



MOUNT DORA, FLORIDA

TABLE OF CONTENTS

SCOPE	3
MARKET PERFORMANCE	5
• MARKET NIGHTLY RATE	8
• MARKET OCCUPANCY	9
• MARKET REVENUE	12
• NEIGHBORHOODS	14
• MARKET GRADES	15
DEVELOPMENT SITE	16
PROPERTY REVIEW	18
• COCONUT	18
• LYCHEE	20
• MANGO	22
• ASHER	24
• REED	26
• SAMAN	27
• EARTHSHIP	28
• EARTHSHIP II	29
• BUNGALOWS	30
RECOMMENDATIONS	32
RECREATION VACATION RENTALS	33



SCOPE

PROVIDE PRICING, OCCUPANCY AND MARKET INSIGHTS FOR WORTHYDOMES PROPERTIES AS POTENTIAL VACATION RENTALS IN MOUNT DORA, FL.

PROJECT OUTLINE

- ACQUIRE ACCESS TO VACATION RENTAL MARKET DATA FOR MOUNT DORA, FL, THROUGH AIRDNA.
- COMPARE THE COCONUT, LYCHEE, MANGO, ASHER, REED, SAMAN, EARTHSHIP, EARTHSHIP II & BUNGALOW TO CURRENT VACATION RENTAL MARKET PERFORMANCE IN MOUNT DORA, FL AND DETERMINE LIKELY PROPERTY PERFORMANCE OF EACH AS VACATION RENTALS.

CONSIDERATIONS

- WHEN ANALYZING A PROPERTY ON AIRDNA, SEVERAL FACTORS CANNOT BE ACCOUNTED FOR THAT WILL AFFECT THE RATE THAT YOU CAN EXPECT, INCLUDING THE AMENITIES THAT YOUR PROPERTY HAS OR DOESN'T HAVE. IT STRICTLY LOOKS AT NUMBER OF BEDROOMS, BATHROOMS, GUESTS THAT CAN BE ACCOMMODATED AND IF IT'S A PRIVATE OR SHARED PROPERTY. THIS IS WHY LOOKING AT THE RANGE IN THE MARKET AND THE PROPERTIES AROUND YOUR LISTING IS IMPORTANT.
- WHEN FIRST LISTING A PROPERTY ON AIRBNB, IT IS OFTEN ADVISABLE TO LOWER YOUR RATE TO DRIVE BUSINESS IN ORDER TO GET (GREAT) REVIEWS. ONCE YOU AMASS 4 TO 5, 5-STAR REVIEWS YOU CAN THEN RAISE YOUR RATES.
- THE NUMBER OF GUESTS THAT EACH UNIT CAN ACCOMMODATE CAN MARGINALLY AFFECT THE RATE THAT YOU CAN CHARGE.
- POSITIVE REVIEWS ARE THE NUMBER ONE FACTOR IN AIRBNB LISTING SUCCESS. BOTH THE NUMBER OF REVIEWS AND THEIR RATING GREATLY IMPACTS HOW THE PROPERTY IS PERCEIVED BY GUESTS AND HOW WELL THE LISTING RANKS WHEN PEOPLE SEARCH FOR PLACES TO STAY.
- A CLOSE SECOND IS THE QUALITY OF THE LISTING – PROFESSIONAL PHOTOS, WELL-STAGED UNITS AND WELL WRITTEN PROPERTY DESCRIPTIONS WILL GENERATE BETTER OVERALL PERFORMANCE.
- AIRBNB CLEANING FEES (PAID BY THE GUEST) IN MOUNT DORA RANGE FROM \$75 - \$400/STAY



SCOPE

VACATION RENTAL BOOKING SITE COMMISSIONS

THERE ARE TWO WAYS TO SELL VACATION RENTAL BOOKINGS. USING AIRBNB / VRBO AND SELLING DIRECT TO THE GUEST THROUGH YOUR OWN WEBSITE. BOTH CAN BE DONE ON YOUR OWN OR YOU CAN HIRE A PROPERTY MANAGEMENT COMPANY TO HANDLE IT ALL.

AIRBNB

AIRBNB HAS ONE FEE MODEL

1. HOST ONLY PAID FEE OF 15% OF THE BOOKING TOTAL. THIS IS CHARGED REGARDLESS OF WHETHER YOU SELF-MANAGE OR HIRE A MANAGEMENT COMPANY

VRBO

VRBO HAS ONE FEE MODEL

1. HOST PAYS 5% OF THE BOOKING TOTAL PLUS A 3% PAYMENT PROCESSING FEE
2. GUESTS ARE CHARGED 4% - 9% OF THE BOOKING TOTAL

SELF-MANAGED

WHILE THERE ARE SOME COSTS ASSOCIATED WITH ADMINISTERING YOUR OWN SITE, INCLUDING A BACK-END PROPERTY MANAGEMENT SYSTEM TO MANAGE RESERVATIONS AND BOOKING CHANNELS, THIS IS THE MORE PROFITABLE OPTION.

MOST PROPERTY MANAGEMENT SYSTEMS CHARGE ON A PER-PROPERTY BASIS, AVERAGING \$79/MONTH FOR THE FIRST 4 PROPERTIES THEN INSTITUTING A SLIDING SCALE AS THE NUMBER OF PROPERTIES INCREASES.

PROPERTY MANAGEMENT COMPANY

MOST VACATION RENTAL PROPERTY MANAGEMENT COMPANIES CHARGE BETWEEN 25% - 35% PER BOOKING FOR THEIR SERVICES, BUT THIS IS FULLY TURNKEY FOR THE OWNER. THE MANAGER HANDLES EVERYTHING RELATED TO RUNNING THE PROPERTY.



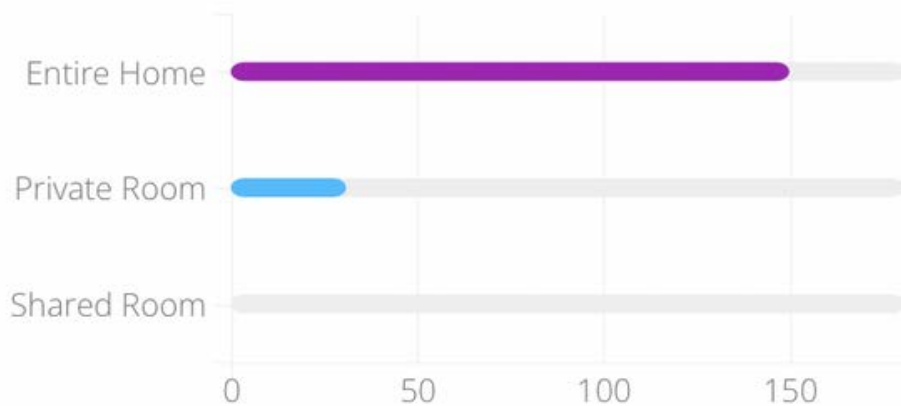
MARKET PERFORMANCE

THERE ARE 181 ACTIVE VACATION RENTALS IN MOUNT DORA, FL. THE MAJORITY (82%) ARE ENTIRE HOME RENTALS WITH ONLY 18% AS PRIVATE ROOMS IN SHARED RESIDENCES.

181 Active Rentals (i)

Rental Type

82% Entire Home rentals



MARKET PERFORMANCE

THE MAJORITY OF VACATION RENTAL PROPERTIES IN MOUNT DORA, FL. ARE 1 OR 2 BEDROOM AND THE AVERAGE NUMBER OF GUESTS PER BOOKING IS 4.7, TELLING US THAT THIS MARKET LEANS MORE TOWARD FAMILY OR SMALL GROUP BOOKINGS.

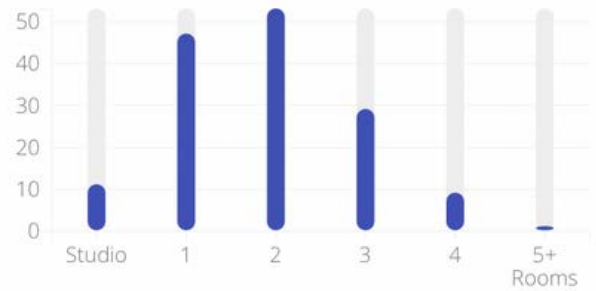
THE MAIN BOOKING CHANNELS USED FOR LISTING PROPERTIES IS HEAVILY WEIGHTED TOWARDS AIRBNB (59%) WHILE ONLY 19% OF ALL LISTINGS ARE USING BOTH AIRBNB AND VRBO TO BOOK GUESTS.

THE TOP 5 MOST COMMON IN-HOME AMENITIES IN THE MARKET ARE:

1. AIR CONDITIONING / HEATING
2. PARKING
3. INTERNET
4. KITCHEN
5. HEATING

RENTALS IN THE MARKET SHOULD AIM TO HAVE THESE AMENITIES IN THEIR PROPERTY AND CAN STAND OUT BY ADDING ADDITIONAL SERVICES FOR GUESTS.

