



Evolve Owner Persona Portraits

Explore four key
segments of vacation
rental property owners





What's a persona?

Personas are character profiles based on research (thousands of surveys and in-depth interviews, in this case). They group together people with similar goals, expectations, and even frustrations — all so we can quickly recognize them and tailor our services, communications, and support to their situation.

While every person is unique, they're probably coming to Evolve for some common reasons. By looking at the similarities and differences within our core customer base, it makes it easier to pinpoint what someone needs and how we can effectively offer it during our everyday interactions.



ARE THEY DIFFERENT FROM OWNER TYPES?

In short, yes! A customer's current property management status — First Time Renter (FTR), Property Management Convert (PMC), For Rent by Owner (FRBO), or Prospective Buyer (PB) — offers a glimpse at their hosting, management, and industry experience prior to joining Evolve.

Personas dive deeper into the broader, holistic details about our customers so we can understand their motivations, attitudes, and future goals.



Let's start at the baseline

Before we dive into what makes our personas different from each other, let's look at the **expectations that nearly every owner shares** when they sign up with Evolve.

Most owners want...

TO PROVIDE GREAT GUEST EXPERIENCES

- More 5-star reviews
- Well-kept property with reliable partners
- Safety and limited liability
- More reasons for repeat bookings

TO WORK WITH TRUSTWORTHY MANAGEMENT

- Highly recommended company
- Optimized profitability
- Lots of local expertise
- Can reach a large guest audience

TO HAVE A PARTNERSHIP WITH PERSONALIZED CARE

- Flexibility to use their property when they want
- Given a deep understanding of financial performance
- Easy to work with
- Tailored customer services



Meet the personas



Involved Investor

A highly-engaged vacation rental investor looking to grow their business with customized support

MAIN

GOALS:

- Earn more while controlling their pricing strategy
- Expand property portfolio
- Look for support in specific areas
- Become financially independent



Effortless Earner

A vacation rental investor looking for a trusted partner to achieve maximum results for minimum effort

MAIN

GOALS:

- Earn more while trusting an expert with their pricing strategy
- Expand property portfolio
- Look for holistic support and guidance
- Become financially independent



Hands-on Host

A guest-centered host who loves to share their vacation home and provide great experiences

MAIN

GOALS:

- Use and enjoy their property when they want
- Cover mortgage and maintenance costs
- Create excellent guest experiences
- Get help with non-hosting needs



Stability Seeker

A homeowner who wants more financial security to cover the maintenance costs of their beloved vacation property

MAIN

GOALS:

- Use and enjoy their property when they want
- Cover mortgage and maintenance costs
- Maintain a steady income with minimum effort
- Reinvest back into their property



Understanding persona priorities



Involved Investor

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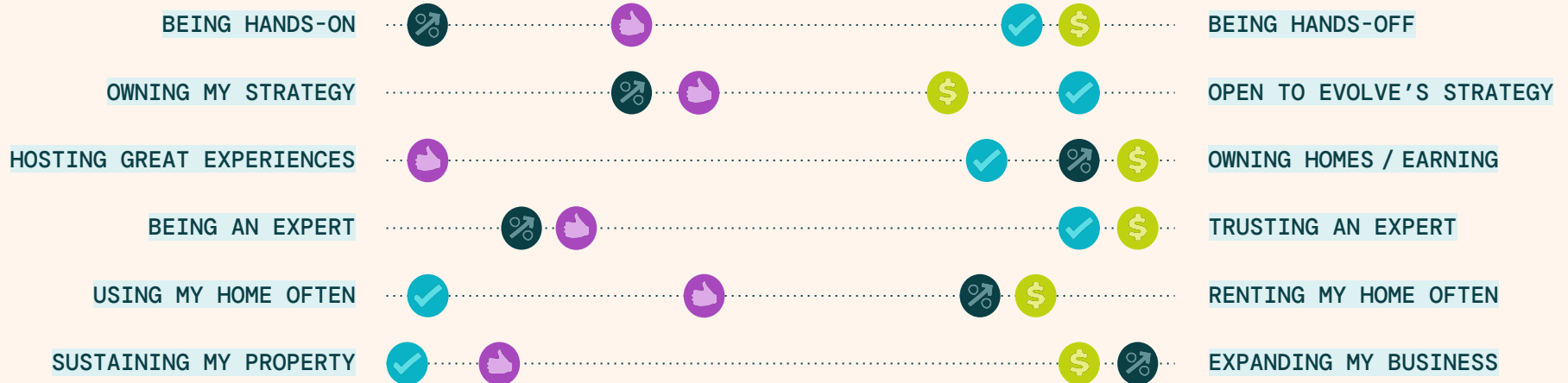
Hands-on Host

