

Gulf Style Rentals



✓ **BEST** Guest Reviews on the Emerald Coast


✓ **#1 Ranked Revenue Generating Property at 6 Area Condos/Neighborhoods**

Gulfstylerentals.com | gulfstylerentals@gmail.com | 850-404-7707 (Owner - Stan)

Hi Property Owner,

- In this packet, I am proposing that my company, Gulf Style Rentals, manages your home as 3rd party income data (shown below + within packet) indicates that your home is underperforming against the top income earners on your street by \$50,000 - \$100,000.
- According to this same data, Gulf Style Rentals manages the #1 income producing property at 6 buildings and neighborhoods in the area.
- In the following pages, I share an overview of our process and results, reasons and data behind your property's struggles, and a rental projection for your home based on a top-performing, look-a-like Gulf Style Rental's property on your street.

1767 Scenic Gulf




5 Bed | 4 Bath | 20 Guests ★ 5 (18)

Luxury Home ~ Gulf Front ~ Pri...
Miramar Beach

\$177.6k 346
Revenue Potential Days Available

\$163.6k	59%	\$798.1
Revenue	Occupancy	Daily Rate

Gulf Style Property



5 Bed | 4 Bath | 15 Guests ★ 5 (5)

Bella Vista on the Beach*Rem...
Miramar Beach

\$144.4k 153
Revenue Potential Days Available

\$144.4k	87%	\$1.1k
Revenue	Occupancy	Daily Rate

Please email, text, or call if you are interested in learning more. I am here to help get your property on a more profitable path!

Sincerely,

Stan Ingram, Owner of Gulf Style Rentals

[Gulfstylerentals@gmail.com](mailto:gulfstylerentals@gmail.com)

Gulfstylerentals.com

850-404-7707

*AirDNA values are from last 365 days **AIRDNA**

*PLEASE NOTE: Revenue is sum of daily rates + cleaning fees



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- ★ **Gulf Style Rentals is a full-service property management company with a staff of local, well-trained, well-paid, customer-service-focused cleaners, inspectors, and maintenance personnel.**
- ★ **Company Objective (Why do we do this?):**
 - To always deliver the vacation we desire as travelers
 - Make each property we manage a well-reviewed, top-performer
- ★ **Company Process (How do we do this?):**
 - We have a proven, guest-pleasing process that almost always generates 5-Star Reviews.
 - Happy Guests = 5-Star Reviews = High Rankings on Airbnb and VRBO
 - High Rankings = High Occupancy Rates and Premium Rental Rates = Top-Tier Rental Income
- ★ **Results to Date (How well do we do this?):**
 - **The PROOF is in the Guest & Owner Reviews and 3rd Party Rental Income Data.**
 - ~2,500+ Detailed and Glowing guest reviews (98% 5-STAR) prove that we consistently delight our guests and exceed expectations
 - Without exception, property owners have seen a large increase in rental income since teaming up with Gulf Style Rentals.
 - Data from numerous 3rd Party Data Companies show that our properties are the top performers in their buildings and neighborhoods.
 - **#1 or #2 Ranked Rental Revenue generating property at 11 buildings and neighborhoods.**



Guest Reviews



Guest favorite One of the most loved homes on Airbnb, according to guests



The Proof is in the GUEST Reviews....

- Guest Reviews: 4.97 Rating (98% 5 – Star) → ~2,500 Detailed and Glowing guest reviews prove that we consistently go above and beyond for all our guests.
- Sparkling clean, well-stocked properties
- High-quality linens, Beach gear, coffee/tea bar, plenty of kitchen, bath, and laundry consumables → No stingy host here providing the dreaded single roll of TP!
- Fast, Friendly, and Thorough Communication (24/7 Guest Support) → We respond in minutes, not hours.
- Host and guest-approved local recommendations – detailed Welcome Packets + Easy Check in Process



