

HOW *to* STYLE



Design Menu

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Who We Are

THE CREATORS



Meet Amanda. Founder

@HOWTOHOST

Amanda is a visionary entrepreneur and the driving force behind the success of How to Style, an innovative design company specializing in curated short-term rental designs. This venture branched from her original vacation rental management company, How to Host. With an incredible journey that began as a serendipitous turn of events, Amanda has carved her path in the design and hospitality industry.

Having previously worked as an insurance broker, Amanda made a bold decision to pursue a life change and entered the world of mortgage brokering. While bridging the gap in income to change careers, she moved into her basement suite and rented out the top two floors of her house on Airbnb. It was during this time that she realized the immense potential and fulfillment that designing and managing vacation rentals could bring.

Fuelled by her passion for the industry, Amanda founded How to Host during the challenging times of the COVID-19 pandemic. Despite the initial hurdles, she persevered and found innovative ways to build and grow the business. Through her dedication and expertise, How to Host became a top-rated luxury vacation rental management brand, renowned for its exceptional service and remarkable results.

Driven by a desire to offer comprehensive services and collaborate with like-minded individuals, Amanda has joined forces with a panel of talented young entrepreneurs in similar fields. Together, they have built a network of trusted professionals who bring their collective knowledge and expertise to How to Style's clients. This collaboration ensures that clients benefit not only from Amanda's expertise but also from the diverse perspectives and innovative ideas of the entire team.

WWW.HOWTOHOST.COM

How to Style redefines vacation rental design one project at a time. By embracing collaboration and leveraging the combined knowledge of the team, they deliver exceptional results that surpass expectations and set new industry standards.

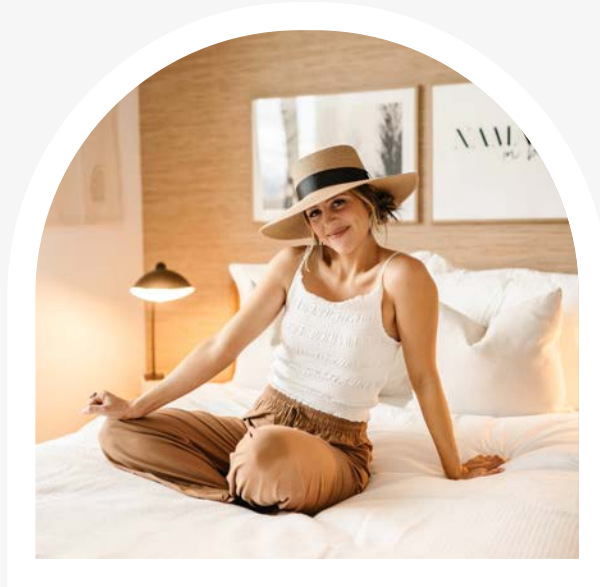
In the dynamic world of design and hospitality, Amanda's vision has positioned How to Style as a trusted name in vacation rental design. Their commitment to excellence, combined with a shared dedication to continuous learning and growth, ensures that clients receive top-notch service and unparalleled designs.

Welcome to How to Style, where Amanda's inspiring journey and the collective brilliance of the team converge to create extraordinary experiences. Let us transform your vacation rental into a haven of style, comfort, and unparalleled allure.



Who We Are

THE CREATORS



Meet Courtney.

@COURTNEYVALIQUETTE

Courtney is a visionary force & creative Eco Interior Designer. With a passion for sophistication and an edgy creative flair, Courtney is redefining the world of interior design. Specializing in short-term rentals and serving diverse clientele of investors, homeowners from around the world, and developers across Canada, Courtney has left an indelible mark on the industry.

As a master of imagination, Courtney takes any vision, dream, or idea and brings it to life in awe-inspiring spaces. Her innovative approach and dedication to sustainability intertwine effortlessly, infusing eco-consciousness into each creation.

