## Second Home Product Offering

### Problem

When you own a second home or investment rental property there are many benefits but they also come with additional risks and problems. At the most basic level, since the property may be vacant for long stretches, you will have these questions and may lose some sleep over them:

* What if there is a water leak?
* What if the smoke or carbon monoxide detectors go off?
* Were any doors or windows left open?
* Are the doors locked?
* What if the heater fails in the winter and my pipes freeze and burst?

If you rent out this home as a vacation rental (e.g. VRBO, AirBnb) you have additional needs such as:

* How to secure the premises while providing time-limited access without being on site?
* How to enable time-limited access to vendors without having to be on site?
* How to ensure the renters did not violate the lease terms (e.g. unauthorized pets, additional guests, etc.)?
* How to confirm the cleaners completed an on-time turnover?

### Solution

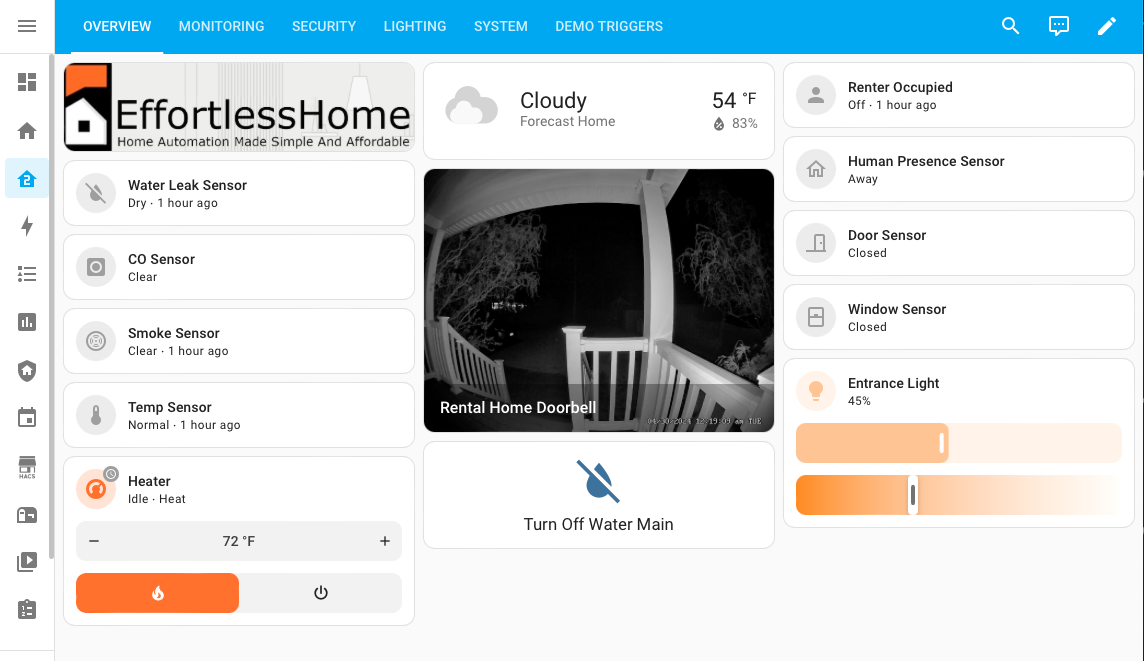
As well as being experts in Home Automation technologies and solutions, EffortlessHome’s founders have been second home owners for many years. We had previously experienced all of the problems and we addressed them with this solution which we are now making available to the marketplace.

The solution we have in place is based on inexpensive Smart Home technology and devices. It addresses all of the concerns with minimal costs to install and operate.

