PARK CITY
RENTAL PROPERTIES

Rental Performance Analysis

1150 Deer Valley Drive #1061

435-659-3199 Jim.A@ParkCityVacationRentals.com

PARK CITY
RENTAL PROPERTIES

Rental Revenue Projections

Top-Tier Rental

$44,466

Minimal owner usage, maximum availability, maximum price and occupancy flexibility, and/or strong market conditions

Baseline Rental

$32,002

Average owner usage and availability, moderate price and occupancy flexibility, and/or average market conditions

Opportunity Rental

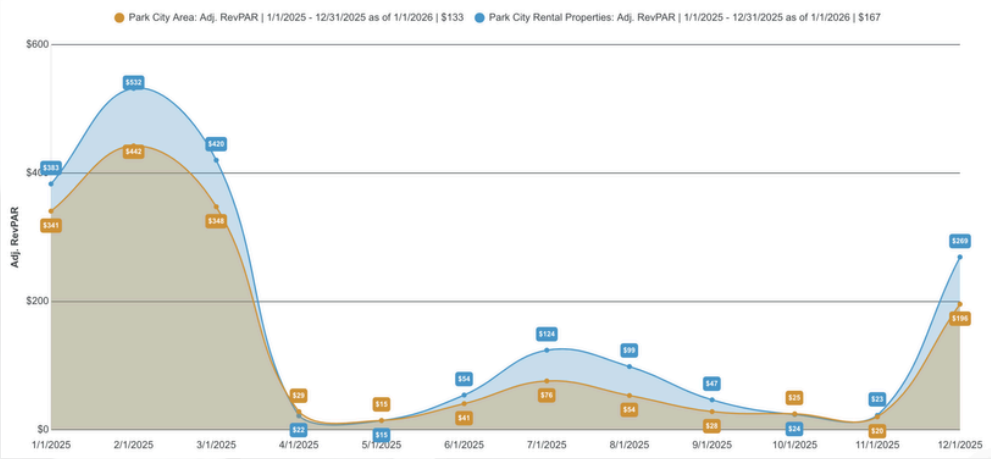
$21,731

Heavy owner usage, limited availability, minimal price and occupancy flexibility, and/or weak market conditions.

This analysis was created on 09/18/2026. The vacation rental market is constantly changing; if 60 days have passed since this date, please contact us for an updated analysis.

Our Performance Versus the Market

The proof is in the numbers: In 2025, we were 25% above the market on Adjusted REVPAR, which translates directly to superior performance for our owners.. Adjusted REVPAR refers to the Occupancy multiplied by the Average Daily Rate, and is a better look at our overall performance versus the market than just looking at Occupancy or ADR alone. We are represented by the blue line and the rest of the Park City market is represented by the orange line.



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. These estimates 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. In addition, recipients of this Rental Performance Analysis are solely responsible for verifying nightly rental rules, restrictions, and regulations for the property. Park City Rental Properties is not responsible for verification of these nightly rental rules, restrictions, and regulations.

435-659-3199 Jim.A@ParkCityVacationRentals.com

PARK CITY
RENTAL PROPERTIES

Owner-Minded Love Languages

We are owners just like you and prioritize what matters to you most

Revenue	• In-house revenue management team and system • #1 ranked websites, direct bookings, and distribution • Dedicated, in-house local property specialists
Property Care	• In-house maintenance and inspection teams • Preventative and proactive property care • Robust operations and housekeeping system
Communication	• Dedicated owner experience manager • 24-7 live phone coverage • Owner newsletters, webinars, and performance reviews
Trust	• Access to property-level reviews • Interactive and accessible owner's portal • Monthly financial statements
Ownership Pride	• No restrictions on owner usage • Powerful review-management system and dedicated team • Customizable individual marketing approach

435-659-3199 Jim.A@ParkCityVacationRentals.com

PARK CITY
RENTAL PROPERTIES

Frequently Asked Questions



How do guests find your home to rent?

With a combination of our #1 ranked personal websites, powerful third-party distribution channels, and a local in-house team of property specialists, your home will be in front of guests in all ways possible. We also have a dedicated team constantly optimizing your listing to ensure the highest conversion rates and maximum visibility.



