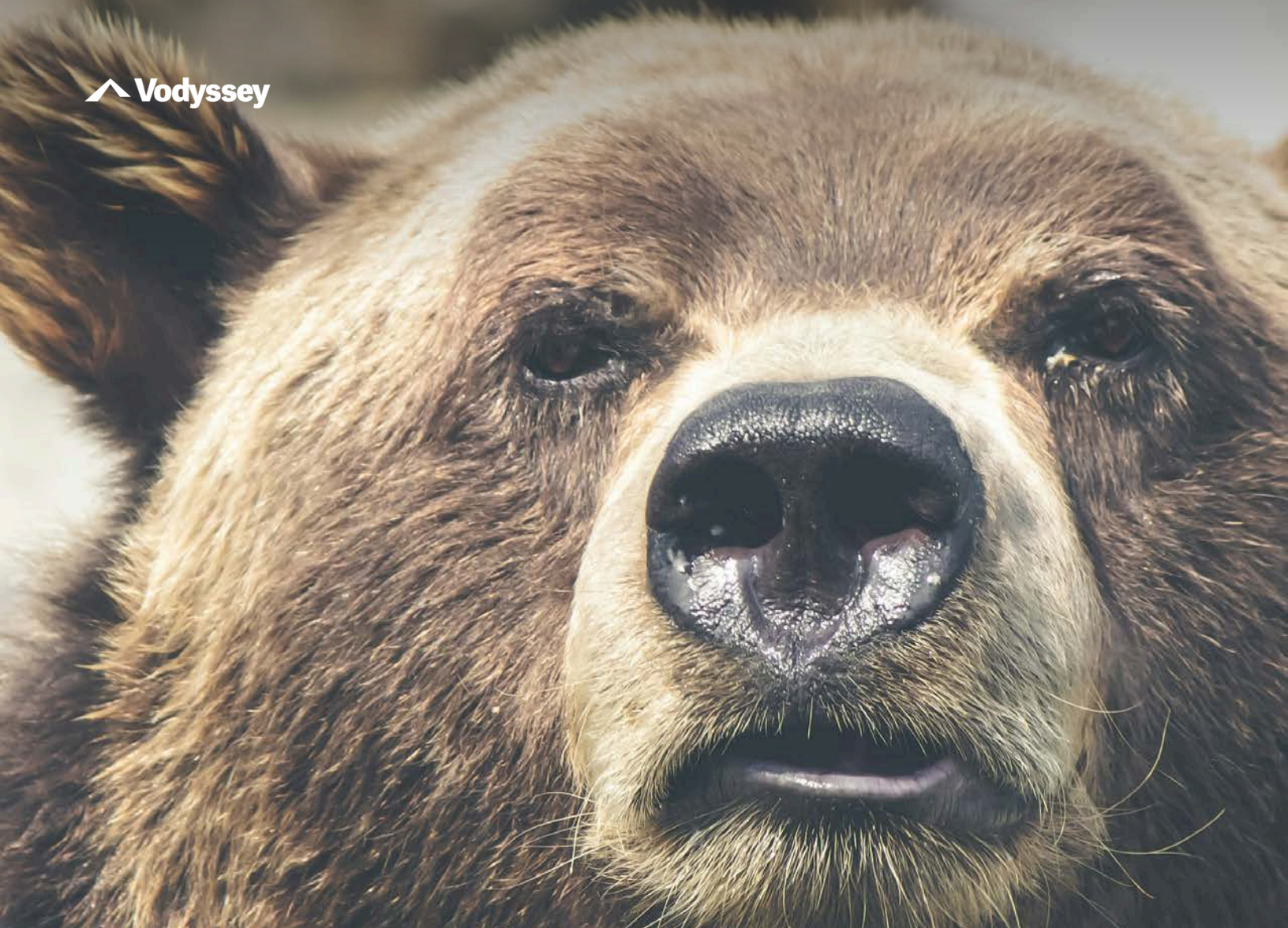




A FREE REPORT

The Grizzly Method

How to build lifestyle and financial freedom investing in vacation homes regardless of property prices, interest rates, or market saturation.

