



**OUTPOST**  
JACKSON HOLE, WYOMING

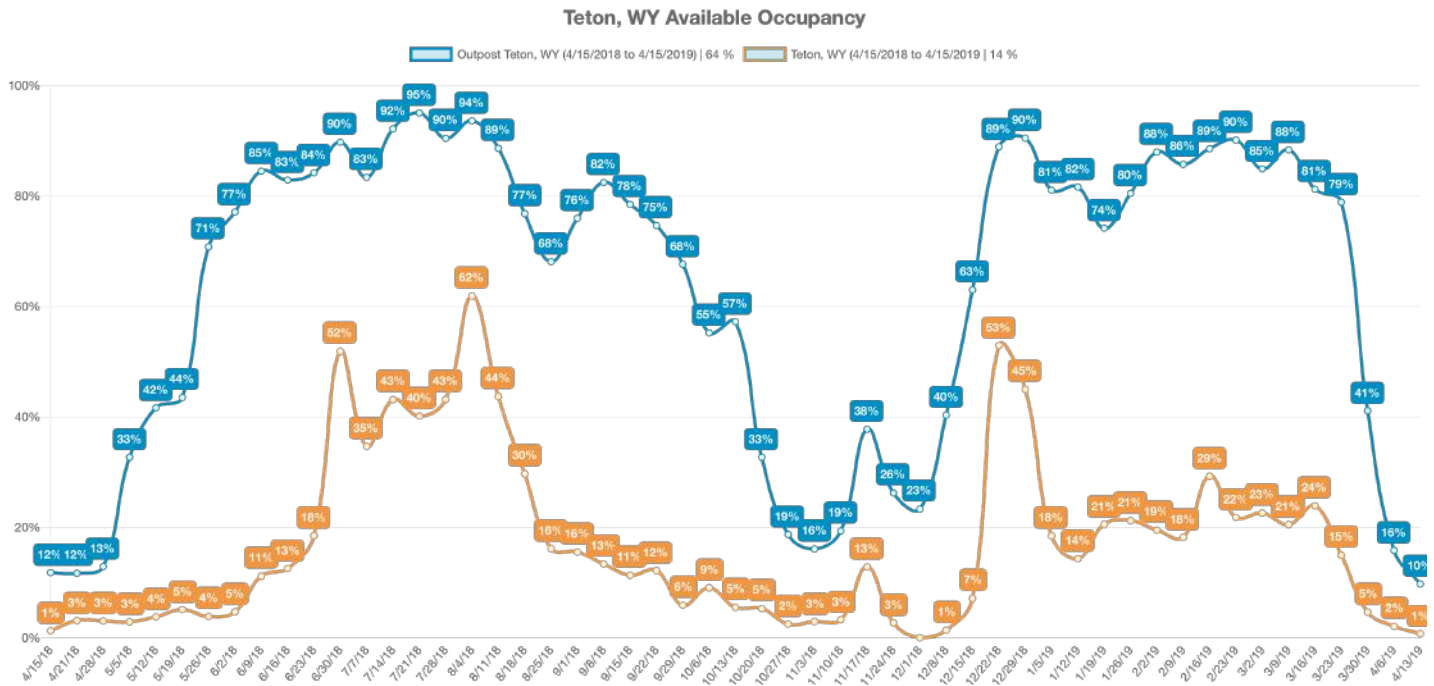


**OUTPOST PROJECTIONS**  
**HOLLY DRIVE 3780**  
VACATION RENTAL MANAGEMENT



## AVAILABLE OCCUPANCY

Defined as the ratio between nights booked versus the total nights available for booking, Available Occupancy is a true measure of how well you are able to fill homes. The calculation strips out owner stays and only factors nights available for guests to book.



