



# Rental Performance Analysis

## Property Address:

10541 E. Charter Oak Dr. Scottsdale, AZ 85259

Report prepared for: **Gordon Snyder**

By: Josh Goodman | Parsons Villas | 480.707.9499 | Josh@parsonsvillas.com

A wide-angle photograph of a bright, modern living room. The room features light-colored wood flooring, a large grey sectional sofa on the left, and a central arrangement of four white tufted armchairs around a glass coffee table. Large floor-to-ceiling windows and glass doors in the background offer a view of a swimming pool and desert landscaping. The text is overlaid in the center of the image.

**High Annual Projection: \$279,866**  
**Low Annual Projection: \$209,900**

Short-term vacation rental properties are creating a new niche in the investment portfolio.

World-class events make the Scottsdale/Phoenix market one of the best in the nation for generating revenue from short-term vacation rental properties.

***“Imagine generating additional passive income with no additional work.”***

Our massive marketing reach means your property is globally advertised on more than 50 websites. Our top ranking on well-known vacation rental sites including HomeAway, VRBO and Airbnb helps keep your property booked!

Parsons Villas guides investors and their agents through the property selection process. Our non-public research reports gives us a competitive advantage to help select properties with the highest income opportunity.

Property Management has never been this easy. Parsons Villas customer service is legendary in the vacation rental property management industry. All guests receive a complimentary personal vacationologists to ensure they have an epic stay. After each stay, full-time maintenance staff completes an industry standard 70-point inspection report.

Each month you will receive an easy to read, all-inclusive end-of-month statement. Rental Income will be directly deposited into your account each month.

Our proven marketing plan is designed for your investment property to fulfill its income potential.

## Property Management Fee Includes:

- ❖ Coordinate all home services ie: pool care, landscaping, pest control, et. al
- ❖ Dynamic pricing to maximize rental income
- ❖ 70-Point inspection completed before and after each guest's stay
- ❖ Trained, full-time maintenance staff performs preventative maintenance
- ❖ Professional maid cleaning after each stay
- ❖ Many more services included

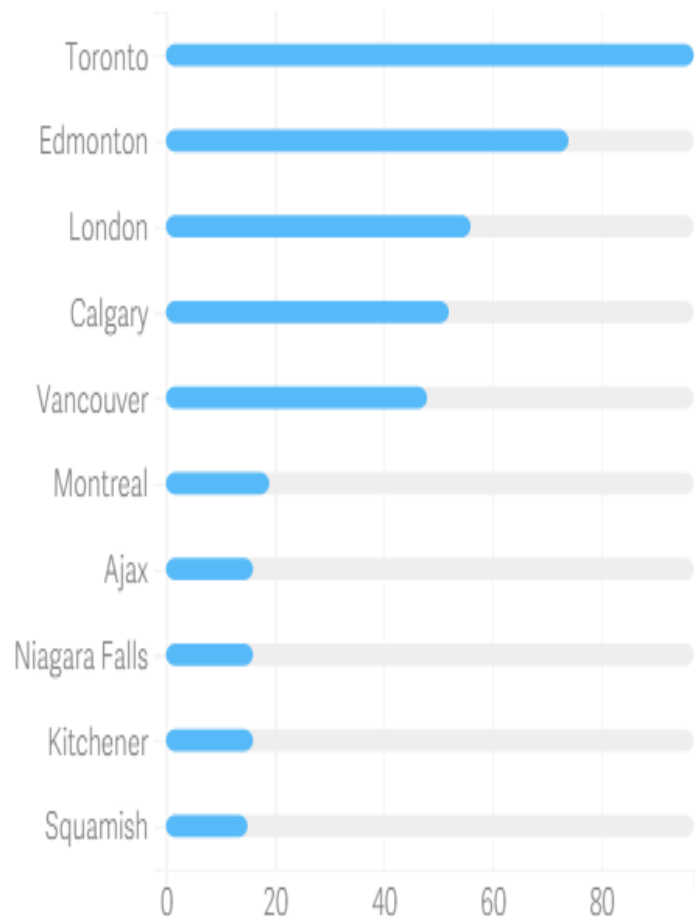
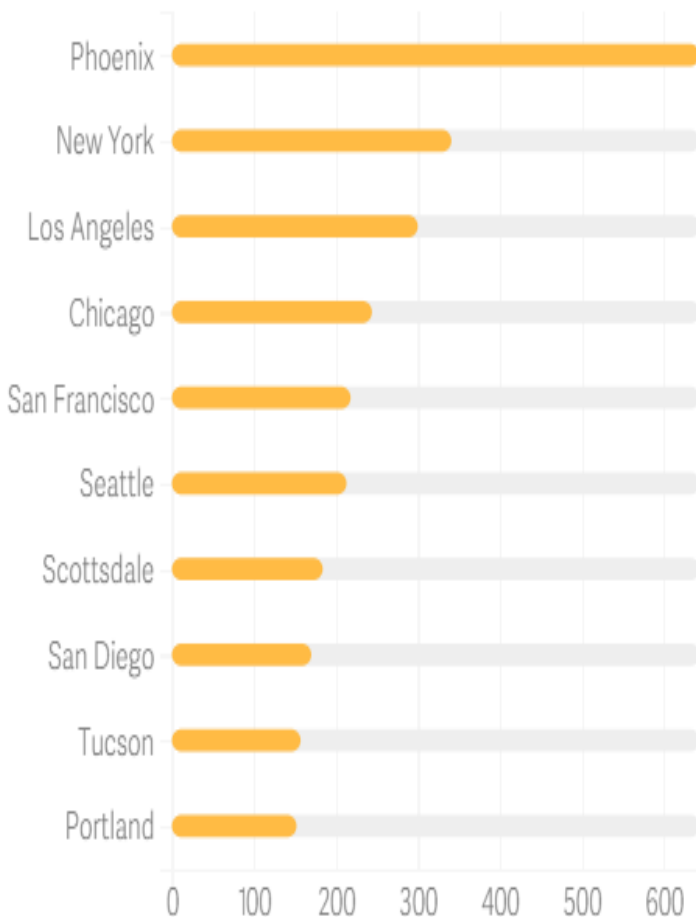
# The Market

Scottsdale/Phoenix market is one of the best in the nation for generating revenue from short-term vacation rental properties.

