



Bowstring Co./HavenScapes and Powerhouse Planning: Building Dreams One Short-Term Rental Home at a Time

Bowstring Co. is a real estate investment company headquartered in Wilmington, North Carolina. Founded in 2021 by Air Force Academy graduate Christian Gann along with his wife Caroline, Bowstring Co. “works with the right people (read: nice people only)” to discover and manage value-add real estate investment opportunities through a unique approach of varied strategies, financing methods, and markets designed to fit individualized needs. As Bowstring Co. grew to incorporate short-term rentals, the Ganns identified countless shortfalls with multiple professional property management companies and decided they needed to take over and develop a separate identity dedicated to short-term rentals; thus, HavenScapes was born. Today, HavenScapes operates short-term rentals in the southeastern United States while Bowstring Co. has grown its own arm for construction and design.



Challenge

Understanding that life sometimes gets in the way of managing diversified business interests, the client needed someone to take over management of their short-term rental offerings. The client needed a partner to handle the care management systems and protocols for potential guests, from establishing the initial listings on short-term rental sites to creating platforms that automate tasking and guest communication needs.

Case Study



Business Name: Bowstring Co./HavenScapes

Industry or Business Type: Real Estate; Short-Term Rental

Powerhouse Services:

- Thought Partnership
- Client Care Management
- Administrative Support
- Graphic Design
- Quality Assurance

Benefits: By utilizing the Powerhouse Planning total remote team solution, Bowstring Co. was able to successfully grow, brand, and market their short-term rental business (HavenScapes), doubling their properties under management over the duration of the contract and gaining a recognizable market brand.



Powerhouse

Solution

From August 2022 to February 2023, Powerhouse Planning worked alongside the client to establish the initial short-term rental listings, including providing client care management and virtual executive assistance. By creating a guest services manual and developing owner preferences to reduce reach back, the Powerhouse Planning team was able to seamlessly set up general response and check-in templates, assist with setting up listings, and manage the HavenScapes short-term rental identity, freeing up the client to focus on other aspects of the business.

After the initial six-month contract, Powerhouse Planning provided additional services for the establishment of new short-term rental properties and expanded the team's duties to include creating and establishing a branding package for Bowstring Co.'s short-term rental branch, HavenScapes.

Results

The Powerhouse/Bowstring Co./HavenScapes partnership highlights the dynamic, adaptive services a remote team solution can provide. From meeting the client's initial need for short-term rental management assistance to crafting branding collateral for the client's short-term rental branch, Powerhouse's total remote team solution provides the building blocks for success.

Over the course of two contracts, Powerhouse Planning

- Assisted in setting up listings for four short-term rental properties
- Managed four short-term rental properties (five listings) for the client
- Created a logo and brand standards sheet for short-term rentals (HavenScapes)
- Coordinated cleaner, supply, and maintenance scheduling, tracking, and communication

- Built a guest services manual for the client care team, including
 - Local area contacts
 - Area knowledge and connections
 - Development of owner preferences
 - Templates for use with short-term rental management

By meeting clients at their point of need, Powerhouse Planning allows clients to focus on building their businesses. Bowstring Co. wanted to improve and expand its short-term rental business but did not have the resources to adequately devote to doing so. Powerhouse Planning's total remote team solution stepped in and worked alongside the client to ensure a solid foundation for growth. By the end of the contracted period, the client was able to double the number of their short-term rental offerings. With Bowstring Co.'s signature humor and dedication to detail together with Powerhouse Planning's dynamic remote team solution, HavenScapes' short-term rental guests can experience the vacation of their dreams, setting the stage for future business expansion and success.

"The Powerhouse team has been so awesome and exceeded all my expectations right off the bat. They respond so quickly and kindly to all of my guests that it blows me away. They took so much out of my hands and so many weights off my shoulders right away that I didn't know what to do with myself and all my sudden extra time. It let me fast-forward a construction and development arm to be more hands-on with my favorite part of the business—taking an eyesore and transforming it into something worthy of being someone's home or vacation destination."

– Christian Gann, Founder, Bowstring Co./HavenScapes

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 in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

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