Shannon
May 2024

This was by far the best, cleanest, most well stocked Airbnb we have stayed in. Stan was an excellent host and exceeded our expectations! Communication was fast, he was kind and helpful in every way, and went the extra mile to make accommodations for our big family. The Airbnb was in pristine condition and had every extra thing imaginable. I knew if we needed anything else Stan would work to make it happen, but we needed nothing. I loved that it came with umbrellas, chairs, a beach wagon, and sand toys. There was cleaning supplies, plenty of linens, the most well stocked kitchen I have ever seen in an Airbnb, including extra of all paper products and even kids plates, cups, bowls and silverware. He thought of everything! We will definitely be back and will only stay in one of Stan's units from this point forward. This was year 5 of staying at Majestic Sun, but by far our best experience because of staying in Stan's unit. Can't wait to be back next year!



Havilland
May 2024

11/10!! Stanton is not only the most friendly, thorough, and responsive host ever, but offers so many extra amenities that enrich guest experience so much (he thought of everything)! Location is also absolutely fantastic. Can't imagine having had a better experience anywhere!



Christy
May 2024

Stan was a fantastic host, and the condo was beautiful! It was well stocked with all the essentials, had a gorgeous view, and was very clean. I would highly recommend this condo and any property hosted by Stan. He communicated promptly and answered all our questions. He even provided a wonderful gift basket and birthday balloon and ice cream gift card to help us celebrate. He went above and beyond!! 5 stars!!!



High Traffic Listings Earn Premium Rates

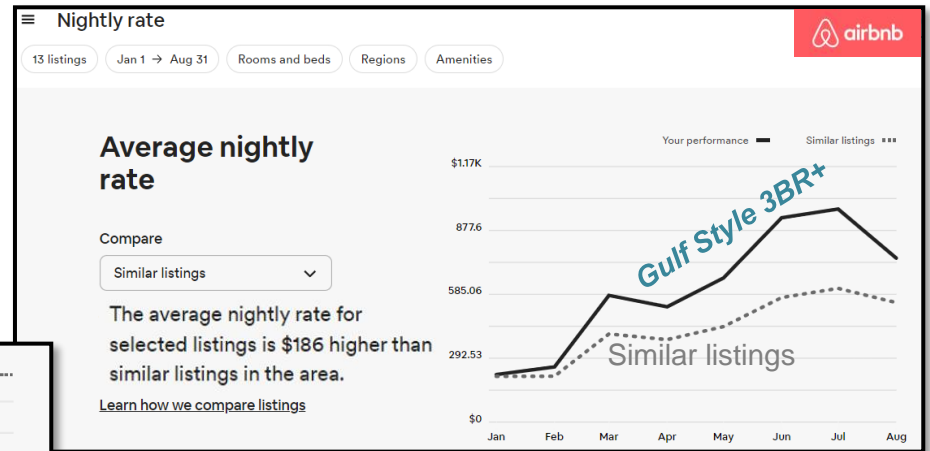
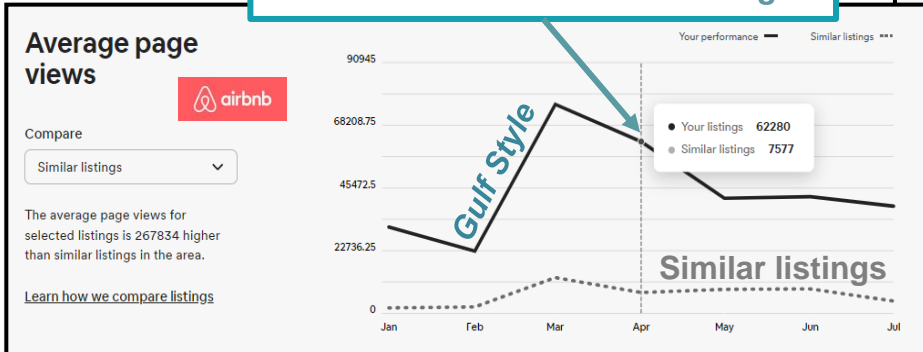
Our Well-Reviewed properties get More Traffic and land More Bookings at Premium Rental Rates