A guest-centered host who loves to share their vacation home and provide great experiences



Stability Seeker

A homeowner who wants more financial security to cover the maintenance costs of their beloved vacation property



Involved Investor

OVERVIEW

These goal-minded owners see success on the horizon and have already mapped out how to get there with their hands-on approach. They're proud of their properties and fully committed to their vacation rental business, seeing each investment as a stepping stone to more revenue, more homes, and financial independence.

Even if they've never rented before, they know exactly what they want, how they want it — and how we fit in as their management company.



Get to know an Involved Investor

My main goals

- Earn more while controlling my pricing strategy
- Expand property portfolio
- Look for support in specific areas
- Become financially independent

I LIKE

- Feeling in control
- Being hands-on with my business
- Having flexibility to manage what I want, how I want
- Taking pride in my property
- Offering high-quality guest experiences
- Learning about how to make my rental more successful

I DISLIKE

- Not having control over pricing, cancellation policies, or refunds
- Feeling out of the loop with decisions
- Not using my insights or expertise
- Being overlooked, unheard, or underappreciated
- Renting out my home at lower-than-expected price points

I take a lot of pride in my property and I know how to price it effectively.

This isn't just a hobby for me. I want my business to grow while still maintaining a sense of control.



Involved Investor priorities



BEING HANDS-ON



BEING HANDS-OFF

OWNING MY STRATEGY



OPEN TO EVOLVE'S STRATEGY

HOSTING GREAT EXPERIENCES



OWNING HOMES / EARNING

BEING AN EXPERT



TRUSTING AN EXPERT

USING MY HOME OFTEN



RENTING MY HOME OFTEN

SUSTAINING MY PROPERTY



EXPANDING MY BUSINESS

How Evolve can help



Industry-low 10% fee
leads to more profit



Transparency on
strategic decisions



Maximizing booking of
available nights



Educational content
and industry insights



Tailored services
that suit my expertise
and pain points



Creating a growth
path to owning
more properties

Effortless Earner



OVERVIEW

There's no such thing as easy money, but these owners want to get as close to it as possible. They understand how profitable vacation rentals can be, and they're ready to trust the experts to maximize their earnings and expand their portfolio with minimal effort on their end.

We have all of the advice and insights they need to succeed, and they're ready to listen and learn from the people that can get them revenue ASAP.





Get to know an Effortless Earner

My main goals

- Earn more while trusting an expert with their pricing strategy
- Expand property portfolio
- Look for holistic support and guidance
- Become financially independent

