



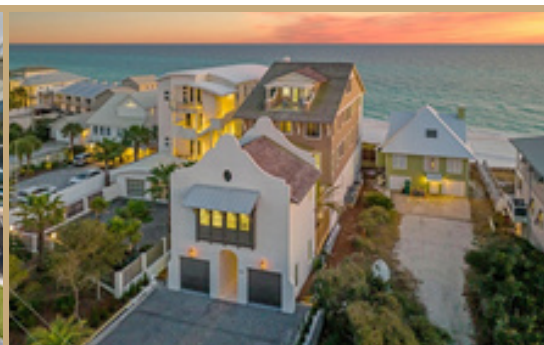
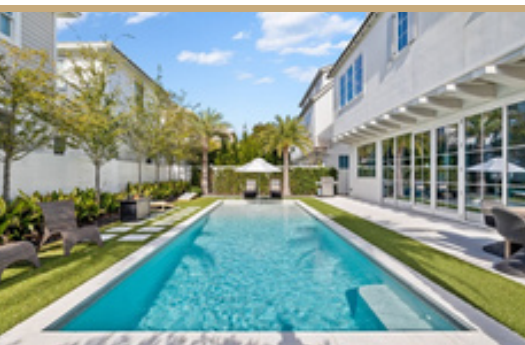
2026 GROSS RENTAL PROJECTION

67 San Roy Rd / Eastern Lake

WHO ARE WE?

Southern Holiday Homes is an exclusive, full-service vacation rental management firm located along scenic Highway 30A.

Family-owned and operated, we offer 20+ years of expertise in real estate finance, management, marketing, and hospitality. As property owners, investors, and design consultants ourselves, we understand your goals, and we're here to help you reach them.



PROPERTY ACQUISITION & ONBOARDING

Whether you're listing your first rental or expanding your portfolio, we make the onboarding process simple and seamless. Our team handles everything—including professional photography, listing optimization, interior design, landscaping, and any additional services your home may need. We make sure every detail is handled to set your property up for long-term success.



CUSTOMER ACQUISITION & RETENTION

We pride ourselves on building long-term relationships with our homeowners, many of whom have invested multiple properties with us. Our impressive **97% retention rate** reflects the value and satisfaction we consistently deliver, and our strong referral network shows that our clients confidently recommend us to others.

MARKETING & DISTRIBUTION

We maximize your property's visibility and performance through strategic digital marketing and multi-channel distribution, ensuring your property will reach the right audience at the right time. Including:

- Multi-platform listing presence: Airbnb (Superhost & Luxe partner), VRBO (Premier Host), & Marriott Bonvoy Homes & Villas
- Extensive CRM & email marketing
- Social media partnerships & influencer collaborations
- Continuous listing optimization for SEO



HOMES & VILLAS
by MARRIOTT BONVOY



INNOVATIVE TECHNOLOGIES

From streamlined guest communication and smart lock home automation to industry-leading Key Data software, we use advanced technology to enhance every aspect of our property management.

OWNER SERVICES

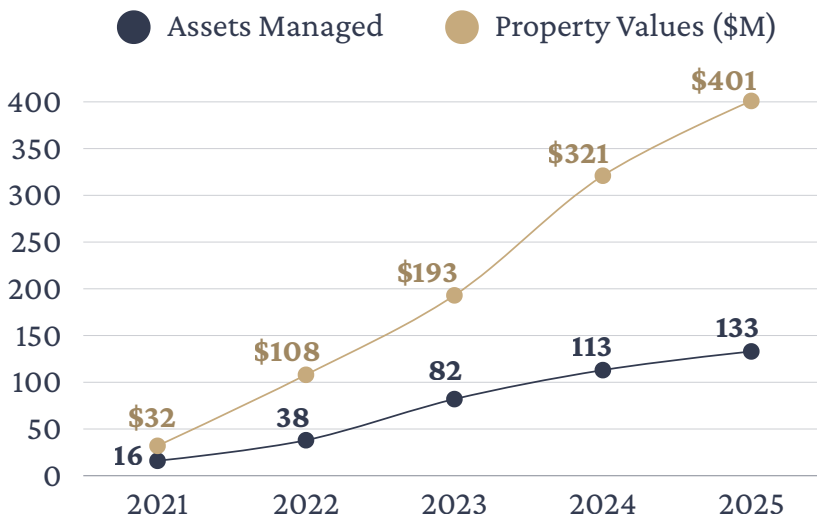
Our dedicated Owner Services team is here to support you every step of the way. Whether you have questions about your property, need assistance managing projects, or anything else, we are always just a call away.

GUEST EXPERIENCE & SATISFACTION

We prioritize guest satisfaction with 24/7 customer support, ensuring we're always available if needed. Additionally, our brand-standard amenities (bikes, LSV, etc) provide a consistent and reliable experience, while our cleaning and maintenance teams work behind the scenes to keep your property guest-ready at all times.



ASSET MANAGEMENT & PRICING



Through dynamic pricing strategies that are continuously monitored and adjusted, we make sure your home stays competitive in the market and delivers maximum revenue year-round.

Our owners' portal also provides detailed information and monthly reporting, giving you full visibility into your property's performance.



PROPERTY CARE

Our experienced property managers conduct thorough walk-throughs before and after every single guest stay, carefully documenting the condition of your home with photos and notes to ensure everything is in perfect order. Beyond these inspections, we coordinate and oversee landscaping, pool cleaning, and other essential services to keep your property looking its best. With our proactive approach, your home is always guest-ready and well-maintained.



2026 GROSS RENTAL PROJECTION

67 San Roy Rd / Eastern Lake
 6 Bedroom / 6.5 Bath / 5038 sq ft. / Sleeps 22
 Private Pool + Golf Cart + Bikes

<u>Season</u>	<u>Season Months</u>	<u>Weeks Rented</u>	<u>Income Potential</u>
Winter	December	2	\$10,225
	January	2	\$7,050
	February	2	\$9,475
Spring	March	3	\$30,675
	April	3	\$28,350
	May	3	\$38,100
Summer	June	4	\$54,525
	July	4	\$59,000
	August	3	\$28,050
Fall	September	3	\$21,150
	October	3	\$27,925
	November	2.5	\$14,125
Total:		34.5	\$328,650

Note: This is a projection based on current market rates and no guarantee is made that these figures will be produced.

CONTACT US

info@southernholidayhomes.com

850-739-1667

southernholidayhomes.com