

STAY LOCATIONS

Owner’s Guide

Our Mission

Our mission is to deliver industry-leading hospitality service and build lasting relationships with guests while providing our owners with the highest possible return for their vacation property.

Our Values in Action



Our Values in Action

Stay Locations is built around one core commitment — protecting and maximizing your investment. Every decision we make, from how we screen guests to how we maintain your property, is driven by what's best for you, the owner.



Trustworthiness

We prioritize open communication, creative problem-solving, and effective execution. We are reliable and consistent — regardless of the scope — and pride ourselves on offering a worry-free experience based on a proven track record of success. We currently look after more than $50 million worth of properties across Kelowna, West Kelowna, and Big White.



Innovation

We put time and effort into researching and applying solutions that will net our owners the most from their vacation property. Using cutting-edge software and proven technology systems, we harness the power of multiple channels, dynamic pricing, and optimized listings to get you top dollar for your property.



Accountability

The core of accountability is responsibility. Our team upholds our commitment to you, our valued owner, first and foremost. We recognize the profound trust you place in us and take great pride in delivering exactly what we say we will — in an efficient, consistent, and transparent manner.

Stay Locations
staylocations.com

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Your Property Should Work For You - Not The Other Way Around

Most property owners get into vacation rentals for the right reasons — consistent income, a performing asset, a property that pays for itself. But between managing guests, coordinating cleaners, handling maintenance, and trying to keep up with pricing, it quickly starts to feel like a second job.

That's exactly what we're here to change.

When you work with Stay Locations, you hand over the keys — and we handle everything else. Guest communication, cleaning coordination, dynamic pricing, maintenance, reviews, reporting. All of it. Done to a professional standard, every time.

You stay in control of your property. You just stop working for it.

And here's something owners ask us about often — there's no limit on personal use. Want to spend a long weekend at your place? Block the dates. A full month in summer? Block it. You can use your property as much as you like and have it generating revenue the rest of the time. You really can have it both ways.

We don't just manage vacation rentals. We help owners build income-generating assets that run themselves — so you can focus on what matters to you.

The Result:

- ✓ Consistent, optimized revenue
- ✓ A professionally maintained property
- ✓ Zero day-to-day involvement required
- ✓ Complete visibility and transparency
- ✓ A team that treats your property like their own

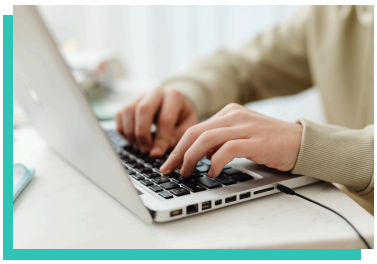
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Services We Offer

Initial Assessment

We start with a free, no-obligation assessment of your property. We'll provide a seasonal revenue projection across all markets and identify any improvements that could meaningfully increase your returns — before you spend a dollar. You'll know exactly what your property is worth and what it could be earning.





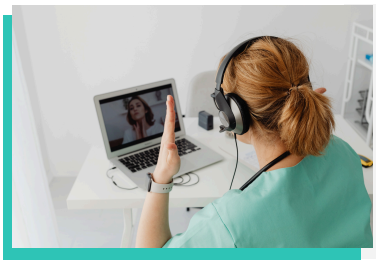
Listing Creation

First impressions determine bookings. We build compelling, professionally written listings tailored to engage the right guests — paired with high-resolution photography and staging guidance to present your property at its absolute best across every platform where guests are searching.

Price Optimization

Guesswork costs you money. We use dynamic pricing technology combined with real-time local market knowledge to ensure your nightly rate is always optimized — capturing peak demand without sacrificing occupancy during shoulder seasons. No flat rates. No leaving money on the table.





Guest Communication

From the first inquiry to post-checkout follow-up, our team handles all guest communication — promptly, professionally, and around the clock. Whether it's a booking question on a holiday weekend or an issue late at night, we are available so you don't have to be.

Account Management

You stay in control without lifting a finger. Our 24/7 owner portal gives you full visibility into your calendar, bookings, and financials at any time. Block dates for personal use whenever you like — on your terms, with complete flexibility.

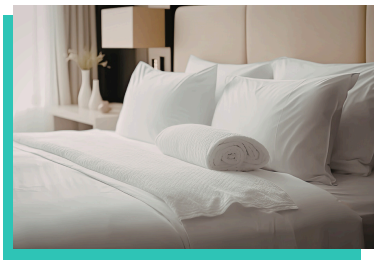


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Hotel Quality Linens

Professionally laundered linens and towels, made to hotel standard after every stay. It's a small detail guests notice — and one that consistently shows up in five-star reviews.





