



HAUS VACATION RENTALS

(845) 262-0482 

hello@str.haus 

www.str.haus 

TURN YOUR HUDSON VALLEY INVESTMENT PROPERTY INTO A PROFITABLE SHORT-TERM RENTAL

**Professional management for property
owners who want less headache**

Local expertise. Institutional results. Personal service.



YOUR PROPERTY COULD BE EARNING INCOME

Properties like yours throughout the Hudson Valley are successfully operating as short-term rentals. With proximity to New York City and year-round appeal, many homeowners are generating substantial income from properties that would otherwise sit empty.



Hudson Valley Short-Term Rentals can expect:

- \$65,000 - \$200,000+ annually depending on size and location
- Consistent year-round demand for bookings
- Premium pricing during peak seasons and weekends
- Large population of potential guests from NYC metro area and beyond
- Potentially favorable tax treatment



Hudson Valley properties managed by professionals earn significantly more than self-managed listings



NIGHTLY RATES (SEASONAL)

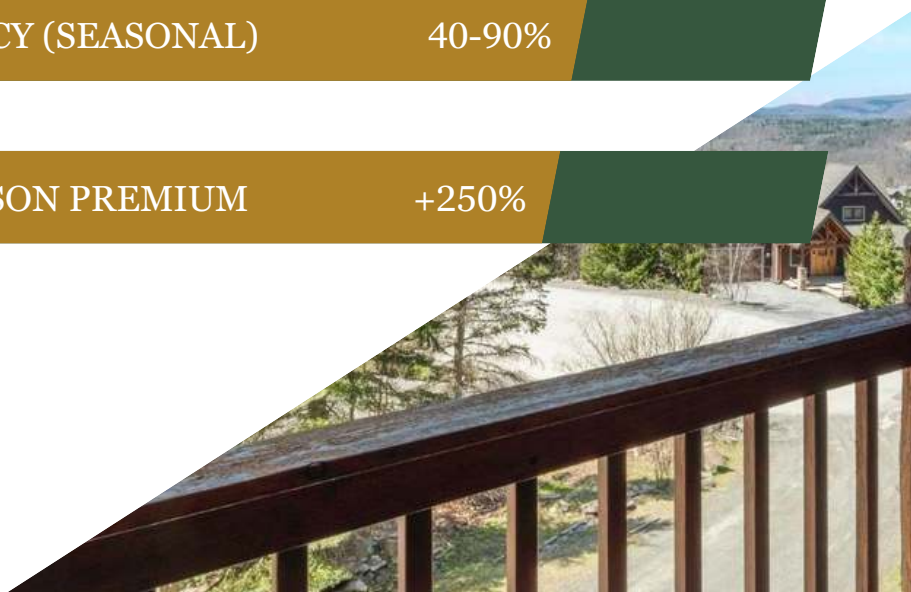
\$150-1200

OCCUPANCY (SEASONAL)

40-90%

PEAK SEASON PREMIUM

+250%



MOST PROPERTY OWNERS LOVE THE INCOME, NOT THE WORK

We know you're busy, and your time is better spent on higher-value tasks. Successfully managing a short-term rental involves has many aspects:



Time Commitment

Guests text at all hours. Cleaners need coordination. Something *always* needs attention.



Pricing Complexity

Market pricing changes daily. Get it wrong and you lose bookings or leave money on the table.



Marketing Requirements

Professional photos, SEO-optimized listings, review management – a whole new set of skills to learn.



Operational Coordination

Vendor scheduling, supply management, emergency repairs, guest issues – potential issues that need attention 24/7.



Regulatory Navigation

Permits, taxes, insurance requirements, local ordinances that keep changing.

SELF-RUN SHORT-TERM RENTAL MANAGERS HAVE TO DO ALL THIS AND MORE – BY THEMSELVES



LOCAL, BOUTIQUE, PERSONAL SERVICE

When you choose **Haus**, you're partnering with Hudson Valley specialists who understand your market, your guests, and your investment goals. Our personalized approach helps identify the specific needs for your property so that you can succeed in the short-term rental market without having to re-invent the wheel for yourself.

What makes us different:



Personal Relationships

You'll work directly with our team – no call centers, no ticket numbers, no corporate bureaucracy.



Owner-Operator Approach

We manage properties like we own them because we do. Our founder started **Haus** to solve his own STR management challenges.