Behind the avant-garde concepts lies a meticulous mind, honed by a 15 year background in finance, international business, and sales and marketing. Courtney approaches design with a serious and detailed perspective, ensuring that budgets and design elements are flawlessly executed.

Her designs are ones where each space reflects individuality, artistry, and purpose. After 10+ years of her interior design passion being no more than a side-hustle, a few years ago decided to go all in on her dreams and build her own Interior Design Studio and she has been soaring ever since!

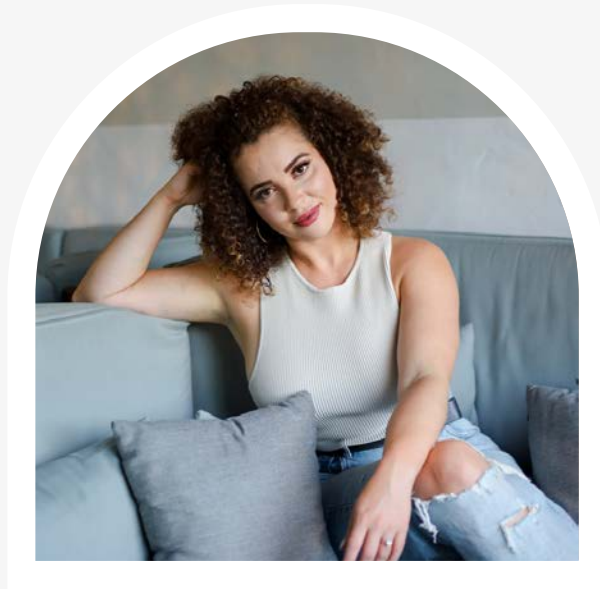
WWW.VALIQUETTEDESIGNS.COM



“Jade and I can't stop smiling. You really hit it out of the park! We are so grateful for all that you have done to make our vision come to life! Your thoughtfulness and attention to detail made this space feel like home for us already!”

Who We Are

THE CREATORS



Meet Tatianna.

@TATIANNATT

Born and raised in Vancouver, BC. Tatianna is an Award-winning interior designer, short-term rental coach and the co-founder of the Level Up Your Listing Summit. With over ten years in marketing and eight years in interior design & real estate, Tatianna has made her mark in many projects including but not limited to vacation rental design, restaurants, residential, and multi-family.

As an interior design tastemaker, she delivers an effortless take on a modern and polished style that perfectly pairs a tailored sophistication in a laid-back setting. With a dedication to building and designing spaces that portray a true reflection of her clients personality and style. Tatianna is always committed to advancing her craft in any form possible.

WWW.TATIANNATAYLOR.TAIT.COM



“Tatianna & Her Team Looked After The Smallest Details Bringing Each Room To Life. Truly A Talented Interior Designer. We've Had Many Compliments On The Finished Product.”

Who We Are

THE CREATORS



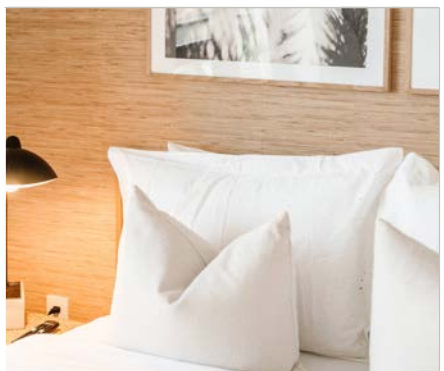
Meet Kate.

@KATY_CLARE

Kate has been building & designing spaces for 30 years. Her vast understanding & knowledge of the process to complete & curate well designed and functional space, has helped see dozens of projects completed under her leadership & precise detail. Her awareness to current and timeless style offers her clients the confidence to stay & build memories of their own.

As a Yoga teacher, Kate approaches teaching and life with flow & grace. Her designs capture this through seamless flow between all areas with aesthetically pleasing style throughout. You should walk into a space & feel who lives there through thoughtful placement of decor, light & textures.' Kate

Kate's years in the industry is done with an incredible amount of detail with a clear vision, & budget always in mind. Light creates magic – let's do this.'