### Product Suite

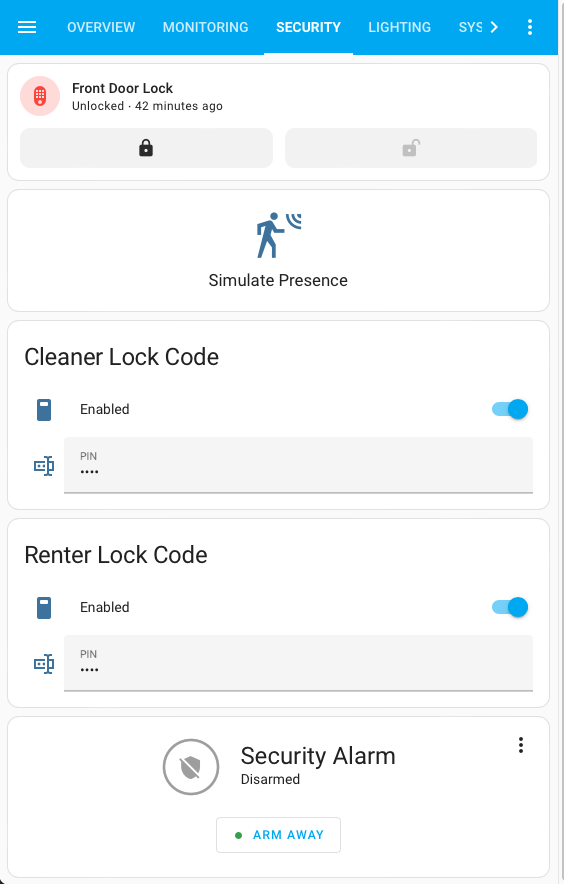
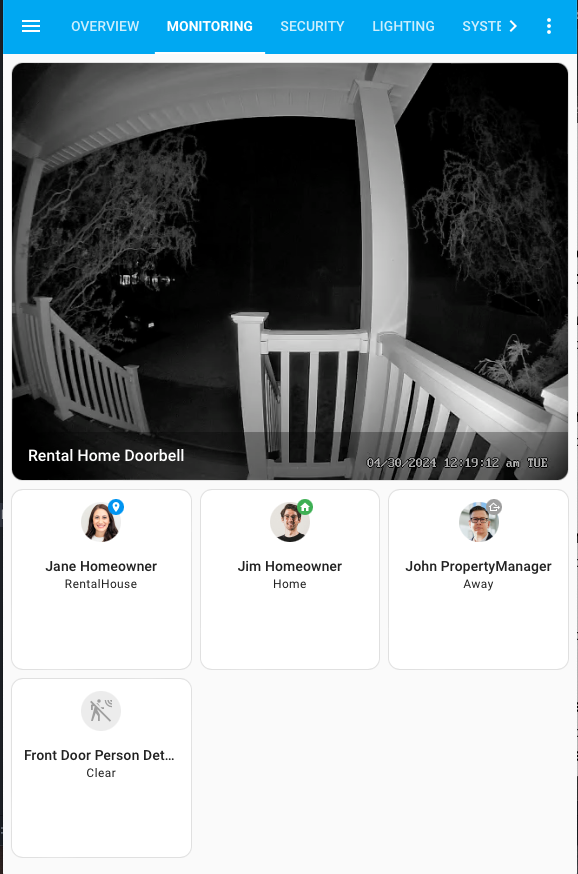
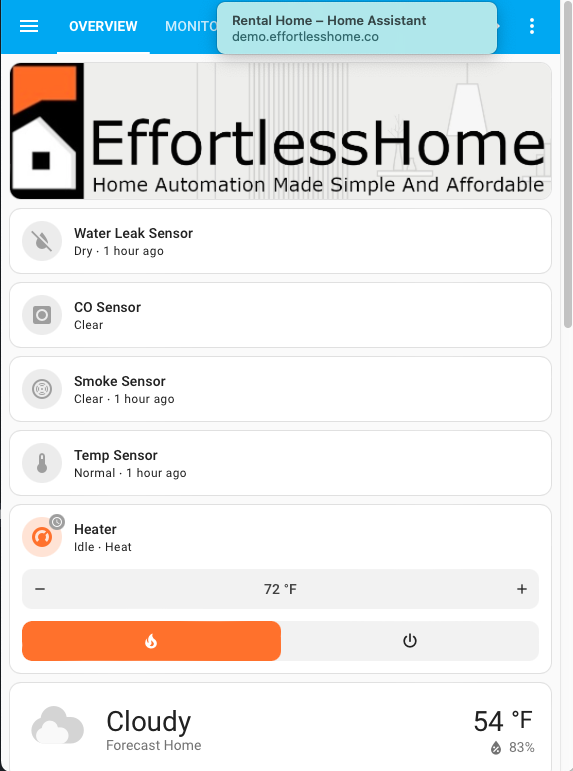
EffortlessHome provides a convenient, easy to use, customizable, and expandable solution which includes remote access which allows control and provides awareness of your home anytime, anywhere.