- **EXCEPTIONAL** guest reviews earn us Airbnb Superhost / “Guest Favorite” Status and VRBO Premier Host Status = Highly Ranked Properties
- In 2024, Gulf Style Airbnb listings have **5X – 15X MORE VIEWS** vs. similar listings, showing up on **PAGE ONE 53.8% of the time** (10,000+ Airbnb listings in this area).
- In 2024, Gulf Style Airbnb Listings (with 3+ bedrooms) had nightly rates **\$186 HIGHER** vs. similar listings

53.8%
First-page search
impression rate

In April 2024, Gulf Style Listings had 8x more views vs. similar listings





Top Performing Property Example from Gulf Style Rentals

AirDNA Analysis: Delos Townhomes (from 6/2024)



STAY WITH STAN

5 Bed | 4 Bath | 16 Guests ★ 5 (22)

Gulf Front Townhome! Pet Frie...
Miramar Beach

\$249.7k **360**
Revenue Potential Days Available

\$249.7k **72%** **\$964.3**
Revenue Occupancy Daily Rate

5 Bed | 4 Bath | 20 Guests ★ 5 (18)

Luxury Home ~ Gulf Front ~ Pri...
Miramar Beach

\$177.6k **346**
Revenue Potential Days Available

\$163.6k **59%** **\$798.1**
Revenue Occupancy Daily Rate

5 Bed | 4 Bath | 20 Guests ★ 4 (7)

Frangista Pearl - Beachfront, H...
Miramar Beach

\$160.4k **309**
Revenue Potential Days Available

\$156.9k **75%** **\$676.4**
Revenue Occupancy Daily Rate

5 Bed | 4 Bath | 16 Guests ★ 4 (31)

Beachfront + Plunge Pool | Se...
Miramar Beach

\$283.6k **360**
Revenue Potential Days Available

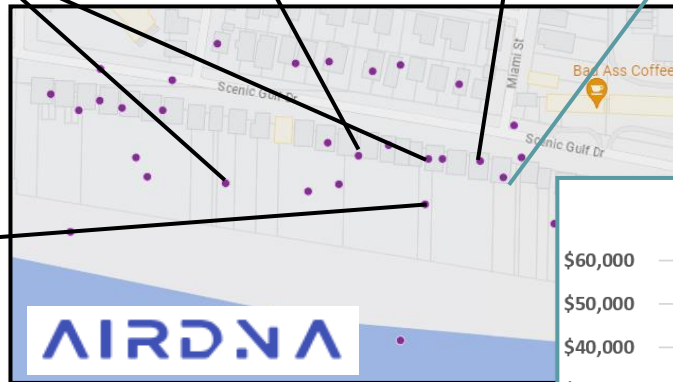
\$275.8k **92%** **\$833.2**
Revenue Occupancy Daily Rate

5 Bed | 4 Bath | 16 Guests ★ 4 (35)

Seaduction - Frangista Beach, ...
Miramar Beach

\$176.1k **366**
Revenue Potential Days Available

\$176.1k **67%** **\$721.6**
Revenue Occupancy Daily Rate



Top Performing Gulf Style Rentals Property

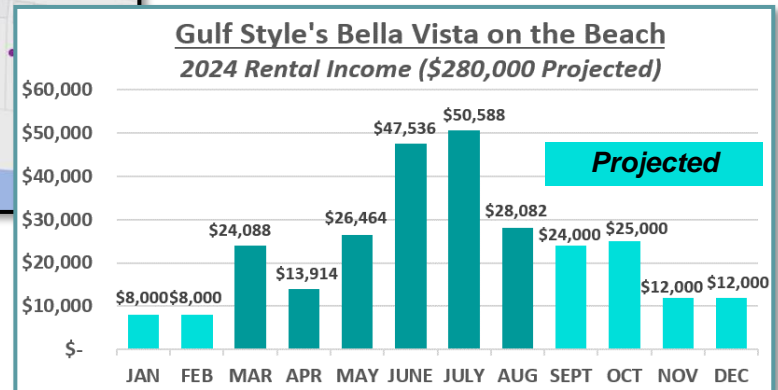
5 Bed | 4 Bath | 15 Guests ★ 5 (5)

