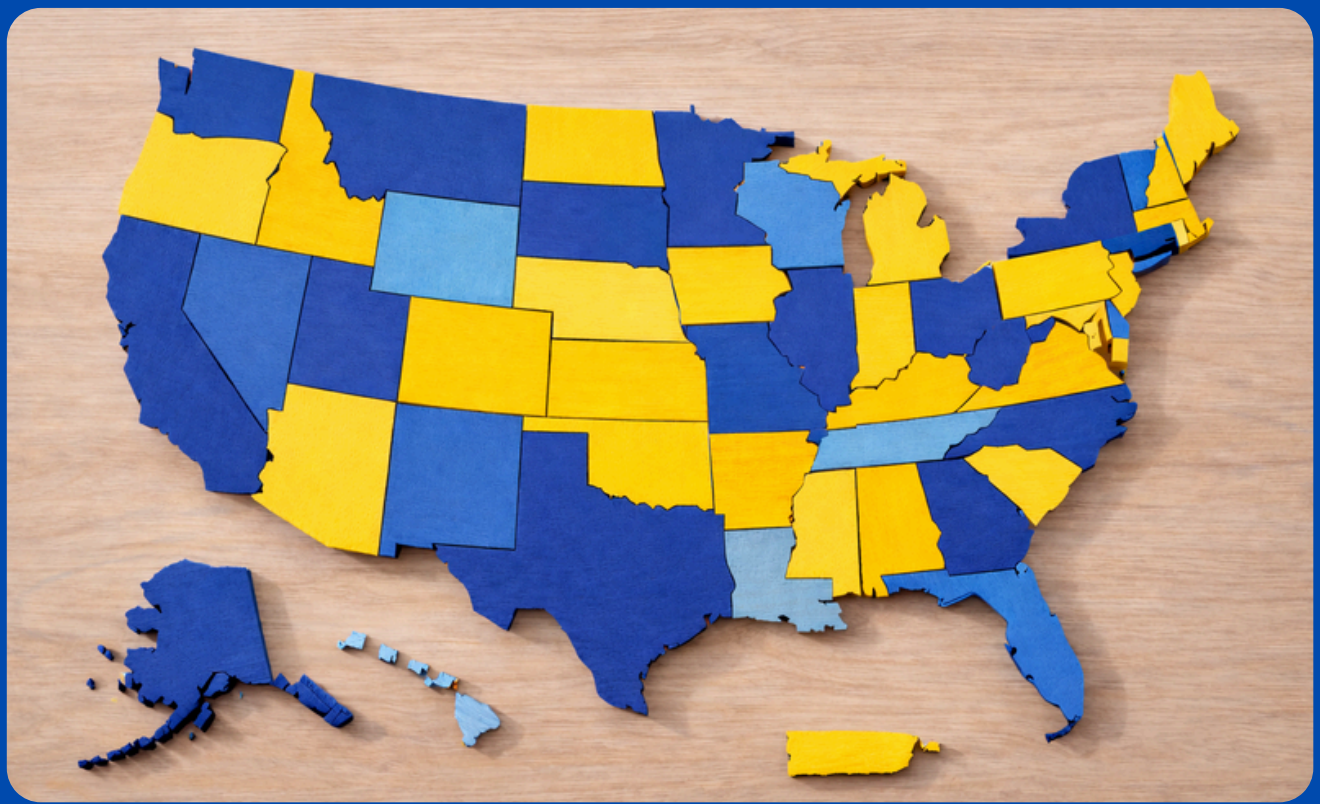
RIGHT TO RENT COLLABORATIVE

2025 Annual Report



Updated: February 10 | 2026

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RIGHT TO RENT COLLABORATIVE

Message from the Director

As the founding President and now first Executive Director of the Right to Rent Collaborative, I am proud to share why we launched this organization, what it is designed to do, and how we are already seeing results.

The Right to Rent Collaborative (R2RC) exists to fund and strengthen state and local short-term rental (STR) advocacy groups amid increasing regulatory complexity nationwide. Too often, local associations are expected to engage effectively with policymakers without the stable resources needed to do so. R2RC was created to help change that reality.

Through an efficient board-approved grant program, R2RC provides funding for associations to build real advocacy capacity–including staffing, legal readiness, and membership growth.

R2RC does not lobby or take policy positions. Instead, we support the people and organizations doing that work on the ground. Our funding helps new STR associations get organized, enables growing groups to professionalize and expand, and supports mature organizations in sustaining staff, lobbying, and legal efforts.