A Free Report by Shawn Moore, Founder and CEO

COPYRIGHT 2026 VODYSSEY. ALL RIGHTS RESERVED

WE EXIST FOR EDUCATIONAL PURPOSES ONLY, AND THE MATERIALS AND INFORMATION CONTAINED HEREIN AND IN OUR PRODUCTS AND SERVICES ARE FOR GENERAL INFORMATIONAL PURPOSES ONLY. NONE OF THE INFORMATION PROVIDED BY US IS INTENDED AS INVESTMENT, TAX, ACCOUNTING OR LEGAL ADVICE, AS AN OFFER OR SOLICITATION OF AN OFFER TO BUY OR SELL, OR AS AN ENDORSEMENT, RECOMMENDATION OR SPONSORSHIP OF ANY VODYSSEY SECURITY, OR FUND. OUR INFORMATION SHOULD NOT BE RELIED UPON FOR PURPOSES OF TRANSACTING IN SECURITIES OR OTHER INVESTMENTS.



REPORT DISCLOSURES

Disclaimer

Disclaimer: The contents of this report are for educational and informational purposes only and are not to be construed as legal, tax, or financial advice. Any financial results referenced herein should not be considered typical; success depends on a multitude of factors. Use caution and always consult licensed professionals for any tax, legal, or investment advice. All results achieved by our members are their results alone, achieved by their own individual effort and made easier by our help. Investing in education, training, and coaching is an excellent investment for individuals who are willing to implement it and persist until they achieve the results they desire; it is not intended as a substitute for individual effort, decision-making, and due diligence.



THE MINDSET

Grizzlies, Cowboys, & Your Future

Maybe you're as fed up as I am with politicians, corporations, our failing institutions, and the general decline of our economy and culture.

If you've reached the conclusions I have, you know that no one is coming to save you, and if your family is going to have a great future, it's up to you.

We could learn a lot from the old Cowboy ways. Maybe you'd like to see a return to old school ideas like personal responsibility, hard work, and character. In my life, I've learned that it is precisely these things that build the foundation for a life you don't need to take a vacation from.

To succeed in this economy, you need to put your money to work in assets you can control. More than that, you need unfair advantages to make sure you can get excellent results. I'm just a cowboy from the mountains of Utah, but I've found a proven way to build lifestyle & financial freedom investing in lifestyle assets—a specific type of vacation home—and I call the unfair advantages we use to do it successfully the Grizzly Method.

No one is coming to save you, and if your family is going to have a great future, it's up to you.



