



DETAILED RENTAL PROJECTION

BACKED BY 10+ YEARS OF LOCAL EXPERTISE



This projection is based on current market rates, expected occupancy, and comparable homes in the Park City area—taking into account your property's layout, furnishings, and condition. Most SkyRun homes see a **10% annual increase** in revenue during their first 2-3 years as the listing builds visibility and repeat guest traction across top booking sites (assuming similar market conditions.)

Proposal for: 4273 Willow Draw

ANNUAL GROSS EARNING POTENTIAL

\$167,243

HIGH - \$202,000 | LOW - \$135,000*

More details on page 2



Revenue Projection Pro-Forma Estimate 4273 Willow Draw

Total Projected Gross Revenue: **\$167,243** (From \$135,000 to \$202,000 based on market conditions and pricing)

Total Projected NET proceeds: **\$117,070** (From \$95,000 to \$142,000 based on market conditions, pricing, and net of 30% commission)

Total Projected Nights Rented: **163** | Total Days Owner Enjoyment: **0** | Occupancy: **45%** | Average Nightly Rate: **\$1,026**

Total Projected Gross Revenue: \$167,243



LOCALLY OWNED & OPERATED

Hands-on care from a team that lives and works here in Park City.

HIGHER OWNER REVENUE

Our properties outperformed the Park City market by 23.6% in RevPAR and 55% in Average Stay Value during the 2024-2025 season.

96% OWNER RETENTION RATE

A true measure of trust, satisfaction, and long-term performance.

SMART PRICING, HUMAN EXPERTISE

Our revenue team blends advanced technology with local insight to outperform algorithms alone.

STATE-OF-THE-ART MARKETING & SOFTWARE

Owner portal, dynamic booking tools, and exposure on 40+ top booking channels.

TOP-RATED HOSPITALITY

Awarded Airbnb Superhost 5 times, named VRBO Premier Partner, and rated 4.9 stars on Google by 400+ happy guests.

DEDICATED IN-HOUSE INSPECTIONS

Our in-house inspectors check your home before and after every guest stay to ensure the protection of your investment and you'll receive a monthly report with any and all findings.

RECOGNIZED FOR EXCELLENCE





Revenue Projection Pro-Forma Estimate

4273 Willow Draw

Total Projected Gross Revenue: \$167,243

(From \$135,000 to \$202,000 based on market conditions and pricing)

Total Projected NET proceeds: \$117,070

(From \$95,000 to \$142,000 based on market conditions, pricing, and net of 30% commission)

