

# Vacation Rental Long Term Proforma Report

by 

## Eagle- Vail Neighborhood

### Eagle-Vail Amenities

- ❖ Golf Course
- ❖ Swimming Pool
- ❖ Tennis Courts
- ❖ Winter Nordic Course
- ❖ Pavilion
- ❖ Parks Fields
- ❖ Real Community
- ❖ Whiskey Hill Grill

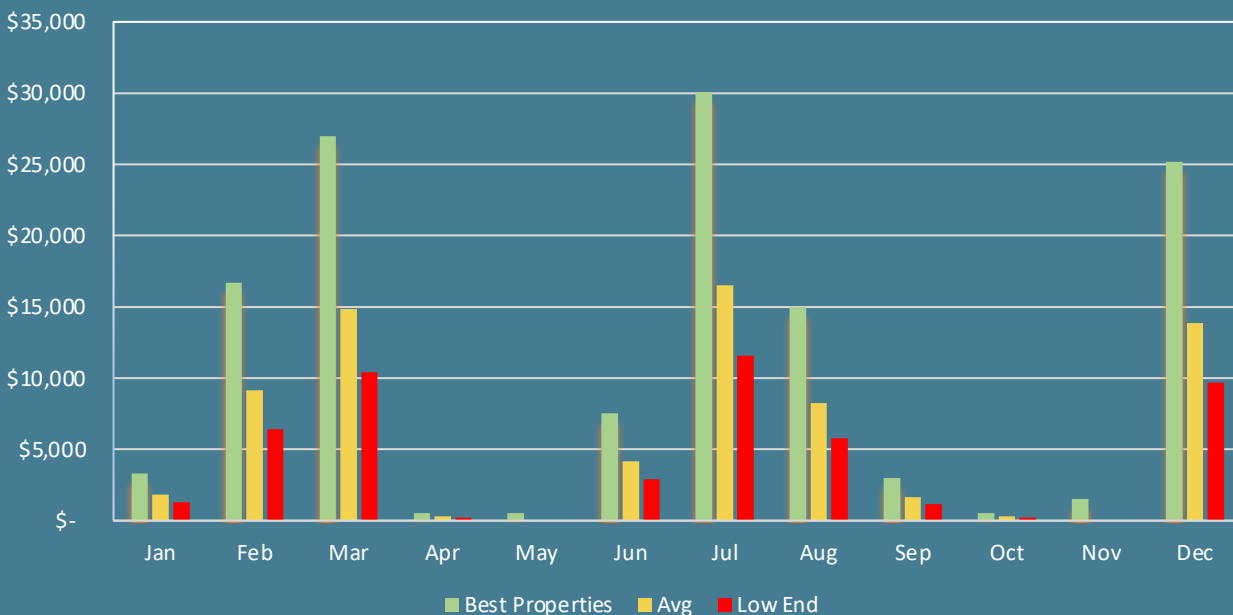


4 BDRM Monthly Vacation Rental Revenue On Property

	Best Properties	Avg	Low End
Jan	\$ 3,300	1,815	1,271
Feb	\$ 16,674	9,171	6,419
Mar	\$ 27,000	14,850	10,398
Apr	\$ 512	282	197
May	\$ 512	-	-
Jun	\$ 7,546	4,150	2,906
Jul	\$ 30,065	16,536	11,378
Aug	\$ 15,000	8,250	5,779
Sep	\$ 3,000	1,650	1,155
Oct	\$ 512	282	197
Nov	\$ 1,500	-	-
Dec	\$ 25,200	13,860	9,702
<b>\$</b>	<b>130,821</b>	<b>70,845</b>	<b>48,591</b>

