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## Marines Rent Houses and Powerhouse Planning: Providing Powerful Short-Term Rental Solutions

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Marines Rent Houses is a veteran-owned short-term rental business operating in Louisville, Kentucky. As a superhost with an almost five-star rating on Airbnb, Marines Rent Houses provides short-term rentals situated close to popular Louisville attractions.



### Challenge

The client sought a partner to ensure a smooth transition and guest experience as they moved from working with a property management company to a hybrid management system, with direct management from the client and guest services provided by a proven, successful remote team. Further, the client also sought additional property administration services, to include onboarding support services and the development of a guest services resource manual.

### Solution

By partnering with Powerhouse Planning's total remote team solution, the client was able to ensure a smooth transition, establish short-term rental listings, and proven property administration and guest management services designed to provide full coverage, seven days a week.

When a small business goes through transitions, continuously delivering the high-level services customers have grown to expect can be challenging. The Powerhouse Planning total remote team solution is the perfect answer to providing customers with the experiences they want while allowing a business to concentrate on behind-the-scenes business sustainability needs. Partnering with Powerhouse Planning allowed Marines Rent Houses to focus on transitioning its management style while ensuring the customer-facing business model remained successful and profitable.

The total remote team solution stepped in seamlessly to address property administration and guest services management needs, setting up listings, creating a resource manual, building automated guest communication templates, and ensuring timely and consistent guest services across all listings. The partnership was so successful that Powerhouse Planning continued to provide property administration and guest services management for Marines Rent Houses well after the transition period.

## Case Study

# Marines Rent Houses

**Business Name:** Marines Rent Houses

**Industry or Business Type:** Short-term rental; real estate

**Powerhouse Services:**

- Property Administration Manager/  
Guest Services Manager #1
- Guest Services Manager #2

**Benefits:** The client needed property administration and guest services management to ensure smooth operations as they transferred from a property management company to a different management system for their short-term rental business. By partnering with Powerhouse Planning, the client was able to ensure a smooth transition and a positive guest experience during and after the transition.



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PLANNING

## Results

While the Powerhouse Planning/Marines Rent Houses partnership began with a specific need for a specific period, the partnership proved so successful that it continued for the long term. The resources and onboarding support services Powerhouse Planning created will sustain the administrative and guest management needs well into the foreseeable future. By partnering with Powerhouse Planning, the client ensured an effective, efficient transition and set themselves up for continued success.

Over the course of retainer contracts beginning in February 2024 and continuing through 2025 and beyond, Powerhouse Planning

- Provided onboarding support
- Developed a comprehensive guest services resource manual
- Built automated guest communication templates, ensuring timely and consistent messaging for all short-term rental bookings
- Crafted monthly marketing emails to past guests to drive repeat bookings
- Responded to all booking inquiries and guest questions within one hour, delivering a high standard of guest care
- Maintained daily communication with the cleaning team to confirm cleanings, manage supply needs, and address issues immediately
- Sourced and vetted new cleaners to expand the support team as needed
- Produced bimonthly cleaning reports to keep the client informed of property status and to provide quality control
- Coordinated and reported supply needs from cleaning teams directly to the client for timely restocking
- Managed unit pricing for holidays and large events to maximize revenue
- Managed guest reviews and feedback,

responding promptly and implementing improvements where needed

- Updated Airbnb listings monthly with client-provided photos and descriptions to maximize search visibility and bookings
- Created and tracked daily logs for supply needs, work orders, and next-day guest services planning
- Continuously reviewed processes and short-term rental software updates to improve efficiency and guest satisfaction
- Initiated guest refunds, when appropriate, on behalf of the client to maintain guest satisfaction and protect ratings
- Ensured all short-term rental calendars were properly linked and synchronized to avoid double bookings and ensure smooth operations
- Provided strategic guidance and recommendations to the client on best practices and opportunities when needed

Partnering with Powerhouse Planning allowed Marines Rent Houses to transition successfully to a new business model while ensuring exceptional guest satisfaction and continued high-quality services. The additional resources created by Powerhouse positions the client to grow their business in a way and on a schedule that makes sense and fits their business vision.

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*"Transitioning away from a property management company was a big step for my business, and I knew guest satisfaction couldn't be compromised in the process. Powerhouse Planning came in and made the transition seamless. Their team not only took over guest services with professionalism and care, but they also built out the systems and resources I needed to keep operations running smoothly long-term. What started as short-term support has become a lasting, valuable partnership."*

— Aaron Tomes, Owner, Marines Rent Houses

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

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