THE GAME

Understanding The Short-Term Rental Game

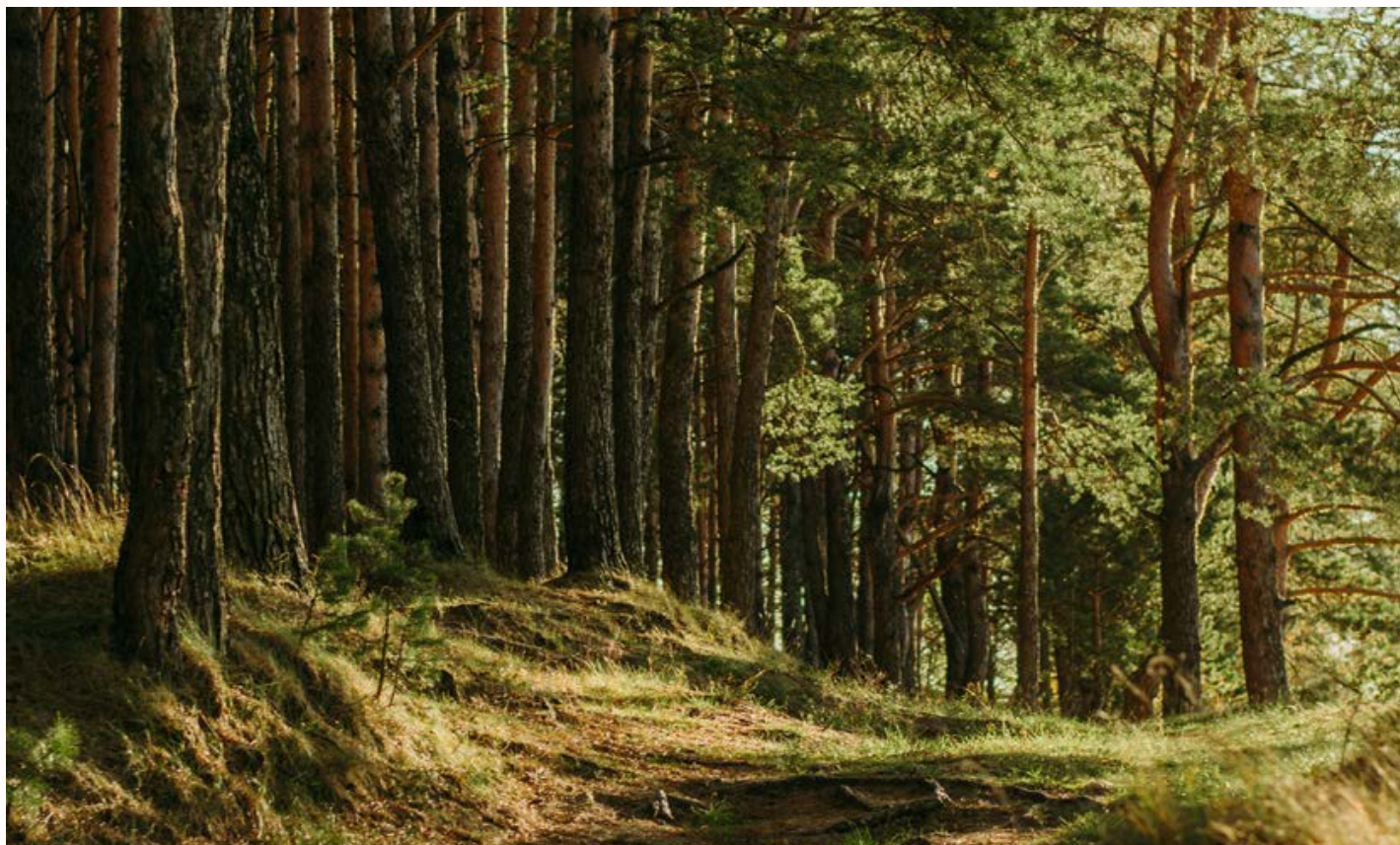
Airbnb and the Short Term Rental Industry has taken the hospitality world by storm.

What started out as a cool way to meet people who wanted to sleep on your couch in the city has turned into the preferred method of experiencing travel like a local, leaving hotels limping behind.

Since then we've seen governments, booking sites, investment funds, guests, property managers, and owners all shift as the market has continued to evolve. There has always been a tremendous opportunity in this industry—but many have failed to see it fully, focusing instead on a particular current trend or riding a short-term wave.

Most have simply watched in wonder, never jumping into the game precisely because they recognize they don't understand it fully and don't want to be one of the trend-jumpers. If that is you, you need to read this report very carefully, because if you can understand the game, you can win.

- Airbnb and the Short Term Rental Industry has taken the hospitality world by storm.



THE BIG PICTURE

See The Forest From The Trees

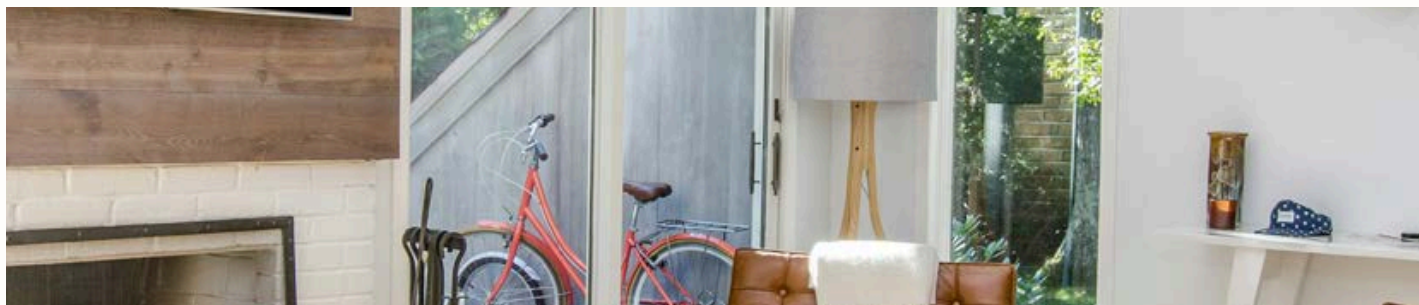
Is the short term rental asset class past its golden age?