We define success not by the outcome of any single bill, but by the reach, strength, and stability of the industry's advocacy networks over time. As STR owners and property managers gain credible representation in every state, and members of an STR association are present in every community across the country, we will achieve our ultimate goal: accurate representation for the vacation rental industry.

None of this work would be possible without the commitment of the vacation rental community. We are deeply grateful to the owners, property managers, association leaders, vendors, and partners who have invested their time, resources, and trust in this effort. Collective participation by all industry stakeholders is what makes R2RC's vision possible.

Looking ahead, R2RC is well-positioned to build on this foundation. With transparent governance and reporting, strong partnerships, and growing participation, R2RC is primed to support a more coordinated and better-prepared community of advocates than has ever existed in our industry's history.



JULIE MARKS
R2RC Executive Director & Founding Board President

Mission

The Right to Rent Collaborative (R2RC) is dedicated to providing associations with the capital they need to advocate for policy solutions that strengthen the short-term rental industry.



Vision

A national network of 50 fully staffed, active statewide associations, working together to advance effective vacation rental advocacy.

RIGHT TO RENT COLLABORATIVE

2024-2025 REGISTERED INFORMATION

BUSINESS NAME: RIGHT TO RENT COLLABORATIVE, INC. ("R2RC")

MAILING ADDRESS: P.O. BOX 115, BOISE, ID 83701

EMAIL: HELLO@R2RCOLLABORATIVE.ORG

WEBSITE: WWW.R2RCOLLABORATIVE.ORG

FEDERAL TAX EIN: 99-4676879

TAX-EXEMPTION STATUS: 501(C)(6)-PENDING

Founding Board of Directors



JULIE MARKS

Founding President

VTSTRA



SCOTT LEGGAT

Founding Vice President

Inhabit



MARGOT SCHMORAK

Founding Secretary

Hostfully



AMBER KNIGHT

Founding Treasurer

BookingsCloud

RIGHT TO RENT COLLABORATIVE

Founding Advisory Committee



ALEX BLAND
Airbnb



NOAH STEWART
Expedia Group/Vrbo



NICK MASSEY
Proper Insurance



JOHN KAVEN
Maui Paradise Properties



KIMBERLY WHITE
HostGPO



CJ WILEY
Evolve



JOHN AN
TechTape

RIGHT TO RENT COLLABORATIVE

Financial Reporting

Reflects all revenue and expenses in fiscal year 2025.

TOTAL SUPPORT:

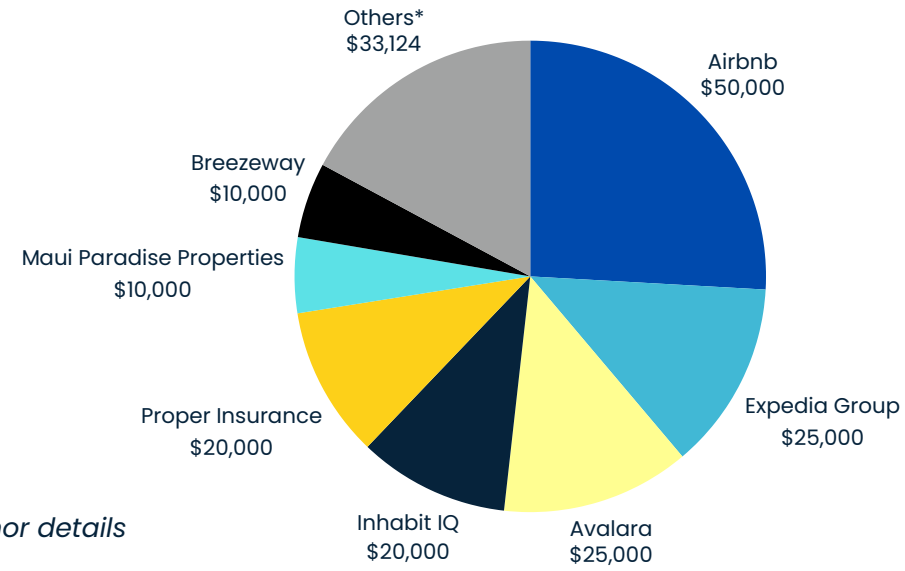
$193,124

R2RC received financial contributions from over 17 major donors in 2025 to support the organization's startup operations and mission fulfillment.