“Kate brought love and life into our space. She captivated the calmness we were looking to bring into our home and we feel we are now in our forever place. Thank you Kate!”



Why We're Here

YOUR PROPERTY SHOULD BE AN EXPERIENCE

We are here for individual homeowners seeking a perfect non rented retreat or investors looking to make a mark in the short-term rental business. Our team is here to create the perfect vacation home that matches your aspirations.

We specialize in creating one-of-a-kind, themed spaces that captivate booking guests and owners and will set your property apart from the rest.

What We're Doing

CREATING A STORY BEHIND EVERY SPACE

Our design team can craft your dream vacation home with meticulous attention to every detail. Whether it's a cozy cottage, a luxurious villa, or a modern retreat, we'll bring your vision to life.

If you're aiming to make a mark in the short-term rental world and maximize your profits, or create your dream home, our exclusive How to Style design program in combination with How to Host management is tailor-made for you.

What We Offer

PROGRAMS & PACKAGES

Welcome to **How to Style**, where we specialize in revolutionizing and simplifying design.

Our team of expert designers is committed to delivering exceptional solutions that elevate the guest experience. Whether you're a remote investor looking to design your vacation home without renting it out or an individual seeking cost-effective design options for rental purposes, How to Style has you covered.

Fully Turnkey Vacation Rental Designs: At How to Style, we understand the value of offering guests a hassle-free and extraordinary stay. Our fully turnkey vacation rental designs are meticulously crafted to provide an immersive experience from the moment your guests arrive. With attention to every detail, from furniture and decor selection to essential amenities, we transform your property into a luxurious escape. Our focus is on creating an atmosphere that captivates guests and ensures maximum occupancy and profitability.

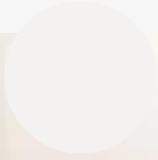
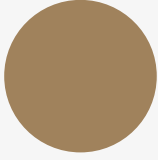
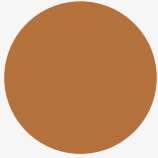
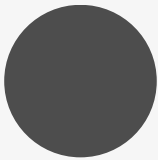


E-Design Packages: Affordable Design Solutions: For those looking to minimize costs without compromising on design quality, our E-Design packages are the perfect solution. Our international program allows you to collaborate with our talented designers remotely, regardless of your location. We take care of all the drawings, concepts, and design planning, empowering you to execute the setup according to your convenience. Benefit from our expertise and unlock the potential of your vacation rental while keeping expenses in check.

Remote Investor Program: Design for Non-Renters: Our Remote Investor Program is tailored specifically for individuals who wish to design their vacation homes without engaging in rental operations. Whether you seek a serene private retreat or a stylish getaway, our design team will curate a space that perfectly aligns with your vision. Our exclusive focus on design ensures that your vacation home becomes a personal haven where you can relax and unwind, free from the demands of hosting guests.

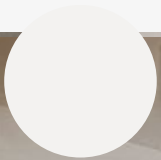
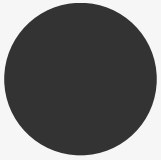
Mid-Century Modern

SLEEK, TIMELESS, SOPHISTICATED



Contemporary

CLEAN, SLEEK, INNOVATIVE



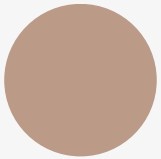
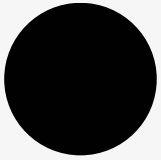
California Coastal

RELAXED, NATURAL, LIGHT-FILLED



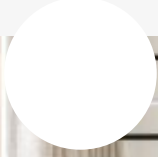
Scandinavian

MINIMALISTIC, WARM, MODERN



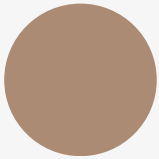
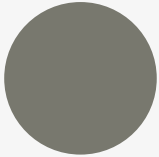
Transitional

