# SKY HIGH CABINS

## Hands-On Short-Term Rental Management

Big Bear Lake | Lake Arrowhead & Surrounding Mountain Communities

Woman-Owned | Strong Marketing, Hospitality & Legal Background

# PROPOSAL

448 Quail Dr. Big Bear Lake, CA 92315

2-bedroom, 1-bathroom 864 sqft home

Prepared for Melissa Evans-Gray

melissa@willrahill.com

Maximizing Gross Revenue for Distinctive Mountain Homes

# Dear Melissa,

Thank you for considering Sky High Cabins for your listing. We specialize in maximizing gross revenue for distinctive mountain homes through elite multi-channel distribution, professional marketing, hands-on local operations, and strategic optimization.

## MULTI-CHANNEL DISTRIBUTION

We are the best channel manager in the Big Bear market. Your client's home will be professionally listed and actively managed across:

- Airbnb (Superhost status)
- VRBO Premier Host / HomeAway
- Hopper
- Google Vacations
- Marriott Homes & Villas
- Booking.com
- Wander Luxury Homes
- Direct bookings
- And additional premium channels

This broad, high-performing distribution network is designed to drive maximum visibility and bookings year-round.

## GROSS REVENUE FOCUS & YEAR-DRIVEN GROWTH MODEL

All projections and reporting are presented on a gross revenue basis. We do not break down maintenance costs in our client-facing projections so the focus remains on top-line performance and net owner distributions after our management fee.

We operate with an aggressive, year-driven growth model. The first year establishes strong baseline occupancy and reviews. Subsequent years compound as the listing optimizes, reviews accumulate, marketing sharpens, and seasonal positioning matures — driving higher occupancy and rates over time.

PROJECTED ANNUAL GROSS REVENUE

# ~$30,000–38,000

For this 2-bedroom, 1-bathroom, 864-square-foot home, we project approximately $30,000–$38,000 in annual gross rental revenue with the addition of a spa and full optimization for vacation rental use. Actual results will vary based on snow conditions, market demand, pricing, and execution. These projections represent the revenue targets we would actively work toward through ongoing management and continuous optimization.

## COMPREHENSIVE MANAGEMENT & ELEVATED GUEST EXPERIENCE

- Internal local revenue manager with in-depth real estate knowledge who actively manages pricing, occupancy, and seasonal strategy.
- On-the-ground team with backup service inventory for rapid response if something major goes down.
- Listing optimization and seasonal switch-outs to keep the property positioned at its maximum potential.
- Internal guest insurance (guest pays for it). Guest damage is charged to our internal insurance — something most companies are not set up to handle effectively. This protects both the asset and our reviews.
- Free inspections after every stay so the home remains in top condition and any issues are addressed immediately.
- Hands-on, seven-days-a-week oversight by our expert team.

Whether owners live out of the country 12 months of the year or frequent Big Bear every month, we keep their asset and home in top condition.

We advocate for both high-end celebrities and everyday families who return to Sky High year after year. Elevated services available include private chef services, fridge stocking, flower delivery, fresh-baked chocolate chip cookies from local vendors, and celebration coordination. We also handle contract revision and negotiation for TV deals and magazine deals that deliver monetary results.

Families trust Sky High with their assets, and well-known clients are happy to provide references upon request.

Sky High Cabins is a woman-owned business with a strong marketing, hospitality, and legal background dedicated to protecting our owners and their assets. We bring numerous client references and work directly on your client's property every week. Our founder has been consulted by Redfin and the Orange County Register on how to perform in a highly competitive market and delivers proven results for clients.

## OPTIONAL DRIVEN MARKETING PACKAGE (ADD-ON)

In addition to our core management, clients may elect our driven marketing package. This includes a dedicated marketing team focused on paid advertising, social media management, and targeted campaigns specifically for the property. Results are tracked and reported. This package sits on top of our standard social media manager and paid-ad support and is available when the owner wants accelerated promotional results.

We also actively pursue and negotiate commercial, film, and magazine deals with the owner's approval, opening additional high-value revenue streams beyond traditional guest stays.

## WHY SKY HIGH CABINS

- Best-in-market multi-channel distribution with Superhost / Premier Host credentials
- Aggressive seasonal occupancy strategy paired with a year-driven growth model
- Free inspections after every stay + internal guest insurance that protects assets and reviews
- Elevated services (private chef, fridge stocking, flowers, local cookies, celebration coordination)
- Contract negotiation support for TV and magazine deals
- Internal revenue manager + on-the-ground local team
- Woman-owned with strong marketing, hospitality, and legal background focused on protecting owners and their assets
- Trusted by families and well-known clients who return year after year; references available
- Consulted by Redfin and the Orange County Register on competitive market performance
- Optional driven marketing package with its own dedicated team
- Focus on gross revenue performance

SKY HIGH CABINS

# More Direct Bookings. Fewer Platform Fees.

A dedicated marketing campaign for your individual cabin, designed to generate direct bookings and help you keep more of your revenue.



## $125 / Week

Dedicated Direct Booking Campaign Management

Ad spend, if used, is separate and approved by owner.

## WHAT'S INCLUDED

- White-glove campaign setup and management
- A dedicated team available to support you
- Bi-weekly meetings to review campaign results
- An interactive process to refine and improve performance
- Ongoing optimization to help increase direct booking opportunities
- Focused marketing tailored to your individual cabin

## WHY OWNERS CHOOSE THIS

- Drive more direct inquiries and bookings
- Reduce reliance on Airbnb and VRBO
- Avoid some of the fees commonly charged by booking platforms
- Keep more revenue from each successful booking
- Create a stronger direct relationship with your guests

## WHAT TO EXPECT



Marketing is a process. Effective campaigns take time, testing, and optimization to develop momentum and generate quality leads.

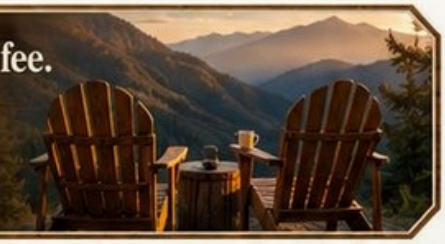
Our goal is *steady, sustainable direct-booking growth—not just a short-term spike.*

## HOW THE PROCESS WORKS

1. **DISCOVER**
   We learn your cabin, ideal guest, and goals.
2. **LAUNCH & OPTIMIZE**
   We build, monitor, and improve your campaign.
3. **GROW DIRECT BOOKINGS**
   You receive more direct opportunities while reducing third-party fee exposure.

## One direct booking can easily offset the weekly campaign fee.

Ask Sky High Cabins about activating a dedicated direct-booking campaign for your cabin.



We would be pleased to schedule a call or property walkthrough with you and your client to review the full proposal, share client references, and outline next steps for onboarding.

Please let us know a convenient time. We look forward to partnering with you to deliver exceptional results for this home.

## Warm regards,



Leanne Flashberg

Sky High Cabins