	2022 Totals	2023 Totals	2024 Totals	2025 Totals	2026 Totals	2027 Totals	2028 Totals	2029 Totals	2030 Totals	2031 Totals	2032 Totals
Revenue											
Vacation rental Revenue	130,821	139,978	149,777	160,261	171,480	183,483	196,327	210,070	224,775	240,509	257,345
<b>Total Gross Revenue</b>	<b>130,821</b>	<b>139,978</b>	<b>149,777</b>	<b>160,261</b>	<b>171,480</b>	<b>183,483</b>	<b>196,327</b>	<b>210,070</b>	<b>224,775</b>	<b>240,509</b>	<b>257,345</b>
Property Monthly Tax	4,800	4,920	5,043	5,169	5,298	5,431	5,567	5,706	5,848	5,995	6,144
Property Insurance Monthly	1,800	1,845	1,891	1,938	1,987	2,037	2,087	2,140	2,193	2,248	2,304
Utilities	12,792	13,112	13,440	13,776	14,120	14,473	14,835	15,206	15,586	15,975	16,375
Maint Reserve Fund	1,584	1,624	1,664	1,706	1,748	1,792	1,837	1,883	1,930	1,978	2,028
Monthly Oversight	1,800	1,845	1,891	1,938	1,987	2,037	2,087	2,140	2,193	2,248	2,304
<b>Total Fixed Costs</b>	<b>22,776</b>	<b>23,345</b>	<b>23,929</b>	<b>24,527</b>	<b>25,140</b>	<b>25,769</b>	<b>26,413</b>	<b>27,074</b>	<b>27,750</b>	<b>28,444</b>	<b>29,155</b>
<b>PROFIT AFTER FIXED COSTS</b>	<b>108,045</b>	<b>116,633</b>	<b>125,848</b>	<b>135,734</b>	<b>146,339</b>	<b>157,714</b>	<b>169,914</b>	<b>182,996</b>	<b>197,024</b>	<b>212,065</b>	<b>228,190</b>
Management Fee	39,246	41,994	44,933	48,078	51,444	55,045	58,898	63,021	67,432	72,153	77,203
Cleaning Fees	5,700	5,843	5,989	6,138	6,292	6,449	6,610	6,776	6,945	7,119	7,296
<b>Total Variable Costs</b>	<b>44,946</b>	<b>47,836</b>	<b>50,922</b>	<b>54,217</b>	<b>57,736</b>	<b>61,494</b>	<b>65,508</b>	<b>69,796</b>	<b>74,377</b>	<b>79,271</b>	<b>84,500</b>
<b>PROFIT AFTER OPERATING COSTS</b>	<b>63,099</b>	<b>68,797</b>	<b>74,926</b>	<b>81,517</b>	<b>88,604</b>	<b>96,220</b>	<b>104,406</b>	<b>113,200</b>	<b>122,647</b>	<b>132,794</b>	<b>143,690</b>

### 2022 Monthly 4 BDRM Revenue Potential



#### EAGLE-VAI QUICK STATS



Total 10 Year IRR  
12.22 % (Top)  
8.66%(Avg)



Total Year 1 Revenue  
\$ 130,821 (Top)  
\$70,845 (Avg)



Occupancy  
41% Avg



Avg Daily Rate  
\$1,775 High Season  
\$874 Last Year

#### MARKET DATA



Avg Length of Stay  
4.9 High Season  
5.28 Low Season



Eagle-Vail Inventory  
300+

No Long Term Contracts

100% Satisfaction Gauranteed

Unlimited Owner Use

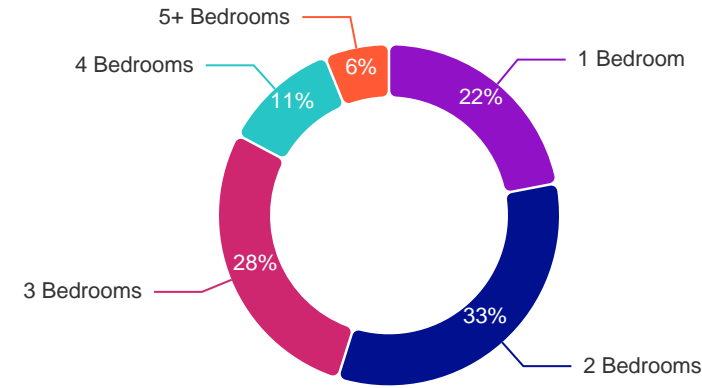
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## Property inventory by bedroom

Two bedroom homes make up the largest proportion of properties while three bedroom homes have the most booked nights.

One bedroom homes have grown by 5% of the market and four bedroom homes have decreased by 2% of the market since this time a year ago.