BALANCED, ELEGANT, CLASSIC



Organic Modern

NATURE-INSPIRED, HARMONIOUS, SUSTAINABLE



What's Included

LINENS & MORE

- Linens
- Towels (hand, face and body)
- Beach towels
- Laundry hampers
- Mattress
- Soaps
- Tech (smart lock)
- TV mount
- Lightbulbs (24 pack)
- Ironing board
- Iron
- Steamer
- Vacuum
- Mop & bucket
- Toolkit
- Night lights
- First aid kit
- Clothing hangers

OFFICE AREA

- Office Supplies (pens, pencils, stapler, notepads, etc.)
- Desk Chair
- Desk
- Lamp
- Pens, Pencils, Stapler, notepads, etc.

ENTRY

- Rug
- Mirror
- Bench
- Key Hook
- Coat Rack

KITCHEN

- Glassware (Short) Set of 6
- Glassware (Tall) Set of 6
- Coffee mugs
- Wine Glass Set of 6 (stemless)
- Wine Glass Set of 6
- Side Plates, Dinner Plates, & Bowls Set of 24
- Flatware 20 piece set
- Kids Cups - 6 Pack
- Kids Plates - 6 Pack
- Kids Bowls - 6 Pack
- Kids Cutlery - 18 piece set
- Wooden Spoons & Fork set
- Kitchen Utensil Set
- Cork Screw & Bottle Opener
- Cheese Grater
- Chef Knife set in block with scissors
- Extra Lightbulbs
- Tongs
- Can Opener (only purchase in case you do not purchase the utensil set)
- Set of plastic nesting bowls (5 piece)
- Microwavable containers
- Placemats - 4 Pack
- Cotton Stone Placemats
- Flower Vase
- Wall Clock
- Hand Soap Dispenser
- Rice Cooker
- Paper Towel Holder
- Sugar
- Salt & Pepper
- Tea pot
- Tea
- Creamer
- Sink Floor Mat
- Napkins
- Coffee Maker
- Toaster
- Blender
- Hand Mixer
- Garbage can (3 piece set with 2 minis)
- Basting Spoon
- Dutch Oven
- Wine Caraffe
- Dish Soap
- tooth picks
- Batteries
- Fire Extinguisher
- Pots & Pans Set with lids
- Serving Platter
- Colander/Strainer
- Measuring Cup
- Measuring Spoons
- Electric Kettle
- Pie Sheet
- Broom & Dust Pan
- Spice Rack or Caddy
- Baking Sheet
- Cutting Boards
- Dish Cloths
- Dish Towels
- Drying Rack
- Pyrex Casserole Dish
- Juice Pitcher
- Oven Mitts
- Plastic Wrap
- Aluminum Foil
- Storage & Freezer Bags - variety pack
- Dish Soap - Hypoallergenic
- Dishwasher pods
- Scrub Brush
- Coffee & Sugar Canister Set
- Lighter
- Candle
- Ice Cube Trays
- Garbage Bags

What's Included

BEDROOM

- Bed Frames
- Night Stands (2 per bedroom)
- Bed Scarf
- Artwork
- Decor Pillows (3 pillows per bed)
- Lamps
- Luggage Racks
- Misc Decor
- Dresser/Sideboard/Bench/Accent Chair
- TV (42"), price per TV
- Light Fixture
- Rug

DINING

- Dining Table
- Artwork
- Console Table
- Light Fixture
- Dining Chairs (starting at 6 chairs)
- Dining Table Centerpiece
- Bar Stools (based on 3 stools)
- Rug (Optional)

