



Cori Lee

FOUNDER & CEO, STAY SYNTHESIS

The operator behind the operation.
Every dollar. Every system. Every stay.

Cori Lee has spent her career on the side of vacation rentals most people never see: the operational and financial machinery that determines whether a property performs or merely rents. Before founding Stay Synthesis, she built Trust Synthesis, a specialized trust management firm serving short-term rental management companies nationwide, and before that she ran operations inside vacation rental management itself. She has managed other people's money, other people's systems, and other people's properties. Most operators know one of those disciplines. Cori has run all three.

That range matters because vacation rental operations fail in the back office long before they fail at the front door. A manager who does not understand trust accounting bleeds owner confidence with every statement. An operator who does not understand the technology stack drowns in manual work and bad data. A revenue strategy built on unreliable books is a guess wearing a spreadsheet. Cori built her reputation repairing exactly these failures. Management companies across the country brought her in to untangle years of accounting mistakes, rebuild financial processes from the ground up, and implement the software platforms the industry runs on. The discipline runs end to end: how the money moves, how the systems talk, how the operation runs, and how the owner sees all of it.

How the money moves. Cori is one of the industry's recognized authorities on trust accounting, the fiduciary discipline of holding, managing, and distributing owner and guest funds. At Stay Synthesis, every owner statement is built on that standard. Owners see exactly what we see, because the books are built to be seen.

How the systems talk. Cori has personally implemented and integrated the property management, accounting, and operations platforms that run modern vacation rental companies. Stay Synthesis operates on a technology stack she assembled herself, with data flowing from booking to bank statement without a manual gap.

How the operation runs. Cori's foundation is field operations: reservations, guest issues, turnovers, maintenance escalations, and owner relations inside working management companies. She has kept properties full through downturns and kept owners informed through everything. The operating playbook at Stay Synthesis is hers.

How the team performs. Through Trust Synthesis, Cori built and leads a distributed team of specialists serving management companies across the country, and she has coached executives and trained senior managers inside her clients' operations. She builds accountable teams the same way she builds accountable books.

That combination matters directly at Stay Synthesis. A purpose-built home arrives with its performance engineered in by the Purpose Built framework of Steve Trover. Whether that performance reaches the owner's statement depends entirely on the operator. Cori's role is that second half of the equation: running the “software” at the level the “hardware” was designed for, with financial integrity that institutional owners can underwrite.

Every home Stay Synthesis operates carries that same standard: each dollar from booking to distribution is handled by someone who has already seen where operations break, and built her career fixing them. The asset is designed to perform. The operation makes sure it does.