Do we just rely on Airbnb and VRBO?

We generate roughly two-thirds of our rental bookings off our personal website, as we are ranked #1 in searches for any of the largest-searched terms here in Park City; therefore, we require less reliance on these channels than other managers. Our website visibility and search presence is unmatched in town.



What is our management fee?

We offer flexible management fees depending on your home, ski access, location, and other factors. Transparency is important - we do not charge hidden fees to owners and also do not charge fees other managers may charge you for: set-up fees, linen fees, credit card fees, etc.



How do we set rates for your home?

Leveraging a robust revenue-yielding software and an in-house revenue management team, coupled with our unmatched market visibility, we are able to stay ahead of the market and make sure your home is priced at the highest rates possible. We can also customize the pricing strategy to your needs and make sure your home is marketed the way you like.



Who is keeping an eye on your home?

Our in-house inspection team inspects your property weekly when the property is vacant, and before and after guests arrive and depart, all included at no additional cost to you. We also enact preventative maintenance throughout the year on your home to ensure everything continues to run smoothly for you and your guests.

435-659-3199 Jim.A@ParkCityVacationRentals.com

PARK CITY
RENTAL PROPERTIES

Driven by Technology

We invest heavily in innovative technology that amplifies our people and processes to drive more value for our owners and their homes

Streamline
Best-in-class enterprise property management software

Price Labs
Dynamic pricing software that manages rates, market fluctuations, and length of stays.

Breezeway
Housekeeping & maintenance software with mobile application

BIZCOR
Sophisticated website booking engines and full-service digital marketing

Lynx Lock System
PMS Integrated Keyless Entry and Home Automation

Key Data
Complete market analysis software to track competitor pricing and occupancy levels.

Pipedrive
Sales CRM and Pipeline Management

435-659-3199 Jim.A@ParkCityVacationRentals.com

PARK CITY
RENTAL PROPERTIES

Our Mission

Creating a luxury vacation rental brand with world-class owner and guest experience, extraordinary property care, and a proactive team exceeding expectations.

Meet the Local Team

With over 26 years of dedicated experience in the Park City area vacation rental market, we've honed our skills to provide unparalleled market knowledge and service. We share a passion for adventure and love being part of an industry that helps owners and guests create their own lasting memories.



Jim Anderson
Director of Business Development
✆ 435-659-3199
✉ Jim.A@ParkCityVacationRentals.com

Schedule a one-on-one with Jim

Beyond his professional life, Jim enjoys traveling, aviation, and photography. He has a knack for capturing the natural beauty of Utah and other moments in time. You can check out his favorite photos on Instagram: @jameswarrenanderson

PARK CITY
RENTAL PROPERTIES

Ready to work with the best? We'll handle the rest.

So, what are your next steps?



Dedicated, Local Onboarding Manager

No need to worry, you will have a dedicated, local onboarding manager to take care of everything to get your home up and ready to go. From inventory preparation to furniture and storage recommendations, our process is esigned to be completed 100% remotely; although, we still always love to meet our owners in person and give an in-person onboarding assessment.



Home Preparation

We are here to help with everything in getting your home ready for rentals: initial cleaning, linen and amenity placement, maintenance and inspections setup, aesthetic touch-ups, inventory and furniture delivery, property security and locks, etc. One of the most popular services owners use is our in-house A/V services: purchasing and installing TVs, setting up sound systems, and many other services.



Marketing, Advertising, and Media

Making your property shine is key in maximizing revenue and ensuring the highest conversion rates possible. Our in-house, award-winning photographer/videographer will procure our high-end media package and show your home in its best light possible: HDR photography, 3D virtual tours, and also drone photos and videos. All of your listings will also be professionally written and all amenities thoughtfully illustrated.



Live and Renting

Your dedicated, local Owner Experience Manager, personal to your home, will make sure your home is managed the way you want it to be managed. Monthly financial reports will detail the operations of your home and we will work hard to make sure you stay informed along the way.

Reach out today to get started.

435-659-3199 Jim.A@ParkCityVacationRentals.com