Have you missed out and now it's not worth getting into? Is a decline happening right now or is one on its way? Has this golden-child investment class gotten too saturated?

The answer is no.

As an asset class, short term rentals are here to stay. They have many tremendous advantages over every other real estate asset class that make them so powerful that I have shifted the majority of my portfolio to this class, and I am acquiring more now than ever. If you love travel, making memories with your family, owning quality assets, being on the “fun” end of real estate instead of the “work” side, and being able to achieve your goals faster—than short term rentals might be the right asset class for you too. Even if most of your investments are elsewhere, everyone who can should acquire at least one Lifestyle Asset. But you can't just go get one—you need to give yourself unfair advantages to make that acquisition the most effective it can be for you.

- **If you love travel, making memories with your family, owning quality assets, being on the “fun” end of real estate instead of the “work” side, and being able to achieve your goals faster—than short term rentals might be the right asset class for you too.**



THE METHOD

Why The Grizzly Always Eats

A ripe, abundant, diverse market is a good thing. A growing industry is a growing industry. People continue to prefer to spend more of their money staying in vacation homes.

In a western forest ecosystem, the Grizzly bear eats—in hard times, and in good times. The Grizzly isn't worried about if the birds have enough seeds to eat, or if there are too many snakes this season. He eats more in high season, and eats less in low season, but he gets plenty of calories. In an up or a down year or season, the Grizzly eats, and here is precisely why—because he has unfair advantages that make it certain. The Grizzly doesn't guess where his next meal will come from. He decides. Then he walks into that part of the field and he gets what is his.

If you can give yourself unfair advantages in each of the three phases of vacation home ownership—Acquisition, Setup & Management, and Marketing, you can decide what you want and go get it too. Acquiring these unfair advantages for yourself while you're growing a Lifestyle Asset portfolio is what I like to call The Grizzly Method.

First, let's get a few things clearly defined.

Freedom Vehicle

The type of asset or assets you choose to invest in that creates the liquid, tax-advantaged, accessible passive income that will enable your lifestyle & financial freedom. If a particular asset does not offer liquid, tax-advantaged, accessible passive income, it is not a freedom vehicle—it is only a long-term traditional retirement investment vehicle, or worse.

Lifestyle Asset

Short Term Rental Vacation Homes that meet the 3 P's: Passive, Profitable, and Personal Use. Passive = professionally managed by someone other than you, Profitable = they pay for themselves and then some - you gain a positive return in cashflow, net worth, appreciation, or tax advantage, depending on how you'd like to capture the return, and Personal Use = you can use these properties personally, and doing so or at least having the option adds to your lifestyle freedom now.

Lifestyle Asset Portfolio

The collection of Lifestyle Assets you own that enable your financial and lifestyle freedom on an annual basis. Each portfolio and how the returns are used looks different depending on each investor's personal goals, current age and circumstances, and current lifestyle and financial goals. Most lifestyle and financial freedom goals can be reached by as few as 3-5 properties for most investors. The same portfolio may be used over several years to build net worth and equity, to shelter a high active income against excessive tax liability, or to cash flow a certain lifestyle, all depending on the goals and current phase of the investment life cycle of the investor.

- **If a particular asset does not offer liquid, tax-advantaged, accessible passive income, it is not a freedom vehicle—it is only a long-term traditional retirement investment vehicle, or worse.**



THE DEFINITIONS

Freedom, Defined

Financial Freedom

Your liquid, tax-advantaged, accessible passive income exceeds your total monthly expenses, you do not need to work again, and you may choose to engage with the economic marketplace on your own terms forevermore.

Lifestyle Freedom

Money is no longer the reason you say yes or no to anything. You are free to make a majority of your lifestyle decisions based on other considerations and personal values, rather than primarily based on economic realities.

Unfair Advantage

A strategy, tool, resource, privilege, or other mechanism that allows you to do something that most other people cannot, offering you the ability to get results most others cannot.

