



# HOLIDAY HOME MANAGEMENT

QUEENSTOWN



# YOUR ONE-STOP-SHOP

MARKETING

MANAGING

MAINTAINING

Goodstays provides comprehensive property management, with tailored services including maintenance and marketing platforms from New Zealand to around the globe, providing a superior holiday rental service to both domestic and international home owners.

**GOODSTAYS**.NZ



# WE MANAGE OVER 150 HOLIDAY HOMES

Established in 2010, Goodstays is New Zealand's largest locally owned and operated full scale property management company.



# WORLD-CLASS MARKETING

We market Goodstays holiday homes to our target audience using appropriate and effective techniques.



## BEING VISIBLE

We have a team of Search Engine (SEO) experts working continually on our website to achieve organic credible rankings so your property is seen by potential customers.



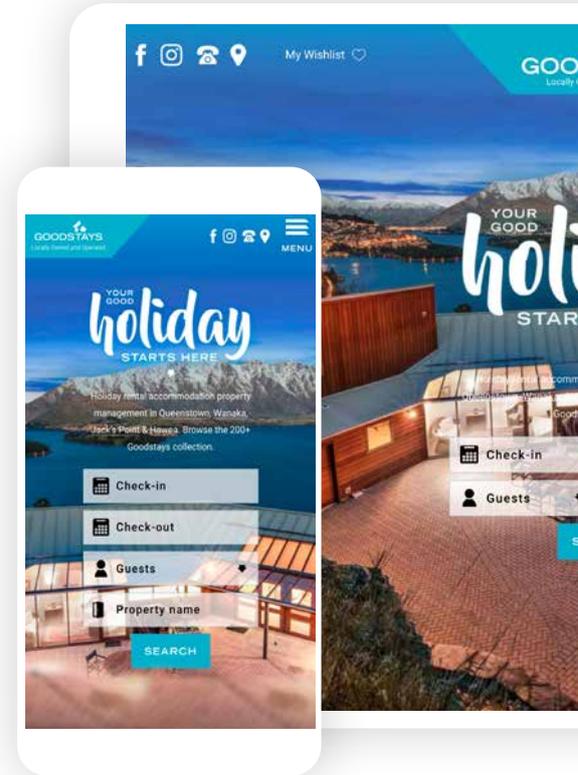
## DEVICE FRIENDLY

Our digital platform is designed and built to ensure optimal viewing experience on all major mobile devices.



## USER EXPERIENCE

We work with a local team of web design and development experts. They have built and designed the Goodstays website to convert visitors into customers through a brilliant User Interface (UI) which ensures a positive User Experience (UX).





## NEW CONTENT

Our website is continually updated with new content to communicate that we are an active brand and to benefit our site's rank in the search engines.



## GLOBAL REACH

We reach travellers in 190 + countries across all platforms.



