**Why We Created SafelyStay**

A few years ago, Stuart and Andrew Bate were visiting a family friend in Wilmington, NC, at this friend's vacation home. Wilmington is a popular tourist destination on the North Carolina coast, and the home was a lovely place to stay. Naturally, the topic of how much time their friend stayed at his vacation home arose. That's when the twinkling in Andrew's eye began what has become known as SafelyStay.

It turns out that this friend of Andrew and Stuart's spent maybe 1 or 2 weeks each year at his "vacation home", and he spent most of that time working on the home to keep it maintained and everything working properly. So, "vacation" was not really an accurate description of this home.

That's when the next logical question arose: "So why don't you rent it out?" That's when the need for a solution in the sharing economy started to form. There were four very solid reasons why this friend did not want to rent out his "vacation" home by the week.

1. He was too busy to manage it.
2. He was uncomfortable with strangers sleeping in his beds.
3. It takes time (9 hrs/wk average) to arrange each rental.
4. It takes time to "manage the stay", including cleaning & repairs afterwards.

Their friend never rented, and eventually sold his so-called vacation home. But that weekend in Wilmington, North Carolina gave Andrew Bate, SafelyStay's Founder & CEO, all the reason he needed to solve a problem in the middle of the rapidly growing home sharing space.

Three of the four reasons that Andrew's friend would not rent his vacation home by the week boiled down to trust, and more specifically, the time it takes to create trust between a vacation home owner and a vacation home renter. According to industry leader HomeAway, each rental transaction takes an average of six "touches" between the owner and the renter, which takes an average of 9 days.

SafelyStay was created with the goal of changing that nine days into the same time it takes to book a hotel room.

**Calls to action:**
- Vacation Home Owner? Learn how you can verify your renters before they rent.
- Vacation Home Renter? See how easy it is to make sure you're getting what you pay for.