■ If you do not want to accept the pros and the cons of this asset class, you should not invest.



BEFORE YOU BEGIN

A Word of Warning

Before you get serious about using the Grizzly Method to pursue your own lifestyle and financial freedom, it's important you fully understand this asset class.

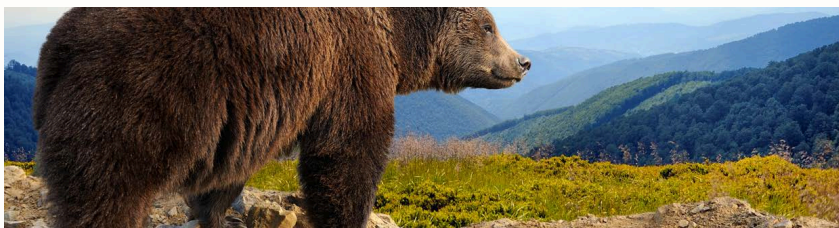
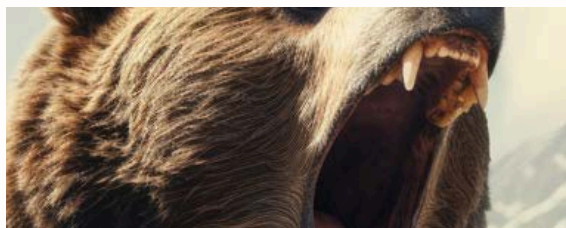
Lifestyle Asset Investing is a long-term strategy. If you do not want to accept the pros and the cons of this asset class, you should not invest. I cover those pros and cons in this report, [The Pros, The Cons, The Opportunity of Lifestyle Asset Investing](#).

If you have not yet defined your financial freedom number, gotten clear on the kind of lifestyle you are committed to creating for yourself and your family, or chosen carefully your freedom vehicle(s), then the information in this report will be interesting but ultimately irrelevant to you, or at least premature.

Likewise, if you understand this asset class, would like to enjoy the benefits of it, but are not committed to actually following through and taking action to implement these strategies and build a Lifestyle Asset Portfolio, then the information below will ultimately be a waste of time for you.

If you have a need for clarity, direction, or would like our help in closing any gaps between you and your successful building of a Lifestyle Asset Portfolio, we'd be happy to have a free one-on-one strategy session with you to show you exactly how we can help you. To be clear—if you are serious about building financial freedom in the next 5 years investing in Lifestyle Assets, we can absolutely help you do it. If you are unclear, we can help you get clear. [Book your free one-on-one strategy session with our team, here.](#)

- **If you are serious about building financial freedom in the next 5 years investing in Lifestyle Assets, we can absolutely help you do it.**



THE ADVANTAGES

Why The Grizzly Never Worries

As explained above, the Grizzly eats. He never worries, because in a big, abundant, ripe market, he eats a lot, and in a lean, cold, depressed market, he still eats enough.

The reason for this is unfair advantages. At Vodyyssey we offer specific unfair advantages to those seeking to build a Lifestyle Asset portfolio or purchase a single Lifestyle Asset. These unfair advantages are broken down into the 3 distinct phases of vacation rental ownership below.

Acquisition

The acquisition phase refers to all of the activities that occur before you close on a property. When in the Acquisition phase, your success will depend on your understanding of the market and property analysis, your clarity and vision when it comes to your goals, and your ability to find the kind of property deals that would allow you to easily reach those goals. Essentially, your access to skills, tools, or other advantages to understand the market, to get clarity on your goals and what is possible, and to find, analyze, & successfully acquire assets determine your success in this phase.

Most people get stuck in this phase because they do not have the unfair advantages necessary to successfully know how well a property could do in a specific market, and thus know how much they can offer to purchase the property for and win.

At Vodyyssey, we have the tools and training to show you how to find every single number that should factor into a purchase decision. Your property, market, and revenue analysis should get your actual earnings within 3% of your projections. This is because we can analyze a market fully, understanding how much is being spent in the market as a whole, on what segments, what the nightly rates and occupancy curves look like, who's coming from where, and more.