BATHROOM

- Bath Mat
- Small Garbage Can
- Roommate G Bags
- Non Slip Mat
- Shampoo
- Conditioner
- Hand Soap
- Body Wash
- Kleenex
- Toilet Bowl Cleaner
- Make Up Wipes or Towels
- Air Freshener/Poo Pouri
- Cotton Pads
- Q Tips
- Body Lotion
- Faux Plant
- Spa Essentials
- Bathroom Cleaner
- Drano
- Bathtub Caddy Train
- Bathroom Container (x2)
- Bathroom Hand Soap Pump
- Bathroom (Tray)
- Hair Dryer
- Shower Soap Dispensar
- Toilet Brush
- Toilet Paper
- Toilet Plunger
- Shower Liner Clear
- Art Work
- Shower Curtain with Curtain Rod

LIVING ROOM

- Side Table
- Floor Lamp
- Rug
- Sofa
- Accent Chair
- Coffee Table
- Bluetooth Speaker
- TV + Mount
- Decorative Pillows
- Throw Blanket
- Coffee Table Decor (tray, books, candle)

PATIO

- Bistro Set
- Rug
- BBQ
- Outdoor Pillows
- BBQ Utensils
- Patio Decor & Lights

DECOR & MISC.

- Full Length Mirror
- Board games
- Books
- Plants & Planters
- Misc Decor in the home

TRADES & OTHERS

- Cleaning
- TV Install
- Furniture Delivery & Assembly
- Storage Unit Fees (per month)
- Airbnb Setup Fee

The Numbers

1 BED | 1 BATH

\$39,780–
\$68,987

2 BEDS | 2 BATH

\$52,054–
\$86,983

3 BEDS | 2 BATH

\$70,929–
\$130,022

Providing a budget with a range allows us to accommodate varying tastes and lifestyle choices. The low end cost offers practical and budget-friendly options that still maintain a tasteful and functional design.

On the other hand, the high end cost incorporates luxurious and premium selections, appealing to clients who seek top-of-the-line amenities and exceptional quality in their furnishings and decor.

This approach ensures that we can cater to a broader clientele, accommodating both those looking for cost-effective solutions and those seeking indulgence in their interior design choices.



Who We Are Working With

OUR BRAND PARTNERS

At How to Style, we understand the importance of providing a comprehensive solution for your vacation rental needs. That's why we have partnered with How to Host, a leading vacation rental management company. Through this collaboration, we offer a seamless transition from the design process to the experienced hands of the How to Host management team.

By partnering with How to Host, our program becomes a true one-stop shop, covering all aspects of vacation rental management. From the initial design stages to ongoing operations, marketing, guest communication, maintenance, and cleaning, How to Host takes care of it all. With this integrated approach, you can confidently entrust your property to industry experts who will optimize your investment and deliver exceptional guest experiences.



Luxury & Niche Vacation Rental
Management



Curated linens and mattresses designed for every caliber and budget. At the How to Host shop, we specialize in creating a perfect sleeping environment for our owners and guests.

Who We Are Working With

OUR BRAND PARTNERS

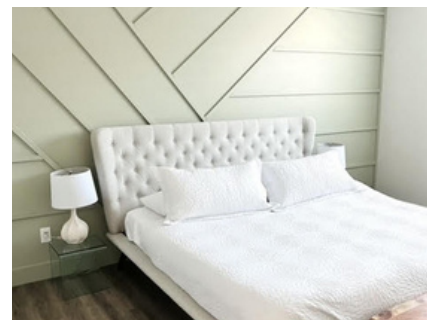


HAVEN SLEEP CO.

At Haven Sleep Co, we handcraft premium mattresses and sleep solutions, redefining effortless rest and rejuvenation. Through our Canadian-made mattresses, we seamlessly blend superior comfort, exceptional quality, and a sustainable approach, ensuring that your sleep experience promotes a brighter, more vibrant life

RETRO REVIVAL DESIGN

Retro Vibes. Modern Finish.