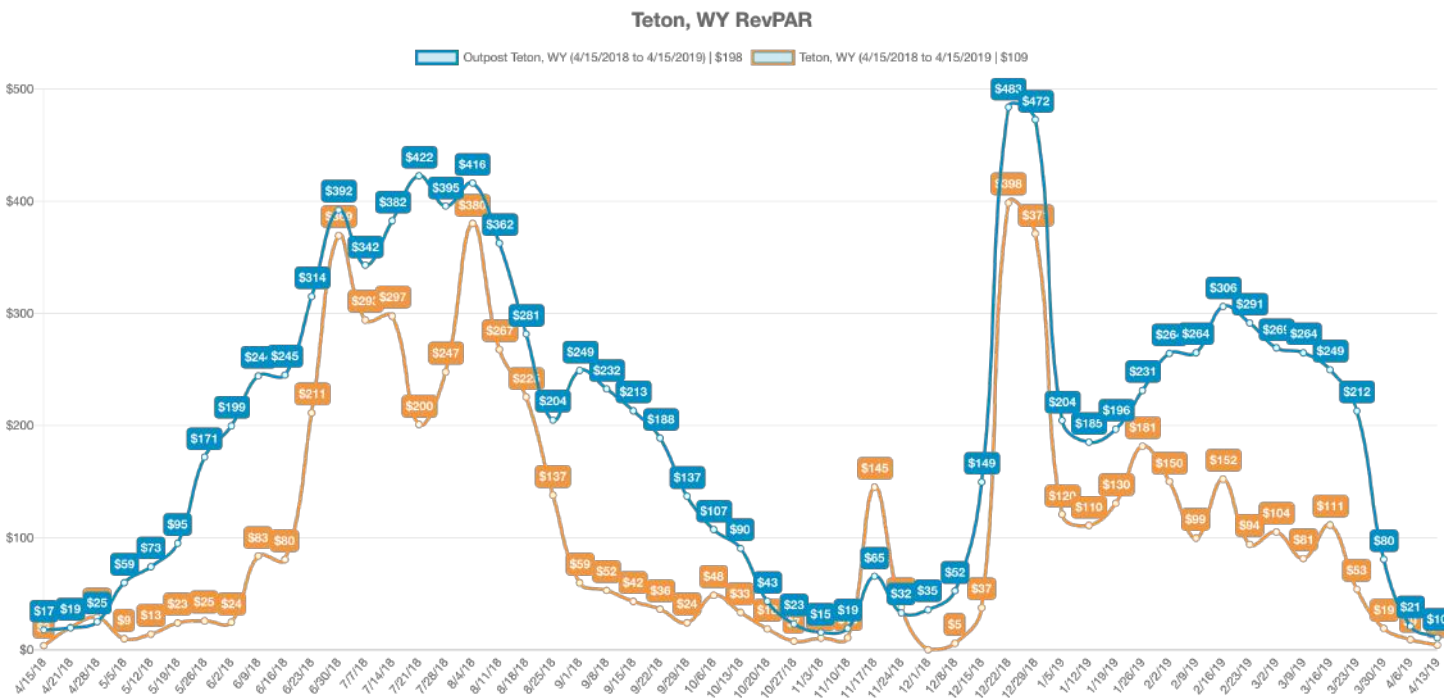
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KeyData Dashboard is an analytics platform that pulls booking information directly from a participant’s reservation system. In Jackson Hole, there are five market participants including Outpost. According to this data, **Outpost (blue line) boasts an average Available Occupancy of 64% versus its competitors’ (orange line) average of 14%**. The data range above was pulled on May 7, 2019 and spans from April 15, 2018 to April 15, 2019.

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## REVENUE PER AVAILABLE RENTAL

Revenue Per Available Rental, or RevPAR, measures revenue performance by factoring both the average daily rate and the available occupancy. It is a good snapshot as to how well one earns revenue, not just converting bookings. It is calculated by multiplying the average daily rate by the available occupancy.