**Others: Refer to page 12 for donor details*

Contributions by Donor ($)

RECEIVED IN FY2025

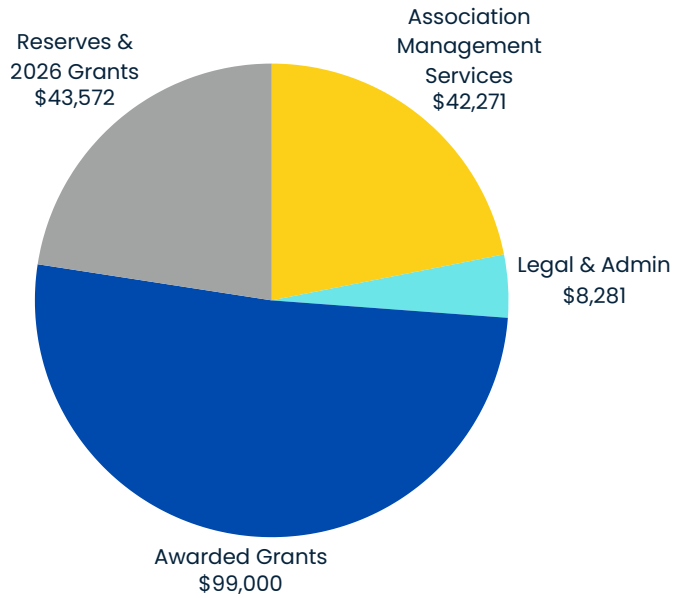


TOTAL SPEND:

$149,552

R2RC awarded $99,000 in grant funding, netting $43,572 for future reserves and grant funding in 2026. Association Management Services were provided by Rent Responsibly.

FY2025 Spend and Reserves by Category ($)





Year in Review

In its inaugural year, the Right to Rent Collaborative established a strong foundation in its governance, management, and procedures to enable efficient grant processes and predictable revenue streams for STR association into the future.

18 local and state short-term rental associations qualified for participation in R2RC in 2025, representing nearly 4,000 members nationwide.

Demand quickly exceeded 2025 funding capacity, with 21 grant applications submitted totaling **$649,187 in funding requests.**

Following a structured review and approval process, **R2RC awarded 9 grants across 8 associations**, directing resources where they could make immediate and meaningful impact.

> *With the help of the [R2RC] Growth Grant, we were able to take MNSTRA to the next level by designing a logo, brand, hiring an Executive Director, building out a website, payment processor, Slack channel, membership portal, and hosting our first Kick-Off Event via Zoom to boost membership, which had 145 registered attendees and speakers from both Airbnb and Vrbo. THANK YOU!"*



DAVID LEIDL
President
MINNESOTA SHORT-TERM RENTAL ASSOCIATION

2025 Grant Recipients

STATE GROUPS

- New Hampshire Vacation Rental Tourism Association - $8,000
- Texas Short-Term Rental Association - $10,000
- The Florida Alliance for Vacation Rentals - $30,000
- Washington Hosts Collaborative Alliance - $10,000
- Minnesota Short-Term Rental Association - $8,000

LOCAL GROUPS

- Poconos Association of Vacation Rental Owners - $20,000
- Dallas Short-Term Rental Alliance - $10,000
- Orem Short-Term Rental Alliance - $3,000

$99,000

Total funds granted to state and local associations advocating for the vacation rental industry.

Poconos VRO

"We've won over one of our most outspoken opponents... [and] we're working to form a statewide association in PA (PASTRA)!"



