INVESTOR PRESENTATION · OVERVIEW · JUNE 2026

McCall Rentals

The AI-native hospitality platform for premium short-term rentals.

Curated stays. Concierge built into the code. Owner economics that finally work.

$183B
Global STR bookings, 2024

~10–11%
Market CAGR to 2034

Flagship live
Payette Lake, Idaho

Seed round
Re-derived from research

THE THESIS

Airbnb turned millions of homes into listings. Nobody turned them into great stays.

The next decade of rental value won't be won on supply — supply is saturated. It will be won on experience, trust, and operating excellence. McCall Rentals is building the AI-native platform that delivers all three — and proving it first in one of America's fastest-growing resort markets.

$183B

global short-term-rental bookings in 2024 — bigger than the global cruise + car-rental markets combined

+12% vs −2%

vacation-rental booking growth vs. hotels, YoY (May 2025) — a structural share shift

70%

of STR managers already use AI tools — yet none own a true guest-satisfaction loop

A $183B market running on broken hospitality.

1

Guests get transactions, not stays

Communication is the #1 driver of reviews — but the median host replies in hours, not minutes. Canned messages, inconsistent quality, and no one truly accountable for the experience.

2

Owners get two bad options

Faceless OTAs that keep 15.5%+ and own the guest relationship — or national managers that scale themselves into the ground. Vacasa went from $4.5B to a $47M sale.

3

Managers can't scale quality

Full-service operations are people-heavy — roughly one staffer per 10 doors. Add doors and quality breaks, owners churn, margins collapse. The model fights itself.

The market doesn't need more listings. ***It needs an operating system for great stays.***

Four curves are converging — at once.

A AI inflection

Guest communication is the highest-value, most automatable workflow in hospitality. AI-in-hospitality is compounding ~20%+ a year and the satisfaction loop is finally buildable — not a slide-ware promise.

B A vacuum at the top

Vacasa sold for ~1% of its peak value; Sonder liquidated in Nov 2025. The 'professional management' category just lost its leaders — and stranded their owners.

C Demand is shifting

Vacation rentals grew +12% YoY while hotels fell −2% (May 2025). Premium / luxury STR is compounding at 9.3% — faster than the market overall.

D Idaho tailwind

2nd fastest-growing US state; Boise metro sits two hours from a supply-constrained resort where ~70% of homes are already second homes.

THE SOLUTION

A curated marketplace — with a concierge built into the code.

01	**Curated premium marketplace**	Hand-vetted homes, booking by application, a brand built for guests who would otherwise book Auberge or Four Seasons. We own the guest relationship — not the OTA.
02	**AI concierge & satisfaction loop**	Sub-five-minute responses, 24/7, trained on 30+ years of elite hospitality. Real-time sentiment detection catches problems before they ever become reviews.
03	**Owner platform**	Transparent economics, dynamic pricing, and full-service operations delivered at software margins. The home outperforms; the owner stays.

One flagship today on Payette Lake. ***A repeatable playbook for every premium resort town.***

The moat is the loop.

1 Guest interaction → 2 Instant AI + human response → 3 Higher ratings & Guest-Favorite status → 4 More bookings · higher ADR · repeat-direct guests → 5 Proprietary satisfaction data

...and every stay feeds back into a smarter model. The data compounds; competitors can't buy it.