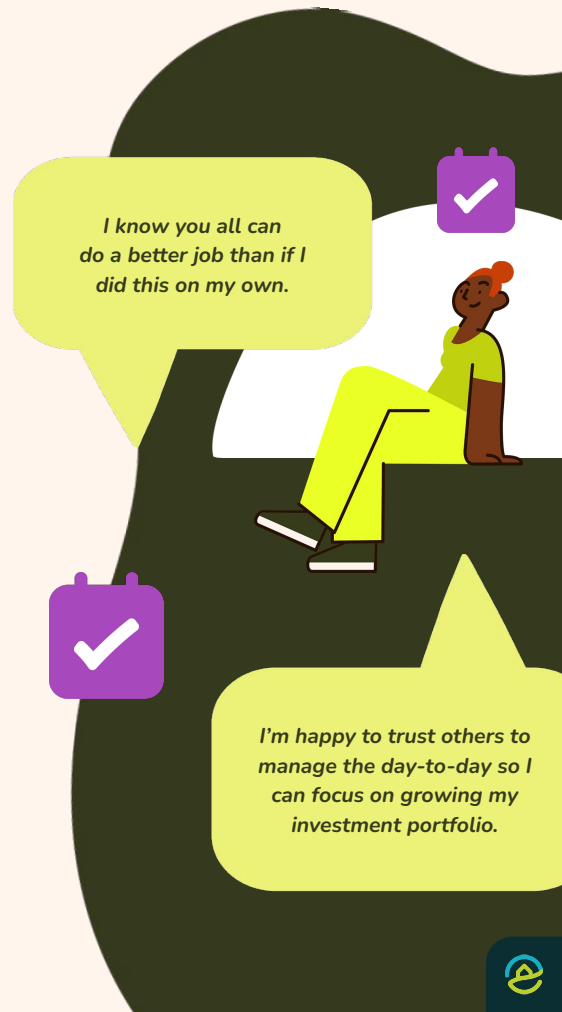
OWNER PERSONA: EFFORTLESS EARNER

I LIKE

- Efficiency at every touchpoint
- Trusting experts to get results
- Creating great guest experiences with minimal effort
- Having reliable partners
- Maximizing my property's value
- Maximizing profits

I DISLIKE

- Hands-on hosting and offering pre-/post-stay support
- Not having a clear vision of overall performance
- Taking on too much by myself
- Slow responses to questions and/or resolving issues
- Not having my expectations met



Effortless Earner priorities



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BEING HANDS-OFF

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EXPANDING MY BUSINESS

How Evolve can help



Industry-low 10% fee leads to more profit



Educational content and industry insights



Full-range support to start, manage, and grow my business



Maximizing revenue through calendar and pricing flexibility



Managing booking inquiries and certain guest communications



Creating a growth path to owning more properties



Hands-on Host



OVERVIEW

Home is where the heart is for these hosts, who pride themselves on providing high-quality experiences for their guests. Their rentals are a way to share their properties and local community with eager travelers, and they're ready for their passion projects to become more self-sustaining with some outside help.

But, love doesn't mean letting go — it's about filling in missing gaps and making everything more seamless.





Get to know a Hands-on Host

My main goals

- Use and enjoy my property when I want
- Cover mortgage and maintenance costs
- Create excellent guest experiences
- Get help with non-hosting needs

I LIKE

- Managing my property
- Providing a unique vacation experience with special touches
- Being the expert on my local area
- Everything running smoothly
- Respectful guests who take care of my property
- Paying attention to market trends

I DISLIKE

- Booking at too low of rates
- Not having control over pricing
- Feeling like my knowledge is secondary to data and algorithms
- Dealing with property damage
- Poorly behaved, careless guests

Success for me is when everything goes smoothly. I don't want to have to reach out to Evolve for help.

I wish I had more control over pricing and revenue strategies because I have the time, pay attention to trends, and feel like I manage them better than anyone.



Hands-on Host priorities



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BEING HANDS-OFF

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EXPANDING MY BUSINESS

How Evolve can help



Having comprehensive damage & liability protection gives me some peace of mind



Reliable, transparent communication and personalized strategies



Added efficiency to my day-to-day operations



Educational content and industry insights



Quick response times

Stability Seeker



OVERVIEW

Sometimes keeping a home for the long run means sharing it with guests. For these owners, renting their property is a way to care for their future — covering the mortgage, paying for renovations, and preparing for lifestyle changes.

They'll get to hold onto the memories they've had in their home while giving others the opportunity to make some themselves, all with our trustworthy support and streamlined care.



Get to know a Stability Seeker

My main goals

- Use and enjoy my property when I want
- Cover mortgage and maintenance costs
- Maintain a steady income with low effort
- Reinvest back into my property



OWNER PERSONA: STABILITY SEEKER

I LIKE

- Trusting an expert to make decisions
- Spending less time managing and dealing with guests
- Having a partner to take on everything I'm not comfortable with
- Feeling stable and secure
- Seamless, low-stress experiences

I DISLIKE

- Lacking market trends or insights specific to my area
- Dealing with property damage and filing claims
- Making less income than I need to care for my home
- Not finding local partners that I can trust



Stability Seeker priorities



BEING HANDS-ON



BEING HANDS-OFF

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EXPANDING MY BUSINESS

How Evolve can help



Hybrid model helps handle what I'm not comfortable with



Providing me with as many local insights and market trends as possible



Optimized strategies to maximize bookings and revenue



Comprehensive damage and liability protection



Expertise that results in steady earnings



Thanks for getting to know our owners

LET'S GIVE THEM THE PERSONALIZED CARE THEY DESERVE!