



## **FACT SHEET**

### **OVERVIEW**

VacayMyWay introduces vacations, simplified. A new vacation rental booking website, designed by industry veterans, travelers and hosts for fellow travelers and hosts. Founded on three principles - trust, transparency and communication - VacayMyWay's goal is to return to the fundamentals (and joy) of planning vacations by simplifying the process with no guest service fees, trustworthy rentals and open host-guest communication. VacayMyWay features an array of desirable vacation rentals from beaches to mountains across The Americas with Europe to launch in early 2022. Each vacation rental within VacayMyWay provides an entire private accommodation with seamless booking ease and an extensive amenities filter, enabling travelers to personalize their ideal vacation.

### **YEAR FOUNDED**

2019

### **HEADQUARTERS**

Denton, TX

### **LEADERSHIP**

Jim Stewart, CEO & Co-Founder  
Billy Smith, Chief Product Officer & Co-Founder  
Ted Hight, Chief Legal Officer  
Heidie Henriksen, Vice President – Business Development  
Fay Dunahoo, Director of Customer Experience

### **KEY DIFFERENTIATORS**

Primary factors differentiating VacayMyWay from industry competitors:

- No guest service fees
- Transparent pricing, with no surprise at checkout
- Robust amenity search function that best fulfills travelers' criteria and budget without distracting sponsored listings nor ads
- Conveniently connects travelers and hosts through clear, unfiltered communications
- Personalized, easily accessible and competent customer care
- Host financial control provides full autonomy for issuing refunds
- Guest identity verification and \$1.3 million in damage protection
- Travelers save up to 20% on every booking
- Hosts can earn up to 20% more on every booking

### **POWERED BY PARTNERS**

[OKsystem](#)  
[Studio82 Digital Marketing](#)  
[SUPERHOG](#)  
[Rental Guardian](#)  
[TruPlace](#)  
[NoiseAware](#)

### **INDUSTRY INTEGRATION PARTNERS**

[Hostfully](#)  
[NextPax](#)  
[BookingPal](#)  
[Hostaway](#)

**PROFESSIONAL ASSOCIATIONS**

[Association for Short-Term Rental HomeOwners \(ASTRHO\)](#)  
[Vacation Rental Management Association \(VRMA\)](#)

**SAFETY PROTOCOLS**

VacayMyWay strongly encourages hosts to use accurate, reputable sources of information for cleaning and disinfection measures including the [WHO](#), the [CDC](#) and local authorities.

**WEB ADDRESS**

[vacaymyway.com](https://vacaymyway.com)

**ADDRESS**

608 E. Hickory Street  
Suite 128  
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**SOCIAL MEDIA**

Instagram [@vacaymywayofficial](#)  
Facebook [@vacaymyway](#)  
LinkedIn [@vacaymyway](#)  
[Youtube](#)  
[#vacaymyway](#)

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