

Revenue Projection

& Investment Analysis

735 Tayles Point Road

Big Bear Lake, CA 92315

4 Bedrooms · Big Bear Lake, CA



MARKET BENCHMARK DATA — 4-Bedroom Comps, Big Bear Lake (Keydata, trailing 12 months)

\$120,908	\$845	143	32 days
4BR Comp Set Avg Revenue	Comp Set Avg Daily Rate	Comp Set Guest Nights	Avg Booking Window

REVENUE SCENARIOS — Based on Property Condition, Investment Level & Pricing Strategy

BRONZE — AS-IS / RENTAL READY	SILVER — TARGETED IMPROVEMENTS	GOLD — FULL AMENITY INVESTMENT
\$93,500	\$111,200	\$125,000+
Avg Nightly Rate: \$740 Guest Nights: 126 nights Condition: Current condition	Avg Nightly Rate: \$845 Guest Nights: 132 nights Condition: Upgraded & staged	Avg Nightly Rate: \$960+ Guest Nights: 137+ nights Condition: Premium position

Conservative baseline assuming the home is rental-ready with standard furnishings. Comp set average is \$120K — this reflects realistic year-one performance without additional investment.

Targeted improvements such as professional staging, quality linens, updated photography, and a hot tub or game room addition. Positions the home above the comp set average.

Full amenity package — hot tub, game room or theater, premium decor, and outdoor entertainment. Puts the home among top performers in the market. Reaching well above \$125K requires meaningful investment in the property — the ceiling is there, but it has to be earned.

MONTHLY REVENUE BREAKDOWN — Silver Scenario / Base Projection

MONTH	SEASON	AVG RATE	NIGHTS	EST. REVENUE	NOTES
January	Peak	\$1,100	18	\$19,800	Strongest month — snow season, full weekends
February	Peak	\$889	12	\$10,668	Ski demand steady, Valentine's weekend premium
March	Shoulder	\$527	12	\$6,371	Spring break helps, mid-week soft
April	Shoulder	\$499	6	\$2,994	Difficult month, pricing flexibility critical
May	Shoulder	\$422	7	\$2,954	Memorial Day weekend the only bright spot
June	Off-Peak	\$890	13	\$11,570	Summer ramps quickly, strong June demand
July	Off-Peak	\$998	19	\$18,962	Peak summer month, 4th of July premium
August	Off-Peak	\$898	14	\$12,572	Solid summer demand, families and groups
September	Off-Peak	\$754	8	\$6,032	Labor Day saves it, shoulder after that
October	Off-Peak	\$675	9	\$6,075	Slowest stretch, foliage helps late month
November	Peak	\$675	11	\$7,425	Thanksgiving strong, holiday demand building
December	Peak	\$1,100	14	\$15,400	Christmas/NYE premium, near-full occupancy
ANNUAL TOTAL			143	\$120,823	

WHAT DRIVES PERFORMANCE

Exceptional Comp Set Baseline

The 4BR comp set for this address averages \$120,908 — well above typical Big Bear Lake benchmarks. This location and property type commands a premium. A well-managed home here has a strong foundation to build from.

Dual Peak Season Advantage

Unlike most Big Bear properties where January is moderate, this comp set shows January as the single strongest month at \$19,800 — and July nearly matches it at \$18,962. Two distinct peak windows give this home more earning opportunities than a purely ski-season property.

Active Revenue Management

SCV has a dedicated revenue manager monitoring demand pacing weekly. Peak weekends are held at 2-3 night minimums. Shoulder periods are adjusted to the lowest allowable minimum under Big Bear Lake regulations to capture what the market will give.

Multi-Channel Distribution

Airbnb, VRBO, and direct booking running simultaneously. Each channel attracts a different guest segment and booking window, maximizing exposure across the full calendar.

KEY MARKET CONSIDERATIONS

Investment Drives the Ceiling

The difference between the Bronze and Gold scenario is not luck or timing — it is what the home offers. In a market with 2,400+ active listings, guests choose based on amenities during slow periods. A hot tub, game room, or standout outdoor space is what earns the booking when the market is soft.

April and May Are Structural

Both months are soft across all 4BR comps in this market. Dynamic pricing and active management can minimize losses, but cannot manufacture demand that is not there. Plan for it and let the strong months carry the year.

Full Pricing Authority Is Non-Negotiable

The only way to hit or exceed these projections is full pricing authority on SCV's side. Owner-set minimums that do not flex with the market are the single most common reason properties underperform against their comp set.

Year 2 Compounds

Review velocity is the largest growth lever after year one. A well-reviewed listing in this comp set can command 15-20% higher rates and earns better search placement — compounding revenue over time well beyond what any projection can model.

IMPORTANT DISCLAIMER: All projections are estimates based on current market comparable data sourced from Keydata (trailing 12 months) and SoCal Vacations active portfolio intelligence. Actual results will vary based on property condition, amenities, owner decisions regarding pricing authority, booking platform policies, market supply changes, and broader economic conditions. Revenue projections are conservative and do not reflect the full upside potential of a fully invested and amenity-equipped property. SoCal Vacations does not guarantee specific revenue outcomes. Projections are provided for informational purposes only and should not be construed as a contract or performance guarantee.

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