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Any one can book a home at 100% occupancy by offering the daily rate at \$1.00. RevPAR allows for accountability by factoring rates into the equation. **Outpost (blue line) averaged a RevPAR of \$198 over April 15, 2018 to April 15, 2019, which is about 82% higher than its competitors' (orange line) average of \$109.**

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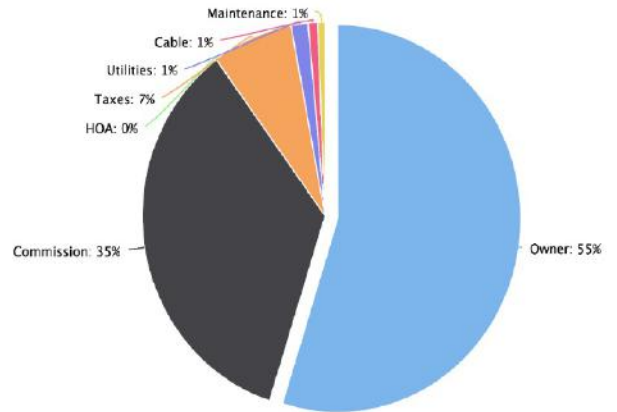


## THE SCIENCE OF DYNAMIC & STRATEGIC PRICING

We maximize revenue by sifting through the analytics on both aggregate and individual levels. Our revenue team tweaks pricing and strategy of our homes on a daily basis to ensure we deliver optimal performance. The following projections assume zero owner-occupied days and a strategy focused on optimized income.

### YEAR-TWO PROJECTIONS

INPUTED VARIABLES		RESULTS	
Net Rent	\$235,000	Net Rent	\$235,000
Management Fee	35%	Management Fee	\$82,250
HOA Fee	\$0	HOA Fee	\$0
Property Taxes	\$16,731	Property Taxes	\$16,731
Utilities	\$3,500	Utilities	\$3,500
Cable	\$2,000	Cable	\$2,000
Maintenance	\$1,500	Maintenance	\$1,500
<b>Closing / List Price</b>	<b>\$6,495,000</b>	<b>Net Income</b>	<b>\$129,019</b>
		<b>Net Yield</b>	<b>1.99%</b>



PRICE VS. YIELD	
\$6,645,000	1.94%
\$6,595,000	1.96%
\$6,545,000	1.97%
<b>\$6,495,000</b>	<b>1.99%</b>
\$6,445,000	2.00%
\$6,395,000	2.02%
\$6,345,000	2.03%

COMMISSION VS. YIELD	
44%	1.66%
41%	1.77%
38%	1.88%
<b>35%</b>	<b>1.99%</b>
32%	2.10%
29%	2.21%
26%	2.32%

NET REV VS. YIELD	
\$205,000	1.68%
\$215,000	1.79%
\$225,000	1.89%
<b>\$235,000</b>	<b>1.99%</b>
\$245,000	2.09%
\$255,000	2.19%
\$265,000	2.29%

While we assume a commission structure of 35%, in actuality, we have many different offerings. Please inquire on what structure would best fit your needs. It is important to note the above figures include forecasts and projections that represent Outpost's assumptions and expectations in light of currently available information. Outpost's actual performance results may differ from those projected. Consequently, no guarantee is presented or implied as to the accuracy of specific forecasts.

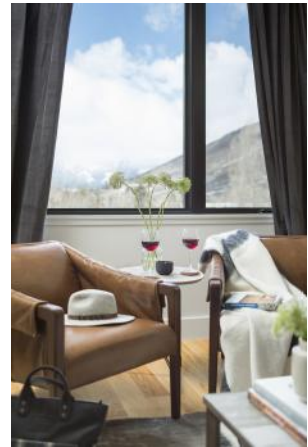
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## ABOUT OUTPOST: A BOUTIQUE FIRM

We began our journey in September of 2014 and have quickly grown to become Jackson Hole's largest vacation rental management company. It's a testament to the performance, service, and responsiveness we deliver our clients. Even through our growth, our homeowners feel as if they are the only one in our portfolio.



**REACH OUT AND GET TO KNOW US:**  
our services go beyond what you see on the surface!

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