



OWNER PROGRAM
HIGH COUNTRY, NC

VACATION RENTAL MANAGEMENT · BOONE · BLOWING ROCK · BANNER ELK

Your cabin, performing *the way it should.*

More bookings. Better care. Real peace of mind — from a local team backed by some of the most respected names in vacation rentals.

75+

HOMES MANAGED
IN OUR FIRST YEAR

4.97★

AVERAGE RATING
ACROSS 1,000+ STAYS

#1 & Top 5

#1 GROWTH · TOP 5 QUALITY & GUEST SATISFACTION
ACROSS ALL OF AIRBNB IN NORTH AMERICA



Nick, Kathi and the kids — High Country owners since 2020.

A NOTE FROM US

We started as owners. That’s why we do this differently.

My wife, Kathi, and I first came to the Boone area in the summer of 2020 with our three kids — Landon, Kiersten and Keegan. From the start, I knew the High Country was a special place. We drove the Blue Ridge Parkway, had ice cream in Blowing Rock, explored waterfalls and caves in Linville, and hiked around Beech Mountain. Our family fell in love instantly.

Just a few months later, we closed on our first property — Buena Vista Cabin in Banner Elk. We loved it so much that 18 months later, we bought our second, Stone Creek Cabin in Vilas.

But over time, we noticed a troubling trend. Revenue was steadily declining. The care of our homes slipped. We’d arrive after a few months to find chair legs falling off, trash left behind, or broken and missing dishes we were never told about. Worst of all, it began showing up in our guest reviews.

For my family, these homes are more than investments. They’re places we want to pass on to our children — full of memories, pride and possibility. Critical reviews felt like a judgement on us as owners!

That’s why we started this company together: to combine expertise and genuine care in managing vacation homes here in North Carolina. Our leadership team has built and run successful vacation rental businesses in other markets, managing thousands of homes. Now we’re bringing that same proven system — along with local, hands-on attention — to the High Country.

For us, this is personal. Every home we manage deserves strong revenue and exceptional care. When you walk into your home, it should feel like it’s been cared for with pride.

Our philosophy is simple: **when you succeed, we succeed.** We’re not just a management company — we’re your partner, your advocate and your team. We’d love the chance to show you how we can maximize your home’s potential while giving you peace of mind that it’s cared for the right way.

Nick Reuter · Co-Owner · 828-382-8330

WHY OWNERS ARE SWITCHING

A new standard for High Country homes.

We've heard the same two frustrations from owners all over Boone, Blowing Rock and Banner Elk. We built NC Cabin Rentals to fix both — and our owners are noticing.

“

I'm not getting the bookings I should be.

“

My home isn't being properly cared for.

What owners are saying now

IN THEIR WORDS

★★★★★

"You guys are awesome! The bookings continue to come in & the reviews are excellent."

JD

Judy D.
Owner · Willow Ridge Hideaway, Vilas

★★★★★

"Thank you NC Cabins for taking care of our home in Eagles Nest!"

WM

Wendy M.
Owner · Eagles Nest · Google review

★★★★★

"Since changing over to NC Cabin Rentals, we have seen a tremendous increase in our monthly rentals."

CJ

Chris J.
Owner · Elk Laurel Cabin, Banner Elk

★★★★★

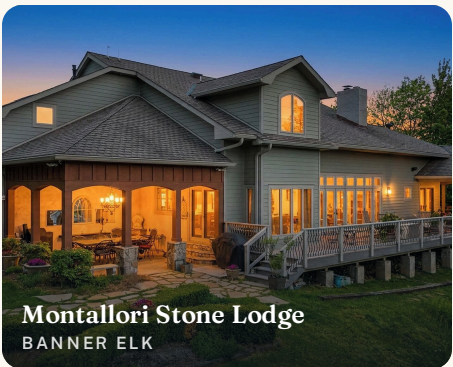
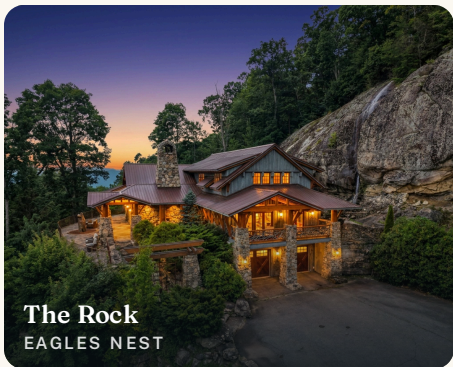
"I'm doing my best to send you all kinds of referrals. Thanks for doing such a great job."

BP

Brent P.
Owner · High Low Cabin, Eagles Nest

A few of the homes we're proud to manage

SIGNATURE HOMES



Buena Vista Cabin

BANNER ELK, NC · 4 BEDROOMS

Same cabin. 2.7× the nights booked.

