



Sea Glass 1 Bedroom Gulf Shores, AL

Prepared by Sherri Spikes 251-216-9956

**Weekend - Weekday
Rate Difference**

High	90.00%
Shoulder	90.00%
Low	90.00%

Average High Season Weekend Rates:	\$355
Average Shoulder (Medium) Season Weekend Rates:	\$310
Average Low Season Weekend Rates:	\$170

	Occupancy Rate	Number of Weekdays	Number of Weekends	Number of Peak Days		Season (H=High, M=Mid, L=Low)	Average Weekday Rate	Average Weekend Rate	Average Peak Rate		Monthly Revenue		
				Regular (ex: small festivals, national holidays)	High (ex: Hangout Fest, 4th July)				Regular	High	Low Estimate (-5% Occ. Rate)	Average Estimate	High Estimate (+5% Occ. Rate)
January	10%	22	6	3	0	L	\$153	\$170	\$196	\$213	\$249	\$497	\$746
February	10%	20	8	0	0	L	\$153	\$170	\$196	\$213	\$221	\$442	\$663
March	30%	17	7	7	0	M	\$279	\$310	\$357	\$388	\$2,352	\$2,823	\$3,293
April	45%	20	7	3	0	M	\$279	\$310	\$357	\$388	\$3,528	\$3,969	\$4,410
May	60%	19	6	4	2	M	\$279	\$310	\$357	\$388	\$5,149	\$5,617	\$6,085
June	85%	21	9	0	0	H	\$320	\$355	\$408	\$444	\$7,924	\$8,419	\$8,914
July	85%	20	7	2	3	H	\$320	\$355	\$408	\$444	\$8,818	\$9,369	\$9,920
August	45%	23	8	0	0	M	\$279	\$310	\$357	\$388	\$3,559	\$4,004	\$4,449
September	45%	20	7	3	0	M	\$279	\$310	\$357	\$388	\$3,528	\$3,969	\$4,410
October	35%	18	6	7	0	M	\$279	\$310	\$357	\$388	\$2,813	\$3,282	\$3,751
November	5%	20	6	4	0	L	\$153	\$170	\$196	\$213	\$0	\$243	\$486
December	5%	19	7	5	0	L	\$153	\$170	\$196	\$213	\$0	\$254	\$507
TOTAL											\$38,140	\$42,887	\$47,634

We do our best to offer a conservative but factual estimate based on rental histories and rates of similar properties. This takes into consideration property amenities and occupancy levels that are common to our market. Some room has been allotted for events out of anyone's control like general weather patterns, storms, or economic changes that might affect the tourism industry.



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**Weekend - Weekday
Rate Difference**

High	90.00%
Shoulder	90.00%
Low	90.00%

Average High Season Weekend Rates:	\$405
Average Shoulder (Medium) Season Weekend Rates:	\$310
Average Low Season Weekend Rates:	\$195

	Occupancy Rate	Number of Weekdays	Number of Weekends	Number of Peak Days		Season (H=High, M=Mid, L=Low)	Average Weekday Rate	Average Weekend Rate	Average Peak Rate		Monthly Revenue		
				Regular (ex: small festivals, national holidays)	High (ex: Hangout Fest, 4th July)				Regular	High	Low Estimate (-5% Occ. Rate)	Average Estimate	High Estimate (+5% Occ. Rate)
January	10%	22	6	3	0	L	\$176	\$195	\$224	\$244	\$286	\$571	\$857
February	10%	20	8	0	0	L	\$176	\$195	\$224	\$244	\$254	\$507	\$761
March	30%	17	7	7	0	M	\$279	\$310	\$357	\$388	\$2,352	\$2,823	\$3,293
April	45%	20	7	3	0	M	\$279	\$310	\$357	\$388	\$3,528	\$3,969	\$4,410
May	60%	19	6	4	2	M	\$279	\$310	\$357	\$388	\$5,149	\$5,617	\$6,085
June	85%	21	9	0	0	H	\$365	\$405	\$466	\$506	\$9,040	\$9,605	\$10,170
July	85%	20	7	2	3	H	\$365	\$405	\$466	\$506	\$10,060	\$10,689	\$11,318
August	45%	23	8	0	0	M	\$279	\$310	\$357	\$388	\$3,559	\$4,004	\$4,449
September	45%	20	7	3	0	M	\$279	\$310	\$357	\$388	\$3,528	\$3,969	\$4,410
October	35%	18	6	7	0	M	\$279	\$310	\$357	\$388	\$2,813	\$3,282	\$3,751
November	5%	20	6	4	0	L	\$176	\$195	\$224	\$244	\$0	\$279	\$558
December	5%	19	7	5	0	L	\$176	\$195	\$224	\$244	\$0	\$291	\$582
TOTAL											\$40,568	\$45,605	\$50,642

