

# SOCIAL LIFE

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HOME

## BRYAN FEDNER AND STAYMARQUIS REVOLUTIONIZING THE HOME RENTAL INDUSTRY

BY EMILY KATE FASSBERG



Alex Goldstein, Bryan Fedner



Bryan Fedner and Alex Goldstein are remarkable entrepreneurs known for their exceptional vision and relentless drive, which have propelled them to establish and successfully grow StayMarquis. Through their strategic thinking and innovative approach, Bryan and Alex have revolutionized the home rental industry, leaving an indelible mark as two inspiring entrepreneurs who consistently push boundaries and achieve remarkable success. StayMarquis was born out of a disappointing vacation rental experience in 2008 when the founders, Bryan and Alex, rented a Hamptons home that fell short of its advertised allure. Determined to prevent others from facing similar letdowns, they embarked on a mission to revolutionize the industry. The early stages of the company were not without challenges. StayMarquis overcame obstacles and established itself as a trusted rental platform. They played a pivotal role in legitimizing the vacation rental industry in the Hamptons, offering more than just a booking platform by ensuring guests' vacations went as planned with comprehensive rental management and property services.

**What inspired you to co-found StayMarquis, and what were the key challenges you faced during the early stages of the company?**

The concept for StayMarquis all started in 2008 when Alex and I rented a Hamptons home sight unseen through Craigslist that showed a picturesque property with seven bedrooms, pool and a tennis court. Upon our arrival, we were disappointed to find that the property only had three bedrooms, the pool was closed, and a tennis court didn't actually exist. After living through that experience which ruined a vacation for a dozen people, we vowed to never let that happen again to anyone.

At first, there were many homeowners and local real estate agents who questioned and discredited our service. Educating everyone on the new way people were renting properties was the greatest challenge that we had to overcome. And overtime we did, and those original naysayers now refer business to our rental platform. It's really come full circle.



boxers to get it. It was a wet rest of the day for him, but the guest was happy. From that day forward, all of our property managers carry bathing suits in their car.

**How do you ensure that StayMarquis stays ahead of the competition and continues to provide exceptional services in the ever-evolving vacation rental market?**

Continual reinvestment into our technology and personnel. I'll be the first to admit that we are not perfect, but our technology is the most sophisticated in the industry, bar none. Our people are the most dedicated, hardworking, honest and thoughtful people in the market, bar none. We live to service our clients — both owners and guests. It takes constant reinvention and gathering open and honest feedback from our clients that allow us to drive forward and in the right direction.

**How has StayMarquis contributed to the growth and development of the vacation rental industry in the Hamptons?**

We legitimized the vacation rental industry in the Hamptons during a time when Airbnb and VRBO completely upended the industry in the Hamptons by changing the way guests searched for and booked properties, but they are marketplaces that simply connected guests and homeowners. Our service does so much more. We are the ones that actually make sure guests' vacations go as planned, bringing the "hospitality to the home," while providing a full suite of rental management and property management services to owners so they can be as involved or uninvolved as they like. Our boots-on-the-ground team fully vets and prepares each property, and generally ensures seamless rental execution for the benefit of both guest and owner.

**Can you share any memorable or interesting stories from your career in the vacation rental management industry in the Hamptons?**

One day I'll write a book with all the crazy stories and requests that we've received over the years, but one story that I will always remember is one that speaks to the dedication of our team. It was a windy day in May and one of our property managers was at a property preparing it for a guest that was to check-in within the hour. While he was walking around the property, he saw the wind had blown a large beach umbrella into the pool. After the attempt to fetch it with a skimmer was unsuccessful and being that he did not have a bathing suit, he decided to jump into the pool in his

**What are your plans and goals for StayMarquis in terms of expansion or diversification of services?**

We've carved out a nice niche for ourselves helping people buy, renovate, rent and manage vacation homes. Given the platform we built, proprietary technology, operational expertise, brand value, and our proven unique ability to monetize a niche real estate asset class, we have a tremendous opportunity to further expand our core rental and management business, grow our brokerage business where we represent buyers, and other ancillary services and verticals, which I'll save for another day.

**StayMarquis**  
[staymarquis.com](https://staymarquis.com)



Link to Coverage: <https://bit.ly/3D1dTab>

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