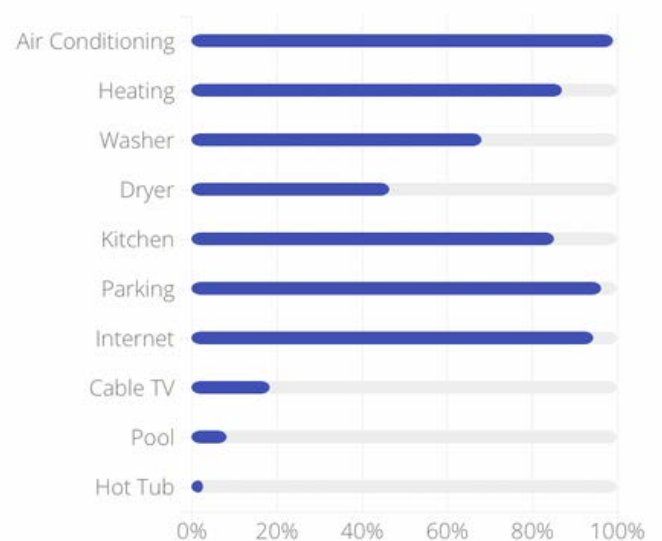
Rental Size 1.9 Bedrooms / 4.7 Guests on average



Rental Channel



Amenities

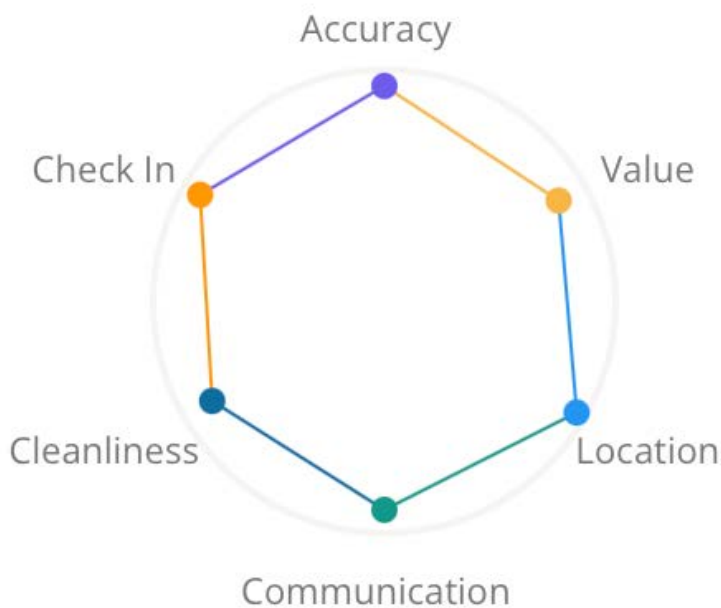


MARKET PERFORMANCE

OVERALL CUSTOMER RATINGS FOR VACATION RENTALS IN MOUNT DORA, FL.

GREAT REVIEWS ARE CRITICAL TO THE SUCCESS OF ANY VACATION RENTAL BUSINESS. MOUNT DORA LISTINGS PERFORM WELL FROM A REVIEW PERSPECTIVE. WE CAN CLEARLY SEE THAT CHECK IN, COMMUNICATION, LOCATION AND LISTING ACCURACY ARE PERFORMING WELL IN THE MARKET WHILE THERE ARE AREAS TO EXCEL IN CLEANLINESS AND PERCEPTION OF VALUE.

Airbnb Ratings



Overall Rating:

4.81

Rated at Least 4.5

Overall:

89%

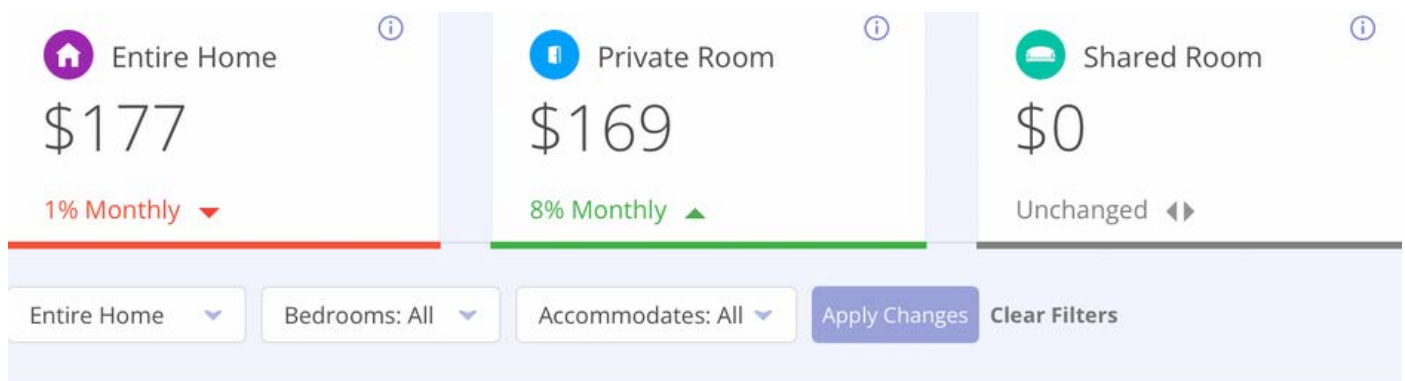


MARKET PERFORMANCE

MOUNT DORA NIGHTLY RATE PERFORMANCE

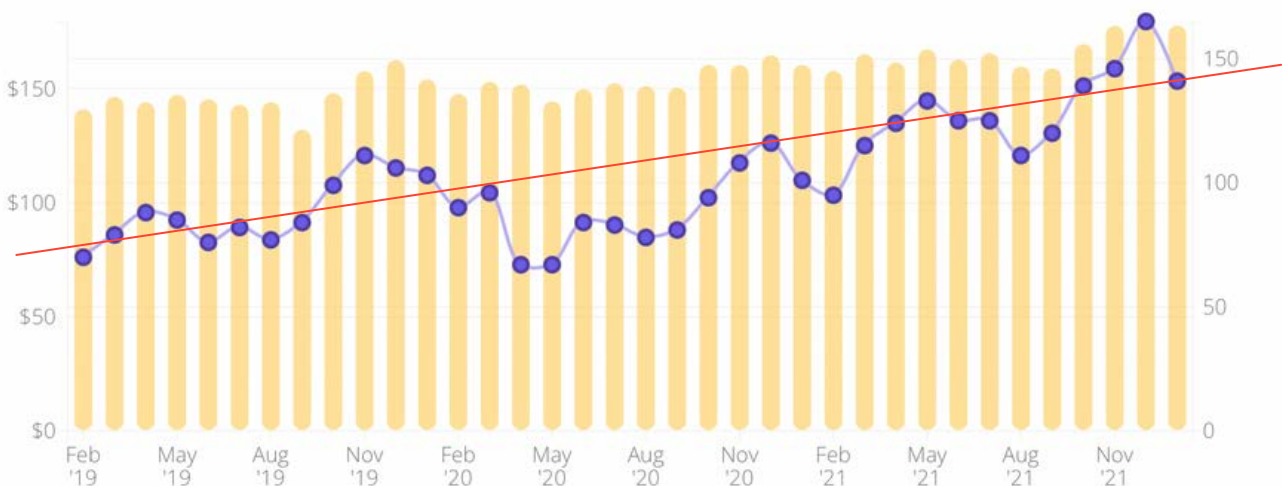
THESE CHARTS SHOW THE AVERAGE OVERALL RATE PERFORMANCE FOR THE MARKET BY MONTH (INCLUDING CLEANING FEES).

- THE FIRST THREE BOXES SHOW THE AVERAGE PERFORMANCE FOR THE PAST 30 DAYS.
- THE PURPLE LINE REPRESENTS THE NUMBER OF PROPERTIES BOOKED IN THE GIVEN MONTH.
- THE YELLOW BARS REPRESENT THE AVERAGE RATE IN THE GIVEN MONTH.
- WE CAN CLEARLY SEE AN UPTREND IN RATE SINCE FEB 2019 (RED LINE). SEASONAL VARIATIONS IN THE SUMMER AND WINTER MONTHS ARE LITTLE HARDER SPOT DUE TO COVID TRAVEL IMPACTS BUT THEY ARE STILL EVIDENT WHEN THE YEARS ARE LOOKED AT INDIVIDUALLY.



