



All About Evolve's Management Plans

General information

What are Evolve's management plans and what do they offer?

Since every owner has different needs and goals, Evolve currently offers two management plans — Core and Plus — to tailor your experience.

Core is our lowest-priced solution, offering a variety of services that have been proven to help owners maximize their income while reducing many of the day-to-day hassles of self-management.

Plus includes all the benefits of Core and unlocks access to expanded services, providing a higher level of support that helps owners grow their vacation rental revenue, reduce financial risk, and save time.

Here's an overview of what each plan currently offers:

	Core	Plus
Custom Property Listing	✓	✓
Marketing & Listing Management	✓	✓
Reservation & Payment Processing	✓	✓
Revenue Optimization	✓	✓
Guest & Owner Support	✓	✓
On-the-Ground Support Network	✓	✓
Risk Protection	Standard	Enhanced
Dedicated Performance Advisor		✓
Premium Support Desk		✓
Increased Listing Exposure		✓
Evolve Marketplace		✓
Evolve.com Travel Discount		✓
MANAGEMENT FEE	10%	15%



What are the details about the services you offer?

Core members get access to the following services:

- **Custom Property Listing:** Make more guests stop, look, and book with a free professional photoshoot and search-friendly descriptions focused on maximizing your ranking across all listing sites.
- **Marketing & Listing Management:** We post and manage your listing across top booking sites like Airbnb, Vrbo, and Booking.com, along with sites you don't have access to on your own. We also promote to millions of travelers on evolve.com, search engines, social media, and to our database of ready-to-book guests.
- **Guest & Owner Support:** We cover the day-to-day basics like answering booking inquiries, providing check-in information and payment confirmations, and gathering reviews after every stay. We also provide owner support seven days a week to quickly resolve any questions or concerns.
- **Revenue Optimization:** Our exclusive SmartRates technology analyzes billions of data points daily to quickly adjust rates based on factors like your market, seasonality, and travel demand. Our revenue experts also create a custom strategy for your property, closely monitoring your performance to drive higher earnings.
- **Reservation & Payment Processing:** We confirm all of your bookings, handle payments, and provide timely payouts. You can easily keep track of your calendar and revenue in your Owner App.
- **Standard Risk Protection:** Quickly resolve repairs or cleanings beyond normal wear and tear with up to \$5,000 in damage reimbursement and get \$1,000,000 in general owner liability insurance annually.
- **On-the-Ground Support Network:** Leverage our vetted network of vacation rental specialists to handle all your in-home needs like cleaning and guest support, and we'll communicate with your service team pre- and post-stay to keep things running smoothly.

Plus owners receive all the benefits of Core, as well as:

- **Dedicated Performance Advisor:** You'll be assigned a regional industry expert who will get to know you, your property, and your goals to provide personalized support, detailed performance reviews, strategic recommendations, and real estate consultations to grow your business and drive more revenue.
- **Premium Support Desk:** Get fast, priority service from seasoned pros with any booking-related needs, like a guest issue or billing question.
- **Increased Listing Exposure:** Maximize your home's visibility with early access to listing optimizations and new booking sites, along with prioritized sort position on evolve.com.
- **Enhanced Risk Protection:** Safeguard your property with \$10,000 in damage protection (twice the amount of Core) that also protects against lost rental income resulting from cancellations due to guest damages. You'll also receive \$1,000,000 in general liability insurance.
- **Evolve Marketplace:** Get exclusive access to a one-stop shop where you'll save 15-75% on all of the high-quality, must-have supplies you need to prep, restock, and furnish your rental
- **Evolve.com Travel Discount:** Save 10% on every vacation rental you book at evolve.com and give yourself some well-deserved time off



Am I a good fit for Core or Plus?

Core is ideal for owners who want:

- An industry-low fee to keep costs down
- A streamlined route to maximizing rental income in any economic climate
- Help with many of the day-to-day hassles of self management
- General coverage and support for the properties you already own

Plus is ideal for owners who want:

- An upgraded level of professional support beyond Core's services
- A dedicated contact who knows you and your property personally and is a regional expert in your market
- Highly-tailored strategies to maximize your ROI
- Business consultations and check-ins on a regular basis
- Additional investment protection to reduce your financial risk
- Recommendations for portfolio expansion and multi-property support
- Extra savings on trips to any Evolve vacation rentals
- Exclusive savings on supplies, furnishings, and trips to any Evolve vacation rentals

How much does each plan cost?