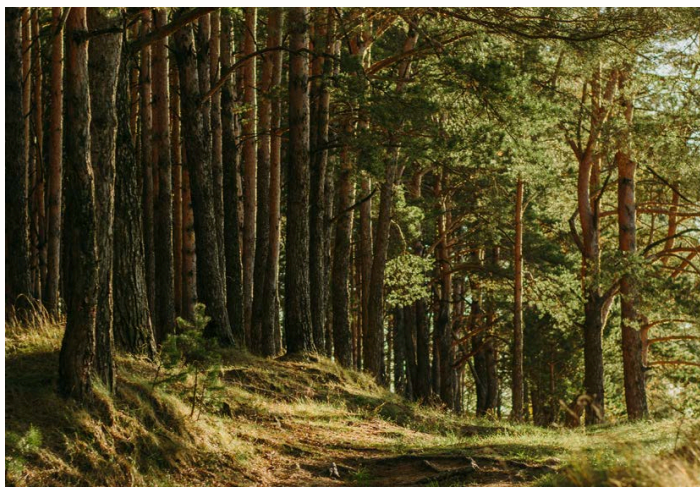
While acquisition is just one piece of the puzzle and it is not all that is required for success, it is very difficult to succeed in building a lifestyle asset portfolio if you screw up Acquisition. Because so many people come to us having already purchased a property or while under contract, we decided to share our complete proven training and acquisition tools for just \$97 so you can master property analysis before you pull the trigger on a property. [Get my full acquisition training, pro-forma spreadsheet, and tools for just \\$97 here.](#)

Setup & Management

The Setup & Management phase refers to all of the activities that occur between closing on the property and successfully having the property live, performing, and with your first 15 5 star reviews. There are many things that can go wrong in this phase, most of which occur because of failures in the Acquisition process or in failing to budget correctly get to the finish line. If you don't know who your target customer is, why they're visiting the area, and what they're looking for in a place to stay, then you will not be able to get into the top 20% of your market quickly.

At Vodyyssey, we have a host of unfair advantages in this phase, including the world's best short term rental designers, furniture wholesalers, listing optimization experts, and short term rental specific photographers. We also have a unique framework and nation-wide network for finding and building a great working relationship with top property managers, who will be a crucial piece of actually delivering the guest experience you're advertising.

- **At Vodyyssey we offer specific unfair advantages to those seeking to build a Lifestyle Asset portfolio or purchase a single Lifestyle Asset.**



THE ADVANTAGES, CONTINUED

Setup, Management & Marketing

Most current owners who are not experiencing the returns they're looking for are making some of the major mistakes our unfair advantages at Vodyyssey fix. Implementing just some of these fixes have been responsible for major turnarounds for current property owners, such as capturing over \$30k in bookings in just days after implementing some of the fixes. If you are looking to better understand some of the mistakes being made and how to avoid or fix them and get your property into the top 20% of your market, read my free report, [The 5 Mistakes You're Probably Making with Your Vacation Rental here](#).

Marketing

The Marketing phase refers to all of the activities you can do that increase your property's exposure and demand in the marketplace after you are already a successful property on the OTA sites like Airbnb and VRBO. In this phase, we focus on long-term moves that give us more control over the exposure to and demand for our property that guests have. Once your property is performing according to your property analysis, is in the Top 20% of your market, and is well-established on the OTA sites, you can use Vodyyssey's unfair advantages to increase bookings and increase the control you have over your business.

Most owners are simply at the mercy of the OTA sites. When their search algorithm changes, the market changes, or they raise prices, the owner has no options. At Vodyyssey, we give our members access to software that allows them to build their own marketing site funnel, do their own advertising, and build a list of interested potential and repeat guests who have a relationship with their brand. This gives the owner tremendous flexibility and control to email their list when a cancellation occurs, to increase exposure and excitement about the property, and to offer value to potential guests about the area, long before they choose to book. In the long run, this allows you to never have to rely on the OTA sites again, and gives you a book of business you can potentially sell with your property if you ever choose to sell it.

The unfair advantages we utilize at Vodyyssey offer our members the ability to spend on paid advertising and get a positive net return back on their ad spend, making growing their guest list and increasing demand a scalable, predictable process that gives them control and allows them to accelerate the success of their portfolio.