This is available via any web browser:



Or the mobile application:

### 



In addition to the base home automation solution, these devices are included in this pre-configured product offering:

* Smart door lock with pin code entry
  + This provides the ability to set lock codes remotely and provides a real-time view of the door lock status. For example, each renter gets their own access code which is only valid during the time of their stay.
* Doorbell Camera w/ Person Detection and 2-Way Audio
  + This allows viewing the property exterior, detecting when people arrive/depart, and, if desired, speaking to them directly at your front door. For example, if the renter has any issues or if a visitor arrives at your door you can talk to them directly from your phone app.
* Human Presence Detector
  + This device can tell if the home is occupied or not. It is better than a motion detector as it will have far less false alarms.
* Temperature Sensor
  + This device provides a real time view of the temperature within the property. A notification can be set up if it hits a low or high temp threshold. Use in combination with a smart thermostat to automatically adjust heating and cooling.
* Water Leak Detector
  + This will tell you if moisture is detected. A common situation is a water leak.
* Water Valve Actuator
  + Use this in combination with the water leak detector to turn off the water main automatically to reduce any potential damage until the leak can be investigated and fixed. Another scenario is to turn off the water whenever the property is vacant as a preventative measure.
* Smart Smoke Alarm
  + This device can detect and notify you of smoke in the home without the expense of replacing existing hardwired devices.
* Door and Window Sensors
  + These devices are placed on exterior doors and windows. One common usage in our system is to notify if doors or windows were left open in a vacant property. Another is in combination with the security alarm solution below. Last, a nice add on is to tie smart lighting to this solution so that interior and/or exterior lighting is enabled as needed.
* Security Alarm (self or professionally monitored)
  + We have a security alarm solution which can either be monitored by the homeowner or tied into a professional 24/7 security monitoring company (at a small additional monthly charge).

Phase 2:

* (Optional) Power Supply Battery Backup (UPS system)
* (Optional) Wifi 6 router w/ cellular backup
* (Optional) Excessive Noise detection
* (Optional) Smoking detection

### Market

The US market for vacation rental home owners can be measured in two ways:

\* \*\*Number of vacation rental homes:\*\* Estimates suggest there are around 7.5 million second homes or vacation homes in the US [US vacation home market size]. This number doesn't differentiate between full-time rentals and occasionally used properties.

\* \*\*Market size by revenue:\*\* The vacation rental market in the United States is projected to generate revenue of around $19.77 billion in 2024 [US vacation rentals market size]. This takes into account both frequently rented and occasionally used properties.

It's important to note that the number of vacation rental homes might not perfectly capture the market size because some rentals might not be registered or listed on major platforms. On the other hand, market size by revenue doesn't tell you how many individual property owners are participating in the market.

We believe that the smart device market, especially a full solution such as this one is not available or penetrated the US market to any significant degree. Interested parties and immediate sales prospects include:

* Property owners of second homes
* Property owners with VRBO/AirBNB listings
* Full time rental home owners and realtors
* Property Managers and Realtors who manage short-term rentals
* Condo and homeowners associations looking to reduce their insurance costs (e.g. units with water damage, frozen pipes, unsecured, early detection for fires, etc.)