Bella Vista on the Beach*Rem...
Miramar Beach

\$144.4k **153**
Revenue Potential Days Available

\$144.4k **87%** **\$1.1k**
Revenue Occupancy Daily Rate

*First rental in 12/2023 = partial history
Leading Daily Rate and Occupancy



*AirDNA values are from last 365 days
*Revenue is sum of daily rates + cleaning fees
*Neighborhood Rental Revenue ranges from \$156,000 - \$344,000



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Property: 1767 Scenic Gulf Drive, Miramar Beach

Assessment:

- ★ **5 BR/4 BA home in desirable Frangista Beach**
- ★ **Many rental income-boosting features:**
 - Beachfront property-Gulf Views from multiple rooms and patios
 - Private, heated plunge pool
 - Light and Bright – Appealing furniture and decor
 - Remodeled kitchen and bathrooms
 - Space to “out-amenity” the competition (bunk room, outdoor space)
 - ***Amenities that WOULD boost rentals: Upgraded Beach Gear (stored on side patio), Arcade Game and Fun décor in Bunk Room, Work Space, TWO Beach chair sets (March – October), Free Plunge Pool Heating***





1767 Scenic Gulf Drive

Analysis of Current Property Listings



- Within an area or building, the spread of rental income for similar properties can be +/- 100% due to rental management and property design/amenities.
 - *Outperformance is achievable through top-tier hosting/management and amenities/design.*
 - *Your home is already well designed but could be lacking in management performance.*

Rental Management:

- Airbnb Listing (0 Reviews) – **ZERO reviews could hamper bookings.**
- 9.4/10 on VRBO (18 Reviews) – **designated as Condo (should be home), 20 People = over Walton County occupancy limits**
 - *Guest reviews are positive, but highlight numerous maintenance issues*
- **Current listings lack important information, local attraction maps, excitement**
 - Paragraph Form = Hard to read
 - Lack of staging with current photos, no dusk/nighttime photos, no photo description
 - **No photos of Frangista Beach community pool**, nearby attractions, and the charming surrounding area
 - Sparse welcome kits currently provided (vs. “fully-stocked” Gulf Style properties)





1767 Scenic Gulf Drive

Analysis of Current Property Listings



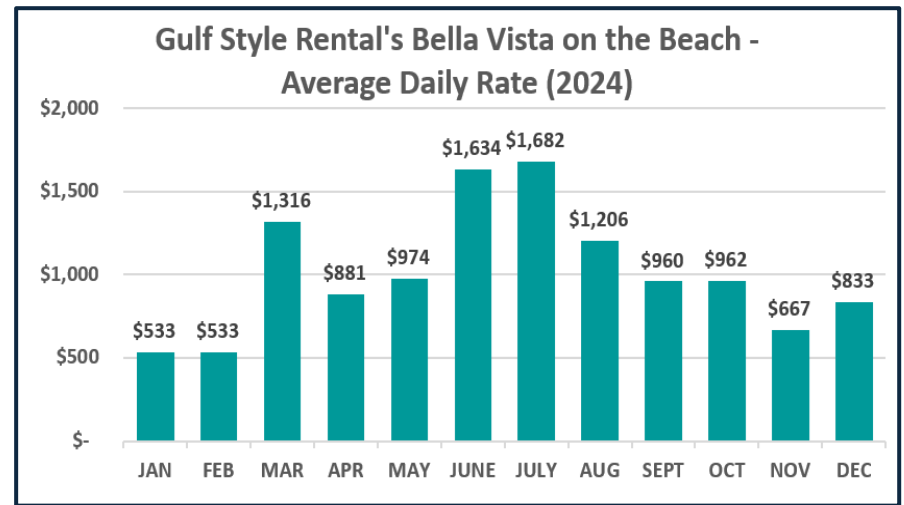
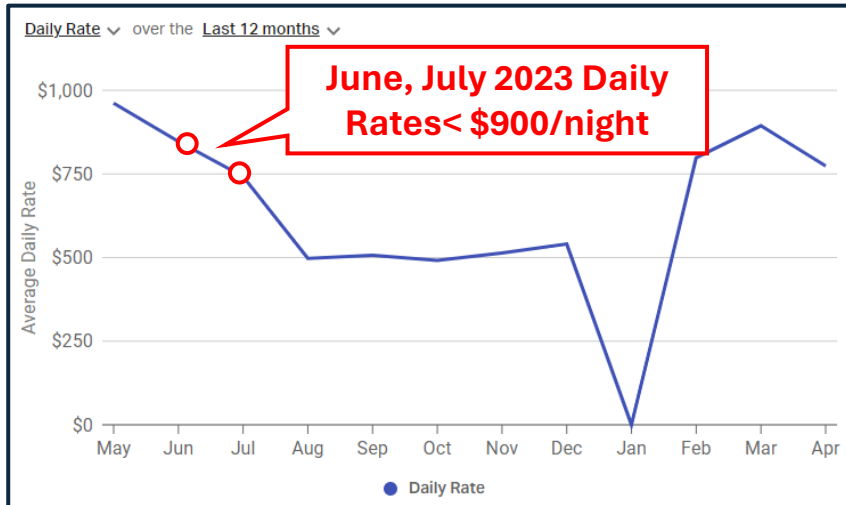
Management Performance:

- Calendar Management and Pricing

- Rental rates are LOW vs. competitors (according to AirDNA & KeyData).
- Summer 2023 rates are <\$900/night according to AirDNA
 - Vs. Gulf Style Rental's Property Rates >\$1,600/night in 2024**
- VERY LOW Rates (\$500/night) in August - October 2023
- Fragmented calendar (stranded nights*) in September due to 3-night minimum stays during off season (September – February)

September 2024						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

1767 Scenic Gulf Drive Daily Rates (from AirDNA)





Sample Gulf Style Rentals Listing

Custom-Built, Exciting, and Well-Reviewed listings land more bookings



STAY WITH STAN

Gulf Style Rental's Bella Vista on the Beach

- ✓ Easy to read bullets (not paragraph form)
- ✓ Exciting listings with nearby attraction maps
- ✓ Vibrant and captioned photos
- ✓ Fully-stocked with "more than the basics"
 - ✓ High-quality linens, kitchen supplies, beach gear, Arcade Game



Bella Vista on the Beach*Remodeled*Heated Pools Share Saved

Entire home in Miramar Beach, Florida
15 guests · 5 bedrooms · 9 beds · 4 baths

Add dates for prices

☆☆ PROPERTY OVERVIEW ☆☆

Welcome to BELLA VISTA ON THE BEACH! This Beachfront home is completely remodeled, professionally decorated with modern, beachy décor, fully stocked, and is situated on the beach in the upscale, private neighborhood of Frangista Beach with easy access to all the dining and attractions of Miramar Beach and Destin.

- REMODELED, BEACHFRONT HOME offers expansive views from the living spaces, two bedrooms, and three patios of sugary white sands and crystal-clear waters of the Emerald Coast
- FULLY - STOCKED PROPERTY: Beach Gear, Paddleboards, Street Fighter Arcade Game, Games and more!
- POOLS: Private, Heated Hot Tub/plunge pool on 1st Floor Patio + Large, Community Pool (0.1 miles away, heated seasonally during Holidays and Spring Break)
- FREE Beach Service: 4 Chairs & 2 Umbrellas (in-season March 1-October 31)
- Remodeled Kitchen with granite countertops, stainless appliances - cook delicious meals and dine while overlooking the Gulf of Mexico!
- Dining with a VIEW! Seating for 11 in the Dining Room/Kitchen + seating for 6 on the covered balcony
- Living Room with comfortable seating, Gulf views, gas fireplace, and 55" Smart TV
- BUNK ROOM with two Full over Queen Bunk beds, Street Fighter Arcade Game – perfect for the kids!
- Comes fully stocked with "more than the basics" (see below)
- Lots of new furniture and décor – trendy, coastal décor
- Convenient Elevator makes easy access to all 3 floor!
- Small Kitchenette with mini-fridge, sink, and Keurig
- Washer/Dryer with plenty of laundry supplies
- I am an experienced SUPERHOST, and my reviews prove that I ALWAYS deliver a sparkling clean property and excellent customer service!