Core is available for an industry-low 10% fee and Plus is available for a 15% fee. Our fees cover everything we do — management, revenue optimization, customer service, real estate advice, you name it — all with no additional charges. Evolve requires no cost to join, we ask for no long-term commitments, and all owners are backed by our [Risk-Free Guarantee](#).* So, if you're unsatisfied with our partnership for any reason after the first six months, you'll get a full refund of management fees paid during that period — no explanation needed.

**Terms & conditions apply*

Is Plus worth the higher management fee?

Plus is a valuable business investment because it:

- **Helps you earn more** thanks to ongoing performance consultations with a regional expert and custom strategies that make you more competitive in your market. With just a 5% increase in rental income — which could come from just a few extra bookings each year — Plus pays for itself.
- **Saves you valuable time** with dedicated support from an advisor who understands your business goals and property, as well as premium customer service for quick responses to your needs
- **Minimizes your financial exposure** to potentially costly property damage scenarios that can result in lost rental income
- **Makes growing your portfolio easier** with real estate consultations that help make sure potential investment properties are a good fit for your goals
- **Gives you a travel discount** at evolve.com so you can save more while getting inspired by all the properties in our portfolio
- **Provides exclusive discounts** on everything needed to furnish and stock your vacation rental
- **Offers extra savings** on trips to any Evolve vacation rentals



When will I be charged the management fee?

Our fee (10% for Core, 15% for Plus) is charged on every booking, but only after guests check into your property. That way, we only make money when you do. The fee applies to each reservation's sum total and additional fees (like cleaning or pet fees), but excludes taxes. When you get paid, our management fee is seamlessly deducted from the total payout that lands in your bank account.

Do you have a satisfaction guarantee?

Yes! Not only is Evolve free to join with no long-term commitments, but we're confident our approach will help you reach your goals — which is why every owner is also backed by our [Risk-Free Guarantee](#).* If you're unsatisfied with our partnership for any reason after the first six months, you'll get a full refund of management fees paid during that period.

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Can I switch between management plans?

Yes, owners may upgrade from Core to Plus, or move from Plus to Core, for any reason and at any time. Owners on Plus will need to provide notification via email to their Dedicated Performance Advisor; the change would then go into effect within 15 business days following receipt of your notice. Those on Core will need to [submit a request](#) in their Owner App; the change would also go into effect within 15 business days following receipt of your request.

Customer service

How does the customer service for Plus compare to Core?

Those enrolled in Core receive vacation rental support from Evolve's experts, and have options to [submit a request](#) or start a chat in their Owner App, or call or text 877-818-1014 to engage with our team in a timely manner.

Owners enrolled in Plus unlock access to a Dedicated Performance Advisor and a Premium Support Desk, which give you more direct care and quickly address your needs.

Your **Dedicated Performance Advisor** is a regional expert that provides personalized guidance to make sure your properties are getting the results you want and your portfolio grows to meet your goals. This includes:

- Offering support and answering questions related to optimizing your rental, including any changes to your listing, rates, policies, service partners, and more
- Providing feedback focused on timely, actionable insights including local seasonal trends, potential policy adjustments, and amenity recommendations



- Offering strategic recommendations to drive bookings and revenue, address any performance issues, and compete with similar properties in your area
- Speaking one-on-one in monthly check-ins and quarterly business reviews to provide a clear picture of your business, answer any questions, and navigate toward your future goals
- Finding new investment opportunities that suit your goals and help your business grow as you see fit

The **Premium Support Desk** is available seven days a week via our dedicated phone line, or by starting a chat or submitting a request in your Owner App. They handle anything related to your bookings and guests, including:

- Questions about booking payouts, billing, and refunds
- Financial reporting and tax remittance help
- Changes to a booking — including if you or your guest need to cancel
- Issues or concerns with a guest stay
- Submitting and resolving damage claims
- Chargeback questions

And if you want to find answers to many of our most common questions, explore our [Help Center](#)!