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Revenue Projection - Sea Glass - 1 bedroom										
Season Name	Season Begins	Season Ends	Seasonal Days	Days	Weeks	Monthlies	Daily Rate	Weekly Rate	Monthly Rate	Revenue
Winter 1	1/1/2020	2/29/2020	60	60.0		2.0	\$165	\$990	\$1,600	\$3,200
Spring	3/1/2020	5/18/2020	79	45.0	4.0		\$247	\$1,482		\$10,127
Early Summer	5/19/2020	6/6/2020	19	19.0	2.7		\$313	\$1,878		\$4,069
Peak	6/7/2020	7/25/2020	49	49.0	7.0		\$329	\$1,974		\$13,818
Late Summer	7/26/2020	8/1/2020	7	7.0	1.0		\$313	\$1,878		\$1,878
Early Fall	8/2/2020	9/3/2020	33	26.0	3.7		\$247	\$1,482		\$4,693
Fall	9/4/2020	10/31/2020	58	30.0	4.3		\$247	\$1,482		\$5,928
Winter 2	11/1/2020	12/31/2020	61	14.0		0.4	\$165	\$990	\$1,600	\$640
Total			366.0	250.0	22.7	2.4				\$44,353

Tia Casey

Business Development
 Alabama Gulf Coast
 (850) 516-8497
 Tia.Casey@wynvr.com



NOTE: This projection is based on a first full year of rentals reflecting rates that we confidently feel are comparable to this market. All items of expense may not be included. It is also based on the assumptions and estimates using past real estate trends in this area. Therefore, the reliability is dependent on future events and transactions. As real estate agents, we are only expressing an opinion on the fairness of the projection. This illustration does not include any projection of appreciation and we emphasize the need for you to seek professional tax advice. This is for illustration purposes only as each individual situation varies..



Revenue Projection - Sea Glass - 2 bedroom										
Season Name	Season Begins	Season Ends	Seasonal Days	Days	Weeks	Monthlies	Daily Rate	Weekly Rate	Monthly Rate	Revenue
Winter 1	1/1/2020	2/29/2020	60	60.0		2.0	\$195	\$1,170	\$1,800	\$3,600
Spring	3/1/2020	5/18/2020	79	45.0	4.0		\$292	\$1,752		\$11,972
Early Summer	5/19/2020	6/6/2020	19	19.0	2.7		\$370	\$2,220		\$4,810
Peak	6/7/2020	7/25/2020	49	49.0	7.0		\$389	\$2,334		\$16,338
Late Summer	7/26/2020	8/1/2020	7	7.0	1.0		\$370	\$2,220		\$2,220
Early Fall	8/2/2020	9/3/2020	33	26.0	3.7		\$292	\$1,752		\$5,548
Fall	9/4/2020	10/31/2020	58	30.0	4.3		\$292	\$1,752		\$7,008
Winter 2	11/1/2020	12/31/2020	61	14.0		0.4	\$195	\$1,170	\$1,800	\$720
Total			366.0	250.0	22.7	2.4				\$52,216

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