KEEPERS

Keepers connects short term rental hosts to vetted housekeepers

https://usekeepers.com Lafayette, Louisiana

Marketplace | Female Founder | Consumer Goods | Mobile Apps | Real Estate

Highlights

1. We are resolving a major pain point with huge scalability

2. We have professional & gig economy housekeepers becoming their own boss increasing their earnings

3 Keepers is a free platform for hosts to use, simply add a property and integrate the calendar

4 Keeper eliminates the stress and hassle of housekeeping by providing full housekeeping management

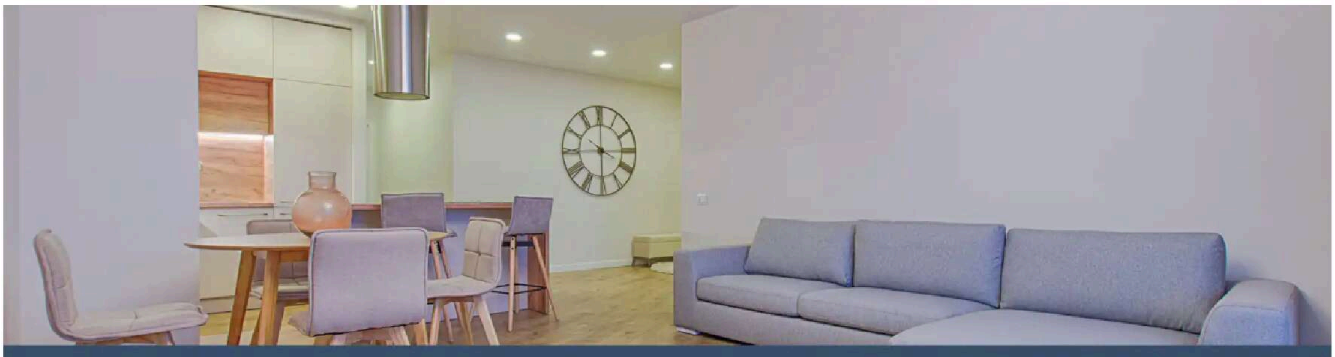
Our Founder

C

Carleena Andrepont CEO

Carleena has spent the last 20+ years in senior executive roles in publicly traded companies overseeing billions of dollars in financial management and solving toughest operational challenges.

Pitch



Keepers

Put your vacation rental cleaning on autopilot

Carleena Andrepont | Founder & CEO
c.andrepont@usekeepers.com

The Problem

Reliability

- Last Minute Cancellations
- No Backup Housekeeper

Time

- 2-4 Hours Finding a new Housekeeper
- Pricing and Payment Negotiations

Trust

- Is the housekeeper vetted
- No visible quality assurance

Money

- No Pricing Consistency
- No automated payments

The Solution

Reliability

On-demand Housekeeping

Money

Automated Pricing

Trust

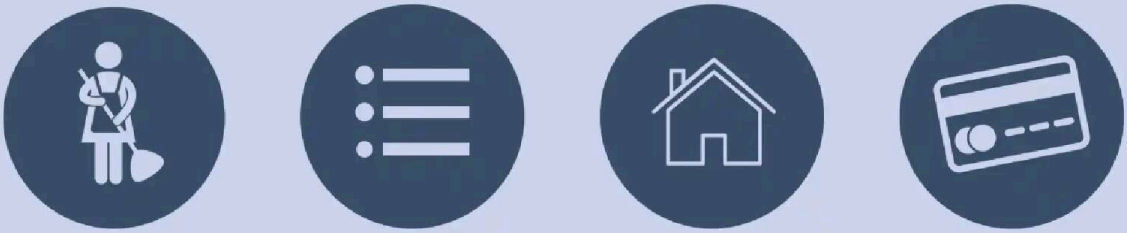
Fully Vetted Housekeepers

Time

Automated Scheduling

The Solution

for Housekeepers



You're the Boss

We Handle the Details

Verified Locations

We Handle the Billing

The Product

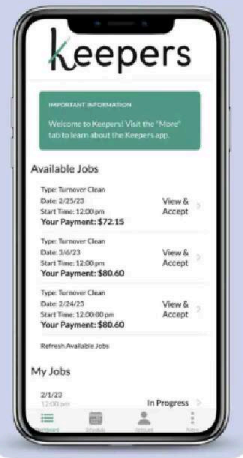
"Keepers is saving me hours each week, I no longer have to worry about housekeeping, and can do things I didn't have time for before"
-Keepers Host User