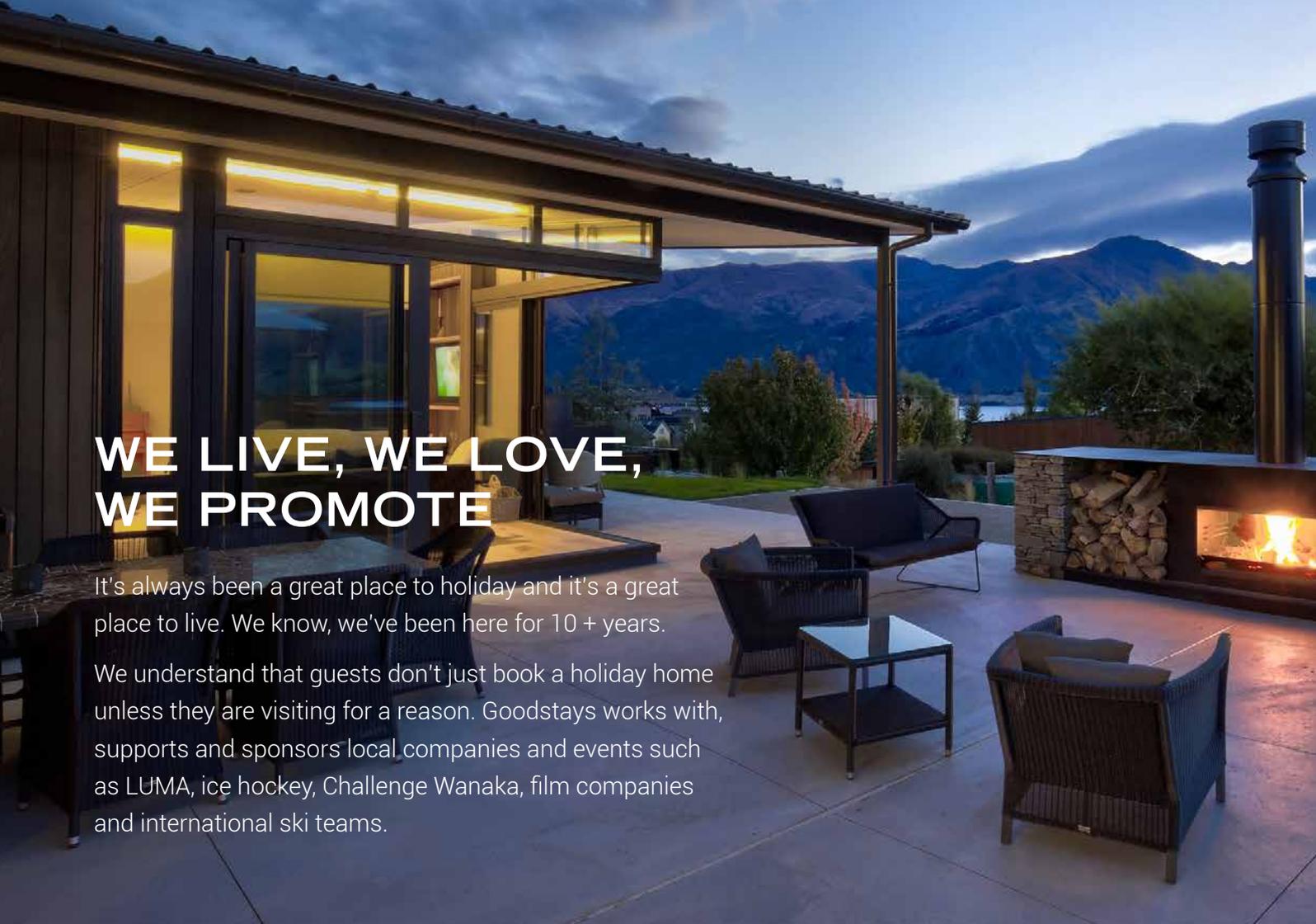
## SOCIAL MEDIA

We feature the Goodstays Portfolio through our social channels as another effective marketing technique.



## GOOGLE AD WORDS

We have a dedicated Adword specialist constantly ensuring we sit in the top tier of search results for relevant target market searches.

A modern outdoor patio area at dusk. The patio is paved with light-colored tiles and features a large, dark-framed glass door leading into a brightly lit interior. To the right, there is a stone fireplace with a fire burning inside, and a tall, dark chimney pipe extending upwards. In the foreground, there is a dark wicker sofa and two matching armchairs arranged around a small, dark coffee table. The background shows a view of mountains and a lake under a cloudy sky.

# WE LIVE, WE LOVE, WE PROMOTE

It's always been a great place to holiday and it's a great place to live. We know, we've been here for 10 + years.

We understand that guests don't just book a holiday home unless they are visiting for a reason. Goodstays works with, supports and sponsors local companies and events such as LUMA, ice hockey, Challenge Wanaka, film companies and international ski teams.



MARKETING 



# LOOKING GOOD

Goodstays commissions local professional photographers to ensure that your home is listed and presented to the highest standard.

Want to make sure sure you can fit the kids and extended family? Every property has a floor plan so guests can plan even before they make a reservation.