Average Daily Rate

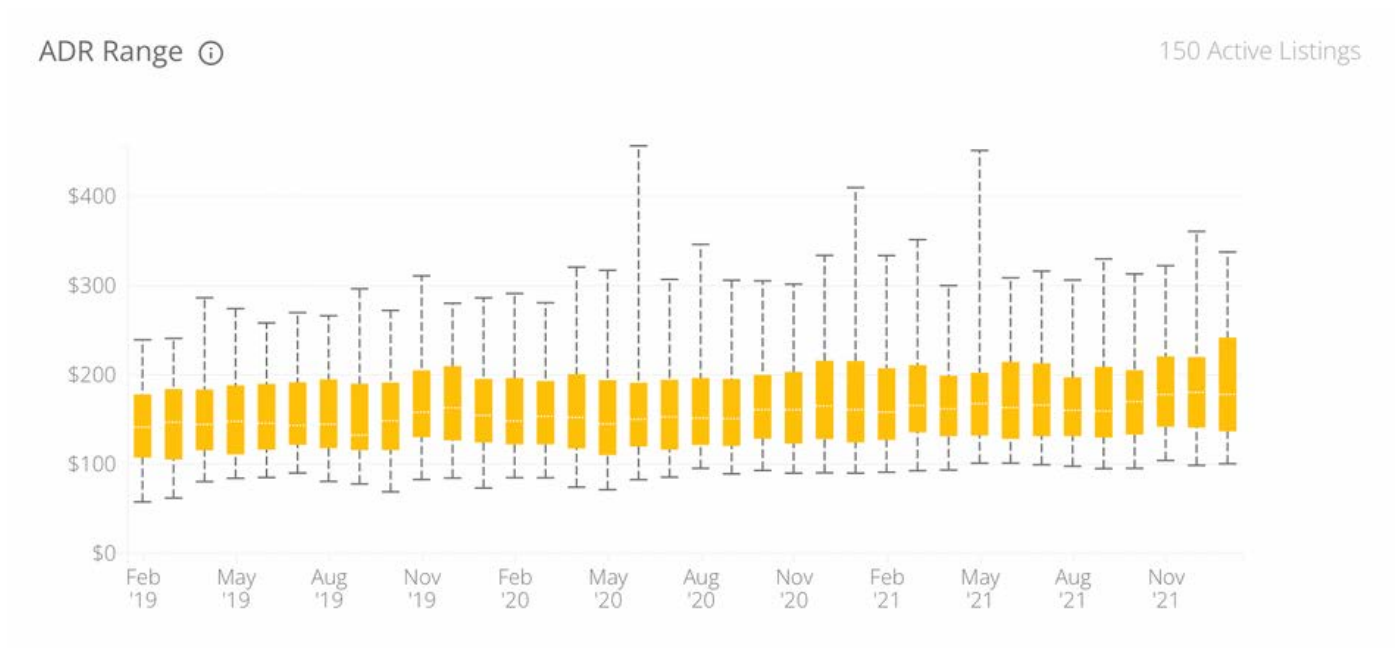
150 Active Listings



MARKET PERFORMANCE

MOUNT DORA NIGHTLY RATE PERFORMANCE

THE SECOND CHART SHOWS THE RATE RANGE FOR THE GIVEN TIME PERIOD. THIS IS IMPORTANT INFORMATION TO KNOW SO YOU CAN DETERMINE THE UPPER LIMIT IN THE MARKET.



MARKET PERFORMANCE

MOUNT DORA OCCUPANCY PERFORMANCE

THESE CHARTS SHOW THE AVERAGE OVERALL OCCUPANCY PERFORMANCE FOR THE MARKET BY MONTH.

- THE FIRST THREE BOXES SHOW AVERAGE PERFORMANCE FOR THE PAST 30 DAYS.
- THIS FIRST CHART SHOWS THE HISTORICAL AVERAGE OCCUPANCY RATES ARE SUSCEPTIBLE TO SEASONALITY BUT THAT THIS IS PREDICTABLE INSPITE OF COVID'S IMPACT ON TRAVEL.



Historical Occupancy Rates ⓘ

150 Active Listings

Entire Home ▶ Bedrooms: All ▶ Accommodates: All ▶ [Apply](#)

25th percentile 50th percentile 75th percentile 90th percentile



MARKET PERFORMANCE

MOUNT DORA OCCUPANCY PERFORMANCE

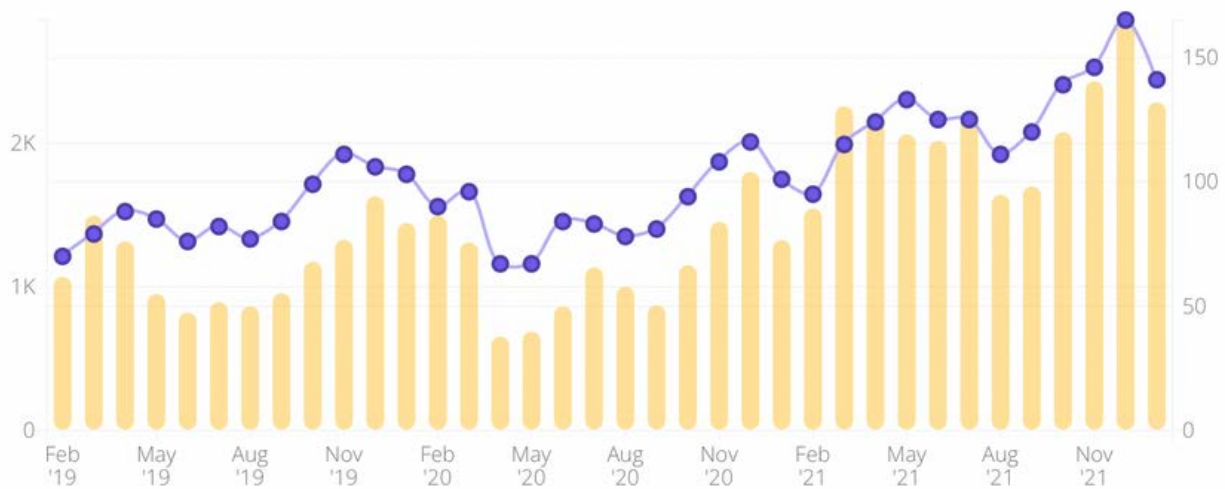
THIS CHART SHOWS DEMAND GROWTH IN THE MARKET.

- THE PURPLE LINE REPRESENTS BOOKED PROPERTIES IN THE GIVEN MONTH.
- THE YELLOW BARS REPRESENT THE NUMBER OF NIGHTS BOOKED IN A GIVEN MONTHS.
- THIS TELLS US THAT THE NUMBER OF VACATION RENTALS IN THE MARKET HAS GROWN OVER THE PAST 2 YEARS AND THAT THE NUMBER OF NIGHTS BOOKED HAS ALSO INCREASED.
- THIS TELLS US THAT THE MARKET CAN SUPPORT THE INCREASED SUPPLY OF AVAILABLE UNITS.

Demand Growth

150 Active Listings

Entire Home ▶ Bedrooms: All ▶ Accommodates: All ▶ [Apply](#)

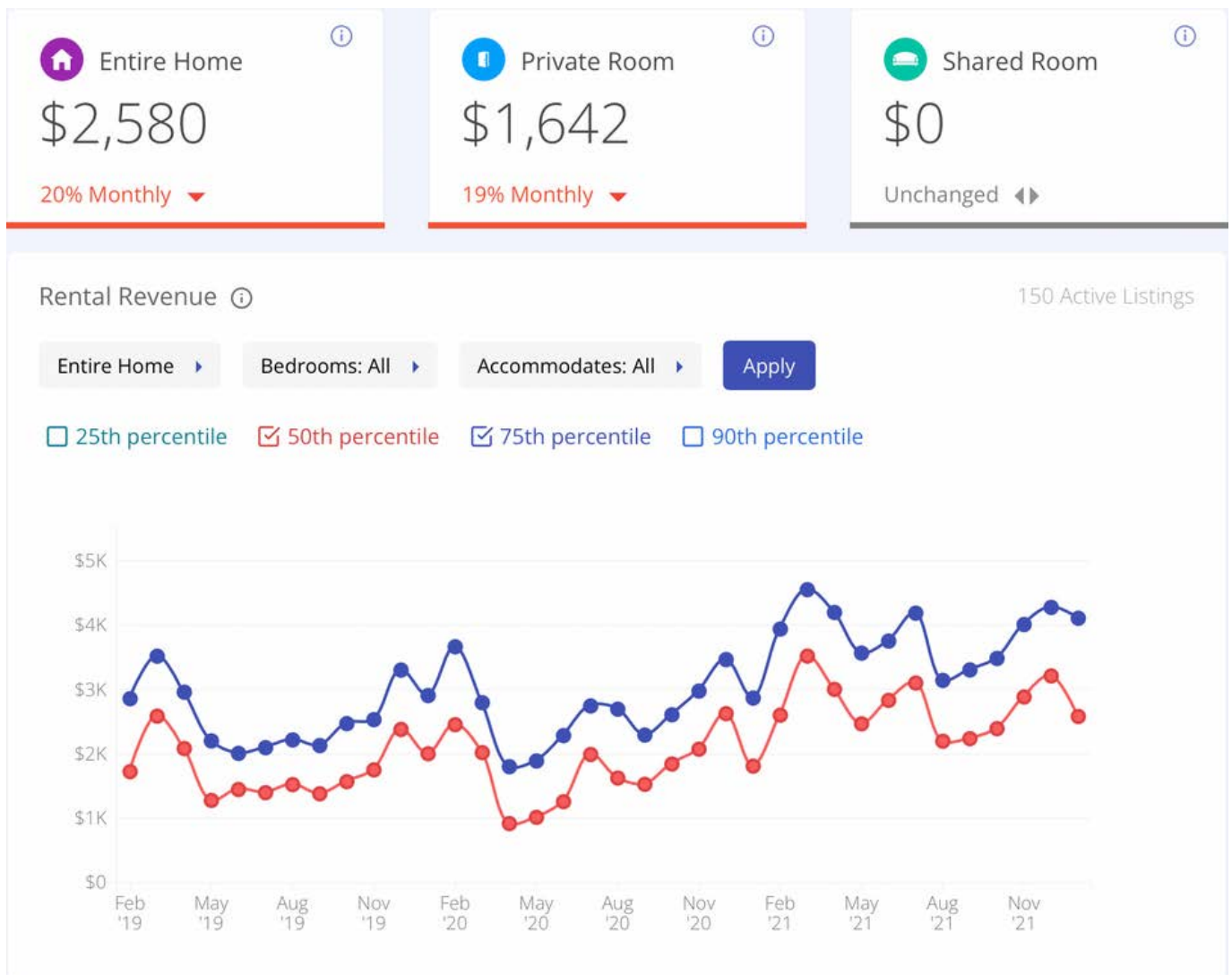


MARKET PERFORMANCE

MOUNT DORA REVENUE PERFORMANCE

THESE CHARTS SHOW THE OVERALL REVENUE PERFORMANCE FOR THE MARKET BY MONTH.