We Know Your Neighborhood

From Peekskill to Catskill, we understand what drives bookings in every corner of the market.



Local Network & Expertise

Established relationships with trusted vendors, cleaning teams, and service providers throughout the region.



WE'RE FOCUSED ON DOING EXCEPTIONAL WORK
IN THE HUDSON VALLEY

OUR PROPERTIES AND RELATIONSHIPS
ARE RIGHT HERE



THE BEST OF BOTH WORLDS: PERSONAL TOUCH + PROFESSIONAL SYSTEMS

Most STR management companies force you to choose: either amateur hosts with personal service or impersonal corporate managers with professional systems. **Haus** delivers both.

Personal Host Experience

- Dedicated host who knows your property intimately
- Warm, personalized guest communication
- Tailored recommendations and local expertise
- Human touch that drives 5-star reviews



Institutional Quality Management

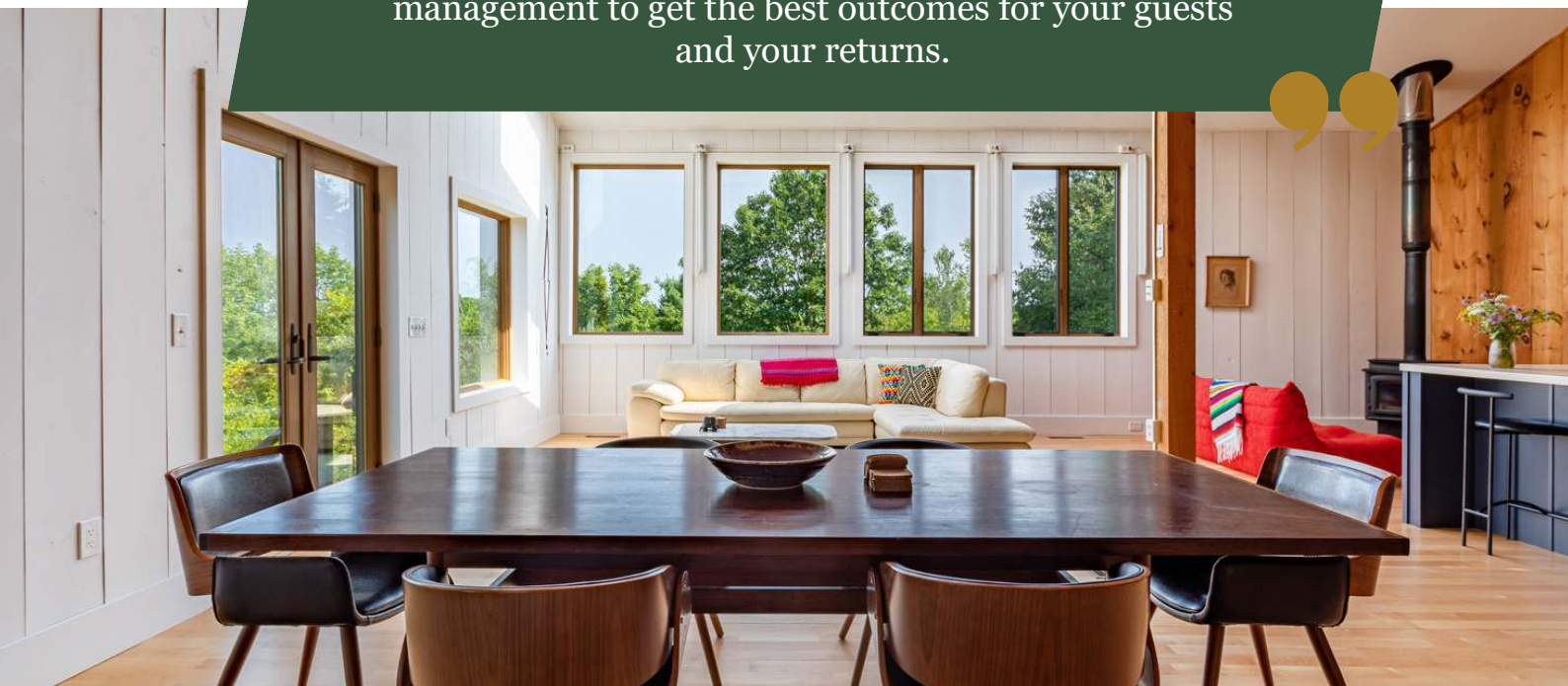
- Dynamic pricing technology that optimizes rates daily
- Professional support team for 24/7 coverage
- Advanced revenue management strategies
- Proven operational systems and processes

THE RESULT

This unique combination means better guest experiences, superior reviews, increased bookings, and maximum revenue for your investment.