Sample Gulf Style Rentals Listing

Custom-Built, Exciting, and Well-Reviewed listings are easy to digest and land more bookings





STAY WITH STAN

Gulf Style Rental's Bella Vista on the Beach


- **Highly-Ranked, Guest-Loved Host/Manager**
 - ✓ **VRBO Premier Host**
 - ✓ **Airbnb Superhost and Guest Favorite**
 - ✓ Only 8% of professional managers are Superhosts.
 - ✓ Superhosts earn an average of 22% more than other hosts.
- **Calendar Management and Pricing**
 - ✓ Data-backed (using 5 data sources) and Aggressive rate setting and calendar strategy
 - ✓ **3rd party Data shows Gulf Style Properties are priced significantly higher vs. similar listings.**
 - ✓ **Custom Calendars → 17 seasonal profiles with different nightly rate and minimum stay profiles (i.e. 7 night minimum in summer) that decrease with time.**
 - ✓ Example) 5 night minimum for Spring 2024 (drops to 4 night minimum with 60 days away...then to 3 days...)
 - ✓ **Outperformance cannot be achieved with a "set it and forget it" strategy.**
 - ✓ Routine manual pricing adjustments, gap night marketing




 **Guest favorite** 

5.0
★★★★★

6
Reviews

 **Hosted by Stanton**
Superhost · 4 years hosting


 **Pat**
Alma, Arkansas

★★★★★ · 3 weeks ago · Group trip

Can't say enough good things about this place. Stanton is an awesome host and this home is absolutely as advertised. Loved the cleanliness, the attention to detail and the great elevator!

Also loved the linens and all the extra items that were provided. Meticulously thought out.

Appreciated the umbrellas and chairs with our names on them too. Last but not least, the view of the ocean from 3 stories was exceptional! Thanks Stan for being our host! You are No. 1 and we hope to see you again!

 **Matthew**
Denver, Colorado

★★★★★ · May 2024 · Group trip

Outstanding property, right on the beach and walkable to amenities. Stan the host exceeded expectations. Highly recommend this property and we will stay here again.

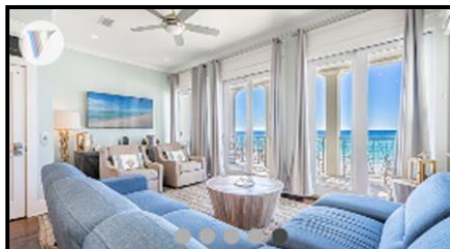


1767 Scenic Gulf Drive



Rental Comps from AirDNA, the leader in vacation rental data

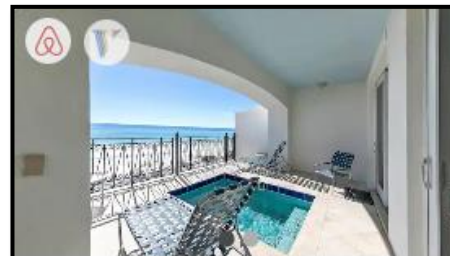
- There are ~30 5BR/4BA BEACHFRONT homes within this stretch of Frangista & Miramar Beach Area. The three below represent a **LOW**, **MID**, and **HIGH** case from AirDNA, *The Leader in Vacation Rental Data*.
- **Within an area or building, the spread of rental income for similar properties can be +/- 100% due to management performance and property design/amenities.**



5 Bed | 4 Bath | 20 Guests ★ 5 (18)

Luxury Home ~ Gulf Front ~ Pri...
Miramar Beach

\$177.6k	346	
Revenue Potential	Days Available	
\$163.6k	59%	\$798.1
Revenue	Occupancy	Daily Rate