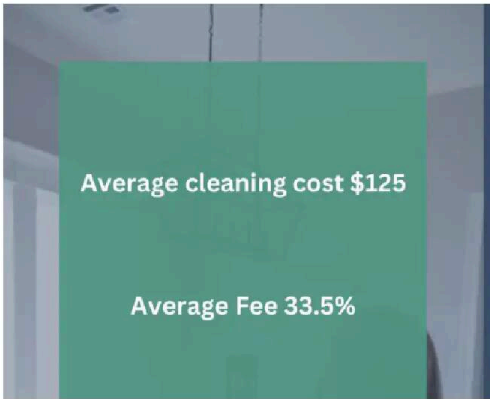
Our app is available for iPhone and Android users

We integrate with vacation rental calendars, such as AirBNB and VRBO

Reservations trigger a cleaning job and notify housekeepers to accept

Automated job notifications and job progress notifications





Average cleaning cost $125

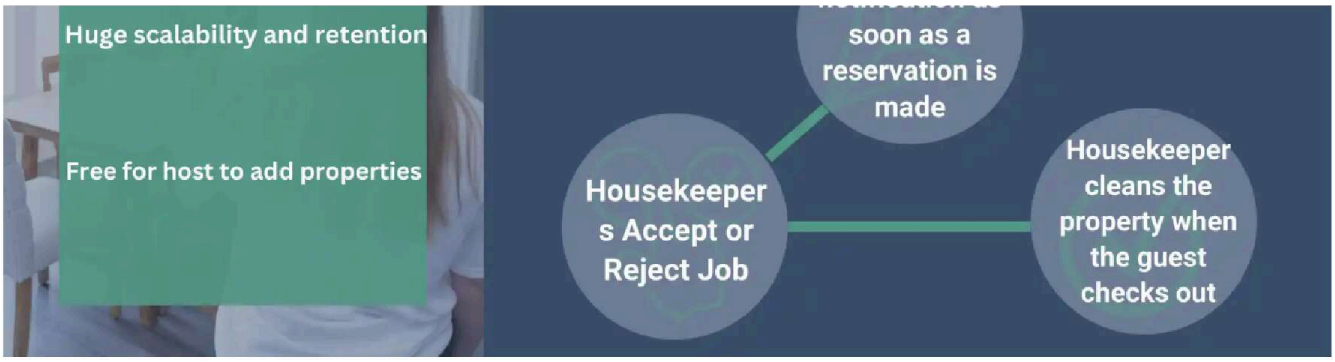
Average Fee 33.5%

How It Works

Add the property

Integrate vacation rental calendar, such as Airbnb

A job notification as



Market Size

- 2M available short-term listing
- 1.4% Industry CAGR
- The gig economy is being underutilized

The United States vacation rental industry is the most lucrative worldwide with a 10% YOY growth

Competitive Advantage

Full Housekeeping Management

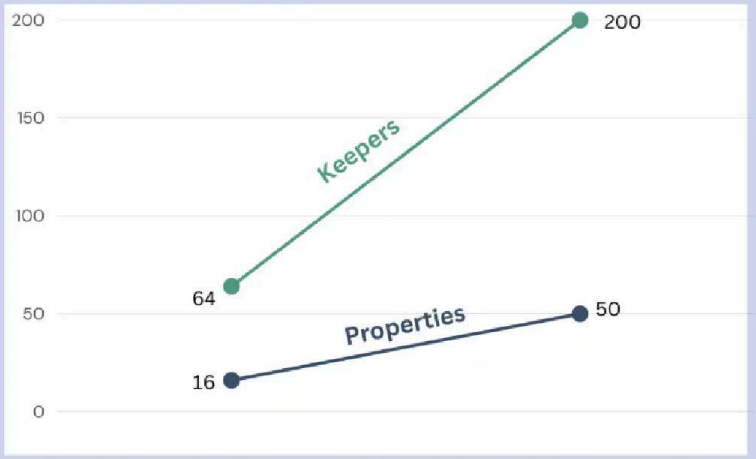
Complete Automation

Free Platform

We are the only fully automated housekeeping management platform, and the

only platform not charging the host

Traction



COST TO AQUIRE PER HOUSEKEEPER

$0.00

COST TO AQUIRE PER PROPERTY

$0.00

Launched In

Onboarding began end of Dec 22' | Avg 4 new housekeepers a day

The Team

Including 4 additional full-time team members

Founder & CEO

Carleena Andrepont | Financial Executive

Over 20 Years Experience in finance and executive roles, overseeing billions of dollars in public corporations