- THE FIRST THREE BOXES SHOW AVERAGE PERFORMANCE FOR THE PAST 30 DAYS.
- THIS CHART SHOWS THAT AVERAGE RENTAL REVENUE PERFORMANCE HAS SHOWN GROWTH OVER THE PAST 18 MONTHS WITH SEASONAL SPIKES IN THE WINTER EACH YEAR.



MARKET PERFORMANCE

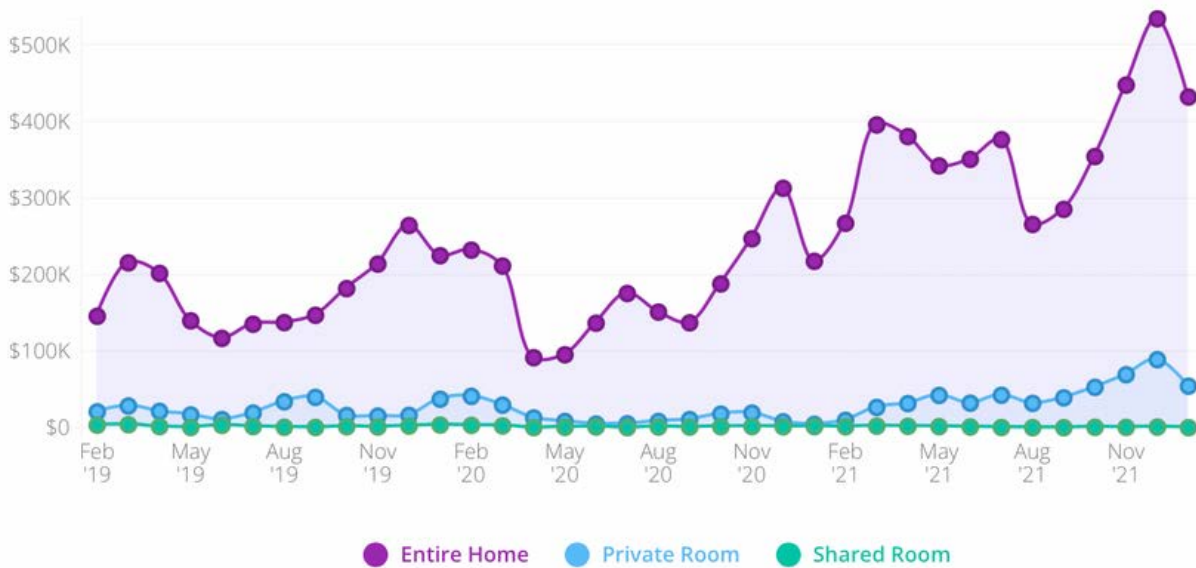
MOUNT DORA REVENUE PERFORMANCE

THIS CHART SHOWS THE TOTAL REVENUE PERFORMANCE FOR THE MARKET BY MONTH.

- THIS CHART SHOWS THAT BOOKED RENTAL REVENUE PERFORMANCE HAS GROWN TREMENDOUSLY THROUGH 2021. GIVEN THAT THERE HAS BEEN SUPPLY INCREASE IN THE MARKET THIS IS BOTH EXPECTED AND ENCOURAGING BECAUSE IT DEMONSTRATES THAT THE MARKET CAN ABSORB NEW SUPPLY AND THAT PEOPLE ARE ACTUALLY PAYING FOR IT.

Historical Market Revenue

181 Active Listings



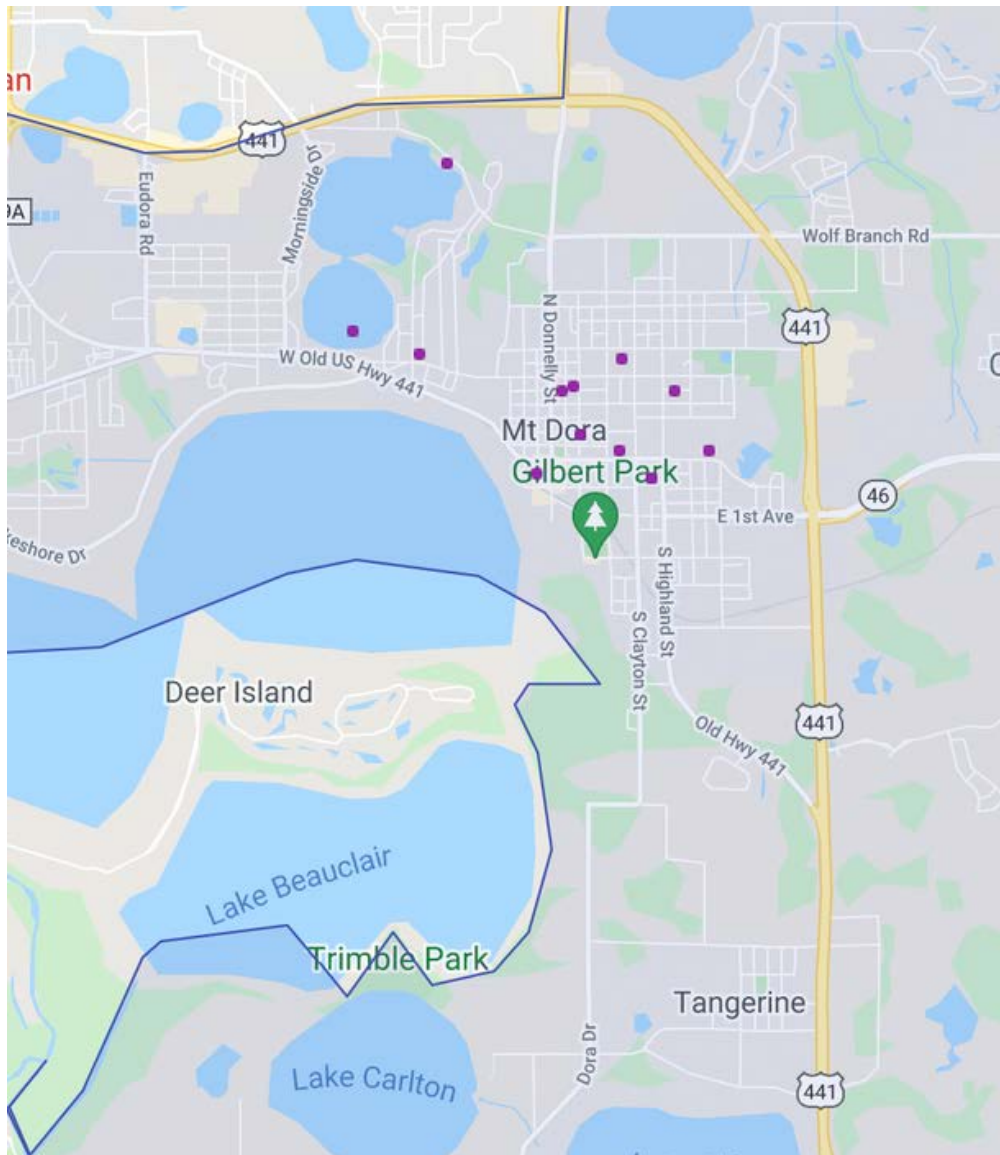
MARKET PERFORMANCE

MOUNT DORA NEIGHBORHOOD PERFORMANCE

MOUNT DORA IS NOT DIVIDED INTO SEPARATE NEIGHBORHOODS FROM A MARKETING RESEARCH PERSPECTIVE ON AIRDNA.

THIS REPORT WILL EVALUATE PERFORMANCE IN THE ENTIRE CITY, USING THE AREA OF CONCENTRATION OF THE TOP PERFORMING UNITS IN THE CITY AS A GUIDE FOR FINDING A DEVELOPMENT SITE.

THE MAP BELOW SHOWS THE LOCATIONS OF THE TOP PERFORMING PROPERTIES IN THE CITY.



MARKET PERFORMANCE

Market Grade



MOUNT DORA MARKET GRADE

AIRDNA RATES THE MOUNT DORA MARKET AT A-.

- EVERY CITY AND NEIGHBORHOOD ARE GIVEN A MARKET GRADE FROM A TO D TO INDICATE THE CURRENT PERFORMANCE OF THAT SHORT-TERM RENTAL MARKET AS COMPARED TO THE TOP MARKETS AROUND THE WORLD.
- THE GRADE IS CALCULATED BY LOOKING AT FIVE DIFFERENT METRICS: RENTAL DEMAND, REVENUE GROWTH, SEASONALITY, REGULATION, AND INVESTABILITY (IN US MARKETS).
- THE FACTORS WEIGHING HEAVIEST IN MOUNT DORA ARE REVENUE GROWTH, REGULATION AND INEVITABILITY.
- ALTHOUGH REVENUE GROWTH IS COUNTED AS A NEGATIVE FACTOR, THIS IS LIKELY DUE TO THE FLAT GROWTH THROUGH 2019 & 2020. AS NOTED ABOVE, REVENUE GROWTH HAS PICKED UP THROUGH 2021 AND SHOULD BE EXPECTED TO CONTINUE ITS UPWARD TRAJECTORY.





FOR THE PURPOSE OF ANALYSIS, WE TYPICALLY CHOOSE THE TOP PERFORMING ZIP CODE IN THE MARKET BASED ON THE INFORMATION ABOVE.