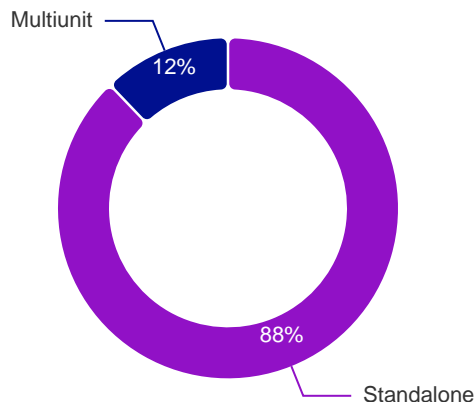
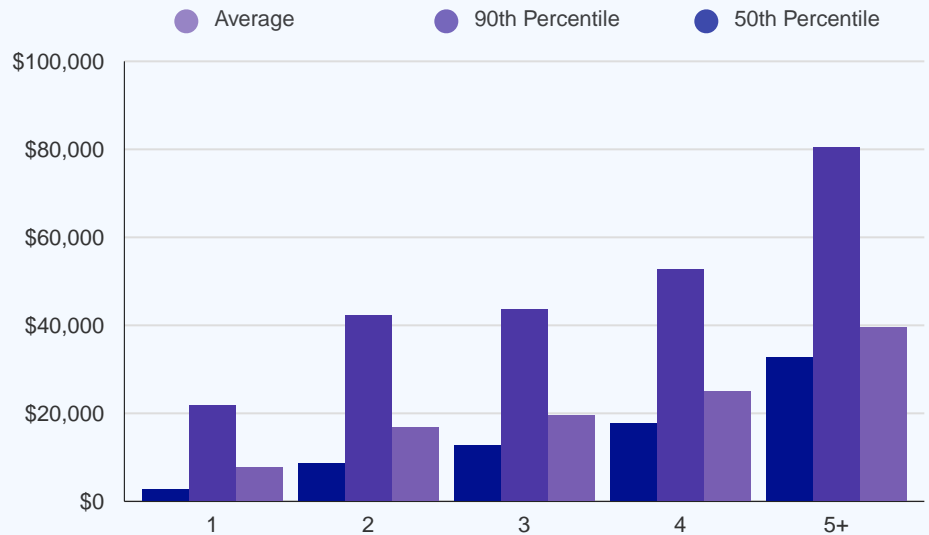


Bedrooms	1	2	3	4	5+
YoY	+4%	0%	-2%	-2%	0%

## Annual Revenue by Bedroom

33% of all properties have an annual revenue of the market median, \$20,051, or more, which is down 1% from last year when it was \$22,053.

Average annual revenue for one bedroom homes has increased by \$808 and decreased by \$4,446 for four bedroom homes in the past year.



## Demand by Property Type

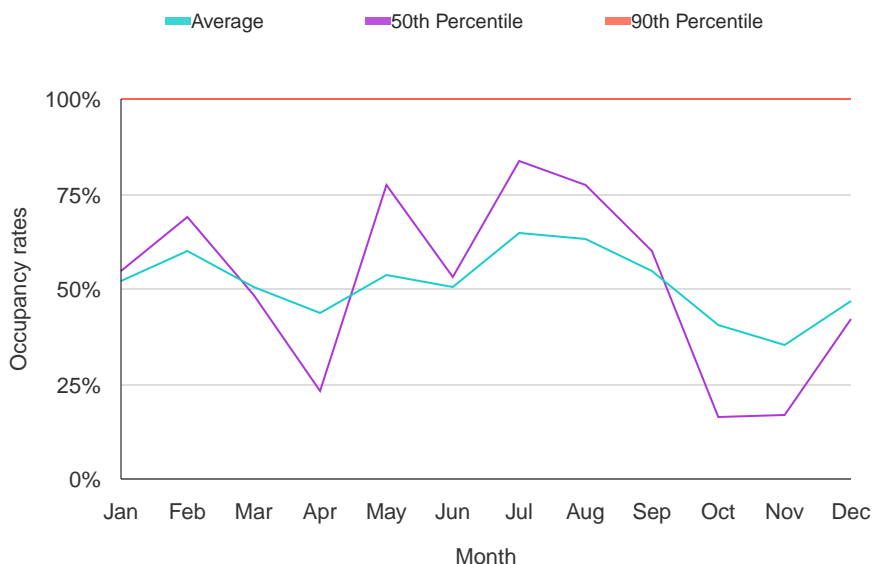
Standalone receive 83% of bookings and make up 88% of the supply in Eagle-Vail, Avon, Colorado, United States of America.



## Occupancy Rate by Month

The average occupancy for this market is 52% which is an increase from 51% this time last year.

Occupancy rate includes reservations and blocked days.



## Seasonal Averages

There is a 48% increase in the average daily rate during the high season.

The top four months by ADR for Eagle-Vail, Avon, Colorado, United States of America are December, January, February and March which is the same as last year.

