

YOUR PROPERTY — OVERVIEW

Your Home At A Glance

Before we talk numbers, here's how we read your property — what it already has going for it in this market, and where hands-on management would move the needle.

PROPERTY	BEDROOMS	BATHS	SLEEPS	TYPE	LOCATION
Grand Hyatt Residences, Unit 8038	5	5	12	5 BR Residence	Deer Valley East Village

OUR READ ON THE PROPERTY

The Grand Hyatt Deer Valley is uniquely positioned as a premier investment, combining the strength and reputation of a world-class luxury resort with the exceptional demand of the Deer Valley market. As a five-bedroom residence, your home has a distinct advantage in attracting even larger families and groups seeking ski-in/ski-out access, five-star amenities, and the convenience of a full-service resort during the upcoming winter season. Summit Escapes is uniquely positioned to capitalize on this demand — strategically marketing the residence, maximizing its rental potential, and providing the level of personalized service and care expected of a luxury property.

What's Working In Your Favor

◆ The Grand Hyatt Name

Owning a residence at the Grand Hyatt offers the rare combination of a premier Deer Valley location, five-star resort amenities, and strong winter demand — with summer interest building as the village completes additional buildings.

◆ Direct Ski Access

Direct ski access to the slopes, with additional lifts and runs just outside the door, appeals to everyone from beginner skiers to seasoned experts.

◆ Five Bedrooms

A five-bedroom residence draws even larger families and groups who want the space of a private home with the convenience of a full-service resort, including onsite restaurants and amenities.

◆ Resort Amenities

The draw of a private residence is amplified by full access to the Grand Hyatt amenities and the owners lounge.

Where We'd Add Value

◆ Owner Portal

Our owner portal lets you book your personal stays, see upcoming guest reservations, and track your rental revenue in one place.

◆ Vendors & Maintenance

Inside the residence, maintenance and repairs fall to the owner and Hyatt service costs often run above market — we coordinate trusted vendors and, with a background in the building industry since 2008, handle many small repairs ourselves during routine walkthroughs.

◆ Owner Payout

We charge 40% commission with no 10% advertising fee and no 5% FF&E fee, so you keep 60% of the rental income instead of 35%.

◆ Post-Stay Walkthroughs

After every stay we check for damage, confirm everything is clean and in its place, and ready the residence for the next arrival — and when damage occurs we document it, bill it through the guest's damage policy, and replace the item ourselves.

◆ Loyal Clientele

Our goal is for guests to fall in love with your property, not simply the destination, so they seek out your residence when they return.

Everything in the right-hand column is work we take on so it doesn't land on you — the portal, the vendors, the post-stay checks, and the guest relationships that turn a listing into a residence people ask for by name.

This overview reflects our assessment of the property based on information provided by the owner and, where applicable, a walkthrough. Recommendations are made in good faith and are not a professional inspection, appraisal, or contractor estimate.

PRICING STRUCTURE — SEASONAL RATE CALENDAR

How We Price Your Home

Rates aren't set once and left alone. We price your home season by season and adjust in real time around demand, snow, events, and booking pace. Below is the rate structure we'd build for your property.

SEASONAL RATE CALENDAR — 2026/27

DATE RANGE	SEASON	MIN. NIGHTS	NIGHTLY RATE
Dec 1 – Dec 14	Early Ski Season	3	\$1,700 – \$1,900
Dec 15 – Jan 3	Christmas / New Year's	7	\$3,700 – \$3,900
Jan 4 – Jan 13	Winter	4	\$1,900 – \$2,150
Jan 14 – Jan 19	MLK Week	4	\$2,000 – \$2,300
Jan 20 – Feb 7	Winter	4	\$1,900 – \$2,150
Feb 8 – Feb 21	Presidents Week	6	\$2,500 – \$2,700
Feb 22 – Mar 19	Winter	4	\$2,000 – \$2,300
Mar 20 – Mar 31	Late Winter	3	\$1,900 – \$2,150
Apr 1 – Apr 21	Spring	4	\$1,700 – \$1,900
Apr 22 – May 31	Spring	4	\$850 – \$950
Jun 1 – Aug 31	Summer	4	\$850 – \$1,350
Sep 1 – Nov 15	Fall	4	\$850 – \$1,100
Nov 16 – Nov 30	Thanksgiving	4	\$950 – \$1,400

Shaded rows indicate premium holiday and event periods. Rates shown are ranges — actual nightly pricing moves within each range based on booking pace, snow conditions, day of week, and length of stay. Minimum-night requirements flex during low-demand windows to capture shorter bookings.