MOUNT DORA IS A SMALLER SHORT TERM RENTAL MARKET WITH FEW SUITABLE DEVELOPMENT SITES AVAILABLE. FOR THE PURPOSE OF ANALYSIS, WE HAVE CHOSEN ONE THAT APPEARS TO BE ABLE TO SUPPORT A DEVELOPMENT AND IS CLOSE TO AMENITIES. WE RECOMMEND SPEAKING WITH AN IN-MARKET REAL ESTATE PROFESSIONAL FOR MORE INFORMATION.



DEVELOPMENT SITE

PROPOSED DEVELOPMENT SITE

[HTTPS://WWW.ZILLOW.COM/HOMEDetails/2800-CROAT-ST-MOUNT-DORA-FL-32757/45336379_ZPID/](https://www.zillow.com/homedetails/2800-CROAT-ST-MOUNT-DORA-FL-32757/45336379_ZPID/)

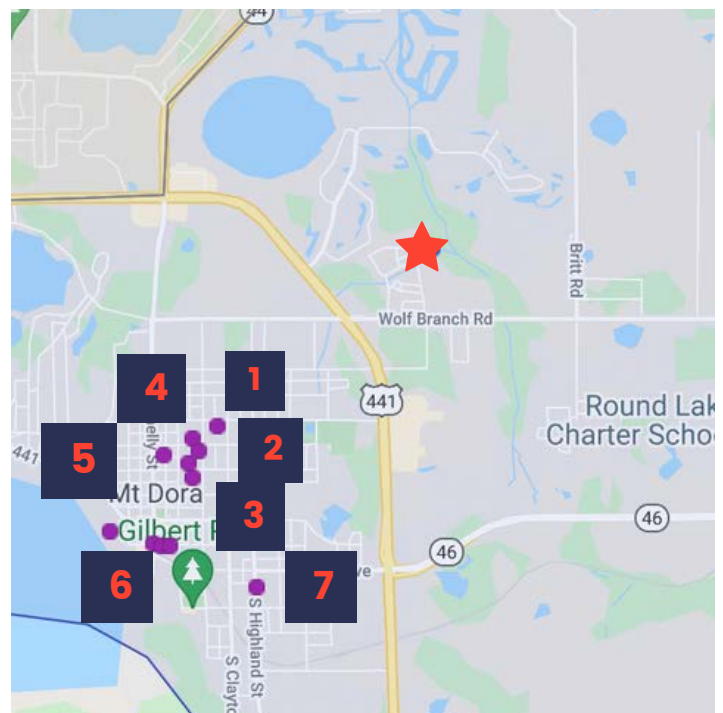
2800 CROAT ST, MOUNT DORA, FL 32757
5.04 ACRES. \$359,000

BUILD YOUR CUSTOM HOME ON THIS PRIVATE TREADED PARCEL WITH NO HOA FEES, A BEAUTIFUL 5 ACRES. BISECTED BY WOLF BRANCH CREEK, THIS PROPERTY IS JUST MINUTES FROM DOWNTOWN MOUNT DORA AND IS SITUATED AT THE END OF A PAVED CUL DE SAC OFF WOLF BRANCH ROAD. PROPERTY FEATURES A 2BR TRAILER WITH A GREAT RENTAL HISTORY AND PLENTY OF ROOM FOR YOUR EQUIPMENT, RVs, BOATS, BRING THE TOYS. WELL, SOFT WATER SYSTEM, SEPTIC, TWO METERS AND LOTS OF POTENTIAL!



THERE ARE 6 VACATION RENTAL PROPERTIES IN RELATIVE PROXIMITY TO THE PROPOSED DEVELOPMENT SITE.

- 2 BED, 1 BATH
 - \$185 AVG RATE, 73% OCC
- 2 BED, 1 BATH
 - \$192 AVG RATE, 65% OCC
- 2 BED, 1 BATH
 - \$157 AVG RATE, 95% OCC
- 2 BED, 1 BATH
 - \$153 AVG RATE, 92% OCC
- 2 BED, 2 BATH
 - \$290 AVG RATE, 58% OCC
- 2 BED, 1 BATH
 - \$243 AVG RATE, 65% OCC
- 2 BED, 1 BATH
 - \$131 AVG RATE, 86% OCC



PROPERTY REVIEW



COCONUT

484.37 SQ FT

1 BEDROOM, 1 BATHROOM

ANALYZED AT 2 GUEST CAPACITY



Annual Revenue ⓘ

\$32.2K

Average Daily Rate ⓘ

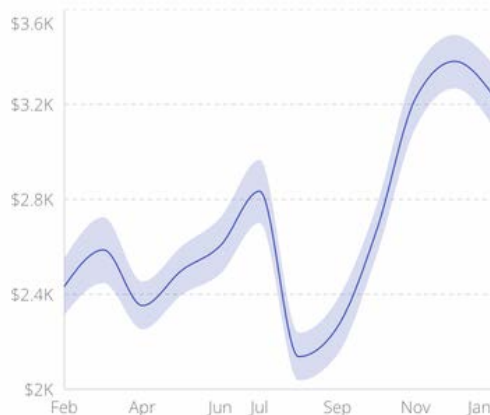
\$158

Occupancy Rate ⓘ

56%

Seasonal Revenue Forecast ⓘ

Revenue range: \$30.8K - \$33.6K



PROPERTY REVIEW

COMPARABLE PROPERTIES



1 bed · 1 bath · 2 guests

YOUR COTTAGE ON THE LAKE

\$48.4K
Revenue

\$52K
Revenue Potential

340
Days Available

78%
Occupancy

\$183
ADR



1 bed · 1 bath · 3 guests

Heirloom Inn, Mount Dora Suite 6 The Diamond

\$26.2K
Revenue

\$26.2K
Revenue Potential

365
Days Available

32%
Occupancy

\$224
ADR



1 bed · 1 bath · 4 guests

****DICKERMAN COTTAGE. Located on cottage row in the Historic area of Mount Dora****

\$14.5K
Revenue

\$34.5K
Revenue Potential

113
Days Available

61%
Occupancy

\$211
ADR



1 bed · 1 bath · 4 guests

The Ingram * 3 min walk to Downtown Mt. Dora!!

\$22.6K
Revenue

\$32.3K
Revenue Potential

263
Days Available

28%
Occupancy

\$307
ADR



1 bed · 1 bath · 4 guests

The Beauclair * 3 min walk to Downtown Mt. Dora!!

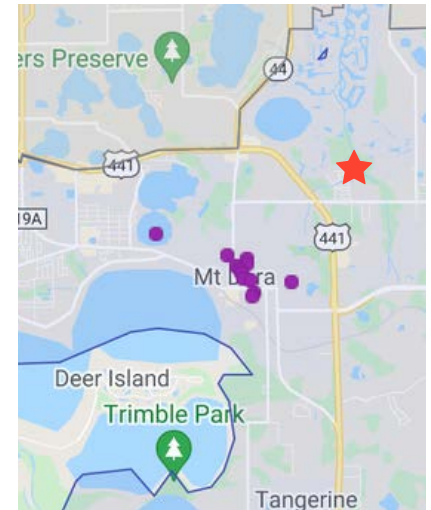
\$21.9K
Revenue

\$31.4K
Revenue Potential

271
Days Available

26%
Occupancy

\$317
ADR



PROPERTY REVIEW

LYCHEE

1001 SQ FT (TOTAL)

500.5 SQ FT (EACH)

1 BEDROOM, 1 BATHROOM EACH
ANALYZED AT 4 GUEST CAPACITY

IF RENTED AS A 1 BED, 1 BATH, WE CAN EXPECT THE SIMILAR PERFORMANCE AS COCONUT.



RENTED AS **2 BED, 2 BATH**, YIELDS 8.8% HIGHER RATE, 11 MORE POINTS OF OCCUPANCY, AND 30.7% HIGHER OVERALL REVENUE COMPARED TO COCONUT:

Annual Revenue ⓘ

\$42.1K

Average Daily Rate ⓘ

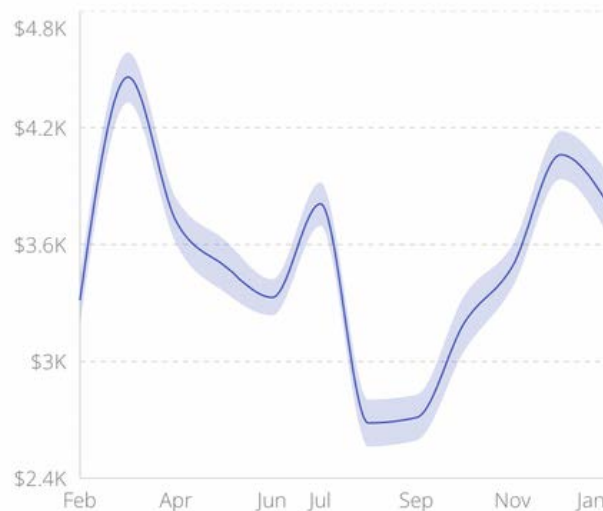
\$172

Occupancy Rate ⓘ

67%

Seasonal Revenue Forecast ⓘ

Revenue range: \$40.6K - \$43.6K



PROPERTY REVIEW

COMPARABLE PROPERTIES



2 beds · 2 baths · 6 guests

The Boathouse On Lake Dora

\$38K
Revenue

\$50.6K
Revenue Potential

227
Days Available

58%
Occupancy

\$290
ADR



2 beds · 2 baths · 4 guests

**"THE WOW COTTAGE" Imaginarium in
Downtown Historic**

\$26.5K
Revenue

\$34K
Revenue Potential

269
Days Available

37%
Occupancy

\$265
ADR



2 beds · 2 baths · 4 guests

THE FISHERMAN'S COTTAGE

\$39.5K
Revenue

\$39.5K
Revenue Potential

364
Days Available

50%
Occupancy

\$218
ADR



2 beds · 2 baths · 4 guests

Casa Jasmin

\$30.2K
Revenue

\$33.7K
Revenue Potential

322
Days Available

58%
Occupancy

\$162
ADR



2 beds · 2 baths · 4 guests

**Uptown Nature Retreat- quiet yet close to
town**

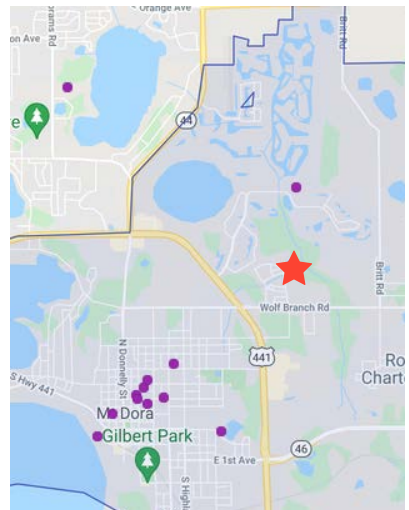
\$23.5K
Revenue

\$42K
Revenue Potential

182
Days Available

80%
Occupancy

\$161
ADR



PROPERTY REVIEW

MANGO II

1345.49 SQ FT

2 BEDROOM, 2 BATHROOM EACH
ANALYZED AT 4 GUEST CAPACITY

IF RENTED AS A 2 BED, 2 BATH, SLEEPING 4, WE CAN EXPECT SIMILAR PERFORMANCE AS LYCHEE.



RENTED AS **2 BED, 2 BATH, SLEEPING 6** YIELDS NO EXPECTED CHANGE IN REVENUE, RATE OR OCCUPANCY.

Annual Revenue ⓘ

\$42.1K

Average Daily Rate ⓘ

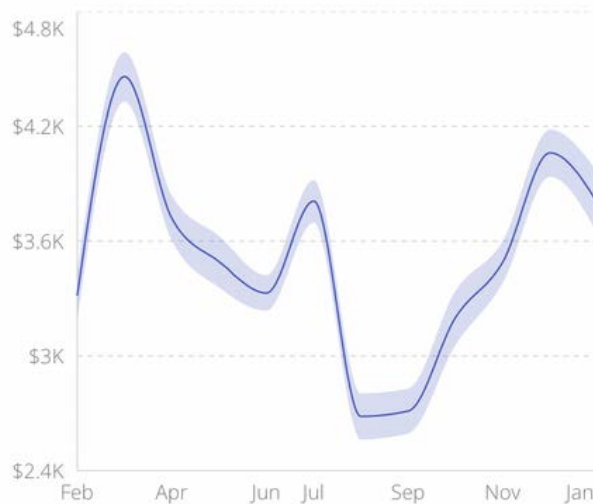
\$172

Occupancy Rate ⓘ

67%

Seasonal Revenue Forecast ⓘ

Revenue range: \$40.6K - \$43.6K



PROPERTY REVIEW

COMPARABLE PROPERTIES



2 beds · 2 baths · 6 guests

The Boathouse On Lake Dora

\$38K
Revenue

\$50.6K
Revenue Potential

227
Days Available

58%
Occupancy

\$290
ADR



2 beds · 2 baths · 6 guests

Historic Hubbell House of Mount Dora

\$22.5K
Revenue

\$37.7K
Revenue Potential

192
Days Available

43%
Occupancy

\$272
ADR



2 beds · 2 baths · 6 guests

2 Rooms near downtown - 6 Blocks - 2 bedrooms - 2 bath - sleeps 4 adults 2 kids

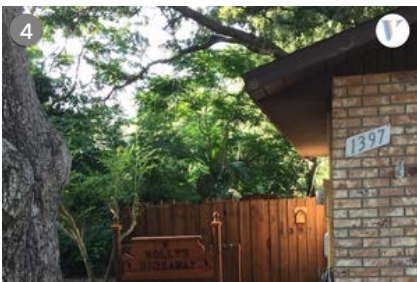
\$31.1K
Revenue

\$34.8K
Revenue Potential

316
Days Available

62%
Occupancy

\$159
ADR



2 beds · 2 baths · 6 guests

Holly's Hideaway Mt Dora Charming 2/2 in Historic District

\$29.4K
Revenue

\$51.4K
Revenue Potential

185
Days Available

90%
Occupancy

\$177
ADR



2 beds · 2 baths · 6 guests

2 Bed/2 Bath North Baker Cottage Downtown Mt Dora

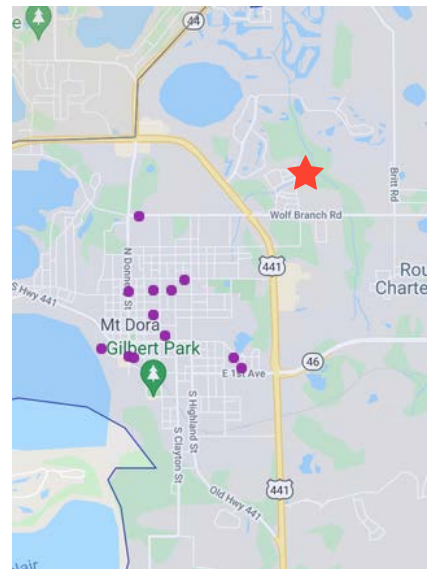
\$16.4K
Revenue

\$41.4K
Revenue Potential

119
Days Available

78%
Occupancy

\$178
ADR



PROPERTY REVIEW

ASHER

1453.13 SQ FT
3 BEDROOM, 2 BATHROOM EACH
ANALYZED AT 6 GUEST CAPACITY



Annual Revenue ⓘ

\$51.8K

Average Daily Rate ⓘ

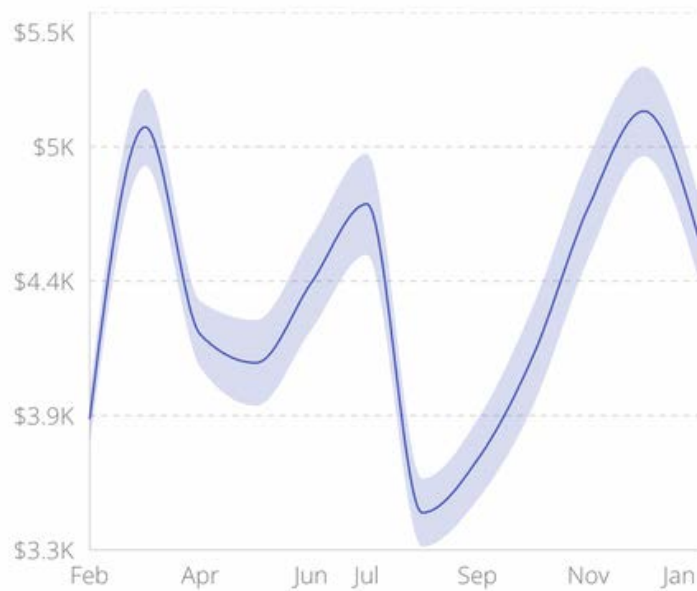
\$196

Occupancy Rate ⓘ

72%

Seasonal Revenue Forecast ⓘ

Revenue range: \$49.8K - \$53.8K



PROPERTY REVIEW

COMPARABLE PROPERTIES



3 beds · 2 baths · 6 guests

Royellou House (3BR 2BA)

\$60.5K
Revenue

\$86.5K
Revenue Potential

251
Days Available

89%
Occupancy

\$271
ADR



3 beds · 2 baths · 6 guests

UPSCALE DOWNTOWN VINTAGE 3/2 HOME

\$46.5K
Revenue

\$62.4K
Revenue Potential

266
Days Available

72%
Occupancy

\$244
ADR



3 beds · 2 baths · 6 guests

Rocking Chair Cottage in Historic Mt Dora (Walk to Town)

\$39.6K
Revenue

\$62.5K
Revenue Potential

224
Days Available

79%
Occupancy

\$223
ADR



3 beds · 2 baths · 6 guests

Historic bungalow with a lagoon

\$19.1K
Revenue

\$42.5K
Revenue Potential

151
Days Available

61%
Occupancy

\$207
ADR



3 beds · 2 baths · 6 guests

Stylish Home in Historic District, Walk to Marina!

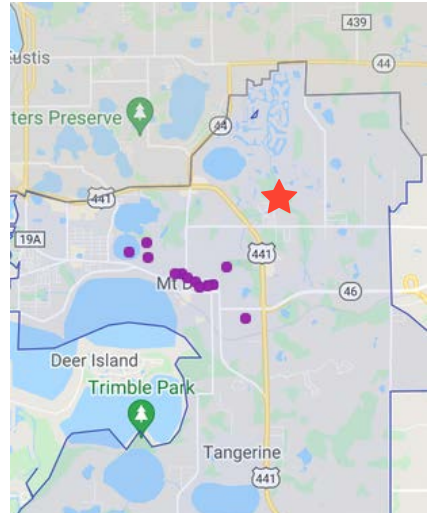
\$41.6K
Revenue

\$44.6K
Revenue Potential

324
Days Available

59%
Occupancy

\$216
ADR



PROPERTY REVIEW

REED

1991.32 SQ FT
3 BEDROOM, 2 BATHROOM EACH
ANALYZED AT 6 GUEST CAPACITY

IF RENTED AS A 3 BED, 2 BATH, SLEEPING 6, WE CAN EXPECT SIMILAR PERFORMANCE AS ASHER.