+29%
annual revenue for Superhosts vs. non-Superhosts

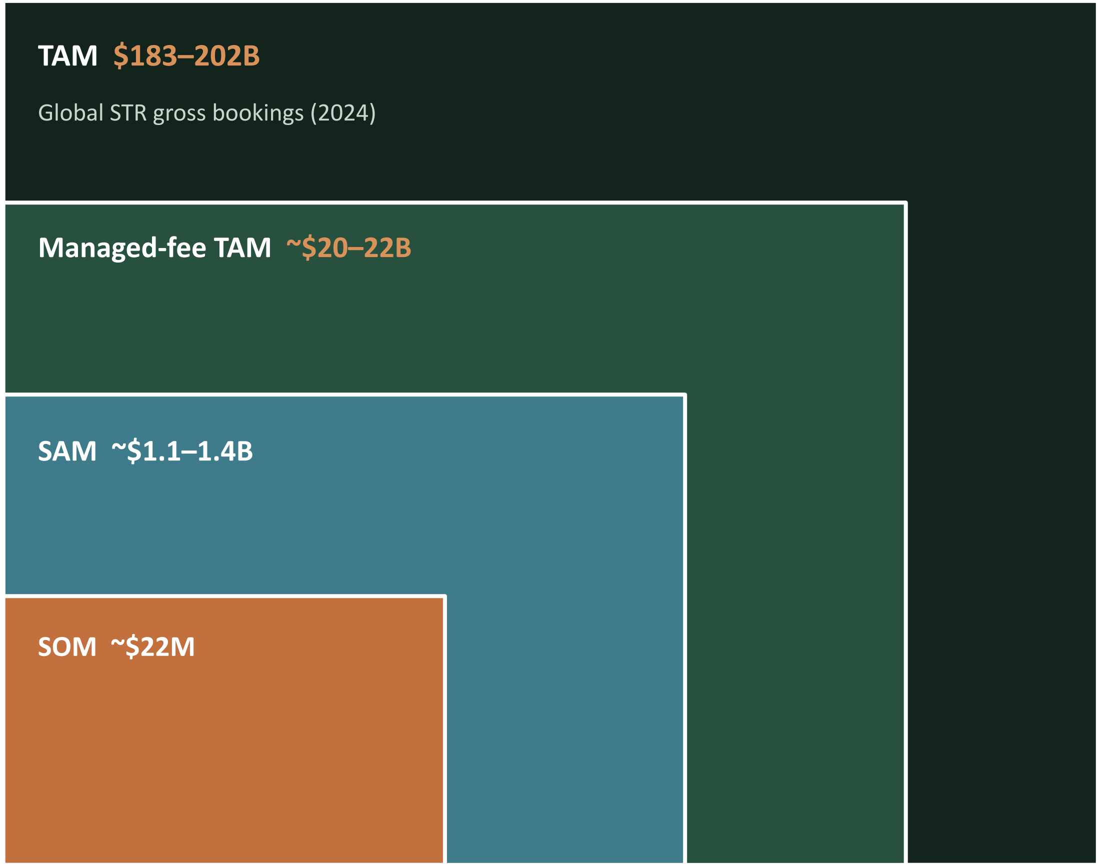
+5–9%
revenue per one-star rating gain (Harvard) · +11% room rate per point (Cornell)

15–20%
higher search rank for sub-15-minute responders

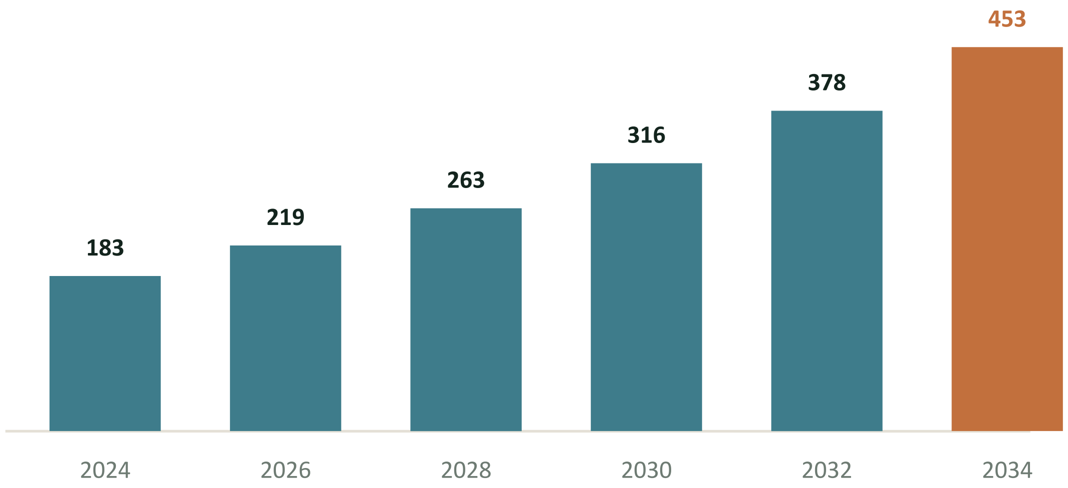
5–25×
cheaper to retain a guest than to acquire one

Why it's durable: a proprietary stream of guest-satisfaction data no marketplace can replicate. Over 50% of VCs rank proprietary data as the single most durable moat in AI.

A $183B arena, a $1.4B premium wedge, a clear way in.



Global STR gross bookings, ~10–11% CAGR ($B)



+ a $4.9B SaaS adjacency. The STR property-management software market ($4.9B → $12.5B by 2035) is the second act: license the satisfaction-loop OS to other premium managers.

Sources: Skift Research; Phocuswright; Grand View; Precedence; AirDNA. Managed-fee pool modeled from cited inputs.

Win one resort town completely. Then copy-paste.

Phase 1 · 2026

Own McCall

Build flagship density, the brand, and the concierge engine in a single supply-constrained market. Become the obvious premium choice on Payette Lake.

Phase 2 · 2027–28

Adjacent resort towns

Replicate into Sun Valley, Tamarack, Coeur d'Alene, Big Sky, Jackson & Tahoe — same playbook, compounding data, local concierge pods.

Phase 3 · 2029+

License the OS

Open the satisfaction-loop platform to vetted premium managers nationwide — the capital-light SaaS flywheel on top of the brand.

Why this sequence wins: hyper-local density beats thin national sprawl — the exact mistake that sank Vacasa. Each new market starts warmer than the last.