Each year millions of visitors come to Phoenix/Scottsdale, AZ to experience the best in golf, shopping, architecture, cuisine, art, sports, nightlife, special events and the natural beauty of the Sonoran Desert. There are over 7,000 miles of bike trails and 350 miles of bike lanes in Scottsdale PLUS more than 290 days of sunshine. The average median household income of luxury visitor is \$247,000.

**The top 10 activities participated in by Scottsdale visitors:** Dining, visiting oldtown Scottsdale, shopping, day trips, outdoor desert activities, Native American arts and culture, Western culture and attractions, art galleries, events, museums.

## Top domestic and international cities where Scottsdale/Phoenix short-term vacation renters visit from:



# Rental Seasons

## **5-Star Season:** January, February, March

- Greatest amount of demand during these months
- Roughly 1.7 million baseball fans visit for Spring Training
- Nearly 100,000 non-Arizona residents, spend \$140 million on lodging during the 4-day Waste Management Phoenix Open golf tournament
- Week long, high dollar events like Arabian Horse Show, Barrett Jackson auto auction, Russo and Steele auto auction

## **Peak Season:** October, November, December, April, May

- Holiday season
- Snowbirds arrive from cold weather cities for the winter
- Sports teams for all 4 major league sports draw visiting teams fans

## **Off-Peak Season:** June, July, August, September

- Numerous high attendance summer concerts, like Jay-Z, Beyoncé, and Tony Bennett
- Phoenix Convention Center plays host to thousands of trade shows corporate seminars



# Estimated Pro Forma Profit & Loss Statement

		Yearly Average		Monthly Average	
<b>Income</b>		High	Low	High	Low
Rental Income		279,866	209,900	23,322	17,492
	Total Income	279,866	209,900	23,322	17,492
<b>Liabilities</b>					
Property Insurance		5,500	5,500	458	458
Property Taxes		15,000	15,000	1,250	1,250
Utilities					
	Electricity & Heat	9,500	9,500	792	792
	Water & Sewer	3,000	3,000	250	250
	Gas	3,000	3,000	250	250
	Security Cameras	240	240	20	20
	Cable-Internet	3,000	3,000	250	250
Total Utilities		18,740	18,740	1,562	1,562
Repairs and Maintenance		3,500	3,500	292	292
Advertising & Marketing		INCLUDED WITH MANAGEMENT FEE			
Pest Control		525	525	44	44
Landscape		5,000	5,000	417	417
Pool		1,440	1,440	120	120
Transaction Privilege Tax		35,179	26,384	2,932	2,199
Property Management		61,172	45,879	5,098	3,823
Consumables		2,000	2,000	167	167
	Total Liabilities	148,056	123,968	12,338	10,331
<b>Net Income</b>		<b>\$ 131,810</b>	<b>\$ 85,931</b>	<b>\$ 10,984</b>	<b>\$ 7,161</b>

**No Guarantee of Results:** This Rental Performance Analysis is indicative of results obtained in rental management by Parsons Villas. This Analysis is meant only to provide information about the activities and experience of our offices. They 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.

# Our Promise:

We hereby, and heron, promise and swear, to provide great customer service. Our family will treat your home like it is our own home. We will promptly answer questions and address concerns. We will quickly return messages. We will conduct routine preventative maintenance on your home. We will make monthly direct deposit for all rental income. Our all-inclusive monthly statement makes accounting easy to understand.

## Why we are the best

Our proprietary algorithm is designed to maximize your property's occupancy rate with the highest Average Daily Rental (ADR).

We showcase your property to end-user vacation renters with a multi-tiered approach:

- 1) Global Online Marketing
  - a. Facebook targeted ad campaigns to popular American and European cities
  - b. Google PPC campaigns to popular American and European cities
  - c. Social media influencer campaigns in popular American and European cities
- 2) Events
  - a. Parsons Villas has booths at elite events and home shows in popular North American cities.
- 3) Repeat Customers are the best!
  - a. We work hard to make every guest a repeat guest by:
    - i. All guests receive a complimentary personal vacationologists to ensure they have an epic stay
    - ii. Complimentary concierge service during their stay
    - iii. Personal reception upon arrival
    - iv. Repeat and referring customers receive discounted stays
- 4) We are top ranked on several well-know vacation rental sites including HomeAway, VRBO, and Airbnb

# What our clients say:

## **Amazing home inside and out!**

“Great Thanksgiving holiday with our family and friends... We would recommend this home for others, and we will return again soon!”

– Della R.

## **Excellent experience**

“From the time that I started to inquire about the availability of this property, I was very impressed by the responsiveness by the Parsons Villas team. They were quick to get back to me with answers, provided great info & recommendations for transportation and the area, and were generally a pleasure to deal with. The house itself was perfect for our group, and everyone commented specifically on how comfortable and well-appointed it was. We had a fantastic time, and I would highly recommend it for anyone looking for a place to stay in Scottsdale.”

– Heather M.

## **Amazing! Will not find a better place in Scottsdale!**

Perfect location! Perfectly kept home with an amazing space layout. Was fully stocked with everything you could need. Great and attentive service before during and after the stay! Will for sure book this house again!

- Anonymous