Strategic Advisor

Alex Lanclos| Software Developer

Experienced software developer, leading teams building successful startups

Strategic Advisor

Bryan Miller | COO

Proven leader navigating through venture-backed tech startups

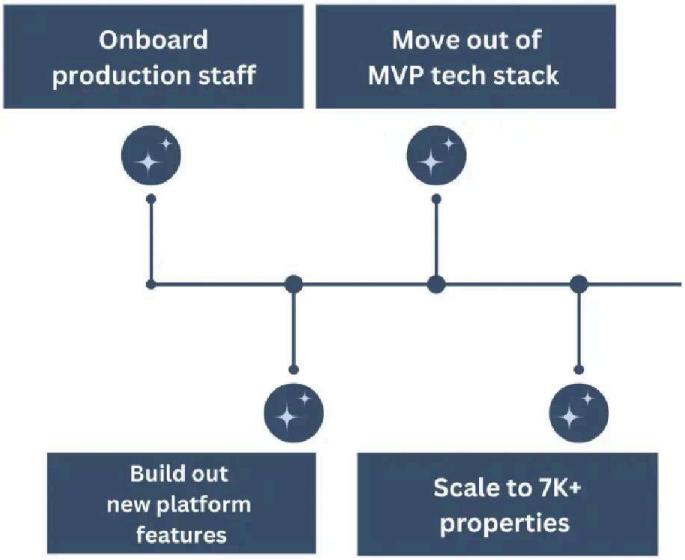
The Ask

The Ask

We are socializing our Seed round

$4.5M

~21 months of runway
~54 markets
~7K properties by end of 2024
~$32M revenue by end of 2024



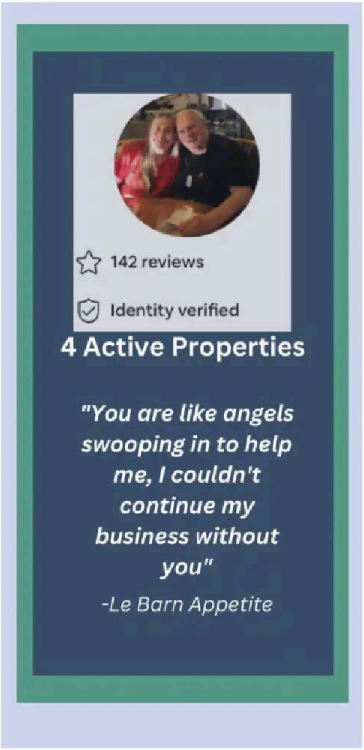
Forward-looking financials are projections and not guaranteed.

Keepers

Welcome to the Future of Housekeeping!