Who We Are Working With

OUR BRAND PARTNERS



ONEKA®

Oneka's line of natural personal care products was created out of a deep love and respect for our natural habitat and fellow living beings. This posture is infused in everything we do: from growing the plants used in our products on our organic farm, to partnering with experts and businesses to implement our vision of change and taking care of our community.

Sparkling Stays Inc

Operating under the esteemed How To Host Umbrella, Sparkling Stays Inc. is a leading cleaning company specializing in providing exceptional cleaning and turnover services for short-term rentals, ensuring every guest experience is nothing short of a 5-star stay.





HOW TO HOST

LUXURY VACATION RENTAL
MANAGEMENT SERVICES

Property Management

CONCIERGE STYLE

You've seen our design plans, now let's walk through how we operate as a Property Management company.

A structured and organized management team is imperative for the success of your Airbnb. Our team consists of Sales, Operations Management, Communications, Design and Assistance staff.

Our full service, concierge style Hosts cater to your guests needs and ensure that your property is kept in show condition upon every check-out.

Here are the answers to our most commonly asked questions.

Frequently Asked Questions

WHAT IS YOUR COMMISSION RATE?

25% - 35% Gross Revenue + GST

Whats Included?

- Listing Creation
- Professional Photography
- Guest Communication
- Multi-platform listing
- Check In/Check-Out Inspections
- Safety Inspections
- Cleaner Contracting
- Maintenance Contracting
- Restocking of Consumable Household Items (soaps, coffee, tea)
- Concierge Guest Service
- Monthly Bookkeeping
- Business license assistance
- Custom Guidebook
- Refreshments
- EXCLUSIVE Rates with Preferred Local Partners

HOW DOES BOOKKEEPING WORK?

We take our commission AFTER Airbnb (3%) or VRBO (8%) and cleaning fees. We hold a bank account under our corporate umbrella specifically for YOUR property. Funds from all rental platforms flow into this account throughout the month. We carry the costs associated with restocking the home throughout the month. Your profits after expenses are dispersed by the 15th of the following month once bookkeeping has been completed.

WHO PAYS THE TAXES?

All short term rentals in Kelowna are subject to GST, PST and MRDT (hotel tax) for a total of 16% tax. We collect and remit your PST and MRDT from the guest on your behalf. We collect GST and remit to you each month, which you are responsible to pay at year end.



WHAT DOES THE FINANCIAL REPORTING LOOK LIKE?

We work with professional bookkeeping and accounting firms . You will receive detailed and transparent monthly income statements including the following information:

- rental income
- stays
- management fees
- expenses
- taxes
- receipts

WHO CLEANS THE PROPERTIES?

Cleanliness is one of the most important elements of a guests stay. The impact of a bad clean can be detrimental to your listings reviews. We work with insured cleaning companies who are professionally trained and phenomenally detailed.

WHO PAYS FOR THE CLEANS?

Cleaning costs are billed to the booking guest (outside of the occasional deep clean).

Your statement will look like this:

Example Statement

TOTAL REVENUE (\$)		SUMMARY		TOTAL PROPERTY EXPENSES (\$)	
RESERVATIONS		Month: 1	Year: 2022	- Soaps \$100	
1) Karen Smith- Dec 1, 2021 - Dec 8, 2022 - \$3,000				- Linens \$100	
2) Bob Smith - Dec 8, 2022 - Dec 16, 2022 - \$2,000				\$200	
TOTAL REVENUE: \$5,000				CLEANING:	
				-Every Last Detail \$500.00	
				\$500.00	
				TOTAL PROPERTY EXPENSES: \$700	
		DEPOSITS PAID FOR UPCOMING STAYS			
		\$ x			
		TRUST BALANCE AT MONTH-END			
		\$ x			
		BANK FEES		INTEREST EARNED	
		\$ x		\$ x	
		TRUST ACTIVITY			
		FUNDS TO HOW TO HOST		(\$1,907.50)	
		FUNDS TO PROPERTY OWNER		(\$3,092.50)	
TOTAL PROPERTY MANAGEMENT FEES (\$)					
Gross Revenue	= \$5,000				
Less Cleaning Fees	= (\$400.00)				
Net Revenue	= \$4,600				
Commission @ 25%	= \$1,150				
GST @ 5%	= \$57.50				
Total Property Mgmt Fee	= \$1,207.50				





HOW OFTEN DOES HOW TO HOST INSPECT THE PROPERTY?