We use combine a personal touch and data-driven management to get the best outcomes for your guests and your returns.



WE MAXIMIZE YOUR BOTTOM LINE BOTH WAYS

REVENUE OPTIMIZATION

We Focus on What Actually Drives Income

- Key guest experience elements that generate 5-star reviews
- Strategic pricing based on real market data, not guesswork
- Continuous marketing optimization that improves your Airbnb search ranking
- No time wasted on details that don't impact your bottom line

SMART EXPENSE MANAGEMENT

We Treat Your Property Like It's Our Own

- Conservative and strategic with operating expenses
- We know when to spend a little extra – and when not to
- Competitive sourcing through our established vendor network
- You benefit from our buying power and experience

“Our market experience allows us to balance operating costs and revenue maximization better than self-managed listings”

Strategic approach to both income AND expenses = maximum profitability for your investment



PROVEN TRACK RECORD, MEASURABLE RESULTS



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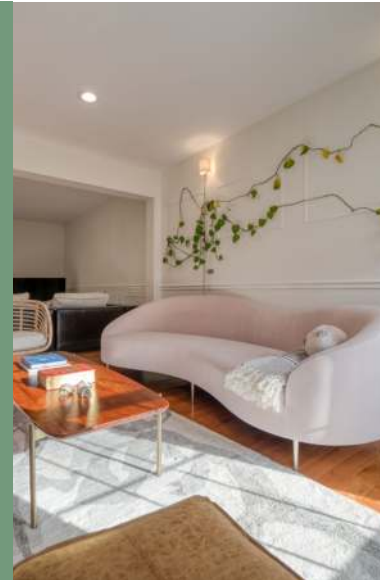
HAUS CASE STUDY 1

Location: Saugerties

Property Challenge: Reduce expenses, increase revenue

- ✓ Airbnb ranking: #134 → #3
- ✓ Conversion rate: 0.11% → 0.54%
- ✓ Click-through rate: 20% → 30%
- ✓ 4 new ★★★★★ reviews
- ✓ *Fees completely offset by additional revenue*

**30 Day
Results!**



HAUS CASE STUDY 2

Location: Windham

Property Challenge: Use winter ski home as summer rental

- ✓ Airbnb ranking: #35 → #1
- ✓ Conversion rate: 0.22% → 0.47%
- ✓ Click-through rate: 16% → 28%
- ✓ 3 new ★★★★★ reviews
- ✓ *\$18,000 in bookings*

**30 Day
Results!**



- ✓ **SUPERHOST STATUS**
- ✓ **GUEST FAVORITE**
- ✓ **TOP 1% OF LISTINGS**
- ✓ **4.9+ STAR AVERAGE REVIEW**

**Haus – the Hudson Valley expert
that delivers results quickly**



HAUS VACATION RENTALS

HAUS, A HISTORY

Before launching Haus Vacation Rentals, Justin worked at a fast-growing short-term rental management company, where he **acquired more than 40 homes for investor clients and oversaw the management of over 75 properties.** Through that experience, he developed a deep understanding of what drives both profitability and guest satisfaction across a portfolio.

But when it came time to manage his own short-term rental investments here in the Hudson Valley, he found the local options lacking. **No one offered the level of care, strategic thinking, or responsiveness – so he built it himself.**

Haus was born out of the need for smarter, investor-minded property management — with **professional-grade systems, personalized service, and a hospitality-first approach.**

Today, **Justin and the Haus team bring that same level of hands-on strategy to individual homeowners across the Hudson Valley** and Catskills — helping each property reach its full potential while giving owners true peace of mind.

READY TO MAXIMIZE YOUR PROPERTY'S POTENTIAL?

GET YOUR FREE REVENUE ASSESSMENT

We'll analyze your property and provide:

- Custom revenue projection for your specific property
- Competitive market analysis for your area
- Listing optimization recommendations
- No obligation, no pressure consultation



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HAUS VACATION RENTALS, LLC IS A LICENSED NEW YORK STATE REAL ESTATE BROKER PROVIDING PROPERTY MANAGEMENT SERVICES.

