

Pacer vs tool-vendor revenue services

DRAFT. Not for distribution until Jon approves.

THE LINE

They tune price and min stay inside one tool. Pacer runs the whole revenue function.

Pacer is the embedded revenue management function for STR operators, AI-enabled.

WHAT "THE WHOLE REVENUE FUNCTION" MEANS

- **Any pricing tool.** PriceLabs, Beyond, Wheelhouse, RevMax and others. No migration. We don't grade our own software.
- **Fee strategy.** Cleaning, service, pet and other fees set against the nightly rate, including fee-to-rate ratios, length of stay, and how each channel shows total price.
- **Merchandising.** Listing content, photo selection and order, AI-assisted captions.
- **Promotions and OTA programs.** A promo calendar tied to pace, plus decisions on which OTA programs to join, when, and at what cost.
- **Reviews and owner support, for your team.** Review trends fed back into rate and listing decisions. Owner-ready reporting. A white-label owner report is in progress, sent by your team under your brand.
- **Pacer Portal.** Your data, down to the unit and night. AI does the routine work. Your revenue manager owns the strategy.

WHY PACER

- Founded by an early Vacasa revenue leader who helped scale Vacasa from 600 to 44,000 units across 16 countries and led a 55-person organization managing \$2B+ in revenue.
- Exclusive Revenue Management Partner of Key Data. Preferred Revenue Management Partner of Casago.
- Track record: [PLACEHOLDER: Jon-approved same-store result with footnote]
- Scale: [PLACEHOLDER: Jon-approved scale wording]
- Free portfolio audit. Risk-free partnership, no lock-in.

QUICK ANSWERS

"Casago says use Wheelhouse." Keep it. We run on Wheelhouse every day and handle the revenue work around it.

"We already pay for the software." No second tool. We own what the tool doesn't touch: fees, listings, promos, OTA programs, owner reporting.

"Their service is bundled." List what it covers. Then compare it to the whole revenue function, on any tool.

"Look at their case study." Ask whether it's same-store, actuals or pace, and what the starting point was. Then audit your own baseline.

"They already do discounts and listings." Good. Ask how deep. Our audit shows that depth on your units.

NEXT STEP

A free portfolio audit. Read-only access. A readout in [PLACEHOLDER: audit turnaround].