PEAK & HOLIDAY

Christmas, New Year's, MLK, Presidents Week, and Thanksgiving carry the highest rates and longest minimums. These weeks alone drive a meaningful share of annual revenue.

CORE WINTER

January through mid-March is the backbone of the year. Rates stay strong and we hold pricing discipline rather than discounting early.

SHOULDER & SUMMER

Spring, summer, and fall are priced to fill. Lower rates with flexible minimums keep the home producing year-round instead of sitting empty.

Your own dates come first. We block them before any pricing goes live, and we build the rental calendar around them. If your plans change and you free up dates later, we open them back up and price them to the season — so the calendar keeps working around you, not the other way around.

Rate ranges shown are proposed pricing for the upcoming season and are subject to adjustment based on market conditions, demand, snowfall, competitive positioning, and property readiness. The figures above are rental amounts only. Cleaning fees, taxes, and platform service fees are billed to the guest on top of the nightly rate — what you see here is the rental revenue side of the booking.

YOUR PROPERTY — REVENUE PROJECTIONS

What Your Home Could Earn

Based on the rate structure on the previous page and our read of current market demand, here is how we project Unit 8038 at the Grand Hyatt could perform across three scenarios.

ANNUAL REVENUE PROJECTION — THREE SCENARIOS

	CONSERVATIVE	MODERATE	OPTIMISTIC
Annual Occupancy	16%	25%	30%
Nights Booked	60	90	110
Annual Gross Revenue	\$159,000	\$222,000	\$258,000
Projected Total	\$159,000	\$222,000	\$258,000

Occupancy above is **annual** — measured across the full year, not across the winter season. It reads lower than you might expect, and that is normal for this market: December through March is when Park City rents. We do book off-season dates and we price them deliberately, but they fill at lower volume and lower rates, so a year with a strong winter still shows a modest annual occupancy figure. These figures are projections, not a guarantee of rental income. They also assume a home that is already established — a brand-new listing starts with no reviews and no booking history, so the first season usually takes longer to fill. Expect performance to build season over season as reviews accumulate, guests return, and the listing gains standing on every platform. Revenue shown is rental amounts only; cleaning fees, taxes, and platform service fees are billed to the guest.

CONSERVATIVE

Lighter booking activity due to softer snow, higher owner usage, or slower market conditions. Reflects a cautious baseline with active management still driving solid returns.

MODERATE

Where we expect this home to land. Holiday weeks booked, consistent winter demand, strong guest reviews, and a deliberately priced off-season keeping revenue steady year-round.

OPTIMISTIC

Higher occupancy and rates driven by the continued growth of Deer Valley East Village as the Grand Hyatt community fills in, an expanding return guest base, and strong review momentum building season over season.

DATES WE ANTICIPATE BOOKING

Christmas Dec 15 – Dec 26	New Year's Dec 27 – Jan 3	MLK Week Jan 14 – Jan 19	Presidents Week Feb 8 – Feb 21	Off-Season Dates Spring, summer & fall
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We expect to book the major holiday windows above — these are the weeks that carry the year, and they fill earliest. Just as important, we price and market the off-season deliberately rather than letting spring, summer, and fall sit empty. The projections on this page assume both.

These projections come out of our own booking data and active research into what comparable homes in this market are actually achieving — not a generic platform estimate. The factors that drive them are the ones we control: pricing discipline, hands-on management, year-round marketing, and a repeat guest base that books the same weeks every year.

Revenue projections are estimates based on market research and comparable performance, and are subject to change with market conditions, owner usage, property availability, snowfall, and other factors outside the control of Summit Escapes. Figures shown are gross rental revenue, before management fees.

FEES & SETUP

Startup Costs

Here is what it takes to bring your home online. We try to capture everything that goes into the setup, but additional items can come up — we will always let you know first.

COST BREAKDOWN

ITEM	PAID BY	COST
ONE-TIME		
Initial setup fee Due at the time of contract signing.	Owner	\$2,500
Avalara tax onboarding One-time setup for tax handling on direct bookings.	Owner	\$239
Photography Depends on the scope of photo and video coverage you want.	Owner	\$250 – \$650
ANNUAL — FIRST YEAR DUE AT STARTUP		
VRBO listing fee A flat annual fee rather than the 8% per-booking rate VRBO now charges. We are grandfathered into the platform status that keeps the annual option available, so your listing avoids a per-booking cut.	Owner	\$699 / year
Wasatch County licensing Health department license and business license. We meet the inspector on site and coordinate the required first aid kit, extinguishers, and smoke and CO detectors.	Owner	\$250 / year
Total Estimated Startup Cost		\$3,938 – \$4,338

Includes the one-time costs above plus the first year of annual charges.