Google Play

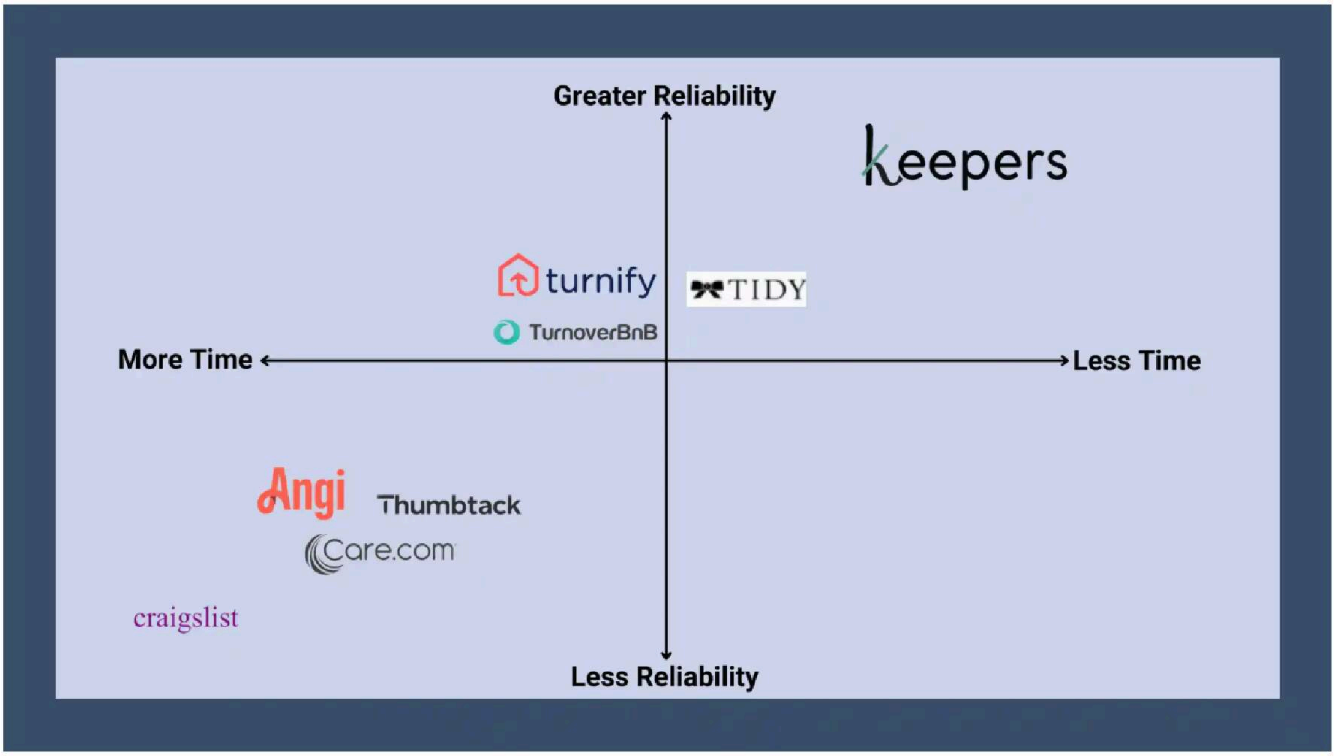
1-866-341-5337 | info@usekeepers.com | www.usekeepers.com

