

StayMarquis Launches AI Tool To Personalize The Luxury Vacation Rental Experience

As increasingly more luxury travelers anticipate deeper personalization in their stays, one company is redefining the playbook on how guests find their ultimate home away from home. **StayMarquis**, a high-end vacation rental management company with an upscale portfolio across the Hamptons, North Fork, and Hudson Valley, has recently rolled out a resource that tailors property recommendations to a renter's unique design aesthetic.

The new application — known as the *Aesthetic Profile* — uses artificial intelligence to examine a renter's sense of design in the moment. The process begins by visitors interacting with a group of home pictures, which allows them to “like” or “dislike” specific kitchen designs, bedroom pieces, exterior areas, and the like. Underpinning these inputs, the system returns a tailored shortlist of homes fitting the renter's taste, significantly cutting the time spent browsing hundreds of listings.

With summer bookings already in full swing, the launch of the tool couldn't come at a better time. According to StayMarquis, the technology not only aims to improve user experience but also sets a new benchmark for how luxury rentals are discovered, selected, and communicated. The platform is also multiplied through multi-channel interaction — renters can receive personalized, hand-vetted recommendations through email or social media, all driven by their design sensibilities.

This launch is the culmination of more than a decade of success for StayMarquis, which has blended real estate acumen, data-driven management, and white-glove service to become a leader in the luxury vacation rental market. With almost 700 homes in its management portfolio, the company is expanding further, increasing its footprint across the best getaway spots within a five-hour drive of New York City and Boston.

Co-CEOs and close childhood friends, Alex Goldstein and Bryan Fedner, created StayMarquis. Goldstein brings an entrepreneurship and hospitality background, having built several companies in the student travel and vacation rental spaces. Fedner provides depth to that background with finance, real estate, and venture capital experience, along with a travel enthusiasm that's taken him to over 30 countries.

Their business gives homeowners professional management, dynamic pricing, and marketing strategies, and visitors access to a carefully curated set of luxury homes, concierge-level service, and now, a personalized booking experience.

The company's application of AI to simplify the booking process is designed to address one of the vacation rental industry's long-standing challenges: too many options and too few personalizations. Through the *Aesthetic Profile*, StayMarquis seeks to eliminate the feeling of information overload that often results from repeated rental searches and replace it with an easy, quick, and tailored process.

For StayMarquis, the technology is not just a hardware innovation — it's a strategy for remaining at the forefront of a continually growing need for personalization, simplicity, and intelligent design.

For exploring the new tech or starting a specially designed search for rental space, visit staymarquis.com/aesthetic-profile.