## 3D WALKTHROUGH

3D virtual tours are pivotal to families and groups at their planning stage and provides a competitive edge to listings with a detailed floor plan; creating better experiences, happier customers, as well strong revenue stream.





## ENJOY THE VIEW

Over 80% of our guests are looking for a holiday home with a view and our professional photography captures it at its best.



### INTERIOR, EXTERIOR AND VIEW SHOTS

We capture the best parts of your property from a range of angles.

# REPORTING

Eliminate communication inefficiencies and stay one step ahead; Good reporting ensures you stay connected with real time/date stamped reporting. Managing holiday homes requires the management of hundreds of critical action items every year, through our intuitive interface, intelligent workflows, Good reporting provides seamless integration and transparency to guests and homeowners.

- **MAINTENANCE & SERVICE INSPECTION REPORT**
- **REPLACEMENTS & REPLENISH REPORT**
- **HEALTH SCORE & MARKET CONDITION REPORT**
- **DAMAGE / INSURANCE REPORT**
- **HOUSEKEEPING & CLEANING REPORT**





# MAXIMISE RETURNS



## LOG-IN ONLINE

A more transparent and user friendly system for owners to log-in anywhere in the world to view booking performance, occupancy levels, and to manage personal stays for you, family and friends.



## 24/7

Full time reservations team converting enquiries 24/7 + ensuring a personal touch. Profitable options with our agile approach: switch between short and/or extended stays to maximise income potential.



## MANAGING

HomeAway software is the world leader in holiday home software with reporting easier than ever for owners to access calendars, live reports, bills, personal administration and accounting.

Quick, easy and efficient.



## PRICE RANGES

Dynamic pricing and periods ensure your home remains competitive in order to secure consistent occupancy throughout the year.



## LONG VS SHORT

Lifestyle, flexibility, regular property inspections with no long-term contracts and less wear and tear on your asset.



# PROTECTING YOUR ASSET

Your investment property is in good hands with our full management service: in-house maintenance, guest services and housekeeping. Over 25s, photo ID + security bond = strong risk management.

## BIOMETRICS BOOKING SECURITY

The Biometrics software solution captures Global Government ID documents, verifying them against a world accredited facial biometric platform, proving the likeness and liveness of a person and verifying the data against multiple trusted sources. We maintain the highest levels of fraud detection, privacy and security while also supplying world leading digital ID solutions.





## THE GOODSTAYS TEAM

At Goodstays, we understand that no one person can do it all, it takes a team. To help us achieve more effective, efficient, faster and more accurate results, we have an ace in every place from the managing director through to housekeeping. This ensures we are organised and responsive to both our owners, in-house guests, and live enquiries seven days a week.



### MAINTAINING

Pre-arrival and departure reports for every stay sent to your online owner account. Any skilled work can be organised on your behalf with no disbursement fees.



### HOUSEKEEPING

We have our own housekeeping division to provide extra care and consistency to our homes. We only charge for the time required without the expensive 3-4 hour minimum cleans.



### GUEST SERVICES

Our experienced guest services team are on call 7 days a week 365 days a year to ensure any issues or services required are dealt with in a timely manner.



### HOTEL-GRADE PRESENTATION

A high standard of presentation starting from advertising to hotel-grade presentation of the house, linen and servicing.



