



FROM RESIDENCE TO RENTAL

The Importance of Revenue Projections for Buyers

5 BEDROOM HOME ON FOLLY BEACH

Employing the “all under one roof” approach on which our company was founded, this Folly Beach home was represented for sale in 2020 by the real estate division of our firm, Luxury Simplified Real Estate. Working alongside our in-house team, Luxury Simplified Retreats developed a pro-forma for the listing to reflect potential revenue projections to aid buyer agents and their clients in determining ROI on purchase investment etc., as the home was not previously offered as a rental.

Impressed by our projections, service offerings, etc. the new owners, who were interested in using the property as both investment and a destination for their own vacations, engaged Luxury Simplified Retreats for property management. Our in-house interior design team then worked with the owners to complete decor updates that would cater to the expectations of our higher net worth traveler clientele. Our revenue management team advised our client on the value of adding a pool to a vacation rental, particularly a beach property, providing supporting (and significantly increased) revenue projections. Based on our recommendation, our client installed a pool and have experienced instant success.

RESULTS

\$112,000

*Gross Revenue in
the first 6 months*

100%

*occupancy during
peak season*

\$1,300

*average
daily rate*