INNDIRECTLY

Vacation rental listing hub for all booking options including direct.



inndirectly.com Everett, WA

Highlights

1. Hosts lose billions a year to platform fees. Even 0.1% of market puts $100M back in hosts' pockets.
2. Big platforms take 16-20% of every booking. A host earning $10k/month pays them $21k a year.
3. Inndirectly = $50 per property per year (about $4 a month) to list on. No commissions.
4. Built in marketing/growth strategy. Hosts earn renewal credits with referrals.
5. Redfin/Offerup type alerts. First in STR. Guests get notified when properties become available.
6. Trademark approved. Partnered with OwnerRez, Hostfully, Hospitable and 20+ affiliate companies.
7. 17% of investment paid down in year one. The business supports itself and is ready to grow.
8. Funds host growth, marketing, and community workshops: a $5M cap for a $50/year business.

Team



Carrie Nilsen Founder SPV Voting Proxy

Founder and creator of Inndirectly, driving the original vision behind the business. Developing the concept, shaping the company's direction, and advancing its mission to improve the vacation rental discovery and booking experience.

inndirectly.com



David Nilsen CFO

Manages financial strategy, pricing, and sustainability bringing analytical capabilities to Inndirectly. Supports informed decision making, performance measurement, and strategic business planning.



Roy Russell Developer

Provides technical development expertise, helping build and support the technology behind Inndirectly. His development work contributes to the platforms technical foundation and ongoing evolution.

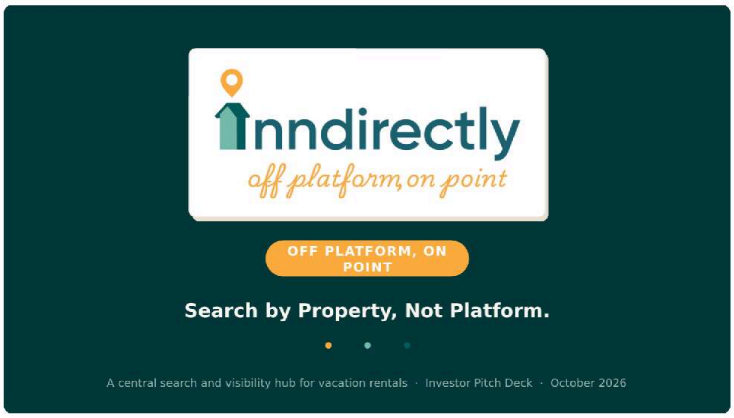
stone-link-llc.com



James Brunt Strategic Partnerships Advisor

Leads the identification and development of high-impact partnerships that accelerate growth and expand market reach. Leverages a strong network to connect the company with investors, collaborators, and key industry players, while supporting capital-raisin

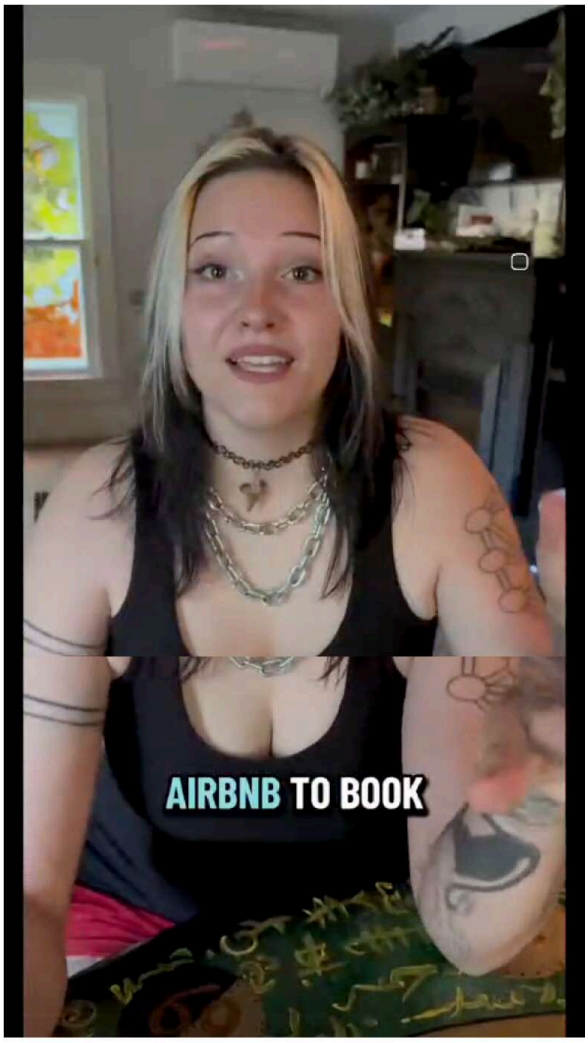
Pitch Deck



Memo







We're hosts who got tired of relying solely on the platforms.

We put everything into our vacation rentals and watched the platforms keep raising prices and burying small hosts. So we built a better way.

One year ago, Inndirectly launched. No parent company, no big team. Just our three properties and a mission.

In our first year:

- **Almost 500 properties** across the **US and Canada**, and growing in **6 more countries**
- **600+ registered users** and steady growth since day one

So what is Inndirectly?

Inndirectly is a vacation rental listing site and searchable hub for all booking options including direct. It was created to give hosts and guests the freedom to list and book properties regardless of platform. Guests can save money and support small businesses by booking direct. Hosts can grow their own brands and works towards platform independence.

What makes us different:

- **Zero commissions. Ever.** Airbnb charges 16.5%. VRBO ~18%. Booking.com 15–25%. We charge a flat subscription and take nothing per booking.
- **No algorithms, no pay-to-play.** Every listing gets equal visibility. No boosts, no burying small hosts.
- **Open listings.** Platforms, direct sites, social links, video tours. Vacation rentals,

venues, vehicles, pools, pastures - if it can be rented, it can be listed.

- **Availability alerts.** Guests get notified when new availability matches their search criteria saving guests from constant checking and helping hosts fill cancellations. Let us find your vacation for you!
- **Referral rewards.** Hosts earn renewal credit for referring hosts. Growth is built into the model.

We're not asking hosts to leave their platforms. We're the front door to all of them.

This is live, growing, and working. Nearly 500 properties in year one, started by two hosts with three properties. Imagine it with real resources behind it.

Platforms raise prices. Hosts lose margin. Guests overpay. We're the change, and we're just getting started.



