



GREAT WESTERN LODGING



Celebrating  
over 25 years in  
Summit County

# Rental Income Projection

## 170 Allegra Ln

Month	Average Nightly Rate	Occupancy	Nights in Month	Actual Nights Rented	Estimated Annual Rental Revenue
January	\$350	55%	31	17	\$5,968
February	\$450	65%	28	18	\$8,190
March	\$450	70%	31	22	\$9,765
April	\$225	10%	30	3	\$675
May	\$175	15%	31	5	\$814
June	\$200	45%	30	14	\$2,700
July	\$275	75%	31	23	\$6,394
August	\$250	65%	31	20	\$4,875
September	\$250	40%	30	12	\$3,000
October	\$200	15%	31	5	\$930
November	\$250	30%	30	9	\$2,250
December	\$500	50%	31	16	\$7,750
<b>YEARLY TOTAL</b>	<b>\$297.92</b>	<b>45%</b>	<b>365</b>	<b>162</b>	<b>\$53,310</b>

# 25%

Our full-service management offer

### About Great Western Lodging (GWL)

- **GWL owner properties are listed on the biggest marketing channels available.** Along with AirBnb/VRBO, we are also advertising on Breckenridge Central Reservations which is through the town of Breckenridge.
- **GWL pays for ALL marketing,** including listings, ads, and photos.
- **We have the best staff because we treat them well.** GWL starts new employees at \$25/hr when the industry standard is only \$20. We offer full health care benefits as well as a 401k with match.
- **We have an employee retention rate of 94%** with over 20 employees.
- **We reward our employees for great service and performance.** Our Owner Relations Team is graded on three factors: owner retention, email and text response within one hour, and answering 96% of all phone calls.
- **We inspect** for cleanliness and property condition after every guest departs.

Estimates are based upon experience and are not guarantees.



GREAT WESTERN LODGING

## The value we add to your rental property can be seen immediately

Lower commissions and fewer fees provide a return on your investment that puts more money in your pocket.

### **Customer service—with local knowledge baked in**

From reservation agents, revenue and marketing managers, owner liaisons, and office staff, to our maintenance and housekeeping team members, we hire local professionals to manage each aspect of our business. And we provide 24-hour on-call support. Residing in the area, our maintenance team can assist your guests with late-night emergencies and facilitate the appropriate response in person.

### **Marketing—giving your property the competitive edge**

Our Revenue Management team makes sure your property receives quality renters. They set and yield rates throughout the year according to the market, and ensure your property is being seen through various digital platforms.

### **Maintenance management—keeping your vendors happy**

Rental properties require multiple service vendors, generating a lot of monthly paperwork. We manage vendors and payments so you don't have to. And our Accounting team collect and remit all taxes on your behalf.



#### **1 | Quick Onboarding**

Your property is entered in our reservation system quickly, going live on gwlodging.com, VRBO, Airbnb in a matter of days.

#### **2 | Revenue Management**

Our local team sets and monitors your nightly rates correctly, so that they meet your specific rental projections for the year.

#### **3 | All-inclusive Marketing**

We attract guests to your unit with professional photos and a strong digital presence—including SEO, Google Ads, and email campaigns.

#### **4 | Worry-free Housekeeping**

Our expert teams clean and maintain your home to the highest standards, while keeping guests on the books—minor maintenance included.

#### **5 | Repeat Bookings**

Our Guest Services team communicates with guests to ensure satisfaction, generate repeat bookings and increase revenue for your property.