How does Evolve help me to achieve my rental income goals?

Whether you're enrolled in Core or Plus, we keep a close eye on your property's performance, earnings, and market trends to help you reach your goals.

For Core members, our revenue experts assess your rental as soon as you sign up and [create a custom strategy](#) so you can be more competitive in your region. They keep an eye on your performance and actively adjust rates, provide suggestions to increase your bookings and income, and respond to your concerns.

In addition to our revenue experts, Plus members have a Dedicated Performance Advisor who is specifically focused on you and your property. You'll get more one-on-one time to talk through why and how strategies are being created, so you can get a better understanding of your business. Dedicated Performance Advisors also offer support and insights that are more in-depth, more regionalized, and more frequent to help continuously drive results.



Marketing and promotion

How does Evolve market my property, and what additional benefits do Plus owners receive?

Owners on Core and Plus receive comprehensive marketing support that includes a designed-to-perform listing promoted across all the top booking sites. Those sites, including evolve.com, regularly roll out listing optimizations that can boost the visibility of your property to booking guests — and while qualified owners on Core and Plus all receive access to these, Plus owners are first in line with the increased listing exposure benefit.

And, since we're always considering more booking sites to list on, qualified Plus owners will also be first in line to have their properties promoted if and when we add Evolve listings to those sites.

Lastly, those on Plus will receive a boost in sort order on evolve.com. This is relative to the guest's search criteria and does not guarantee your property will be ranked highest, as it's important to always provide guests with property options that best fit their needs. This is also only applicable for evolve.com.

As a Plus owner, does boosted sort order impact my listing's ranking on all booking sites?

No, Plus owners only receive a boost in sort order on evolve.com and it's not an added benefit for any other sites where we promote your property.

There are several factors that determine sort ranking during a guest's search across any booking site, including:

- Overall property performance
- Review score
- Listing tenure
- Search criteria (i.e. home size, amenities, location)

While there is no single factor to guarantee a top ranking, addressing them as a whole can add up to greater visibility for your listing. We will always provide guests with property options that best fit their needs (regardless of which management plan the owner is on), so thinking holistically about how to appeal to potential guests is key.



Risk Protection

What are the differences in the risk protection offered on Core and Plus?

Owners on Core receive damage protection up to \$5,000 per reimbursement request, whereas Plus properties receive damage protection up to \$10,000 per reimbursement request. Plus owners are also eligible for reimbursement for any cancellations made because subsequent bookings cannot be fulfilled due to damage making the property uninhabitable.

Owners on Core and Plus also receive \$1 million in general liability coverage. Reimbursement requests are subject to each management plan's respective terms and conditions. This is not a substitute for property insurance or any other coverage necessary to protect your property or its contents. We recommend speaking with a licensed insurance professional to understand the coverage needed to address your particular risk profile.

Exclusive discounts

How does the Evolve Marketplace work for Plus owners?

Plus owners are given unlimited access to an exclusive marketplace where they can purchase deeply discounted vacation rental supplies, including everything from decor and furniture to restocking essentials and outdoor amenities. The seamless shopping experience automatically applies 15-75% savings to high-quality items and lets you shop from big name brands like Nest, Helix, Kwikset, Schlage, Crate and Barrel, Ace Hardware, and GE while checking out in one place. Instead of waiting for limited-time promotions and holiday deals, you can count on the best prices year-round and have the freedom to get what you need, when you need it.

Plus owners will be given access within one week after signing up with Evolve so they can take advantage of the discounts while prepping their homes for their first guests.

How does the evolve.com travel discount process work for Plus owners?

Plus owners save 10% on their stay every time they book a home at evolve.com. After choosing a property and clicking "Book Now," you'll enter the contact information we have on file for your Owner App. The discount will then be applied as a waived Guest Service Fee during checkout.

If another Plus owner books your property with their discount, it won't affect your payout and we'll cover 100% of the cost by reducing our fees.