New Book 'Owners Are Not Inventory' Charts an Owner-First Network for the Short-Term Rental Economy

James H. McRaney's Founder's Edition argues the people who create a market's value are not its inventory.



"Owners Are Not Inventory: Building an Owner-First Network in the Age of AI" by James H. McRaney (Pearl River Publishing). The Founder's Edition is free to read at theastro.org/book.

PICAYUNE, MS, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- When technology companies talk about a market, they tend to flatten it into supply, inventory, units, and conversion. Homes become rows and owners become acquisition targets. A new book argues that the people who create a market's value are not its inventory — and never were.

"Owners Are Not Inventory: Building an Owner-First Network in the Age of AI," by James H. McRaney (Pearl River Publishing), is available now. The Founder's Edition is free to read at https://theASTRO.org/book and is also available on Amazon.

> In a world where it seems like everything has been done, ASTRO proves that simply isn't true...a huge advancement in how short-term rental owners monetize their properties."
>
> *Dean Cacioppo*

The book traces the making of ASTRO, a members-only, owner-first network for the short-term-rental economy. At its core is a Verified Property Identifier (VPI) — a durable identity for a property that persists independently of any single listing. Participation is earned through identity verification and consent rather than extraction, so owners keep control over who stays in their homes, and an internal accounting unit called Travelcoin lets verified members exchange stays with one another. Throughout, McRaney confronts the hardest question of building at AI speed: how to let machines supply velocity while a human still supplies consequence.

"In a world where it seems like everything has been done, ASTRO proves that simply isn't true," said Dean Cacioppo, founder of One Click SEO. "What ASTRO built represents a huge advancement in how short-term rental owners monetize their properties."

The Founder's Edition exists to remember why: why ASTRO was built this way, and why each hard decision went the way it did. Written for the owners it was built for, it is a short, plainspoken argument that the people who create a market's value are not its inventory — and never were.

The book is ebook-first — roughly 9,700 words, 74 pages, 18 figures. Readers can download it free, with no account or sign-up required, as a PDF at https://theastro.org/book, or buy a copy on Amazon.

About the author
James H. McRaney is the founder of ASTRO, an owner-first network for the short-term-rental economy, and the author of "Owners Are Not Inventory."

About ASTRO
ASTRO is building owner-first infrastructure for short-term rentals: a property registry that gives a place an identity beyond any single listing, a trust model grounded in verification and consent, and an exchange in which the owner's "yes" is the pivot. Learn more at https://theastro.org.

About Pearl River Publishing
Pearl River Publishing is an independent publisher based in Picayune, Mississippi.

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