Professional Cleaning

Every property is cleaned to a strict hotel standard after each stay by our sister company — our own staff, our own standards — so there's no outsourced accountability and no compromise on quality.

Replenishments

Every guest arrives to a fully stocked property. We provide paper towels, coffee filters, dishwasher detergent, dish soap, hand soap, waste bin bags, toilet paper, soap, shampoo, and conditioner for each new arrival — and resupply on request. The kind of thoughtful touch that earns repeat bookings.





Property Maintenance

From routine upkeep to emergency repairs, we have it covered. Our team and network of licensed tradespeople — plumbers, electricians, carpenters, and gas fitters — are on call to handle anything that comes up. We don't just replace light bulbs. We protect your investment, so you never have to coordinate a contractor again.

Stay Locations Management Fee

Kelowna (Valley): **25% of net revenue** (nightly rate - expenses)
Big White: **35% net revenue** (nightly rate - expenses)

Net owner payout is sent by e-Transfer or bank transfer by the 15th of the following month.

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Advertising Channels

We list your property across every major booking platform and actively market it through Google, Facebook, Instagram, and our growing database of past guests — ensuring maximum visibility, a competitive presence, and a calendar that stays full.

Our professional photography, search-optimized listings, and multi-platform distribution work together to put your property in front of the right guests at the right time — giving you the highest yield possible from your real estate investment.

Our effective online marketing strategy, coupled with a superior guest experience, enables the highest yield possible for your real estate investment in the ever-expanding short-term rental market.

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The Onboarding Process

1. We send you a short questionnaire to gather the details of your property
2. We provide a full assessment of your property and its contents, along with recommendations to maximize your revenue potential
3. We coordinate a professional deep clean of your property to set the standard from day one
4. We photograph your property with high-resolution, professionally staged photography
5. We build and publish your listing across all major booking channels, including Airbnb, VRBO/HomeAway, Booking.com, and Expedia
6. We implement a dynamic pricing strategy designed to fill your calendar while maximizing revenue in every season
7. We market your property across Google, Facebook, Instagram, and our guest email database
8. We handle all guest communication, cleaning coordination, and maintenance on an ongoing basis
9. We block owner-use dates on request — all you pay is the cleaning fee to prepare the property for the next guests
10. We collect our management fee and send your net payout by e-Transfer or bank transfer by the 15th of the following month









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Off-Season & Long Term Solutions

Keep Your Property Earning Year-Round

Short-term rental seasons in Kelowna typically run from May through September — with Big White providing strong winter occupancy from November through April. But what about the months in between?

Vacancy doesn't have to mean lost income.

You have two options. You can leave your property open for short-term rentals year-round, or during the quieter months we can hand it over to our licensed property management partners, who will find a suitable long-term tenant to keep your property earning through the off-season.

Our partners handle all tenant screening, lease documentation, and ongoing management — to the same standard of professionalism and transparency you expect from Stay Locations.

Either way, your property doesn't sit idle — and you stay completely hands-off.



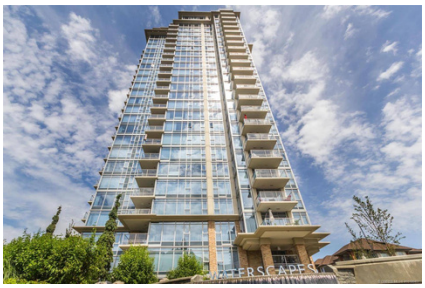
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Kelowna

Approved Short-Term Rental Buildings

The following buildings have been approved by the City of Kelowna for principal-use short-term rentals. This means owners can operate vacation rentals without the property being their primary residence. Not sure if your property qualifies? Beyond these buildings, short-term rentals may also be permitted for principal residences — properties where the owner lives on-site for the majority of the year. Get in touch and we'll help you figure out where you stand.



1. WATERSCAPES

Waterscapes Skye Tower was instantly a landmark in downtown Kelowna but nearly didn't make our list of rental buildings. Due to a current bylaw, only original owners or direct developer purchases are able to do short-term rentals. If you're lucky enough to join this exclusive club, you'll have a prime location and a traveller's favourite.



2. DISCOVERY BAY RESORT

In the heart of Kelowna's downtown and cultural district you will find Discovery Bay steps away from beaches, craft breweries, event centres, and an assortment of restaurants and pubs. For travellers searching for the pulse of the city, look no further than Discovery Bay!



3. SUNSET WATERFRONT

Located on the downtown Kelowna waterfront, Sunset Waterfront Resort backs onto beaches, estuaries, lovely walking trails, and an assortment of restaurants and nightlife. Sunset is the place to base yourself if you want to explore Kelowna by foot but still want a full resort experience with picturesque views of the Okanagan.