	Average booked daily rate	Average days booked in advance	Average length of stay
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<b>High Season</b>	\$897	95	4.9
(Dec-Mar)	+8%	+14%	+2%

<b>Low Season</b>	\$468	38	5.28
(Apr-Jul)	+21%	-39%	+32%

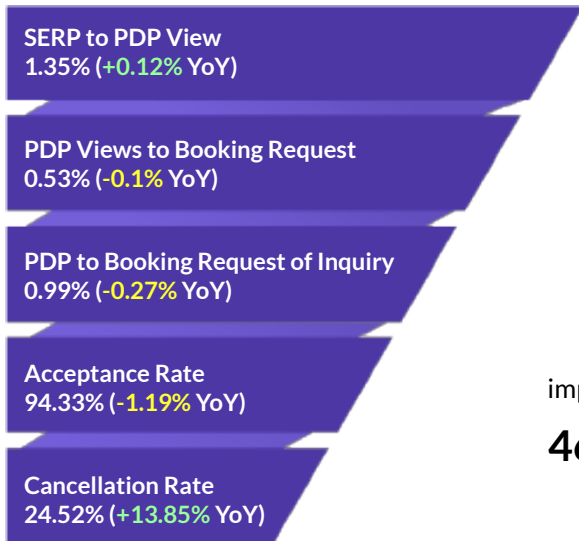
We determine high and low seasons by the highest and lowest 4 months of annual occupancy. This differs from the way other tools, like MarketMaker, determine seasonality.

## Average Daily Rate (ADR) and Days Occupied by Bedroom

37.97% of all properties have an average daily rate greater than \$716, which is up from 38.14% this time last year.

# Beds	ADR	Days Occupied
1	\$381 (+\$44, \$337 last year)	140
2	\$560 (+\$19, \$541 last year)	147
3	\$692 (+\$8, \$684 last year)	155
4	\$894 (+\$19, \$874 last year)	150
5+	\$1,309 (-\$8, \$1,316 last year)	137

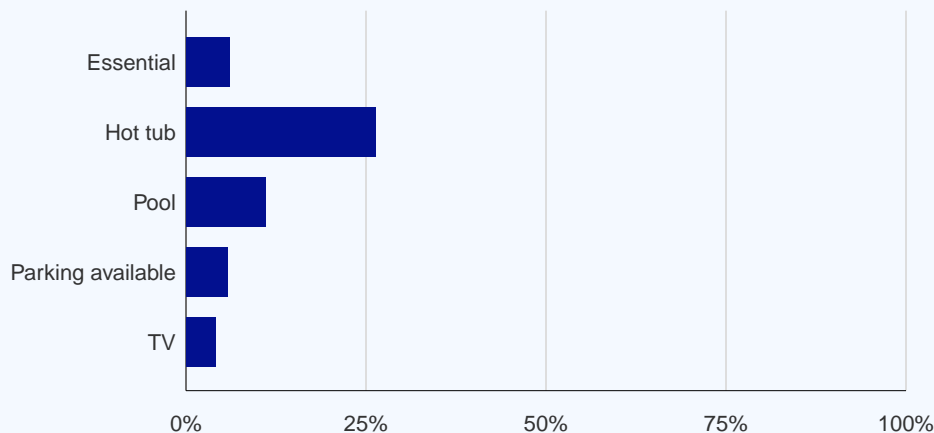
## Market Funnel Metrics



PDP views to Booking Requests Conversion decreased 0.1% since last year.

### Averages per Property

SERP impressions	PDP Views	Booking inquiries	Booking Requests
46.33K	642.82	10.79	6.71



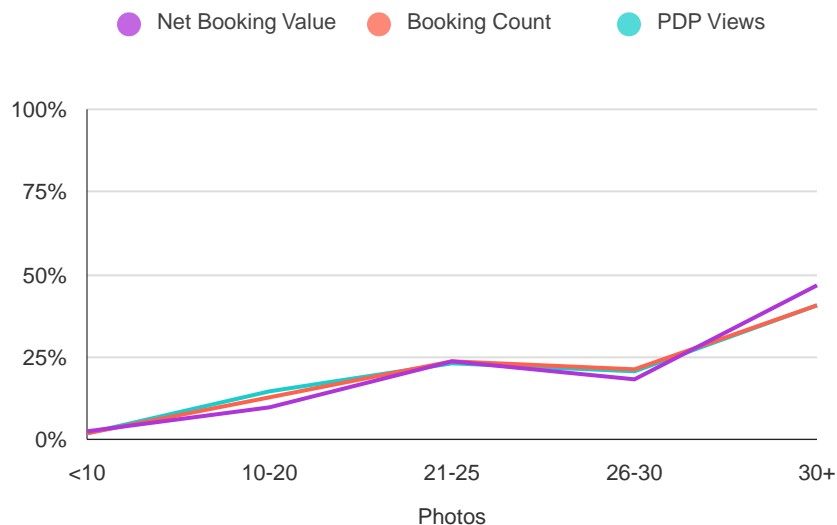
## Top Searched Features and Amenities

Travelers search homes with Essential Amenities 6% of the time on average and homes with Non-Essential Amenities 4% of the time on average.