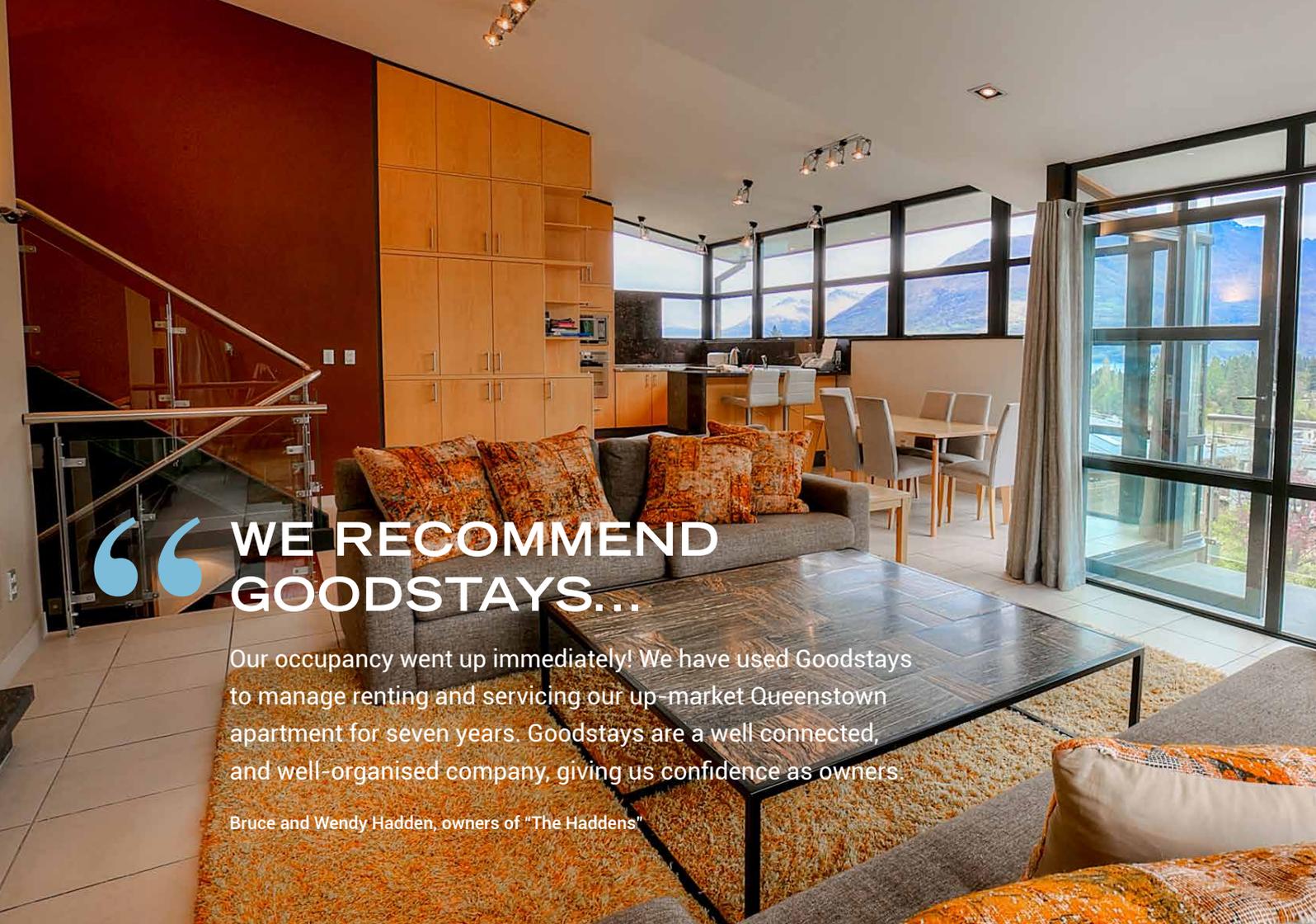
### HEALTH & HYGIENE

Industry leading cleanliness standards to counter current health and safety challenges brought about by the COVID-19 pandemic.



### SOLVE ISSUES

We have local tried and trusted tradespeople available throughout the year should any issue arise that requires skilled labour.



“ WE RECOMMEND  
GOODSTAYS...”

Our occupancy went up immediately! We have used Goodstays to manage renting and servicing our up-market Queenstown apartment for seven years. Goodstays are a well connected, and well-organised company, giving us confidence as owners.

Bruce and Wendy Hadden, owners of "The Haddens"



# LET'S TALK!

Buying an investment or a lifestyle holiday home is a big decision. Goodstays provides independent guidance and advice.

Our team is genuinely committed to meeting our clients' individual requirements, from full management to tailored servicing.

[GOODSTAYS.NZ](https://www.goodstays.nz)



## QUEENSTOWN

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