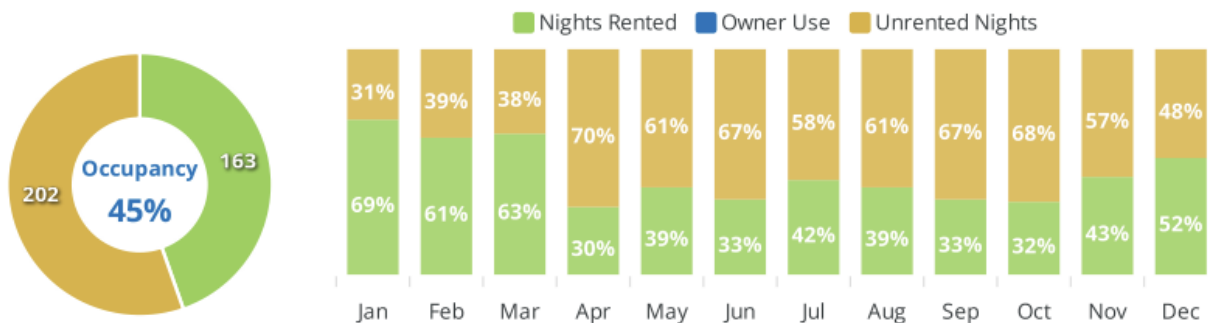
Total Projected Nights Rented
163

Total Days Owner Enjoyment
0

Occupancy
45%

Average Nightly Rate
\$1,026

Total Projected Gross Revenue: \$167,243



Average Nightly Rate: \$1,026



Rental Projections Prepared By

Sandra Davidson

sandra.davidson@skyrun.com

435-709-5639

parkcity.skyrun.com

October 7, 2025

Sensitivity Analysis

		Nights Rented				
		80%	90%	100%	110%	120%
Average Nightly Rate	80%	\$107,036	\$120,415	\$133,794	\$147,174	\$160,553
	90%	\$120,415	\$135,467	\$150,519	\$165,571	\$180,622
	100%	\$133,794	\$150,519	\$167,243	\$183,967	\$200,692
	110%	\$147,174	\$165,571	\$183,967	\$202,364	\$220,761
	120%	\$160,553	\$180,622	\$200,692	\$220,761	\$240,830

WANT TO KNOW HOW WE DELIVER THESE RESULTS?

Flip the page to see how our proven model, local expertise, and national reach work together to earn our homeowners more.



THE BEST OF BOTH WORLDS IN VACATION RENTAL MANAGEMENT:

LOCAL EXPERTS. FULL-SERVICE CARE. BETTER RETURNS.

SkyRun Park City/Deer Valley has been earning homeowner trust for over **10 years**, managing properties with care, integrity, and results. With **400+ five-star guest reviews** and a **96% owner retention rate**, we're proud to be the local team over **100 homeowners** count on to outperform the market in **RevPAR and Stay Value**.

As part of a **national brand with 50+ locations**, we market your home to over **600,000 guests** and partner with major booking platforms like Airbnb and VRBO—where we hold **Superhost** and **Premier Partner** status. You'll benefit from the reach, tech, and resources of a big company while enjoying the hands-on, personalized service of a local team that lives right here in Park City.



EARN MORE REVENUE WITH SKYRUN

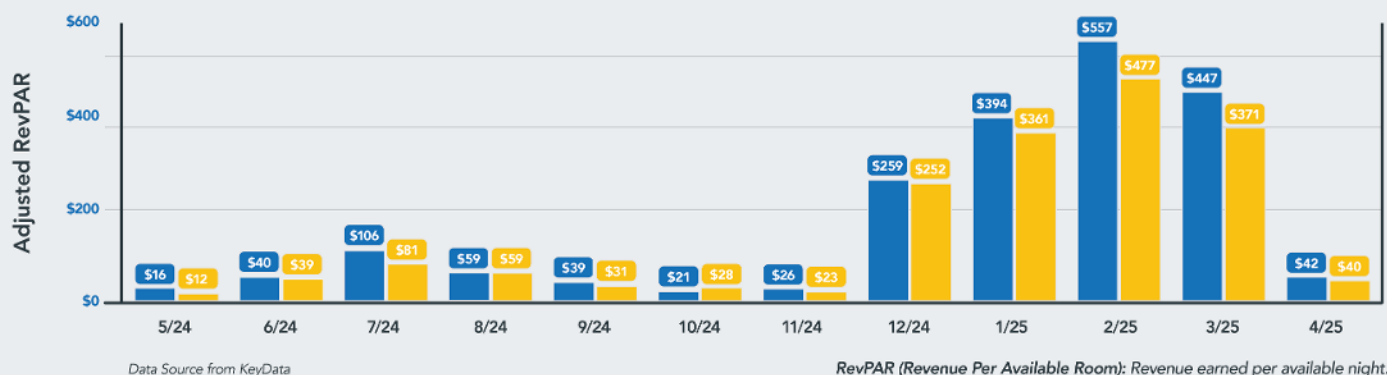
At SkyRun Park City, our homeowners don't just earn—they outperform.

We combine dynamic pricing, local market expertise, and a focus on guest experience to maximize your home's earning potential while protecting its long-term value.