To learn more about our unfair advantages in the Marketing phase, read my book ["What the Hell is a Lifestyle Asset Anyway: How to Build Lifestyle & Financial Freedom Investing in Vacation Homes" for FREE here](#).

- At Vodyyssey, we give our members access to software that allows them to build their own marketing site funnel, do their own advertising, and build a list of interested potential and repeat guests who have a relationship with their brand.



THE MARKET

Why The Market Conditions Are Irrelevant

When you know all of the variables, you can win this game regardless of in what stage of the market cycle you enter.

In the forest, it is the smaller, weaker animals that have to feed opportunistically. They don't have the unfair advantages the Grizzly does. We make money in up markets. We make money in down markets. Regardless, no matter what, our properties get paid off with other people's money in the form of rental income. We don't bite off more than we can chew, and we ensure we are prepared for all possibilities. When you do this, you can win in every scenario.

While most people think now is a "bad" time to buy because property prices are "higher" and interest rates are "high" (all of these are completely relative terms), we enjoy better buying environments with less competition. If we can purchase a property that will perform based on the numbers (rental income is greater than or equal to all property expenses), then we purchase, regardless of the interest rate or property price. We don't care what is "high or low", we care if we can make money. It wouldn't matter if interest rates were at 2%—if I can't cashflow the property because the rental demand doesn't support it, I won't buy it. Likewise, if a property cashflows at 7% interest rates and a "high" price per square foot, I'll buy it. If the rates come down later I'll refinance, but I don't wait for a "deal". The deal is getting into a profitable property and getting time on my side, because it is over time that my properties appreciate and get paid off by rental income.

If you aren't serious about understanding all the variables, do not invest in this asset class. If you are serious about being in this asset class for the long-term, you must master the variables and then commit to the process. Doing so can create true lifestyle and financial freedom for you often in as few as 3-5 years, purchasing just 2-3 properties in that time, and often with the same capital, allowing you to parlay your progress into the next property until you have a portfolio that is able to reach your goals.

- In the forest, it is the smaller, weaker animals that have to feed opportunistically. They don't have the unfair advantages the Grizzly does.



THE NEXT STEP

Just One Lifestyle Asset Can Change Your Life

When you know how to win with this asset class, just one Lifestyle Asset can change your life.

Ask yourself which of your major monthly bills you'd pay off first with the passive income from a Lifestyle Asset, and you can see what it's like to build financial freedom in real time. 78% of the people who join us at Vodyyssey acquire their first profitable Lifestyle Asset in their first 6 months. There is no piece of the puzzle missing, and the tools, resources, and unfair advantages are available and ready for you to use.

If you are serious about understanding this game and finding your first (or next) profitable Lifestyle Asset, getting it properly analyzed, set up, managed, and marketed to where it's performing for you quickly, and having our team, unfair advantages, and expert guidance to look over your shoulder every step of the way, then book a call to learn more about our 6 month ambassador program. This new program allows you the chance to take an accelerated path to your Lifestyle Asset goals, get ALL of the help, assistance, and resources we offer, and reach your goal in 6 months or less.

■ **Book a call to learn about our 6 month ambassador program.**

Book A Call With Our Team Here.

Book A Call →



OWN YOUR DREAM

COPYRIGHT 2026 VODYSSEY. ALL RIGHTS RESERVED

WE EXIST FOR EDUCATIONAL PURPOSES ONLY, AND THE MATERIALS AND INFORMATION CONTAINED HEREIN AND IN OUR PRODUCTS AND SERVICES ARE FOR GENERAL INFORMATIONAL PURPOSES ONLY. NONE OF THE INFORMATION PROVIDED BY US IS INTENDED AS INVESTMENT, TAX, ACCOUNTING OR LEGAL ADVICE, AS AN OFFER OR SOLICITATION OF AN OFFER TO BUY OR SELL, OR AS AN ENDORSEMENT, RECOMMENDATION OR SPONSORSHIP OF ANY VODYSSEY SECURITY, OR FUND. OUR INFORMATION SHOULD NOT BE RELIED UPON FOR PURPOSES OF TRANSACTING IN SECURITIES OR OTHER INVESTMENTS.