RENTED AS **3 BED, 2 BATH, SLEEPING 8** YIELDS NO MATERIAL CHANGE IN REVENUE, RATE OR OCCUPANCY.

Annual Revenue ⓘ

\$54.1K

Average Daily Rate ⓘ

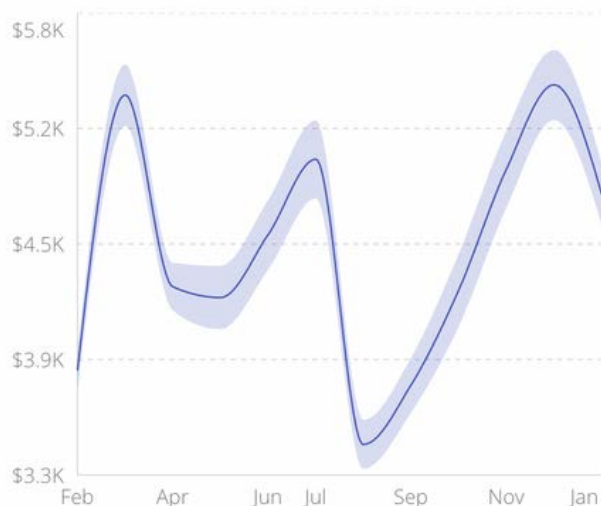
\$210

Occupancy Rate ⓘ

71%

Seasonal Revenue Forecast ⓘ

Revenue range: \$52K - \$56.2K



PROPERTY REVIEW

SAMAN

2895.49 SQ FT

3 BEDROOM, 3 BATHROOM

ANALYZED AT 6 GUEST CAPACITY

*NOTE: WE CANNOT ACCOUNT FOR HOW POOL WILL AFFECT RESULTS.

IF RENTED AS A 3 BED, 3 BATH, SLEEPING 6, WE CAN EXPECT SIMILAR PERFORMANCE AS REED.



RENTED AS **3 BED, 3 BATH, SLEEPING 8** YEILDS MINIMAL CHANGE IN REVENUE, RATE OR OCCUPANCY BUT THE INCREASE IN PERFORMANCE COMPARED TO **ASHER** IS NOTABLE.

Annual Revenue ⓘ

\$56.3K

Average Daily Rate ⓘ

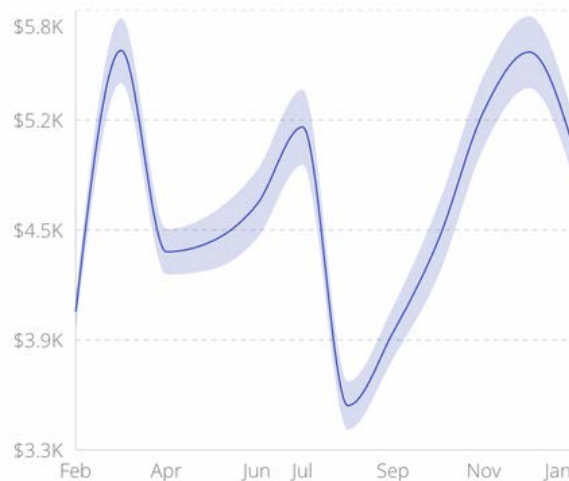
\$220

Occupancy Rate ⓘ

70%

Seasonal Revenue Forecast ⓘ

Revenue range: \$54.1K - \$58.4K



PROPERTY REVIEW

EARTHSHIP

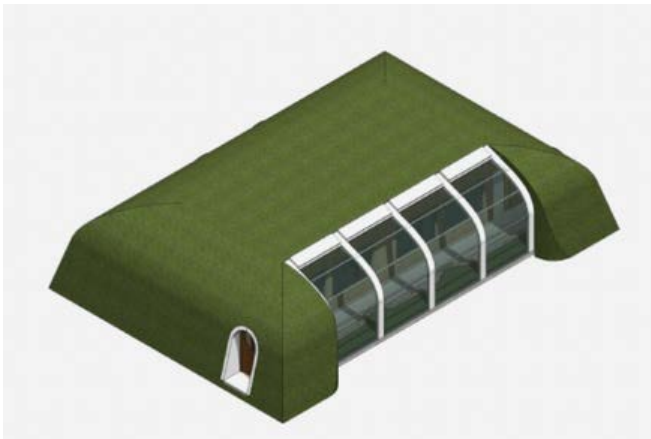
1501.56 SQ FT

2 BEDROOM, 2 BATHROOM

ANALYZED AT 4 GUEST CAPACITY

*NOTE: WE CANNOT ACCOUNT FOR UNIQUENESS OF UNIT WILL AFFECT RESULTS.

IF RENTED AS A 2 BED, 2 BATH, SLEEPING 4, WE CAN EXPECT SIMILAR PERFORMANCE AS LYCHEE.



RENTED AS **2 BED, 2 BATH, SLEEPING 6** YIELDS NO EXPECTED CHANGE IN REVENUE, RATE OR OCCUPANCY COMPARED TO MANGO II.

Annual Revenue ⓘ

\$42.1K

Average Daily Rate ⓘ

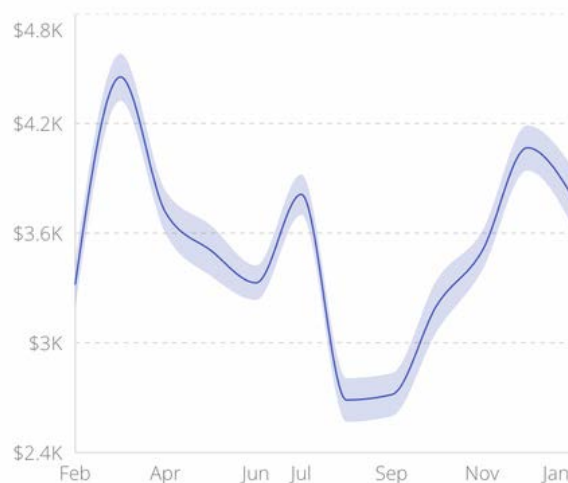
\$172

Occupancy Rate ⓘ

67%

Seasonal Revenue Forecast ⓘ

Revenue range: \$40.6K - \$43.6K



PROPERTY REVIEW

EARTHSHIP II

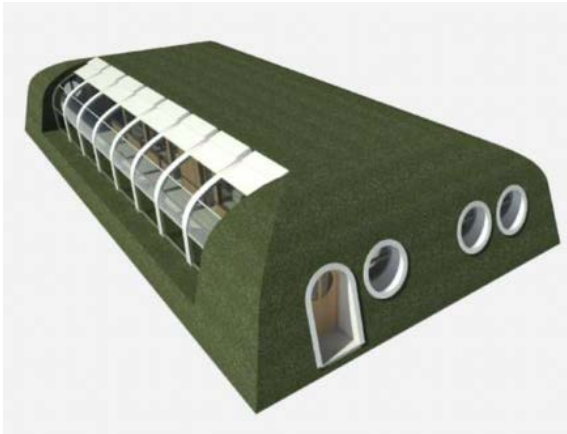
2152.78 SQ FT

3 BEDROOM, 3 BATHROOM

ANALYZED AT 6 GUEST CAPACITY

*NOTE: WE CANNOT ACCOUNT FOR UNIQUENESS OF UNIT WILL AFFECT RESULTS.

IF RENTED AS A 3 BED, 3 BATH, SLEEPING 6, WE CAN EXPECT SIMILAR PERFORMANCE AS REED.



RENTED AS **3 BED, 3 BATH, SLEEPING 8** YIELDS NO EXPECTED CHANGE IN REVENUE, RATE OR OCCUPANCY COMPARED TO SAMAN.

Annual Revenue ⓘ

\$56.3K

Average Daily Rate ⓘ

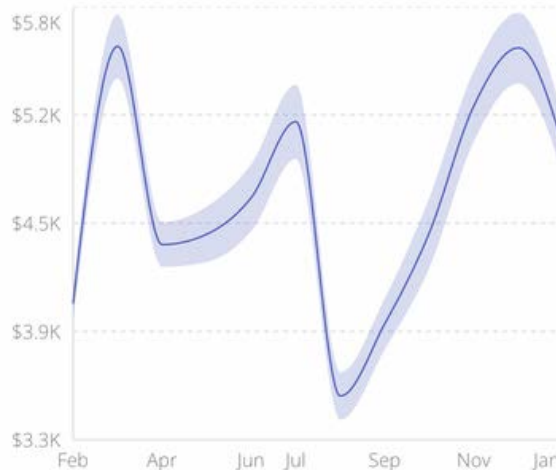
\$220

Occupancy Rate ⓘ

70%

Seasonal Revenue Forecast ⓘ

Revenue range: \$54.1K - \$58.4K



PROPERTY REVIEW

BUNGALOWS

880 SQ FT (TOTAL)

~220 SQ FT (EACH)

STUDIO, 1 BATHROOM, NO KITCHEN
ANALYZED AT 2 GUEST CAPACITY

*THESE PROJECTIONS ARE FOR EACH UNIT IN THE BUNGALOW.

*NOTE: WE CANNOT ACCOUNT FOR IF AND HOW THE LACK OF KITCHEN WILL AFFECT RESULTS.