5. ST. PAUL BUILDING

The St. Paul Building is downtown adjacent to many attractions and one can regularly see bicycle tours passing by and tapping into the next brewery. There are also many trendy bars and restaurants a short walk away. For fresh contemporary style and a downtown vibe, St. Paul is the place.



5. SOLE DOWNTOWN

Located in the heart of Kelowna's downtown and cultural district, Sole Downtown stands alone smack dab in the middle of the action. Any way you wander you will find boutique coffee shops, hip bars, and everything else Kelowna has to offer.



6. BROOKLYN AT BERNARD BLOCK

At over 25 stories and a walk score of 98, Brooklyn at Bernard Block is the latest addition to the downtown skyline and one of the most sought after buildings in Kelowna. With a rooftop patio, you can plan your next move to any number of restaurants, bars, or beaches just a stone's throw away.



7. PINNACLE POINTE RESORT

Pinnacle Pointe Resort is located in the university district near two championship golf courses, The Bear and The Quail. Featuring high-end affordable accommodations with an abundance of on-site amenities, Pinnacle Pointe is a great spot for people looking for a more laid back experience outside the hustle and bustle of the city.



8. SOLE KLO

In Kelowna's more laid back Mission area, Sole KLO can be found across the street from Okanagan College. The close proximity makes this a great spot for vacation rentals, where students stay for eight months of the year and then the place can be available for high return vacation rentals in the summer.



9. PLAYA DEL SOL RESORT

laya Del Sol has a lot to offer as one of our favourite, amenity-rich resorts. With close proximity to beaches, boutique shopping, grocery stores, and an assortment of restaurants, it is no wonder why travelers keep coming back to Playa del Sol!



10. AQUA

Located in Kelowna's Lower Mission at the corner of Truswell and Capozzi Road, Aqua Waterfront Village is the centrepiece of Kelowna's new Resort District — situated directly on the shores of Okanagan Lake. This master-planned community features towers rising up to 17 storeys with resort-style amenities including an infinity pool, hot tub, poolside fireside lounge, and fitness centre.



11. CABAN

Positioned at the corner of Richter and Lakeshore Road directly across from Gyro Beach, Caban is one of Kelowna's most coveted South Pandosy addresses. This boutique development features resort-style amenities including a 25-metre infinity lap pool, Himalayan salt sauna, hot tub, private cabanas, and a fully equipped fitness centre — all designed for year-round resort living.

West Kelowna

Short-Term Buildings



1. COPPER SKY

Perched on the hills of West Kelowna, Copper Sky offers great views and loads of amenities on site. With close proximity to West Kelowna town centre, boutique shopping, grocery stores, wineries, and an assortment of restaurants nearby — Copper Sky is the Okanagan's best kept secret!



2. THE COVE

The Cove Lakeside Resort can be found in the southernmost area of West Kelowna. The property backs onto Gellatly Nut Farm and is close to the West Kelowna Yacht Club and boat launch. There is dry storage nearby or rent a slip from the Cove and store your boat right on the water. The downtown strip of West Kelowna is still only a short drive away with grocery stores, golf courses, and an assortment of restaurants.



3. BARONA BEACH

Located on the shores of West Kelowna, just below scenic Mission Hill, Barona Beach offers loads of amenities on site and boat moorage off their private dock. Nestled on the fertile plains lakeside in West Kelowna, Barona Beach is only a short drive to grocery stores, wineries, golf courses, and restaurants. With nine buildings and over 150 condos, Barona Beach has something for everyone.



4. SECLUSION BAY RESORT

Tucked away on 14 wooded acres along over 1,200 feet of Okanagan Lake shoreline, Seclusion Bay Resort is one of the Okanagan's best-kept secrets. Located just south of West Kelowna, this private waterfront retreat offers a mix of fully equipped standalone lakefront cabins and condos — all steps from a private beach with marina and boat moorage.

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The Locations Team

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Brock is a career tradesman who has managed vacation rental properties for over five years. In addition to leading our Big White operations, Brock manages Prostyle — our dedicated cleaning company — ensuring that the same high standards we hold across our entire operation carry through to every single property, after every single stay. An avid mountain enthusiast and hands-on operator, Brock brings the kind of ownership mentality that owners notice and guests remember. When he's not on the job, you'll find him biking down a mountainside or adventuring with his daughter.

Ready to see what your property could earn?

We offer a free, no-obligation property assessment and revenue projection for owners in Kelowna, West Kelowna, and Big White. Get in touch today and find out exactly what your property is worth — and what it could be earning with the right team behind it.