



Forbes



## Rental Performance Analysis

Property Address: 500 Deer Valley Drive #1 and #2

Prepared by: Jim Anderson – Director, Business Development

Park City Rental Properties, locally owned and operated since 1999  
[\(435\) 659-3199](tel:4356593199), 314 Main Street, Suite 201 & 202,  
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#1

Season	Dates	Nightly Projections
Holiday/Sundance	Dec 17 - Dec 25, Feb 18 - Feb 26, Jan 14 - Jan 30	\$1,338
New Years	Dec 26 - Jan 2	\$1,792
Premium Ski	Jan 31 - Feb 17 and Feb 27 - Mar 27	\$1,026
Value Ski	Nov 19 - Dec 16, Jan 3 - Jan 13, and Mar 28 - Apr 10	\$709
Spring/Fall	Apr 11 - Jun 17, Sept 7 - Nov 18	\$367
Summer	Jun 18 - Sept 6	\$456

#2

Season	Dates	Nightly Projections
Holiday/Sundance	Dec 17 - Dec 25, Feb 18 - Feb 26, Jan 14 - Jan 30	\$703
New Years	Dec 26 - Jan 2	\$941
Premium Ski	Jan 31 - Feb 17 and Feb 27 - Mar 27	\$539
Value Ski	Nov 19 - Dec 16, Jan 3 - Jan 13, and Mar 28 - Apr 10	\$372
Spring/Fall	Apr 11 - Jun 17, Sept 7 - Nov 18	\$193
Summer	Jun 18 - Sept 6	\$240

#1 and #2 Combined

Season	Dates	Nightly Projections
Holiday/Sundance	Dec 17 - Dec 25, Feb 18 - Feb 26, Jan 14 - Jan 30	\$1,965
New Years	Dec 26 - Jan 2	\$2,632
Premium Ski	Jan 31 - Feb 17 and Feb 27 - Mar 27	\$1,508
Value Ski	Nov 19 - Dec 16, Jan 3 - Jan 13, and Mar 28 - Apr 10	\$1,041
Spring/Fall	Apr 11 - Jun 17, Sept 7 - Nov 18	\$539
Summer	Jun 18 - Sept 6	\$670

Total Revenue Projections

Season	Dates	Forecasted Gross Income (High)	Forecasted Gross Income (Low)
Holiday/Sundance	Dec 17 - Dec 25, Feb 18 - Feb 26, Jan 14 - Jan 30	\$39,305	\$25,941
New Years	Dec 26 - Jan 2	\$18,424	\$12,160
Premium Ski	Jan 31 - Feb 17 and Feb 27 - Mar 27	\$46,735	\$30,845
Value Ski	Nov 19 - Dec 16, Jan 3 - Jan 13, and Mar 28 - Apr 10	\$17,698	\$11,680
Spring/Fall	Apr 11 - Jun 17, Sept 7 - Nov 18	\$8,088	\$5,338
Summer	Jun 18 - Sept 6	\$23,456	\$15,481
<b>TOTAL:</b>		<b>\$153,705</b>	<b>\$101,445</b>



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# Why list anywhere else? List with the best:

## No Start-Up Costs

All of our homes are listed with HDR photography, drone footage, 3D virtual tours and are advertised on VRBO, FlipKey, Airbnb and Trip Advisor for top visibility. All of this comes at no additional cost to you.

## Owners Come First

Although our service has a basic definition to it, we customize our management experience. It is not a lock-step program and can be tailored many different ways for our owners. We go out of our way to ensure your property is managed the way you want it managed.

## Personalized PropertyCare

Each and every one of our staff members are dedicated to ensuring your home receives nothing but the finest treatment. We know that each home and owner is unique and we tailor our management services to fit your needs.

## Repeat Business

Repeat guests and guest referrals are a paramount part of our business. We boast a 45% guest return/referral rate. We know the importance of loyal customers and we go the extra mile to ensure we have customers for a lifetime.

## Full-Service Property Management

Our owners do not have to worry about anything on their end, we will handle 100% of your vacation and second home management from start to finish.

## Top Performing Marketing and Lead Generation

We are on the leading-edge of web presence and digital technology. Our lead-generation, social media following, and Search Engine Optimization (SEO) prowess are the best in town; our websites rank on the top of Google searches for a number of high-volume search terms and we also generate a huge amount of leads through Airbnb, VRBO, FlipKey, Tripadvisor etc.

## No Hidden Fees

We do not charge extra fees for linens, property set up, professional photography, travel agent fees, credit card fees, concierge fees, or any of the other fees you will find other property management companies charge.

## Cutting-Edge Revenue Management

The Park City vacation rental market is now more competitive than ever. In order to remain a step above the rest, our in-house revenue management team is using the latest in revenue and yielding technology to ensure we remain competitive in the market and that we are earning as much revenue for our owners as possible.

## Unparalleled Owner and Guest Services

We have full-time, in-house concierge and owner services departments available 7 days a week and dedicated to going above and beyond for our owners and guest.



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# What's My Effective Commission Percentage?

**PARK CITY**  
RENTAL PROPERTIES  
Luxury Property Management Experts  
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435-659-3199

	<b>PARK CITY</b> RENTAL PROPERTIES	<b>"LOW COST"</b> <b>PROPERTY MANAGER</b>
Management Percentage	35%	25%
Set-Up Fee	None	\$2,500+
Top-Ranking PPC/SEO/ Social Advertising	Included	Service not offered
Booking Agent Commissions	Included	15% - 25%
Listing Fees	Included	\$500
Linens and Towels	Included	\$1,000+
Cost of Amenities	Included	\$500+
Credit Card Processing Fees	Included	3.5%
Property Security Checks (assume 1 trip/week)	Included	\$200 /month
<b>Percentage</b>	<b>35%</b>	<b>43% - 53%</b>

\*Amounts provided are estimates based on common practices found in the vacation rental industry and are provided as a courtesy only.

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# I LOVE VACATIONS

**I LOVE WHITEFISH • I LOVE DRIPPING SPRINGS • I LOVE PARK CITY**  
**I LOVE SCOTTSDALE • I LOVE HAWAII • I LOVE SEDONA • I LOVE 30A**

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We are owners 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.

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