How we price

STAY MARQUIS
WHERE HOME MEETS HOSPITALITY

1 Identify rental comps

— Scan all rental properties focusing on location, size, and amenities
- — Location – town, waterfront, oceanfront, proximity to town, proximity to local attractions
- — Size – bedroom count, bathroom count, square footage, acreage
- — Amenities – pool, tennis, hot tub, gym, media room

2 Analyze booking data for rental comps

— Review booking details for all comparable properties including book date, check-in date, check-out date, and rental amount

— Review bookings for each month throughout the year

3 Determine quality of subject property relative to comparable properties

— Rank the subject property from 0-100, 0 being the worst property in the competitive set to 100 being the best property in the competitive set

4 Review demand side indicators

— Review historical booking activity including gross booking value, number of bookings, average nightly rates, and average duration of stay relative to previous years

5 Review supply side indicators

— Review inventory and assess booking pacing compared to previous years

Putting everything together to:

Determine pricing for each month and duration of stay (i.e. month, 2 weeks, week, weekend, midweek) that will result in the optimal combination of rate and occupancy to **maximize revenue**

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Determine holiday premiums to capture demand peaks, and lead time discounts to **meet demand** in slower periods

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Constantly monitor and adjust pricing based on real-time booking behavior and continuous shifts in the market

How good are we at what we do?

Of the properties that give us full control over pricing and strategy, **82%** exceed or come within **10%** of projections.