After every single check-out . We employ inspection staff and do not rely on cleaners to inspect the property after each turnover. Inspections are completed and documented after each check-out using our digital platform.

We inspect for:

- Check Out / Clean Quality Inspection
- Monthly Fire/ Safety
- Quarterly Fire/Safety and Maintenance
- Annual Safety and Maintenance

DO YOU HAVE A HANDYMAN?

Yes. Your listing will be impeccably maintained by our trusted maintenance contractors. Our operations team only works with insured companies that we have established strong relationships with.

WHAT PLATFORMS DO YOU LIST ON?

Your listing will be live on Airbnb, VRBO, HomeAway (its over 50 affiliates) Marriott Bonvoy and our private booking engine.

CAN WE SEE YOUR CURRENT LISTING PORTFOLIO?

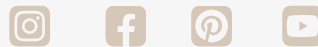
Yes, hover your phone over the below QR code to see our current listings.

SCAN THE CODE TO VIEW CURRENT LISTINGS



DO YOU MARKET THE PROPERTY ANYWHERE ELSE?

Your listing will be promoted on all of our social platforms including Instagram, Facebook, Pinterest, YouTube and our website www.howtohost.ca. We contract a professional marketing team that focuses on unique strategies to attract guests outside of Airbnb and VRBO.



WHO PAYS FOR PHOTOGRAPHY?

Photography is included in your initial set up fee, which will be discussed in detail when entering into contract.

DO I NEED SPECIAL INSURANCE FOR AIRBNB?

Yes. We can refer you to trusted and reliable insurance brokers. .

DO I NEED A LICENSE?

Yes, you will need a business license for your Airbnb. We guide our owners through the process with ease.

ARE YOU A SUPERHOST?

Yes. We currently have over 2000 five star reviews on Airbnb.

We are the most Google reviewed Airbnb Management company in Kelowna .

WHAT ABOUT A GUIDEBOOK FOR OUR UNIT?

We have THE guidebook with multiple exclusive discounts for our guests and owners . Hover your phone over the QR code to see our current guidebook.



SCAN THE CODE TO VIEW OUR GUIDEBOOK



Long Term Rentals

Often times, going long term in the off season is best for consistent revenue. On the next page, you'll find very approximate rates for long term rentals in the area. Please inquire within for specific insights on your complex as these vary depending on square footage, location and finishings. We will connect you with one of our trusted partners that manage long term rentals.



PROPERTY RATE CARD 2023

MONTHLY RATES

UNIT	SIZE	PRICE LOW	PRICE HIGH
Townhomes	2 bed/2 bath	\$2,300	\$3500
One Bedroom	1 bed/1bath	\$1800	\$2350
Jr 2 Bedroom	2 bed/2 bath	\$2,300	\$2800
2 Bedroom	2 bed/2 bath	\$2,300	\$3800
Penthouses	2 bed/2 bath	\$3300	\$4800
PH5	3 bed + den/3.5 bath	\$4900	\$6500

Seasonal Occupancy
 Summer 70-90%, Winter 30-60%, Shoulder Seasons 40-70%

VACATION NIGHTLY RATES

UNIT	SIZE	PRICE LOW	PRICE HIGH
Townhomes	2 bed/2 bath	\$275	\$599
One Bedroom	1 bed/1bath	\$225	\$350
Jr 2 Bedroom	2 bed/2 bath	\$300	\$475
2 Bedroom	2 bed/2 bath	\$275	\$599
PH1, PH2, PH3, PH6	2 bed/2 bath	\$550	\$799
PH5	3 bed + den/3.5 bath	\$600	\$1100

*All prices on vacation units will be subject to finishings, market and amenities *Commission rates vary from 25-35% depending on property and contract





Property Feature

The Seaside

A stunningly designed two bedroom condo in the heart of downtown Kelowna .