Annual Revenue ⓘ

\$33.8K

Average Daily Rate ⓘ

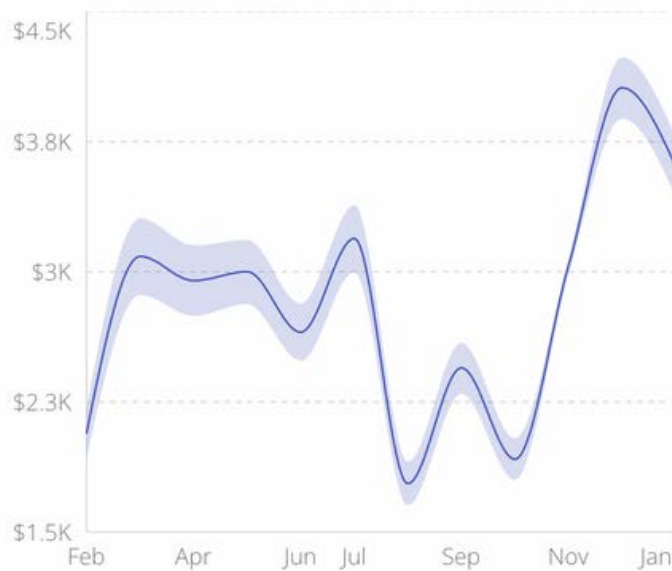
\$127

Occupancy Rate ⓘ

73%

Seasonal Revenue Forecast ⓘ

Revenue range: \$31.9K - \$35.7K



PROPERTY REVIEW

COMPARABLE PROPERTIES



studio · 1 bath · 4 guests

The Boat House on Lake Dora - Downtown Waterfront

\$16.3K Revenue	\$16.3K Revenue Potential	
88 Days Available	82% Occupancy	\$227 ADR



studio · 1 bath · 2 guests

Cottage in Mount Dora "My Dora Dream"

\$33.4K Revenue	\$39.7K Revenue Potential	
302 Days Available	73% Occupancy	\$151 ADR



studio · 1 bath · 2 guests

Renovated "Conch House" Studio with Private Entry

\$25.1K Revenue	\$27.5K Revenue Potential	
328 Days Available	75% Occupancy	\$102 ADR



studio · 1 bath · 2 guests

The Mount Dora Escape-A Tiny House

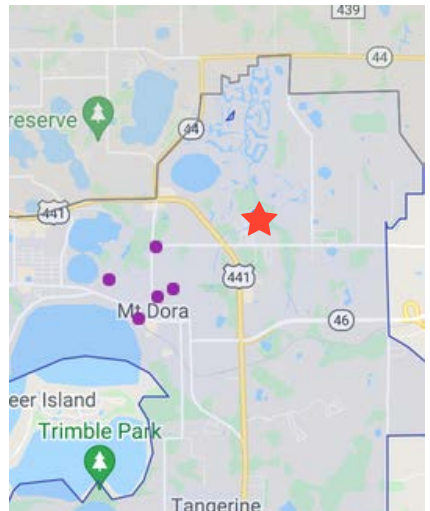
\$22.4K Revenue	\$27K Revenue Potential	
293 Days Available	83% Occupancy	\$92 ADR



studio · 1 bath · 4 guests

2 bedroom bungalow .4 miles from Downtown Mt. Dora

\$24.7K Revenue	\$33.6K Revenue Potential	
270 Days Available	62% Occupancy	\$147 ADR





RECOMMENDATIONS

VACATION RENTALS

- WHILE THERE IS A VERY CLEAR BENEFIT TO FOCUSING ON 3 BEDROOM / 3 BATHROOM, SLEEPING 6+ GUESTS, THE ANALYSIS SHOWS THAT EACH ADDITIONAL BEDROOM FROM A STUDIO UP TO 3 BEDROOMS CAN EXPECT TO GENERATE ~\$10K IN REVENUE PER YEAR.
- THE SURPRISING FINDING IS THAT STUDIO'S PERFORM AT A SLIGHTLY HIGHER LEVEL THAN 1 BEDROOM UNITS HOWEVER, THE EFFECT OF A LACK OF A KITCHEN IN THE BUNGALOW CANNOT BE ACCOUNTED FOR IN THE ANALYSIS.
- THE EXPECTED PERFORMANCE VALUES PER AIRDNA ARE VERY LIKELY TO BE LOW FOR THIS PROJECT. WHILE SEASONALITY WILL AFFECT THE ENTIRE MARKET, THE WORTHYDOMES DEVELOPMENT SHOULD BE ABLE TO BE A MARKET LEADER IN PRICING, ASSUMING THE PROPERTIES ARE FITTED WITH HIGH QUALITY FURNITURE, FIXTURES AND EQUIPMENT, AND THE SERVICE IS BEST IN CLASS.
- A REVENUE MANAGEMENT TOOL WILL GIVE VALUABLE INSIGHT IN TO WHAT TO CHARGE WHEN AND WILL ALLOW YOU TO DRIVE A HIGHER RATE COMPARED TO WHAT THE MARKET IS CHARGING.
- CONSIDER HIRING A VACATION RENTAL PROPERTY MANAGEMENT COMPANY TO MANAGE LISTINGS, GUESTS AND THE DAY-TO-DAY OPERATION TO GIVE THE STRUCTURE AND EXPERTISE TO OUTPERFORM THE MARKET.





Recreation
VACATION RENTALS

OWNERS GUIDE

**JOIN THE
RECREATION
VACATION
RENTALS FAMILY**

LUXURY HOTEL
MANAGEMENT
MEETS VACATION
RENTALS

recreationstays.com





We're a Seattle-based, full-service vacation rental management company built on a foundation of luxury hotel operations. We're leveling up the industry by bringing the tools and practices of the best-run hotels in the world to change what owners and guests can expect from a vacation rental.

We operate high-quality accommodations for travelers looking to experience more than just a place to sleep. Recreation's mission is to provide outstanding experiences through the unique elements of each destination.

background



our services

Some of the services we provide include:

- Owner Dashboard
- Detailed Revenue Reporting
- Marketing & Listing Management
- Channel Management
- Centralized Reservation System
- Professional Revenue Management
- Automated Guest Screening
- Automated Front Desk w/ Remote Access Control & Code Generation
- Real-Time Unit Monitoring (Noise & Locks)
- 24/7 Guest Communication & Customer Service
- Guest Mobile App w/ Smart Access Connectivity
- Revenue Management & Dynamic Pricing
- Housekeeping & Maintenance Staffing, Coordination and Management
- Departure Inspections & Restocking
- Online Reputation Tracker
- Assistance with Claims & Damage Recovery
- Security Checks and Guest Verification
- ... and help with any obstacles that come up



our team



Adam Knight
Co-Founder & CEO

A hospitality veteran and operations expert. He brings 25 years experience across luxury hotel brands like Fairmont and St. Regis. He has lived and worked all over North America and the Caribbean. He loves the left brain/right brain dichotomy of the hospitality industry. One minute you're diving into a P&L, the next you're tasting the new seasonal menu in the restaurant. His passion lies in understanding how things work and making them better, be it small service experiences or large-scale project management.



Wil Slickers
Co-Founder & COO

Wil brings a new perspective to tourism, hospitality, and service. Wil lives by the concept of "Exceeding Expectations and Creating Destinations." While running his network of podcasts, he is also an advisor for other hospitality brands like a Treehouse/Glamping company based in California and much more!

Wil got his start by working for a Marriott Autograph Collection with over 700 rooms as a 4 Diamond property and even moved on to managing an all-suite hotel on the Oregon Coast before taking the leap into full-time self-employment and entrepreneurship.



Kayla Patrick
Head of Finance

Kayla has an extensive background in bookkeeping & accounting while also being very passionate about travel and creating great experiences. When Kayla isn't behind a screen and jumping into all of the numbers, you can find her out on a hike with her husband and dog, Sam & Duke! Kayla joined Recreation Rentals at the end of 2021 and has already brought tons of value to our growing business!





our contract and fees

Our management fee is simple and straightforward. It is 25% of the gross nightly revenue your property earns and is backed by **The Recreation Guarantee!**

We also cover all of the guest and operating supplies needed to run the property as a short term rental and collect the guest-paid cleaning fee which goes to the professional housekeeping team that will look after your property.

Payouts are sent to homeowners on a monthly basis, including a detailed performance report.





the recreation guarantee

If you are not 100% satisfied with Recreation for any reason after six months of having an active property listing with us, you will be entitled to request a refund of our management fees incurred during that six-month period.

You don't have to provide a reason for your dissatisfaction to receive the refund, though we may ask questions to help us improve our service. Terms and conditions apply.





next steps

Managing a vacation rental on your own isn't easy – but that's why we're here. We can earn you more from your home while looking after all the details.

There are several benefits of short-term rentals. We can help you take advantage of:

- Increasing your property's net revenues
- Earning higher passive income
- Diversifying your portfolio's exposure
- Obtaining a higher cash-yield than in the long-term market
- Paying down your future retirement property
- Finding more properties to replicate your success and build a new business!

We're here to help you from day one to coordinate absolutely everything to launch your listing and start rolling rental revenue into your account.

Whether you're considering acquiring your first property or if you're transitioning an existing property to a short-term rental, we look forward to welcoming you to the Recreation family!

Warm Regards,

Adam Knight & Wil Slickers
Co-Founders

www.recreationstays.com/contact