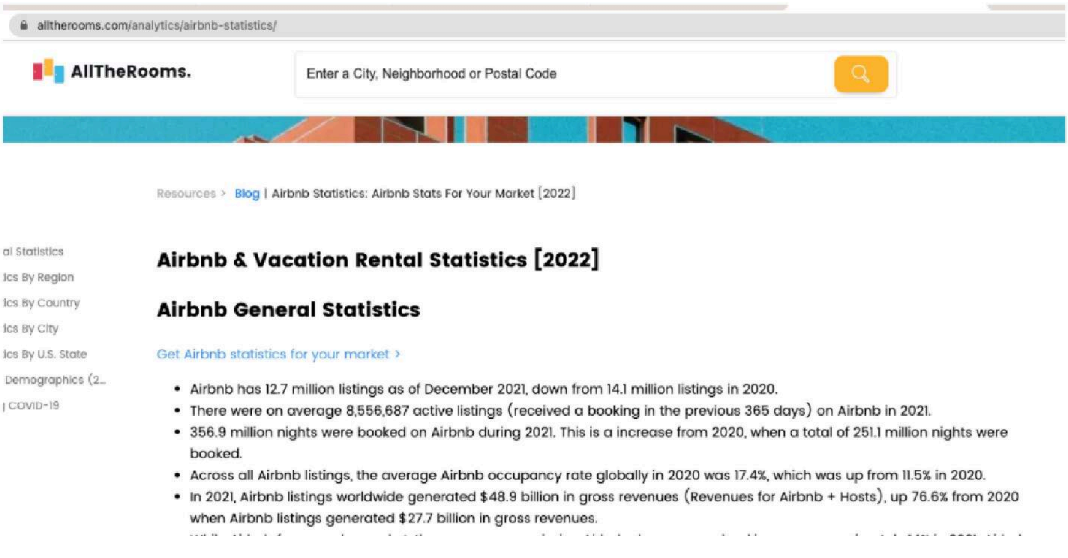


Competition

	keepers	Turno	Angi	Care.com	turnify	Cleanster.com
Automated Pricing	✓	–	–	–	–	✓

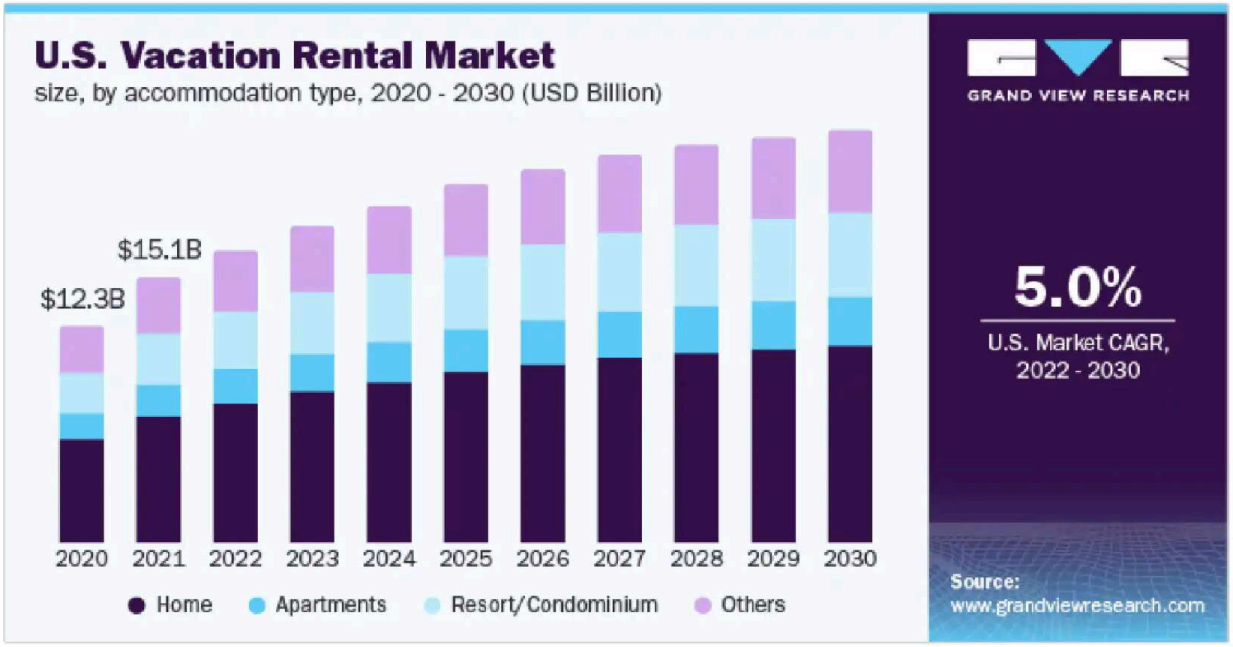
On Demand	✔	–	–	–	–	–
Calendar Integration	✔	✔	–	–	✔	✔
Automated Job Progress Notifications	✔	–	–	–	–	–
Automated Backup Housekeeper	✔	–	–	–	–	–
Easy Tax Reporting	✔	–	–	–	–	✔
Integrated Payment	✔	✔	–	–	✔	–





- While Airbnb fees vary by market, the average commission Airbnb charges on a booking was approximately 14% in 2021. Airbnb generated $6.9 billion in commissions in 2021 vs. $3.9 billion in commissions in 2020.
- The global Average Daily Rate (ADR) in 2021 across in all active listings was $137/night. In 2020 the average was $110/night.
- Airbnb's main competitors in the short-term rental space are Vrbo, Booking.com, and Tripadvisor Rentals

Read: Average Airbnb Occupancy Rates By City & Average Airbnb Prices By City



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United States Vacation Rental Market Report 2022: Analysis by Accommodation Type & Booking Mode - Size & Trends with Impact Analysis of COVID-19 and Forecast up to 2026 - ResearchAndMarkets.com

April 14, 2022 08:19 AM Eastern Daylight Time

DUBLIN--(BUSINESS WIRE)--The "The US Vacation Rental Market: Analysis by Accommodation Type (Home, Resort/Condominium, Apartment, & Others), by Booking Mode (Online & Offline), Size & Trends with Impact Analysis of COVID-19 and Forecast up to 2026" report has been added to **ResearchAndMarkets.com's** offering.