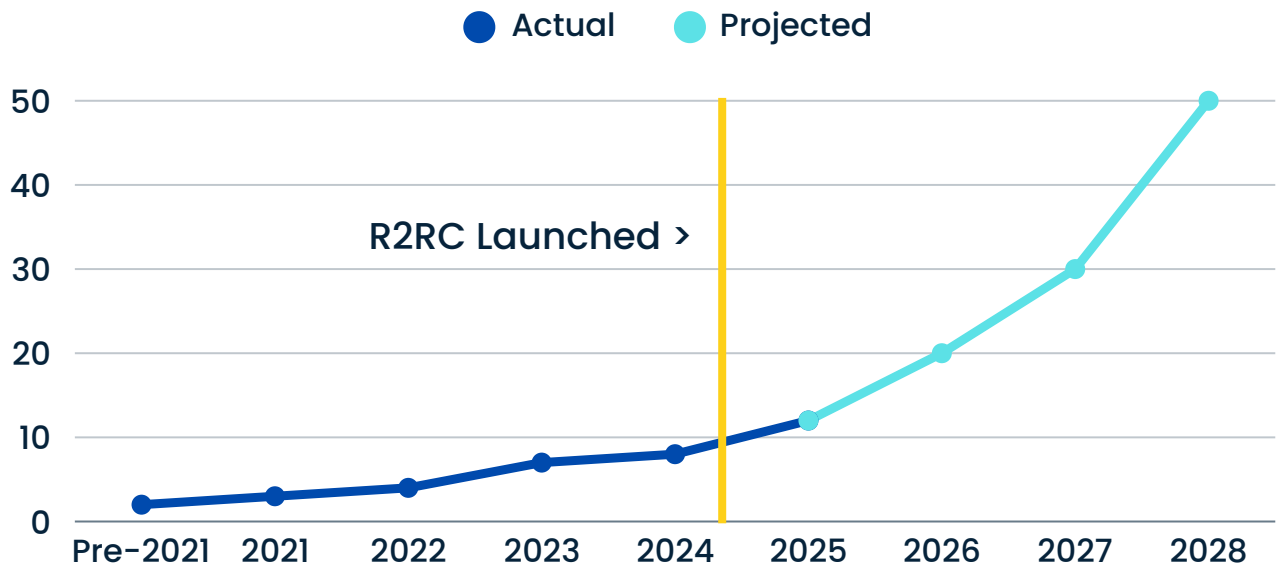
REBECCA GALLAGHER
Executive Director

POCONOS VRO

Association Outcomes

GROWTH IN ESTABLISHED STATE ASSOCIATIONS

Funded in part by R2RC



Source: As reported to R2RC by qualified association members.

57,696+

Number of STR listings represented by members of grant-awarded advocacy associations in 2025.

↑62%

Growth in the number of statewide STR associations from 2024 to 2025. Four new state associations formed in 2025 with R2RC funding.

↑6

Number of Executive Director positions filled in 2025 credited to R2RC funding.

RIGHT TO RENT COLLABORATIVE

R2R Program Development

SCALING A $2-PER-RESERVATION GIVING MODEL

In 2025, R2RC completed development of the core systems needed to support national participation in the Right to Rent Program (R2RP) — setting the stage for property managers (PM) enrollment at scale.

R2RP is a giving program for property managers that enables a $2-per-reservation donation to be collected and directed toward advocacy groups working to protect the right to rent.

Now, a streamlined enrollment flow allows PMs to support STR advocacy by simply connecting their property management software (PMS) and adding payment information.

Each month, R2RP will automatically generate invoices based on the number of completed reservations recorded in the PMS. Enrolling in auto-pay with a credit card further automates the process, unlocking an "easy button" for PMs to support advocacy efforts.

With this secure system in place, R2RC is prepared to onboard property managers at scale and convert routine reservations into sustained funding for R2RC-Qualified Associations.

PMS companies that completed activation in 2025

Hostfully OwnerRez hospitable

Launching in Spring 2026

Guesty TRACK A TravelNet Solution escapia

Enroll now at R2RCollaborative.org/Enroll

Donating Members

$50,000 & OVER

airbnb

$25,000 – $49,999

Vrbo

Avalara
Tax compliance done right

$10,000 – $24,999

- Inhabit IQ
- Proper Insurance
- Breezeway
- Maui Paradise Property Management

$5,000 – $9,999

- TechTape
- PriceLabs
- Evolve
- CanMonkey
- Truvi
- Raincatcher
- C2G Advisors
- Beyond

$1,000 – $4,999

- Boostly

$1 – $999

- HostGPO
- TechTape
- Laurel Hess
- Neolle DeBruhl
- Staci Lamb

RIGHT TO RENT COLLABORATIVE

Member Associations

- Dallas Short-Term Rental Alliance
- Florida Alliance for Vacation Rentals
- Hawai'i Mid and Short-Term Rental Alliance
- Hocking Hills Lodging Owners Association
- Idaho Vacation Rental Association
- Minnesota Short-Term Rental Association
- Missouri Vacation Home Alliance
- New Mexico Short-Term Rental Association
- Newport Beach Short-Term Rental Alliance
- New Hampshire Vacation Rental & Tourism Association
- Orem Short-Term Rental Alliance
- Poconos Vacation Rental Owners
- Texas Short-Term Rental Association
- Vacation Rental Professionals of Maine
- Vermont Short-Term Rental Alliance
- Viva Puerto Rico Short-Term Rental Alliance
- Washington Hosts Collaborative Alliance

In-Kind & PMS Donors

ZPoint by RENTALZ

BookingsCloud

OwnerRez

Hostfully

hospitable

Guesty

BAREFOOT TECHNOLOGIES CORPORATION

escapia

TRACK A TravelNet Solution

RIGHT TO RENT COLLABORATIVE

Get Involved!

EMAIL

hello@r2rcollaborative.org

WEBSITE

r2rcollaborative.org

LINKEDIN

linkedin.com/company/right-to-rent-collaborative

INSTAGRAM

@r2rcollaborative

