



Park City Rental Properties Rental Performance Analysis

Prepared by: Jim Anderson - Park City Rental Properties
Property Address: 1061 Lowell Avenue (Renovation)



PARK CITY RENTAL PROPERTIES



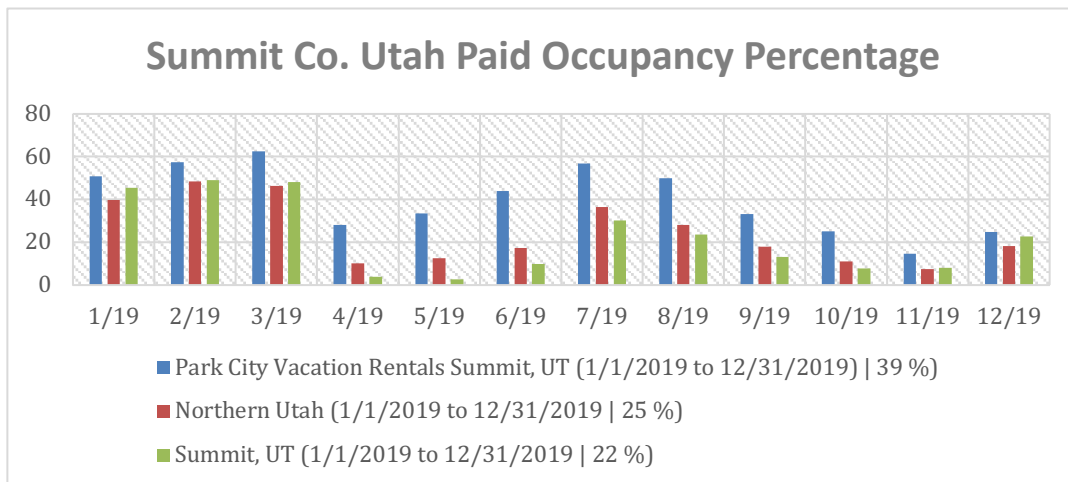
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Park City Rental Properties

Season	Dates	Nightly Projections	Forecasted Nights (Average)	Forecasted Gross Income (High)	Forecasted Gross Income (Low)
Holiday/Sundance	Jan 21 - Jan 31, and Feb 12 - Feb 20	\$2,318	16	\$37,088	\$25,962
New Years	Dec 19 - Jan 3	\$2,991	12	\$35,892	\$25,124
Premium Ski	Feb 1 - Feb 11, and Feb 21 - Mar 27	\$1,998	29	\$57,930	\$40,551
Value Ski	Nov 20 - Dec 18, Jan 4 - Jan 20, and Mar 28 - Apr 11	\$1,378	17	\$23,421	\$16,395
Spring/Fall	Apr 12 - Jun 11, Sept 8 - Nov 19	\$817	15	\$12,255	\$8,578
Summer	Jun 12 - Sept 7	\$1,015	35	\$35,541	\$24,878
TOTAL:				\$202,126	\$141,488

Advertising & Marketing Efforts: We have a comprehensive advertising and marketing program that is largely focused on the Internet. Approximately 90% of vacation renters exclusively use Internet websites to locate their next vacation rental. Our Internet reach is extensive, with a primary focus on Search Engine Optimization (SEO) of our websites. High organic website ranking in several Google key-word search terms for Park City, Deer Valley, and the Canyons is one of the best resources. We have several hundred key word domains like www.parkcityrentals.info www.parkcityvacationrentals.com www.parkcityutah.org and www.parkcityhotels.com that are search engine optimized for Google key-word terms. We also spend thousands each month on Pay-Per-Click campaigns on Google, Bing, Yahoo, MSN, AOL, and a host of other Internet search websites where we do not rank organically. Other sources of advertising are multiple listings on key vacation rental websites such as VRBO, vacationrentals.com, homeaway.com, and Internet social sites like Trip Advisor, Flip Key, travel.com, Facebook, YouTube, Twitter, and vacation rental blog websites. Plus, over 80,000+ prior guests and vacation renters in our e-commerce database that are contacted regularly about VIP guest promotions, off-peak package deals, and last-minute vacation specials. We currently generate around 150-200 leads per day for our properties and expect this to increase with organic Internet ranking, social media campaigns, and strategic Internet marketing concepts most companies are not willing to try.





Repeat Business: Repeat guests and guest referrals are an important part of our business. Generally, our luxury properties receive about a 5-15% increase in revenue in the 2nd year compared to the first season (economic factors being equal) and more business in the low seasons with repeat customers.

Owner-Centric Websites: We have fully-automated websites with owner modules providing financial reports, instantly updated calendars, interactive owner booking system, accounting information, maintenance, and cleaning records. It's all available to owners on-demand over the Internet.

Qualified Team & Concierge Guest Services: We have experienced, local reservation agents and a loyal team of employees that have been with us for years. I help train and personally manage our local reservation agents and regularly inspect each property to uphold high-quality standards. We also offer full-service concierge for our guests and owners including airport transportation, discount lift tickets, ski instructors, ski/snowboard rentals, restaurant reservations, grocery delivery, snowmobile rides, private chefs, luxury local transportation, massages, and anything else our guests or owners may desire.

We are an owner just like you and will always treat your property as if it were our own. We take pride in caring for your home while maximizing your rental income with great guests that return year-after-year.

Take care,

Jim Anderson, Director of Business Development
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No Guarantee of Results: This Rental Performance Analysis is indicative of results obtained in rental management by Park City Rental Properties. This Analysis is meant only to provide information about the activities and experience of our offices. They are not intended as a guarantee that the same or similar results can be obtained in every rental matter undertaken by our offices; and you should not assume that a similar result can be obtained in the rental of your property. Rental revenue can depend on a variety of factors—including owner usage, snow, travel delays, economic conditions and unexpected developments beyond the control of any owner or property manager.