Twelve months with the previous local manager, next to our first twelve months running the same house — same views, same four bedrooms. Only the management changed.

RENTAL REVENUE

+112%

\$29,601 → \$62,756

NET TO THE OWNER

+99%

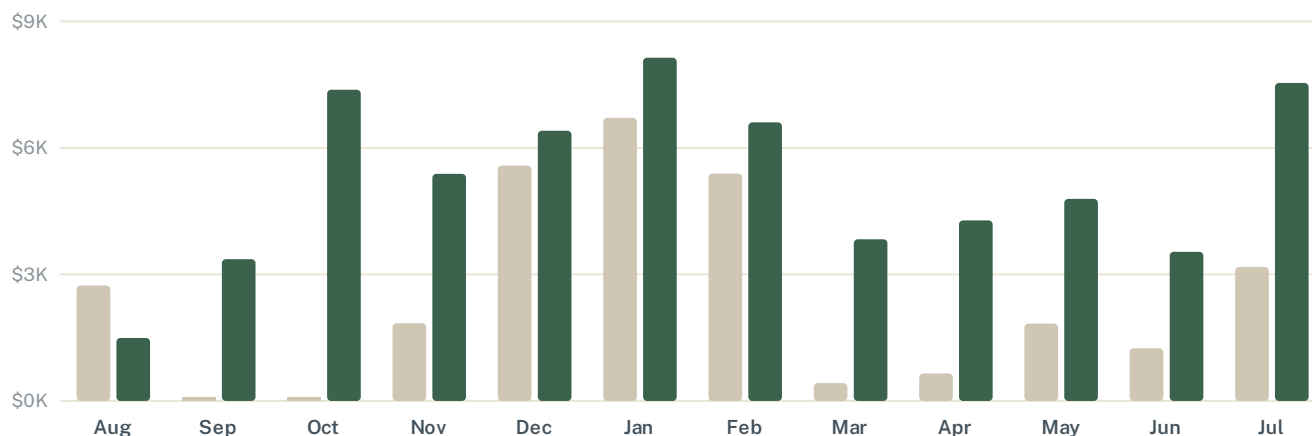
\$23,681 → \$47,067

OCCUPANCY

64%

up from 24% · +40 pts

Rental revenue by month

Previous manager · Aug '24–Jul '25 NC Cabin Rentals · Aug '25–Jul '26


What changed

- **Rebuilt listings** on Airbnb & Vrbo — photos, copy, amenities and search positioning.
- **Priced to fill** the midweek and shoulder nights that used to sit empty, while holding rates on peak weekends and holidays.
- **Dynamic minimum stays** and gap-night openings so the calendar stops fragmenting.
- **Inspections + fast guest communication** → more 5-star reviews → more booking momentum.

12 MONTHS	BEFORE	WITH US
Guest stays	23	72
Nights booked	88	234
Occupancy	24.1%	64.1%
Rental revenue	\$29,601	\$62,756
Net to owner	\$23,681	\$47,067

How to read this: Aug 1, 2024–Jul 31, 2025 (previous manager) vs. Aug 1, 2025–Jul 31, 2026 (NC Cabin Rentals); revenue recognized at checkout. Our figures are shown with our full standard management rate applied to every stay, and net before owner-billed expenses on both sides. One property, not a portfolio average; every home performs differently.

Gabby's Getaway

DEEP GAP, NC

Same cabin. Twice the payout.

Nothing about the house changed — same ridge, same six months on the calendar. January through June under the previous manager, and the same six months with us a year later.

NET PAID TO THE OWNER

+106%

\$8,639 → \$17,812

GROSS RENTAL REVENUE

+95%

\$12,356 → \$24,054

OWNER-BILLED EXPENSES

-82%

\$1,245 → \$228

January–June, side by side

■ Previous manager ■ NC Cabin Rentals

Gross rental revenue

2025 · PREVIOUS MANAGER

\$12,356

2026 · NC CABIN RENTALS

\$24,054

Net paid to the owner

2025 · PREVIOUS MANAGER

\$8,639

2026 · NC CABIN RENTALS

\$17,812

★★★★★

We have been absolutely impressed with how NC Cabin Rentals is handling our home. They consistently ensure our property is well-maintained, clean, and guest-ready, which has resulted in numerous positive reviews. Their communication is prompt and transparent — we feel confident our investment is in good hands, and we've seen a significant increase in bookings.

JENNIFER M. · OWNER, GABBY'S GETAWAY

Why expenses fell

- No recurring monthly maintenance charges.
- Routine upkeep — bulbs, filters, small fixes — is handled as part of every turnover instead of being invoiced back to the owner.
- Six months of owner charges: an owner-stay clean, propane and the annual fire-safety inspection.

