



## Green Vet Homes / Living Off Rentals and Powerhouse: Proving Trust Means Growth

Green Vet Homes (GVH) was founded in 2011 by Army veteran Kirby Atwell as a real estate investment and house flipping business with a goal to provide housing for veterans with subsidies. Having been interested in real estate investment since his college days, Kirby wanted to return to his home state and continue to serve his fellow veterans while also establishing a business that would allow him to have a positive work/life balance. Since 2011, Kirby has expanded his business to three distinct branches—Green Vet Homes, Dune Dwellings, and Living Off Rentals (LOR)—serving real estate needs and vacation rental homes to Chicago’s “beach getaway” destination of Michigan City, Indiana as well as providing short-term rental education to those interested in pursuing that career choice.

### Challenge

GVH/LOR needed help with marketing strategy designed to cover a broad range of needs. The initial contract with Powerhouse served to identify areas of need and to design and implement an annual strategic communication plan to be used for all marketing initiatives. By the end of the initial contract, the partnership had grown in depth and expanded to include both administrative support and client care management to match the growth made in the owner’s business branches.

### Solution

In April 2020, Powerhouse partnered with GVH/LOR to assist in designing and coordinating a strategic marketing initiative that provided a single point of contact related to the proposal. Marketing consultancy and support were provided through an initial six-month retainer contract. Working closely with GVH/LOR owner, Kirby Atwell, Powerhouse managed both businesses’ marketing needs and added executive administrative (EA) support as that need was quickly identified.



## Case Study



GREEN VET  
HOMES

LIVING OFF  
rentals

**Business Name:** Green Vet Homes; Living Off Rentals

**Website:** [greenvethomes.com](http://greenvethomes.com);  
[livingoffrentals.com](http://livingoffrentals.com); [dunedwellings.com](http://dunedwellings.com)



@GreenVetHomes  
@LivingOffRentals

@DuneDwellings

**Industry or Business Type:** Real estate, short-term rentals, property management

### Powerhouse Services:

- Nonprofit Support
- Project Management/ Marketing Consultancy
- Social Media Strategy
- Graphic Design
- Quality Assurance
- Executive Administrative Support
- Client Care Management

**Benefits:** Services provided allow the owner to focus on upper-level management and expanding his business. By contracting with Powerhouse Planning, the owner was able to rebrand, remarket, and turn over the day-to-day details to ensure a healthy, dynamic growth process.



Powerhouse

The owner's commitment and investment in being open to the growth exercises and strategies developed by Powerhouse were instrumental in the growth of the partnership. Additionally, the partnership between GVH/LOR and Powerhouse allowed the owner to concentrate on broadening his business venture. As GVH and LOR both grew, Powerhouse expanded to meet the marketing needs of three distinct branches of the company, including remote client care management for the vacation rental branch of the business, Dune Dwellings.

## Results

The Powerhouse and GVH/LOR partnership defines the idea that trust promotes growth. As GVH and LOR grew, the ability to trust Powerhouse to deliver at point-of-need meant that the owner came to Powerhouse first at every growth point. Powerhouse not only meets client needs but identifies and helps clients grow and realize their true potential as well.

During the initial six-month contract, Powerhouse delivered or directly contributed to

- Project management/marketing consultancy services, acting as a single point of contact for all deliverables
- Social media strategy, developing and executing an effective campaign across all media platforms
- Graphic design
- Quality assurance, to ensure GVH/LOR presented a professional, knowledgeable image
- Remote executive administrative support, designed to allow the owner to focus on growth potential
- 12 FREE resources
- 2 FREE webinars
- 72 podcast episodes
- 58 solo videos

Additionally, Powerhouse created many dynamic resources throughout the course of the partnership. Here are a few favorites:

- Organizational System for Rental Property Investors

- Ultimate Goal-Setting Framework: Making Goals That Finally Stick
- Rentals, Vacation Homes, and House Flipping Photography Guide
- How to Identify a Great Short-Term Rental Property Investment

The Powerhouse difference is decidedly noticeable when comparing pre-partnership and post-partnership social media numbers after just over one year of growth:

Media Platform	Pre-Partnership	Post-Partnership	Change
Facebook Members	373	895	+522
Podcast Downloads	766	21,805	+21,039
YouTube Subscribers	50	864	+814
Email Opt-In	373	1,049	+676
<b>Total</b>	<b>1,562</b>	<b>24,613</b>	<b>+23,051</b>

The trust developed between GVH/LOR and Powerhouse has led to a long-term partnership in which Powerhouse has expanded the services provided to GVH/LOR. All service areas operate at increased productivity, and the creation of executive assistant and client care manager services has also led to growth at Powerhouse Planning. When companies can develop a partnership built in trust, growth potential truly means the sky is the limit.



*"The best part of working with Powerhouse is the comprehensive nature of the team. I can discuss the business as a whole and what the needs are, rather than a narrowly defined role that only handles one aspect of the business. Powerhouse has been key in getting me to start thinking outside of just what I'm capable of as a solopreneur."*

*- Kirby Atwell, Founder and CEO, Green Vet Homes/Living Off Rentals*

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions while providing careers for military spouses and veterans worldwide.

Visit [powerhouseplanning.com](http://powerhouseplanning.com) to learn more.



**Powerhouse**