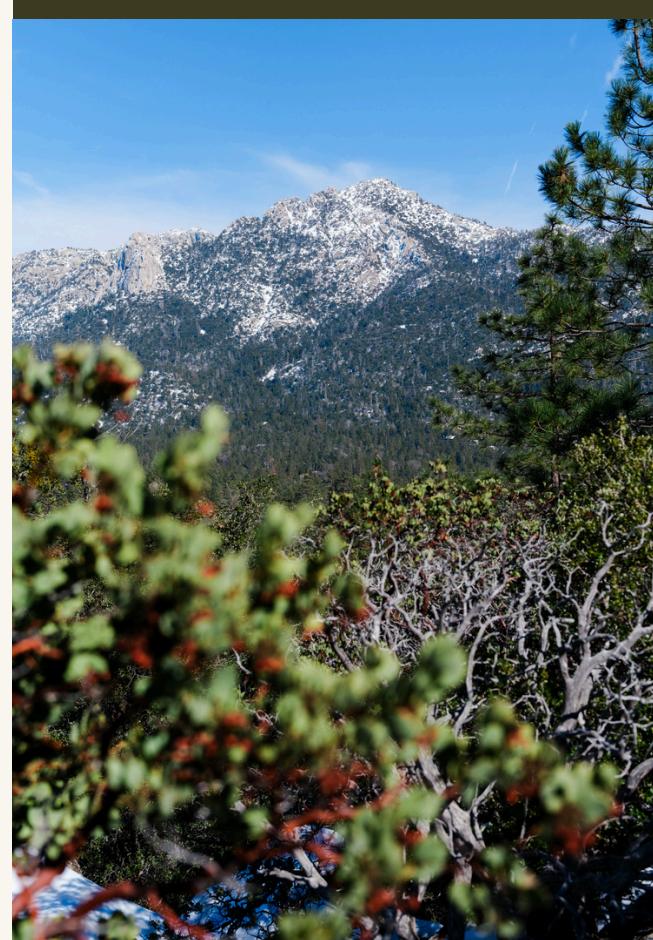
- Maximize revenue (serious cash)
- Save time (bye-bye, late-night number crunching)
- Beat competition (you're playing chess, they're playing checkers)

Ready to stop leaving money on the table?

Let's talk.



RPM works as an extension of your team - analyzing data, applying strategy, and making improvements every single day.





# Maximize Your STR Profit with RPM

Take the first step towards maximizing your revenue today by scheduling your free portfolio review. We're ready to analyze your properties and show you the untapped potential in your portfolio.

[Get a Free Portfolio Analysis](#)

**For hosts & operators generating  
\$1M+ booking revenue**



## REVENUE & PRICING MANAGEMENT

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Q1:

### **What's the commitment like with RPM?**

We start with a free, no-pressure portfolio review. If we click, it's a 3-month initial commitment. Why? Fine-tuning your revenue strategy takes time, like a high-performance engine. After that, we're flexible. We're in for the long haul, but only if you are.

Q2:

### **When will I start seeing results?**

Fast. You'll see upticks in the first month, but the real magic hits by month three. It's like compound interest for your STR business - the biggest gains come from playing the long game. We keep learning, refining, and growing your revenue over time.

Q3:

### **Isn't having a pricing tool enough?**

A pricing tool is just tires on a Ferrari. RPM? We're the whole package - car, pit crew, and champion driver. We don't just crunch numbers; we bring advanced analytics, insights, and personalized service. We navigate the STR market's twists and turns.

Pricing tools tell you what's happening. We know why and what to do. For \$1M-\$15M hosts, that's the difference between cruising and winning.

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Q5:

## **What kind of support can I expect?**

This is a full done-for-you service. You'll get a dedicated revenue manager, monthly check-ins, and 24/7 access to the team in Slack. We're clingy (in a good way).

Q6:

## **Will I lose control over my pricing if I use RPM?**

No way. Think of us as your co-pilot. You keep the strategic oversight, and we handle the day-to-day grind. We'll keep you in the loop and tailor our approach to your goals. It's your business. We're just here to make it more profitable.

Q7:

## **What if the market goes crazy?**

### **Can RPM keep up?**

That's where we shine. Our system is always on, always watching. Market shifts? We adjust in real time. Opportunities pop up? We're on it. Risks on the horizon? We've got your back.

Q7:

## **What if I want to grow my portfolio?**

Grow away! RPM is built to scale. Whether you're adding a few units or expanding to new cities, we've got you covered. The bigger you get, the harder we work.





# Stop guessing and start growing.

Our Revenue & Pricing Management (RPM) service combines cutting-edge market analysis, dynamic pricing, and deep industry knowledge to optimize your short-term rental portfolio.

**Get a Free Portfolio Analysis**

**For hosts & operators generating  
\$1M+ booking revenue**

Questions?

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[FreewyldFoundry.com/RPM](http://FreewyldFoundry.com/RPM)

