

INVEST IN KEEPERS

Keepers connects short term rental hosts to vetted housekeepers



<https://usekeepers.com>

Lafayette Louisiana



Marketplace

Ferrie Founder

Consumer Goods

Mobile Apps

Real Estate

LEAD INVESTOR



Alexis Benoit

Keepers is the new age of short term rental cleaning! Innovative tech integration for house cleaning to help owners stay as hands off as they want. Having the short term rental calendar sync with tons of house cleaners who are ready to work on their own schedules is a win-win for all involved. It has been very successful with the issue of connecting qualified cleaners to short term rental owners. We have experienced the success first hand with our rental and have been very satisfied at the communication, support, service, web design and overall experience of using this business for our property. Definitely consider this company when investing. You don't want to miss the opportunity of this growing and successful startup.

Invested \$10,000 this round

Highlights

- 1 We are resolving a major pain point with huge scalability
- 2 We have professional & gig economy housekeepers becoming their own boss increasing their earnings
- 3 Keepers is a free platform for hosts to use, simply add a property and integrate the calendar
- 4 Keeper eliminates the stress and hassle of housekeeping by providing full housekeeping management

Our Founder



Carleena Andrepoint CEO

Carleena has spent the last 20+ years in senior executive roles in publicly traded companies overseeing billions of dollars in financial management and solving toughest operational challenges.

Pitch



K The Problem

Reliability

Time

Trust

Money



- Last Minute Cancellations
- No Backup Housekeeper

- 2-4 Hours Finding a new Housekeeper
- Pricing and Payment Negotiations

- Is the housekeeper vetted
- No visible quality assurance

- No Pricing Consistency
- No automated payments

The Solution

Reliability

On-demand Housekeeping

Money

Automated Pricing

Trust

Fully Vetted Housekeepers

Time

Automated Scheduling

The Solution for Housekeepers

You're the Boss

We Handle the Details

Verified Locations

We Handle the Billing

The Product

"Keepers is saving me hours each week. I no longer have to worry about housekeeping, and use my nights to have time for culture"
—Keepers's Host User

Our app is available for iPhone and Android users

We integrate with vacation rental calendars, such as Airbnb and VRBO

Reservations trigger a cleaning job and notify housekeepers to accept

Automated job notifications and job progress notifications

Average cleaning cost \$125

Average Fee 33.5%

Huge scalability and retention

Free for host to add properties

How It Works

Add the property

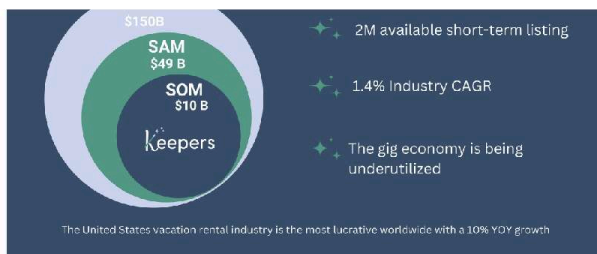
Integrate vacation rental calendar, such as Airbnb

A job notification as soon as a reservation is made

Housekeeper's Accept or Reject Job

Housekeeper cleans the property when the guest checks out

Market Size



Competitive Advantage

Full Housekeeping Management

Complete Automation

Free Platform

We are the only fully automated housekeeping management platform, and the only platform not charging the host



The Team

including 4 additional full-time team members

Founder & CEO
Carleena Andrepont | Financial Executive

Over 20 Years Experience in finance and executive roles, overseeing billions of dollars in public corporations

Strategic Advisor
Alex Lanclosi | Software Developer

Experienced software developer, leading teams building successful startups

Strategic Advisor
Bryan Miller | COO

Proven leader navigating through venture-backed tech startups

The Ask

We are socializing our Seed round

\$4.5M

- ~21 months of runway
- ~54 markets
- ~7K properties by end of 2024
- ~\$32M revenue by end of 2024

Onboard production staff

Move out of MVP tech stack

Build out new platform features

Scale to 7K+ properties

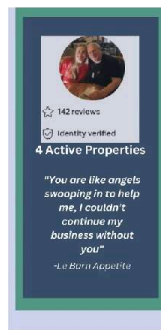
Forward-looking financials are projections and not guaranteed.



Welcome to the Future of Housekeeping!

