

# CASE STUDY

Before SkyRun - \$15,000 Annual Rental Income

↑ 248%

With SkyRun - \$52,189 Annual Rental Income

LOCAL  
TOUCH.  
LOCAL  
FUN.

 **SkyRun**  
Vacation Rentals

Time with SkyRun  
**1 Year**



Rental Income  
**\$52,189**

## BACKGROUND

Susan and her family own a beautiful 35 year old, 5 bedroom, 5 bath house in North Lake Tahoe. In an attempt to generate extra income that could then be put back into the house for updates, Susan managed renting her property on her own. Generating about \$15,000 a year renting the property herself, Susan struggled with property maintenance, marketing, customer service, and became frustrated with the booking channel fees. It was also worrisome for Susan that she was never quite sure of who was renting the property. She even experienced issues with guests lying about their intentions for staying and then causing damage to the home. She knew that if done correctly, renting her home could be a stress-free and profitable endeavor.

## SOLUTION

Susan interviewed 50 property managers in her area. From 50, she narrowed her pool down to 20 and then to 2. She then presented her options to her family, who took a vote and decided to sign their property with SkyRun. Susan and her family have been impressed with Rod and Leslie's ease to work with and accessibility. Especially as it relates to Susan or her family bringing things up that need addressing; she has always been satisfied with the way that Rod and Leslie take their concerns seriously and accommodate their requests. "It's nice to be heard. Their responses have always been timely and friendly so our relationship has always been very amicable. **I feel the value I am getting is the best that is available!**"

## RESULTS

Within a week, SkyRun listed and marketed the property on over 45 websites within the US and internationally. Customer service and marketing were the two biggest points with which Rod and Leslie were able to help Susan's property. The reservations started pouring in, and within the first year **they earned \$52,189**, and that number continues to grow. Susan describes SkyRun's service as marketing, managing, and maintaining. **She rates her satisfaction with SkyRun North Lake Tahoe as a 10.** At the end of their first year contract, Susan took the renewal vote back to her family, who unanimously decided to continue using SkyRun as their vacation rental property manager.

Compared to renting the property on her own, SkyRun increased Susan's  
**RENTAL INCOME BY 248%**