COMPETITION

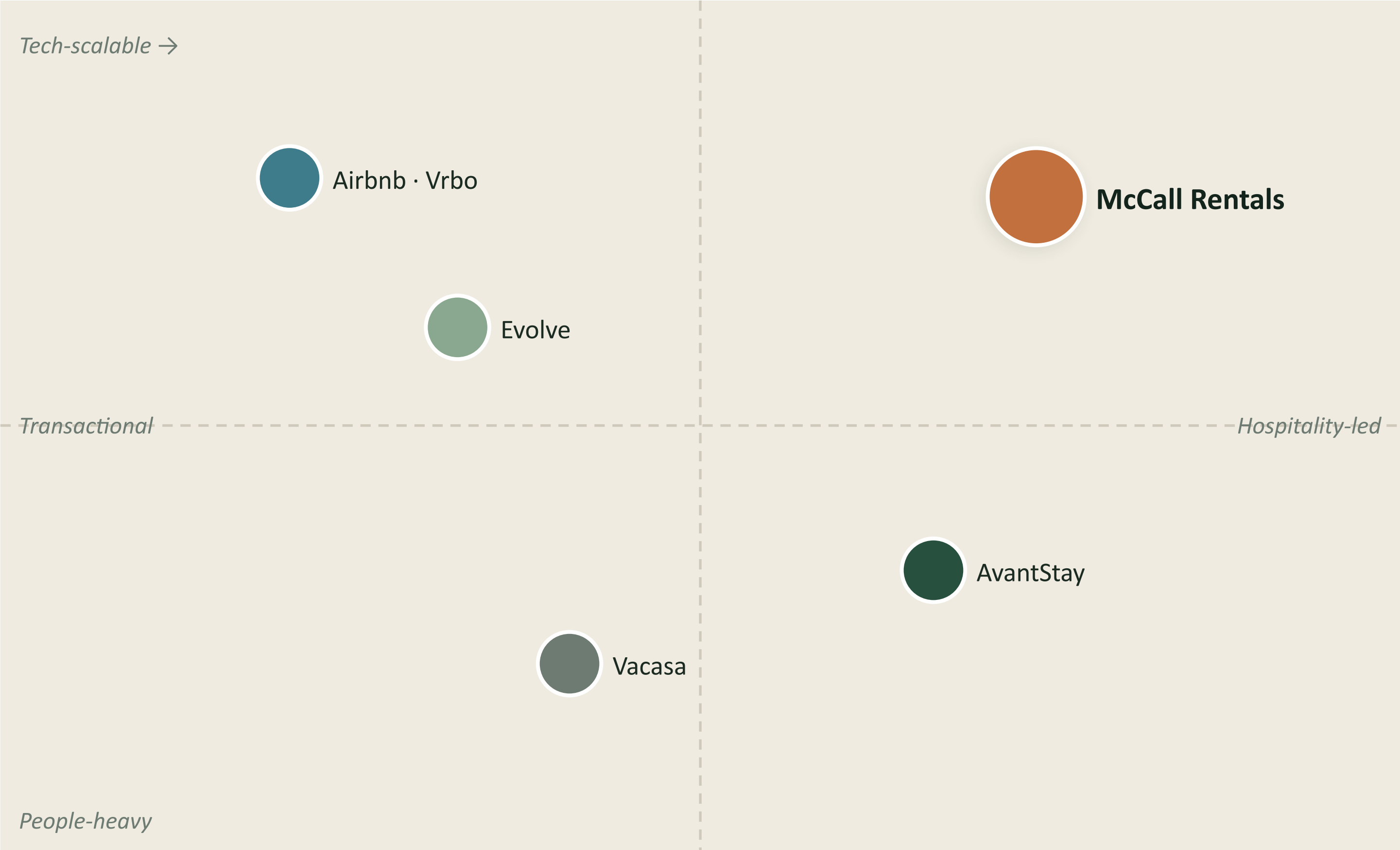
Everyone is a marketplace or a manager. No one is both — done well.

The category splits cleanly: high-tech marketplaces that stay transactional, and high-touch managers that stay people-heavy and don't scale. The open quadrant — hospitality-led AND software-scalable — is ours.

THE CAUTIONARY TALE

Vacasa $4.5B → $47M

Sonder → Chapter 7 (Nov 2025). Capital-heavy, quality-blind scale destroys value. We scale quality with code — not leases and headcount.



THE VISION

Great stays, at scale.

We start with one lake. We finish as the operating system for premium hospitality — the brand guests trust, the platform owners choose, and the data moat no marketplace can copy.

EMAIL

info@210digitalmarketing.com

PHONE

(208) 595-6440

WEB

mccallrentals.com

Investor calls: a private 1:1 over Google Meet — calendly.com/210digitalmarketing/mccall-rentals-investor-introduction

Building the McCall portfolio — opening early-access conversations with a small group of accredited investors.