About SkyRun Vacation Rentals

In 2004, the idea of a professional vacation rental location came about for current CEO and Co-Founder, Barry Cox along with Co-Founder Steve Falk. Their first location, in Keystone Colorado saw rapid growth to 100 properties and $2M in revenue in just 3 years, and by 2009 they knew there was a future in vacation rental franchising.

<table>
<thead>
<tr>
<th>Employees:</th>
<th>Locations:</th>
<th>Vacation Rentals Properties Managed:</th>
<th>Headquarters:</th>
</tr>
</thead>
<tbody>
<tr>
<td>100+</td>
<td>25+</td>
<td>850+</td>
<td>Boulder, CO</td>
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Unique Advantage

“Local Touch. Local Fun.” is the motto that drives SkyRun. Franchising their business, gave them the same advantages of being a national firm but with a more personalized touch. With the franchise model, each of the individual locations are able to capitalize by using the same credit card processor, backend systems, and technologies while under one single brand name and guiding tagline.

Every vacation rental destination is locally run and operated to help ensure customers are able to experience the area like a local. Each team is able to make localized recommendations for things like the best diner or ski resort to visit, because each destination owner works and lives there too.

— Barry Cox, CEO and Co-Founder SkyRun
Why Yapstone?

In 2005, one year after starting the business, SkyRun looked to start processing payments online. After quickly going through 4 different payment processors, SkyRun found that companies were quoting a set price for fees but in reality, were not including all the fees, resulting in much higher expenses than their initial quoted rates. This led to SkyRun continuing their search and discovering Yapstone. With Yapstone’s willingness to work with a flexible pricing model that recognized SkyRun’s volume in all locations, and expertise in the vacation rental industry, the choice was easy for SkyRun. Thirteen years later, SkyRun’s relationship with Yapstone continues and thrives.

1. Low Decline Rates

On average, SkyRun experienced about a 10% decline rate with other payment processors, but since making the switch to Yapstone, their decline rate has greatly decreased. When a customer would input “HWY” in an address instead of “Highway”, they were getting declines from other processors. Yapstone, is able to identify and match the information correctly to help avoid declines.

2. Robust APIs

When Barry saw how easy and robust Yapstone’s APIs were, he knew it was a clear choice to make the switch. Coming from a technical background, Barry Cox was very impressed with the payment APIs from Yapstone. Barry had previously integrated with 2 other payment processors and found their APIs very archaic, making SkyRun’s integration harder and more complicated to manage. The biggest advantage was how Yapstone customized SkyRun’s program to recognize their business revenue needs by providing a cost-effective way of processing payments.

3. Trust In A Partner

SkyRun needs a partner they can trust and count on when it comes to their payment processing needs. Yapstone is able to provide that professional and reliable processing. The swift responses from Yapstone’s team members are able to keep SkyRun up to date with any network updates to ensure a proper notification is shared to their customers. In addition, SkyRun does not have to become a certified payments company as Yapstone takes on all the security and compliance burden by staying SSAE16/SOC1 certified and Level One PCI-DSS compliant.

— Barry Cox, CEO and Co-Founder SkyRun

AFTER LOOKING AT 4 PAYMENT PROCESSORS, WE SELECTED YAPSTONE FOR THEIR TECHNOLOGY AND RELIABILITY.

— Barry Cox, CEO and Co-Founder SkyRun

YAPSTONE’S APIs ARE VERY ROBUST AND EASY TO USE MAKING OUR INTEGRATION SIMPLE YET POWERFUL.

— Barry Cox, CEO and Co-Founder SkyRun
The Future of the Vacation Rental Industry

“With the growth of larger, national brands, individual property managers and smaller companies in the vacation rental industry are finding it harder to compete. But partnering with companies like SkyRun helps many property managers have the services of a national company, delivered at the local level. And with a partner like Yapstone, that cares about our business and our industry, we know we’ll always have access to the latest payment services to give property managers and guests a positive experience.”

- Barry Cox, CEO and Co-Founder SkyRun

Yapstone is a provider of online and mobile payment solutions for global marketplaces, software, and large vertical markets, powering electronic payments for sharing economy platforms, such as HomeAway® and VRBO®, software companies, such as Kigo®, and thousands of apartment and vacation rental companies, homeowners’ associations, self-storage companies, and many other markets.

www.yapstone.com