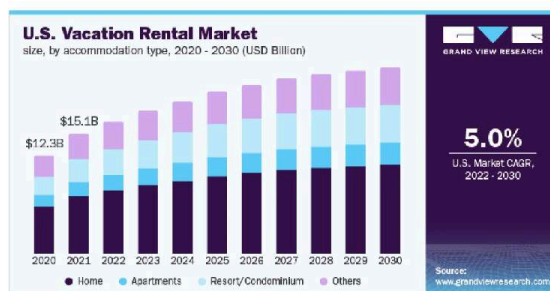
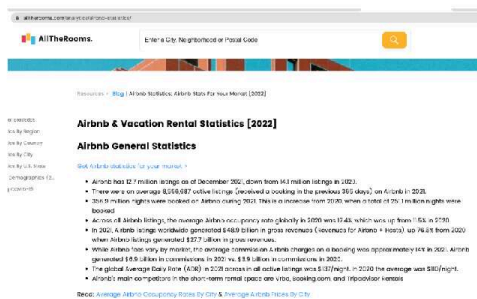
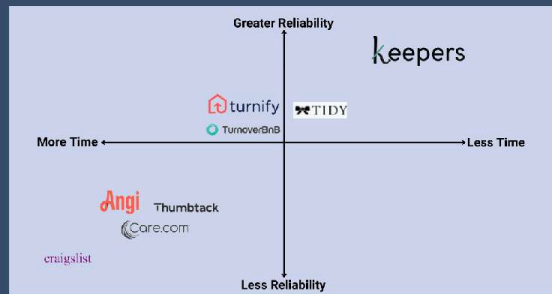


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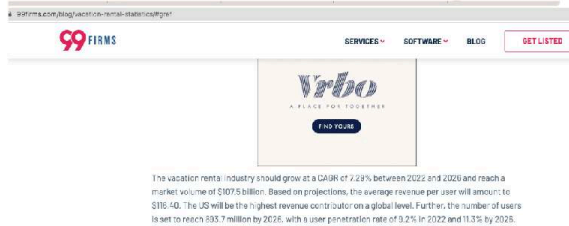
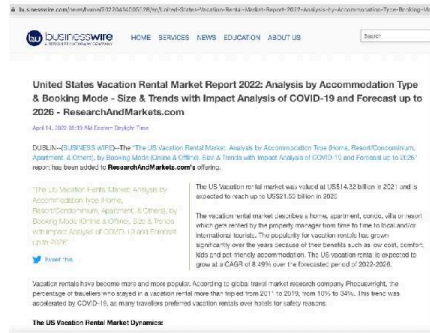


K Competition

	Keepers	Turno	Angi	Care.com	Turnify	Cleaner.com
Automated Pricing	✓	—	—	—	—	✓
On Demand	✓	—	—	—	—	—
Calendar Integration	✓	✓	—	—	✓	✓
Automated Job Progress Notifications	✓	—	—	—	—	—
Automated Backup Housekeeper	✓	—	—	—	—	—
Easy Tax Reporting	✓	—	—	—	—	✓
Integrated Payment	✓	✓	—	—	✓	—



To learn more about this report, [request a free sample copy](#)



Here are 12 facts and stats about the short-term rental market that many do not know:

1. The global vacation rental market is skyrocketing. [New Airbnb](#) hosts made over **\$1.8 billion** in 2021 alone, which is 30 percent more than in 2019. And since March 2020, over 8,000 cities and towns worldwide have recorded their first-ever Airbnb guests.
2. The typical Airbnb host in the United States makes over **\$1,000** per month. According to Airbnb, [new U.S. hosts made an average of \\$13,800 in 2021](#)—about 85 percent more than new hosts in 2019.
3. Florida and California are top markets for extended stays. Digital nomads looking for long-term vacation rentals seem to be [flocking to a few Californian and Floridian cities](#). Last year, Airbnb found that hosts in La Quinta, Indio, and Palm Springs, California, and Delray Beach and Marco Island, Florida, made the highest median earnings in the U.S.
4. The vacation rental industry is expected to reach **\$18.63 billion** this year in the U.S. alone. According to [Statista](#), market trends indicate a growth rate of about 2.4 percent, which means the U.S. vacation rental industry could top \$20 billion by 2026.

Downloads

[Keepers Executive Summary final \(3\).pdf](#)