Property Feature

Cascadia

An Ultra Luxury Estate Overlooking
Summerhill Pyramid Winery





Thank you for giving me the opportunity to share my vision with you. How to Host and How to Style were ideas built from scratch that grew into a dream come true. I have invested every ounce of myself into building and perfecting this model to give our owners their greatest return and our guests the best experience.

We are here to set a precedent in the short-term rental industry. The business model is full-circle and leaves no base uncovered. Hiring our team will give you peace of mind. We meticulously maintain listings and provide a concierge style service to guests. We believe in excellence in every detail, especially the design!

Alongside our management services, the team of How to Style will design and furnish your property, so that it's marketable and prominent.

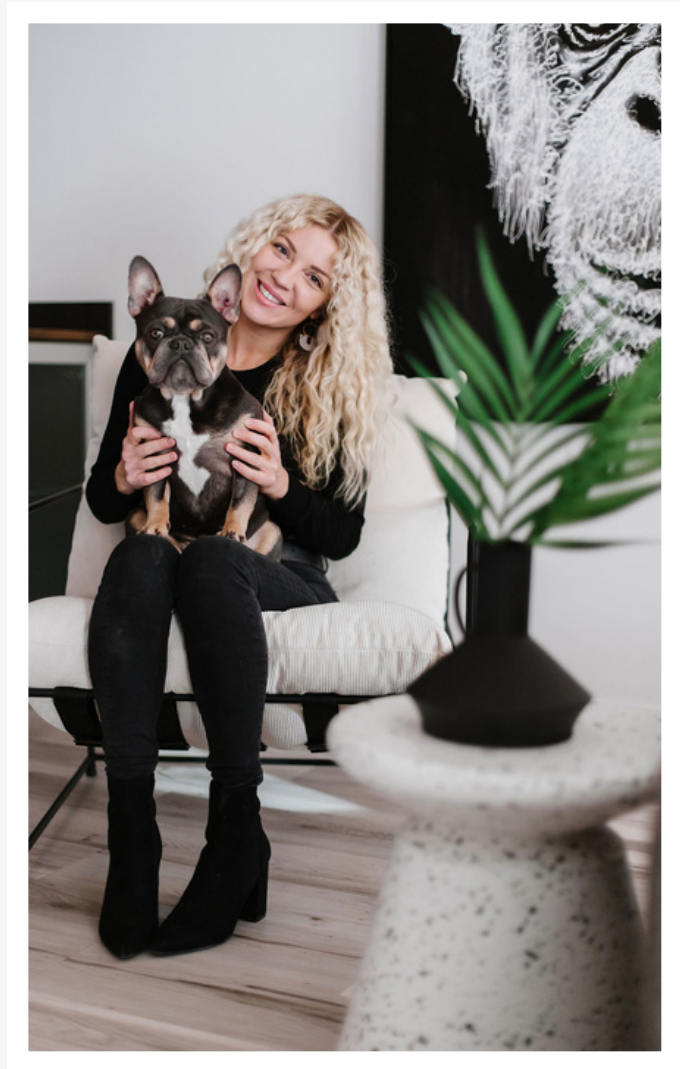
For everything you need, our team is

Here to Host, Here to Help

Amanda Van Der Lee

Founder
How to Host Inc.
How to Style Inc.

info@howtohost .ca
www.howtohost.ca
@how .to .host



Let's Get Started.

APPLY NOW

Scan the code or visit
www.howtohost.ca/contact



HOW *to* STYLE

Elevated Design and Staging



Luxury Vacation Rental Management