

# BOOKSMART PROPERTIES

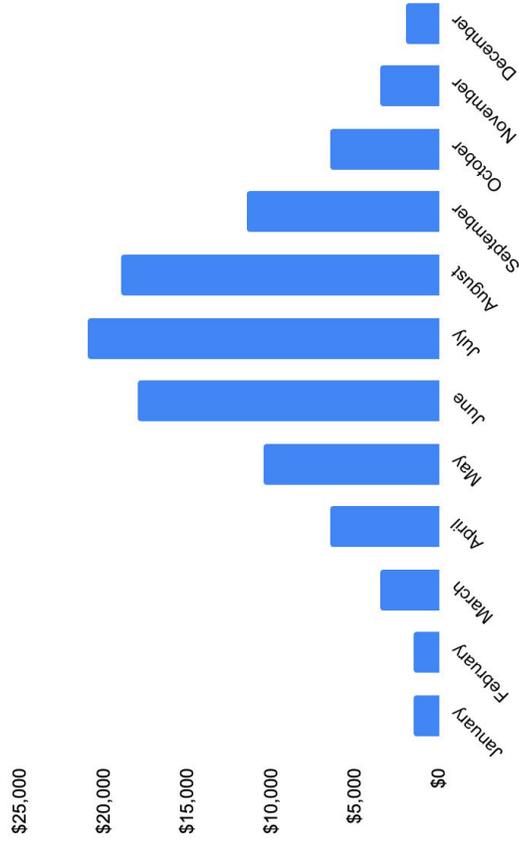


5227 E Beach Drive, Oak Island, NC (2 Bed, 1 Bath)



[BookSmartManagement.com](https://BookSmartManagement.com)

# Annual Revenue Projection



\*This forecast is based on current market data & economic conditions. Rates are subject to change and are not guaranteed. Revenue refers to total money received from guest, including cleaning fees and after any platform listing fees and taxes.



## Comparable Properties

- Size: All comps are roughly the same size (2 bed, 1-2 bath).
- Location: All comps are located in Oak Island and are oceanfront homes.
- Amenities: All comps have similar interiors, furnishings, and amenities with Comp 1 having the best interior. None of the comps have private pools, hot tubs, or game rooms. Comp 4 features a private outdoor fire pit.
- Platform: All comps are listed VRBO, Airbnb, or both VRBO and Airbnb. In addition to our direct booking channel, we advertise on both Airbnb and VRBO. BookSmart Properties is a Superhost on Airbnb and Premier Host on VRBO, which significantly increases our listing views.



## Comps (1 of 2)




1

2 ⭐ 1 👤 6 ★ 4.5 (2)

**2BR/1BA, Oceanfront Cottage,...**

<b>\$107.8k</b>	<b>362</b>
Revenue Potential	Days Available
<b>\$107.8k</b>	<b>72%</b>
Revenue	Occupancy
	<b>\$416.3</b>
	Daily Rate




2

2 ⭐ 1 👤 4 ★ 4.8 (109)

**Private Oceanfront Home - Oc...**

<b>\$93.6k</b>	<b>366</b>
Revenue Potential	Days Available
<b>\$93.6k</b>	<b>80%</b>
Revenue	Occupancy
	<b>\$320.7</b>
	Daily Rate



\*These revenue figures reflect the booking data pulled from a 3rd party vendor. Data source claims to be on average 94.9% accurate for Airbnb data and 98.7% accurate for VRBO data. Revenue includes cleaning fees.

## Comps (2 of 2)



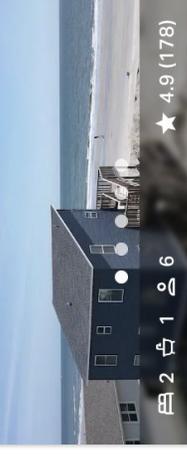



🏠 2 ⚙️ 2 👤 6
★ 5.0 (78)

### Charming Beachfront Cottage...

Revenue Potential	<b>\$104.5k</b>	Days Available	<b>298</b>
Revenue	<b>\$92.9k</b>	Occupancy	<b>77%</b>
		Daily Rate	<b>\$407.4</b>



🏠 2 ⚙️ 1 👤 6
★ 4.9 (178)

### Oak Island beach House #1

Revenue Potential	<b>\$92.9k</b>	Days Available	<b>347</b>
Revenue	<b>\$92.9k</b>	Occupancy	<b>81%</b>
		Daily Rate	<b>\$331.7</b>



\*These revenue figures reflect the booking data pulled from a 3rd party vendor. Data source claims to be on average 94.9% accurate for Airbnb data and 98.7% accurate for VRBO data. Revenue includes cleaning fees.



## Projection Methodology

- Input data from 3rd party software into our nightly pricing model, taking into account numerous variables such as seasonality, historical performance, and current supply & demand.
- Used a 3rd party vendor to access current & historical pricing and occupancy data for all competitors listed on Airbnb and VRBO in Oak Island. Manually reviewed properties to determine best comp set.
- Calculated your Peak Season base rate (June-August) to be between \$550-\$950 per night. We expect near 100% occupancy during these weeks.
- For Semi-Peak Season (Apr, May, Sep, Oct), we adjusted the base rates by factoring in seasonality and by following trends from our historical performance.
- For the Off-Season (Jan, Feb, Mar, Nov, Dec) we can expect large bookings around holidays, in-line with Semi-Peak Season rates. For other off-season dates, we will need to lower prices significantly (25-50% of Peak base rate) to attract customers for weekend getaways.



# The BookSmart Approach



## Disclaimer

- This projection is not to be considered a guarantee of income as it is based on the performance of comparable homes as reported by 3rd party services.
- This projection is not to be used for lending purposes. Revenue may increase or decrease depending on market conditions.
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