"The US Vacation Rental Market: Analysis by Accommodation Type (Home, Resort/Condominium, Apartment, & Others), by Booking Mode (Online & Offline), Size & Trends with Impact Analysis of COVID-19 and Forecast up to 2026"

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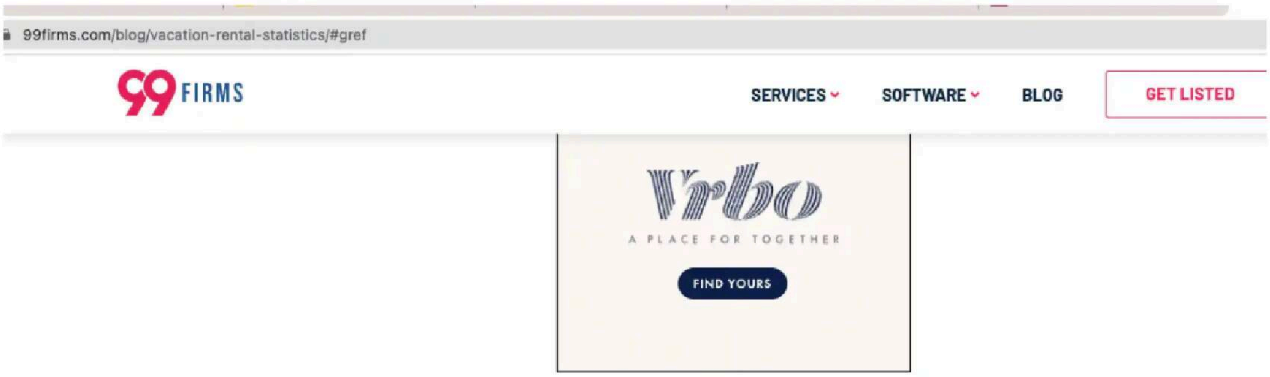
The US Vacation rental market was valued at US$14.32 billion in 2021 and is expected to reach up to US$21.53 billion in 2026

The vacation rental market describes a home, apartment, condo, villa or resort which gets rented by the property manager from time to time to local and/or international tourists. The popularity for vacation rentals has grown significantly over the years because of their benefits such as low cost, comfort, kids and pet-friendly accommodation. The US vacation rental is expected to grow at a CAGR of 8.49% over the forecasted period of 2022-2026.

Vacation rentals have become more and more popular. According to global travel market research company Phocuswright, the percentage of travellers who stayed in a vacation rental more than tripled from 2011 to 2019, from 10% to 34%. This trend was accelerated by COVID-19, as many travellers preferred vacation rentals over hotels for safety reasons.

The US Vacation Rental Market Dynamics:



The vacation rental industry should grow at a CAGR of 7.29% between 2022 and 2026 and reach a market volume of $107.5 billion. Based on projections, the average revenue per user will amount to $116.40. The US will be the highest revenue contributor on a global level. Further, the number of users is set to reach 893.7 million by 2026, with a user penetration rate of 9.2% in 2022 and 11.3% by 2026.

Here are 12 facts and stats about the short-term rental market that many do not know:

1. **The global vacation rental market is skyrocketing.** New Airbnb hosts made over **$1.8 billion** in 2021 alone, which is 30 percent more than in 2019. And since March 2020, over 8,000 cities and towns worldwide have recorded their first-ever Airbnb guests.
2. **The typical Airbnb host in the United States makes over $1,000 per month.** According to Airbnb, new U.S. hosts made an average of $13,800 in 2021—about 85 percent more than new hosts in 2019.
3. **Florida and California are top markets for extended stays.** Digital nomads looking for long-term vacation rentals seem to be flocking to a few Californian and Floridian cities. Last year, Airbnb found that hosts in La Quinta, Indio, and Palm Springs, California, and Delray Beach and Marco Island, Florida, made the highest median earnings in the U.S.
4. **The vacation rental industry is expected to reach $18.63 billion this year in the U.S. alone.** According to Statista, market trends indicate a growth rate of about 2.4 percent, which means the U.S. vacation rental industry could top $20 billion by 2026.

Downloads

Downloads

Keepers Executive Summary final (3).pdf