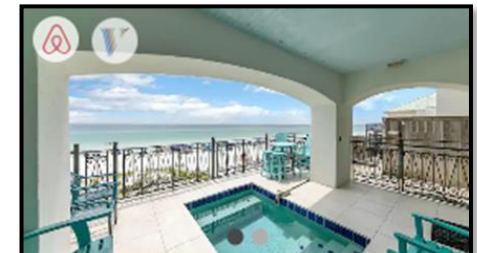


5 Bed | 4 Bath | 16 Guests ★ 5 (22)

Gulf Front Townhome! Pet Frie...
Miramar Beach

\$249.7k	360	
Revenue Potential	Days Available	
\$249.7k	72%	\$964.3
Revenue	Occupancy	Daily Rate

Gulf Style Projection



5 Bed | 4 Bath | 16 Guests ★ 5 (30)

Remodeled Beachfront-Frangi...
Miramar Beach

\$324.9k	366	
Revenue Potential	Days Available	
\$324.9k	80%	\$1.1k
Revenue	Occupancy	Daily Rate



*AirDNA values are from last 365 days

***PLEASE NOTE: Revenue is sum of daily rates + cleaning fees**



1767 Scenic Gulf Drive

Rental Projection with Gulf Style Rentals



Property: 1767 Scenic Gulf Drive, Miramar Beach, FL 32550

	Annual	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Average Daily Rate	\$933	\$500	\$550	\$1,000	\$900	\$1,100	\$1,500	\$1,500	\$1,200	\$900	\$900	\$500	\$650
Nights Rented	266	15	16	26	24	26	30	31	26	23	23	12	14
Occupancy Rate	73%	48%	57%	84%	80%	84%	100%	100%	84%	77%	74%	40%	45%
Net Rental Income (sum of daily rates)	\$271,700	\$7,500	\$8,800	\$26,000	\$21,600	\$28,600	\$45,000	\$46,500	\$31,200	\$20,700	\$20,700	\$6,000	\$9,100
Net to Owner (less 20% Mgmt Fee)	\$217,360	\$6,000	\$7,040	\$20,800	\$17,280	\$22,880	\$36,000	\$37,200	\$24,960	\$16,560	\$16,560	\$4,800	\$7,280

- This rental projection was prepared using rental demand assumptions from 2021 – 2023, data from short term rental data analysis sites (AirDNA and KeyData), and in house data from Gulf Style Rentals.
 - *This rental projection is a not a guarantee.*
 - *Vs. AirDNA data on the previous page, this data is only rental income, NOT cleaning fees.*
- **Amenities that WOULD boost rentals: Upgraded Beach Gear (stored on side patio), Arcade Game and Fun décor in Bunk Room, Work Space, TWO Beach chair sets (March – October), Free Plunge Pool Heating**



Gulf Style Rentals – New Owner Onboarding



So, if you are interested in increased rental income, hosting happier guests, having a better-maintained, cleaner, more well-stocked property plus increased effort and transparency from your rental manager, here are the next steps:

1. Inform your current manager that you would like to make a change.
2. Your current manager will provide your last rental date under their management.
 1. Your first rental date with Gulf Style Rentals can be 1 – 2 days after this date to ensure you have no lost income.
3. You will be sent Gulf Style Rental's Management Agreement for review and e-signature.
4. As soon as possible, the Gulf Style team will stage your property for professional photos.
5. 1 – 2 days after the photos are received, new Airbnb, VRBO, and direct booking listings will be built for your property to ensure you have no lost rental income.
6. An Emerald Coast by Owner listing will be purchased for your property.
7. Gulf Style Rentals Owner Portal access will be provided so you can reserve dates and monitor bookings.
8. On the last rental date under old management, the Gulf Style Team will change/reprogram the lock, clean and setup the property with the Gulf Style Amenities to prepare for our first rental.
9. Following your first month, you will receive a detailed monthly statement of rents received, property expenses, and management fees + a property performance analysis showing how your property performed vs. similar properties.