### Product Name

Effortless(Second)Home

### Notes/Features

* This is a “turnkey solution” for second home owners
* This is based on a highly scalable and extensible platform. Huge community available.
* Ability for condo associations to monitor parts of this so they can also proactively intervene (e.g. low temp situation)
* Allow customer the option to provide a limited view/functionality to their property manager(s)
* Solution is portable, not fixed to a home
* Solution is extensible; can have any number of homes set up, can easily
* Two factor user login setup can be easily enabled to improve security
* Owners will see the wow factor, safety, energy savings and convenience of features like automatic lights, door/window state detection, etc.
* Benefit in not having to give physical keys which can get lost or copied

### Demo Scenarios (create video for each)

1. Monitoring Scenarios

* Water Leak Detected
* Temperature is low in house
* Smoke alarm activated
  + - Use action button for disable notifying monitoring service

1. Security Scenarios

* Security alarm triggered
  + Notification
  + action button for disable notifying monitoring service
* Simulate presence
* Window left open
* Door left unlocked

1. Rental Scenarios

* Change the door lock code/enable based on calendar
* Cleaner temporary access lock code
* Co-user scenario with rental agency/property manager
* Rental calendar notifications
  + - Tenant occupied/departed

1. Lighting scenarios
   * Turn on lights in house on human presence
   * Person detected at doorbell
     + Send notification with picture
     + Turn on lights at night
2. Convenience Scenarios
   * Owner arrives at Rental Home
   * Disarm security alarm on door unlock
   * Sensor battery low, notify and add to TODO list

### Customer Types and Needs/Setups

#### Vacation rental home

Packaged solution defined above is best suited to customers with this scenario, but also valuable to the other 2 second homeowner types listed below.

Views: Owner, Property Manager

#### Second home, not rented out short or long-term

Customer would probably want the same solution as vacation rental home but without the renter and property manager functionality. Door lock with code can be used for occasional visitors such as maintenance/repair or service people, utilities, etc.

Views: Owner

#### Full time rental home

This scenario has less needs than the other 2. Can keep the doorbell camera but provide the renters with a login to view it (this can be sold as a benefit to them by the owner). Security alarm would have to be optional I’d think (unless can sell as benefit to renters to use and not allow owner to view status?). Occupancy sensor, door/window sensors, etc. probably can’t be in the owner view? Same with the ability to change the renter door lock code? For smoke and carbon monoxide not sure on this for owner view, but could hook to security company monitoring and have as a benefit (safety feature). Water leak detector same thing but without the monitoring?

Views: Owner, Renter

## V1 Requirements

1. All Base Device integrations
2. Security alarm
   1. Noonlight integration done
      1. Add carbon monoxide
      2. Error handling
      3. Webhooks
      4. Their review and contracting with them
3. Backups to Google Drive
4. Ability to set temporary lock codes for renters (using calendar)
5. Generate certificate for insurance companies
6. Views/Dashboards
   1. Renter web app view
      1. Door lock
      2. Lights
      3. Temperature
      4. Media control
   2. Cleaner view & Property Manager view
      1. Occupied
      2. Calendar
      3. Lock Code
      4. TODO List

## V1.2 Requirements

1. Sending emails through HA
2. Integrations to AirBnB, VRBO, etc.
3. Wrapper view for multi-property owners (w/ links to each of their properties)

## Competitors and Research

<https://myscenicstays.com/destin-30a-vacation-rental-management/>

<https://behome247.com/residential>

<https://lmpm.com>

<https://www.breezeway.io/vacation-rental>

<https://www.dackinc.com/solutions/stay-enhancements>

<https://www.brivo.com>

<https://www.getlynx.co>

<https://www.pointcentral.com/integration-partners/>

<https://remotelock.com>

Introduction



* These demos show the system in action and shows various scenarios that are common and included in the solution.
* While the device triggers are simulated, this is just to simulate the situations easily and clearly.
* The system works exactly the same with real sensors and devices.
* The system also works the same on mobile devices and in web browsers.



Monitoring Scenarios

* Water leak detected
* Temperature is low in house
* Smoke alarm activated



Security Scenarios

* Security Alarm triggered
* Simulate Presence While Away
* Window left open
* Door left unlocked



Rental Scenarios

* Change Door Lock Code
* Grant Temporary Access Code
* Rental Calendar Notifications
* Property Manager View



Lighting Scenarios

* Turn on lights in house when person present
* Turn off lights in house when no person present
* Person detected at doorbell



Convenience Scenarios

* Owner arrives
* Disarm security alarm on door unlocked
* Sensor battery is low



Thanks For Watching!

This is only a small sample of the features and possibilities!

Also, please try the demo system yourself at:

<https://demo.effortlesshome.co>