How to read this: Jan 1–Jun 30, 2025 (previous manager) vs. Jan 1–Jun 30, 2026 (NC Cabin Rentals), from each manager's own owner statements. Our figures are shown with our full standard management rate applied to every stay. Excludes carry-over balances and one-off owner purchases. One property, not a portfolio average; every home performs differently.

Bespoke weekly pricing. Revenue isn't luck.

Most homes in the High Country run on autopilot — and many barely show up in Airbnb and Vrbo search. We hand-tune your calendar every week.

01 Bespoke weekly pricing

Every home's rates are reviewed by hand each week against seasonality, booking pace vs. the market, events and lead time. Never set-and-forget autopilot.

02 Smart minimum stays

Longer minimums on peak holidays and ski weeks, 2-night stays to stimulate shoulder seasons, and short gaps opened up to 1–2 nights.

03 Gap-night revenue

The orphan nights other managers leave empty get targeted offers — often thousands of extra dollars a year per home.

04 Airbnb & Vrbo optimization

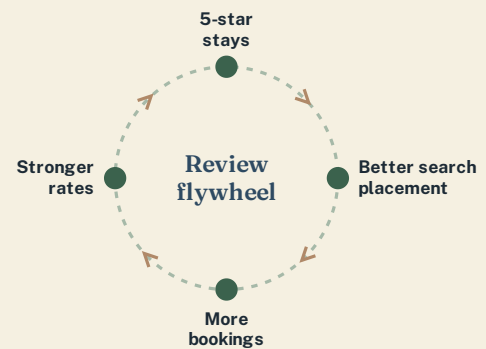
Pro photography, listing copy, amenities and algorithm positioning built to earn Guest Favorite, Superhost and Premier Host status.

05 Marketing beyond the platforms

Our website, SEO, email and a growing realtor network drive more guests to your listing.

06 Rapid guest communication

Personal, fast responses before, during and after every stay — the fuel for 5-star reviews.



Great care earns great reviews. Great reviews lift your home in search — which fills the calendar at stronger rates.



“WOW, the bookings are rolling in!”

PAT M. · OWNER, RED APPLE LODGE, BOONE

Every home is priced by hand by someone who knows the High Country — reviewed every week, never left on autopilot.



PROTECTING YOUR INVESTMENT

Care you can see the moment you walk in.

Revenue means nothing if the home slips. Poor care leads to poor reviews, poor reviews sink search ranking, and ranking drives revenue. We treat operations and revenue as one job.



Inspected every stay

Pre-arrival and post-departure inspections catch issues before your next guest — or you — ever see them.



Process-driven cleans

Checklist-based cleans with inventory counts for linens, dishes and silverware, verified by inspection.



Preventative maintenance

Recurring, home-specific schedules — filters, detectors, seasonal checks — to stop problems before they start.



Routine upkeep included

Bulbs, batteries and small fixes are handled as part of every turnover — no monthly maintenance invoices.



Premium guest touches

Hotel-quality linens, soft paper goods, cinch-top trash bags and welcome extras that show up in reviews.



A local team, minutes away

A dedicated property manager who knows your home, backed by our Director of Operations.

Checked before and after every stay

✓ Damage & wear

✓ Linen & towel counts

✓ Dishes & cookware

✓ Supplies & amenities

✓ Hot tub & outdoor spaces

✓ Locks & safety devices

Everything handled. Nothing hidden.

From the first photo shoot to the monthly statement, one team runs your home end to end. We're full-service — you don't have to lift a finger, and you can still see every number.



Listing launch

Professional photography, listing copy and setup on Airbnb and Vrbo.



Revenue management

Dynamic pricing, minimum-stay strategy and gap-night offers, reviewed weekly.



Guest communication

Fast, personal messaging and support around the clock.



Cleaning & linens

Turnovers, laundry and hotel-quality linens — inspected every stay.



Maintenance coordination

Trusted local vendors, preventative schedules and fast repairs.



Taxes & compliance

Occupancy and sales tax collected and remitted for your home every month.

OWNER TRANSPARENCY

You'll always know how your home is doing.

- Owner portal with real-time bookings — and you can add your own owner blocks anytime
- Clear monthly owner statements — rents, fees and expenses, line by line
- Guest funds held in trust under the NC Vacation Rental Act
- A licensed North Carolina real estate firm (NCREC #C41500)
- Simple, transparent guest pricing that doesn't scare off bookings



A true partner for your home.