Park City Area Adjusted RevPAR

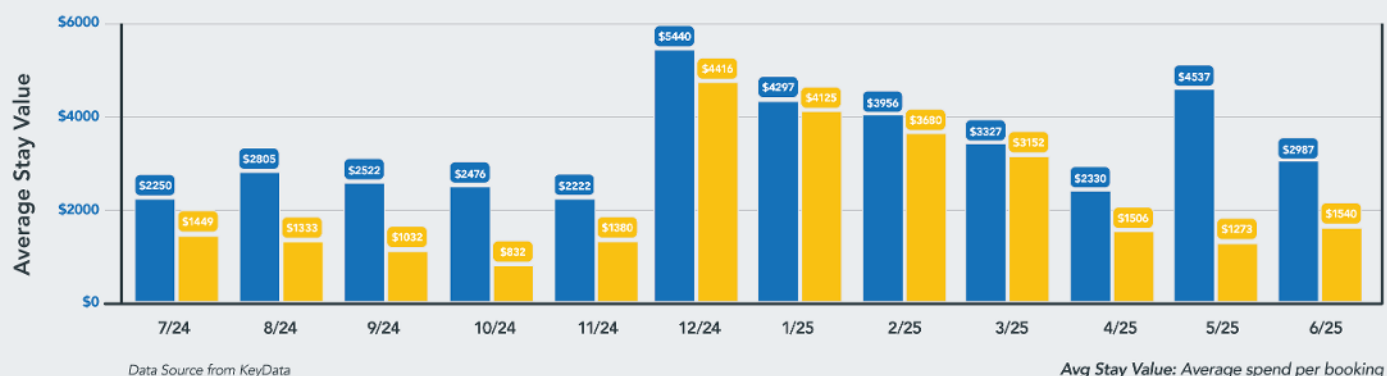
■ SkyRun Park City: Adjusted RevPAR | 5/1/2024 to 4/19/2025 | **\$183**
■ Park City Area: Adjusted RevPAR | 5/1/2024 to 4/19/2025 | **\$148**

SkyRun Park City Outperforms the Market in RevPAR by 23.6%!



Park City Area Average Stay Value

■ SkyRun Park City: Average Stay Value | 7/1/2024 to 7/1/2025 | **\$3,466**
■ Park City Area: Average Stay Value | 7/1/2024 to 7/1/2025 | **\$2,373**



Flip the page to see how we deliver top-tier care, local expertise, and a guest experience that earns 5 stars—every time.



HOW DOES SKYRUN STACK UP:



CASH:

Many owners wonder, "Should my home be doing better?" At SkyRun, we consistently outperform the market, exceeding Park City's average RevPAR by 23.6% over the past 12 months.

We don't charge any startup or onboarding fees, we only earn when you do.

Our pricing strategy uses "Rate Snoop," a proprietary tool developed in-house, to give your home a 15–20% competitive edge in revenue.

Your property is listed on over 40 of the top vacation rental booking platforms for maximum exposure.

All state and local lodging taxes are collected and remitted on your behalf, and we organize your year-end tax documents for easy filing.

With transparent pricing and no hidden fees, you always know exactly what you're paying for.



CARE:

A common concern we hear is, "Is someone really taking care of my home?" At SkyRun, we take that responsibility seriously.

Our team performs 57-point inspections after every guest stay, before every arrival, and every 10 days during the off-season.

We conduct seasonal tune-ups and proactive maintenance checks to keep your home in top shape year-round.

Each booking includes damage protection, so in the rare case something goes wrong, we can repair or replace items quickly and at no cost to you.

Guests are pre-vetted through platforms like Airbnb and VRBO, and we strictly enforce no-pet rules to minimize risk.

We provide high-end linens, bath amenities, and a welcome basket with every stay, so your home is always presented at its best.



COMMUNICATION:

Owners often tell us, "It's hard to get through to someone— and when I do, it's a new person every time." That won't happen here.

As a locally owned and operated business, when you call us, you'll speak to a live, local team member who knows your property.

Our in-house Homeowner Success Manager will be in constant contact with you and is always available for questions, concerns and advice.

Our 96% homeowner retention rate speaks to the long-term relationships we build.

You'll have full access to your owner portal, where you can view bookings, track revenue, and download reports at any time.

We also keep you updated through monthly newsletters and offer expert guidance on licensing, permits, and local regulations to ensure you're always in compliance.