Essential items include internet, air conditioning, bathroom amenities, toilet paper, towels, linens, soap, washer, dryer, hair dryer, ironing board, air conditioning, heating, fitness equipment.

## Performance by Photo Count

Properties with more than 30 photos generate 46% of the revenue in the market.



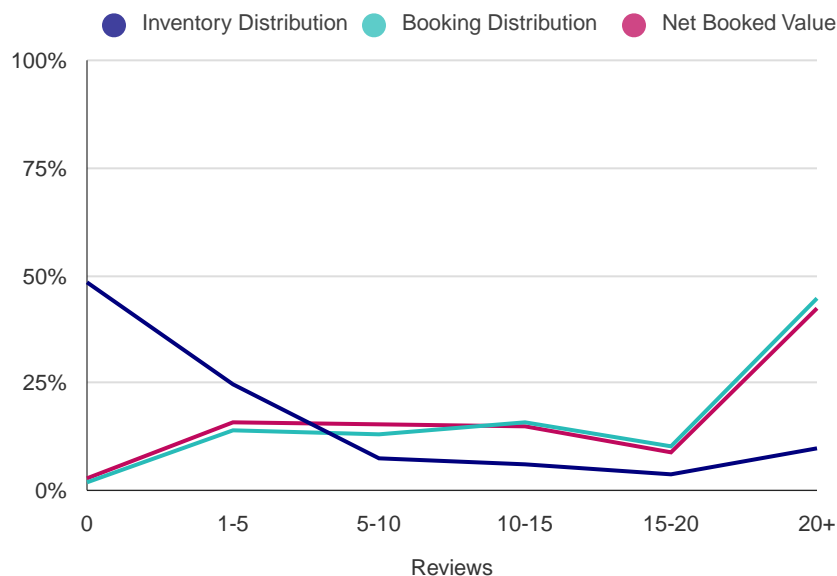
	Enabled	Not Enabled
Inventory Allocation	3.14	96.86
Occupancy Rate	61.42	51.69
Net Booking Value	\$18,929	\$8,283
Average Daily Rate	\$519	\$721

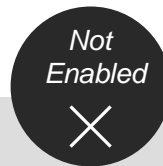
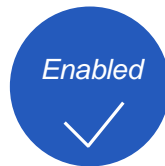
## Virtual Tour Impact on Rates and Booking Propensity

Properties with Virtual Tour enabled are 3 times more likely to receive bookings than properties without Virtual Tour enabled.

## Performance by Property Reviews

Properties with more than 20 reviews generate 43% of the revenue. 10% of properties in Eagle-Vail, Avon, Colorado, United States of America have more than 20 reviews.





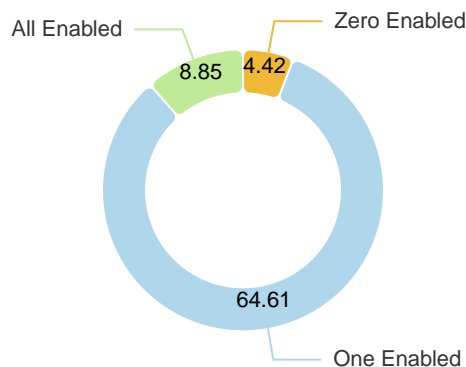
## iCal

Occupancy	44.41%	46.55%
Revenue Allocation	17.81%	82.19%
Acceptance Rate	93.03%	95.5%
Cancellation Rate	25.88%	22.84%

*Properties with iCal enabled are occupied 44% of the time and have a higher cancellation rate at 26% than properties without iCal enabled (23%).*

## Instant Booking/Partner Mobile/SMS

### Property Allocation



	Zero Enabled	One Enabled	All Enabled
Missed Inquiries Rate	13.41%	1.45%	0.08%
Acceptance Rate	77.37%	94.82%	99.4%
Inquiry Response Time (hours)	85	37	41
Booking Allocation	3.64%	54.26%	16.97%
Avg Missed Booking Count	11.53	2.79	0.24
Avg Missed NBV	\$25,995	\$11,877	\$1,831

*This table illustrates performance for properties with zero, one, or three of these features enabled.*

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This report is from Eagle-Vail, Avon, Colorado, United States of America from 10/01/2019 to 09/30/2020.