	TRADITIONAL MANAGER	THE NC CABIN RENTALS WAY
Pricing	✗ Set-and-forget autopilot; missed seasonal and gap-night revenue	✓ Bespoke weekly revenue management
Visibility	✗ Direct-booking focus — your home competes with their own portfolio	✓ Optimized for Airbnb & Vrbo, where the most guests are
Guest fees	✗ Junk fees that pad their bottom line and discourage bookings	✓ Simple, transparent guest pricing
Maintenance	✗ Every small fix billed back as a profit center	✓ Routine upkeep included — no surprise invoices
Guest experience	✗ Call centers and 9-to-5 staff — guests wait until Monday	✓ Rapid replies nights & weekends from a local team that knows your home
Cleaning	✗ Surface-level cleans, minimal inspections	✓ Process-driven cleans, inspected every stay
Supplies	✗ Single-ply paper, flimsy bags, worn towels	✓ Hotel-quality linens and premium touches
Commitment	✗ Long-term contracts that lock you in	✓ No long-term contracts — ever
The result	Managers collect more, while you and your guests get less.	Happier guests, 5-star reviews and more revenue as we grow together.

Boutique care. National expertise.

We may be newer to the High Country, but our leadership is among the most recognized in the U.S. vacation rental industry — paired with a local team that treats every home like our own.



Nick Reuter

CO-OWNER

A 20-year technology veteran and High Country owner who lived the frustration of declining revenue and slipping care. Nick builds the pricing systems, listing strategy and owner reporting behind every home.



Kathi Reuter

CO-OWNER

A High Country owner since 2020 and a lifelong entrepreneur. Kathi brings a guest's eye to every home — the details, comfort and welcome touches that turn a good stay into a 5-star review.



Shawn Kaleta

CO-OWNER

25+ years in vacation rentals. Shawn grew Prime Vacations into the nation's largest privately held vacation rental manager — 1,400+ homes — and serves on the board of Stayterra.



Leigh Bateman

CO-OWNER

Owner of Magical Vacation Homes in Orlando (400+ homes), known for dialed-in maintenance and consistent standards. Leigh built the inspection and quality processes we run on every stay.



Marcos Martinez

DIRECTOR OF OPERATIONS

20+ years in hospitality and a High Country local. Marcos keeps homes in top shape, runs our vendor network and leads the team with a servant's heart.

Your local property managers

ONBOARDING

Delaney Whipple

OPERATIONS

Sophie Eberly

HOUSEKEEPING

Ellie Lamb

BOOTS ON THE GROUND

Already in a program? Switching is simple — and free.

We handle the entire transition from start to finish, so you never lose a booking or a weekend worrying about it.

1

Free revenue analysis

A custom projection for your home within 24 hours — honest numbers, no obligation.

2

We handle the handoff

We coordinate with your current manager and transfer your existing bookings at no cost.

3

Upgrades on us

New hotel-quality linens & towels and keyless smart locks — zero out-of-pocket.

4

Live in days

Not weeks. Bookings start coming in before you've had time to worry.



No long-term contracts.

We don't believe in trapping owners. We want homeowners who *want* to work with us — and we earn it every month.

★★★★★

"I really appreciate everything you guys are doing. It's refreshing to experience all the improvements over the previous management process."

JD

Jubal D.

Owner · Blue Eagle Lodge, Beech Mountain · switched managers

★★★★★

"We're looking forward to working with your team. Your proactive approach is a welcome change for us."

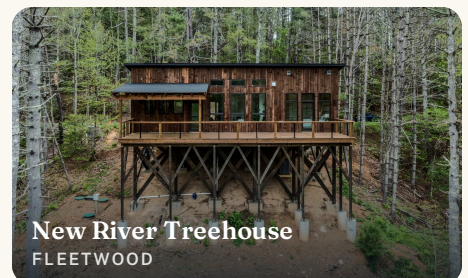
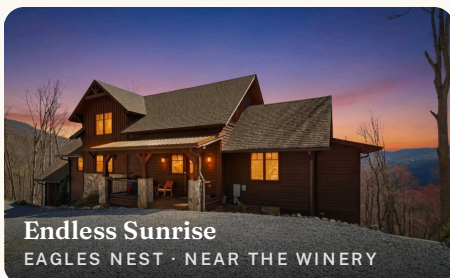
GC

Ginger C.

Owner · About Time, Vilas · switching managers

More from our portfolio

ACROSS THE HIGH COUNTRY





LET'S GET STARTED

What could your cabin *really* earn?

Send us your address. Within 24 hours you'll have a custom revenue projection for your home — honest numbers, no obligation, and we'll tell you plainly if we don't think we can beat what you're getting.

FREE REVENUE ANALYSIS nccabinrentals.com/revenue-analysis

EMAIL

joinus@nccabinrentals.com

CALL OR TEXT

828-382-8330

WEB

nccabinrentals.com