ONGOING

MANAGEMENT COMMISSION

Charged per rental on gross booking revenue — with no 10% advertising fee and no 5% FF&E fee, so you keep 60% of the rental income. No commission on nights your home isn't booked.

40%

Avalara tax handling	Owner	\$39 / month
Off-season property walks Charged only in months with no rentals. We walk the property twice that month to confirm everything is in order while the home sits empty.	Owner	\$225 / month
Large renovation & non-rental project management Applies to major work outside rental operations — renovations, expansions, and similar projects.	Owner	10%

Included At No Extra Charge

Normal operations, repairs, and broken items — anything tied to rental operations. We also manage your vendor relationships at no additional charge.

Billed Directly To You

Landscaping, utilities, hot tub service, and similar. Easiest if we keep a card on file so we can handle invoices — always with your approval first.

There may be unforeseen expenses along the way. We are transparent about every cost and will always get your approval before moving forward.

ABOUT SUMMIT ESCAPES

A Family-Run, Hands-On Team

Personalized property management since 2008, built around a single idea: your home should be treated like our own.



Rebecca and Marissa Astill are a mother–daughter property management team with over 15 years of experience caring for exceptional vacation homes in Park City. As a family-run, boutique company, they stay personally involved in every home and every stay — handling guest communication, maintenance, and year-round home care themselves rather than outsourcing it. That hands-on approach means faster response times, consistent standards, and an owner experience built on real relationships, not call centers.

We're locals. Park City is home, and we love it here — the mountains, the community, the year-round energy of the place. That passion carries into the work: we want every guest who stays in one of our homes to fall in love with this town the way we have, and we treat every owner's property as part of building that experience.

2008 MANAGING HOMES SINCE	15+ YEARS OF EXPERIENCE	Superhost AIRBNB STATUS	Premier Partner VRBO STATUS
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WHAT WORKING WITH US LOOKS LIKE

Direct Communication

You speak with Rebecca or Marissa directly — not a call center, not a rotating property specialist. We answer the phone, every time.

Year-Round Home Care

Regular home checks, maintenance coordination, and arrival prep keep your property in top condition whether it's rented or sitting empty.

Active, Dynamic Pricing

Rates are adjusted in real time around demand, snow, events, and booking pace — in every season, not just left on autopilot.

In-House, Not Outsourced

We stay close to the day-to-day work ourselves, so standards stay consistent and nothing falls through the cracks.

WHERE YOUR HOME GETS BOOKED

We list directly on our own Summit Escapes website at escape2parkcity.com, where guests can book without third-party platform fees. Guests love the savings, and it's a major driver of repeat bookings from returning guests.

We also list on Airbnb and VRBO for maximum reach. We hold **Premier Partner** status on VRBO and **Superhost** status on Airbnb — both reserved for hosts with a consistent track record of excellent guest experiences.

NEXT STEPS

When You're Ready To Get Started

If you decide to work with us, we move fast. Here's exactly what happens once you give us the go-ahead.

1. New Owner Onboarding

We gather everything we need to run the home: access information, vendor contacts, and HOA documents. We complete a full inventory of the property, collect your owner-use dates, and get you logged into your own owner portal.

2. New Images & Listings Live

We arrange fresh photography and build your listings across all three channels — Airbnb, VRBO, and our own direct booking site at escape2parkcity.com, where guests book without third-party platform fees.

3. Pricing Set & Go Live

We set your dynamic pricing and open the calendar. Then we reach out to our list of past guests — many actively looking to return to Park City — to start filling dates.

Timeline. We can have your home listed and live on all three platforms within a few weeks. That covers securing the business license, taking temporary photos so nothing waits on a full shoot, and onboarding onto Airbnb, VRBO, and our own direct site. Once the listings are live, we keep enhancing the home from there — better photography, refinements, and any projects you want us to coordinate — while it is already earning.

The full scope of services, and anything on the startup costs page you'd like to talk through, is best covered on a call tailored to your home. Reach out below and let's talk about what's possible for your property.

GET IN TOUCH**Rebecca Astill**

801-573-7005

Rebecca@Escape2ParkCity.com**Summit Escapes**www.escape2parkcity.com

Personalized property management since 2008

"Personalized property management. We treat your home as our own."