SKYRUN PARK CITY'S TECH STACK:

At SkyRun Park City, we've carefully chosen tools that help us stay organized, communicate quickly, price smartly, and keep your property secure. It's all about giving you peace of mind and helping your home perform its best.



TRACK PROPERTY MANAGEMENT SOFTWARE

An industry-leading PMS platform built with robust trust accounting features to ensure the safety and security of homeowner funds. Direct integration with Airbnb, Vrbo, Marriott, and 40+ other booking channels.



ATLAS BOOKING ENGINE

A modern, user-friendly booking platform that powers our website, landing pages, and guest reservation portal with a seamless experience.



BREEZEWAY

Best-in-class operations software that streamlines workflows, generates real-time work orders, and tracks inspections. This tool has significantly boosted our operational efficiency.



PRICELABS

A dynamic pricing and revenue management tool that uses data-driven insights to optimize rates and maximize revenue.



REMOTELOCK

Secure smart lock technology that provides controlled access for guests, owners, contractors, and cleaners. Access codes are time-restricted to check-in and check-out windows—ensuring peace of mind for our homeowners



RATE SNOOP (SKYRUN EXCLUSIVE)

Our proprietary revenue, pace, and yield management tool—built by SkyRun's revenue experts. It combines AI-driven analytics with human insight to increase revenue by 8–16%. Your success is always our priority.



MONDAY.COM

A powerful task and workflow management platform used to keep our team organized and accountable.



RE:AMAZE

A unified inbox that centralizes all communication—including guest messages, bookings, and owner conversations—into one efficient platform for responsive and organized service.

FAQ

Q: HOW DO YOU MARKET MY HOME TO TRAVELERS TO RENT?

We use a multi-channel strategy to reach qualified guests worldwide. Your home will be listed on 40+ top booking sites—including Airbnb, VRBO, Booking.com, Marriott Homes & Villas, and American Express Travel—plus our high-ranking SkyRun website. We highlight your home with professional photos, engaging descriptions, and targeted digital ads, and we optimize listings seasonally for each platform. Our team also runs email campaigns and social media promotions to attract both new and repeat guests year-round.

Q: I'VE STRUGGLED TO REACH MY MANAGER IN THE PAST. WHAT DO YOU DO TO COMMUNICATE WITH ME ABOUT MY HOME?

We understand how frustrating that can be, which is why communication is one of our top priorities. Our Owner Success Manager is in constant contact with you to ensure that all of your questions or concerns are addressed right away. You'll also receive regular performance reports and monthly newsletters, and you'll have 24/7 access to your owner portal to track bookings, revenue, and upcoming stays. When you call, you'll speak with someone who knows your name—and your home.

Q: HOW DO WE SET RATES FOR YOUR HOME?

We use a blend of smart technology and human expertise to price your home competitively. Our proprietary revenue tool, Rate Snoop, analyzes local demand, competitor pricing, and market trends to optimize your nightly rates. Then, our in-house revenue management team fine-tunes those prices based on insider knowledge of the market, seasonality, and special events. This dynamic approach helps maximize your revenue while keeping your calendar filled with quality bookings.

Q: WHO IS KEEPING AN EYE ON YOUR HOME?

Our local team takes home care seriously. We perform a 57-point inspection after every guest stay, before every new arrival, and every 10 days during the off-season. In addition to that, our in-house maintenance team conducts routine tune-ups and preventative checks to catch issues before they become problems. We also have four on-staff inspectors whose only job is to ensure your home is cared for at the highest standard. You can rest easy knowing your property is in good hands—even when you're not there.

**BACKED BY POWERFUL TECHNOLOGY AND A PASSION FOR HOSPITALITY,
WE'RE HERE TO MAKE PROPERTY MANAGEMENT PERSONAL, EFFICIENT, AND PROFITABLE.**



READY TO PARTNER WITH A TEAM YOU CAN TRUST?

Let's talk about how we can
help your vacation rental thrive.

Sandra Davidson

Owner Success Manager,
SkyRun Park City/Deer Valley

(435) 709-5639

Sandra.Davidson@skyrun.com

www.skyrun.com/park-city/management

