

# CASE STUDY

After SkyRun  
**\$200,000 Rental Income**

LOCAL  
TOUCH.  
LOCAL  
FUN.



Time with SkyRun  
**3.5 Years**



Rental Income  
**\$200,000**

## BACKGROUND

Mark purchased his 2 bedroom condominium in Breckenridge, Colorado for personal and revenue generating purposes. In addition to the 2 bedrooms, Mark's property also includes a loft and can sleep 14 people. With a full time job and family, Mark needed a property manager that would allow him to be hands off and feel confident that his property was being taken care of. As Mark's unit is not categorized as a Ski-in Ski-out property, communication and capability were important in ensuring his 2nd home is taken care of. He contacted 4 different property managers, including SkyRun Breckenridge. When it came to the decision, it was the responsiveness, attitude, and demeanor of SkyRun Breckenridge owner, Mike McGoff- coupled with SkyRun's competitive commission rate that won him over.

## SOLUTION

Early on, Mark established a working relationship with Mike and the SkyRun team. Mark cites SkyRun's communication, input, and personal touch as reasons why he believes their relationship is so strong 3.5 years later. In addition to caring for the property and ensuring bookings, SkyRun has also taken the time to talk with Mark about updates to the unit, for things that can help give it a fresh look and ensure future bookings. Mark boasts of the relationship, "Communication is so important regarding anything that requires a financial investment and being able to plan for continuing improvement or maintenance of the unit...**I trust their expertise 100% in not only balancing our needs, but also the needs of our guests.**"

## RESULTS

Since signing with SkyRun, Mark's property has been listed and marketed on over 45 websites within the US and internationally. **In 3.5 years, Mark's 2 bedroom + loft unit has earned \$200,000**, and that number continues to grow, with increased rental rates, year over year. As his property is not categorized as Ski-in Ski-Out, Mark is most impressed with the occupancy rates that his unit has seen, as well as the overwhelmingly positive responses in his guestbook.

**"SkyRun is a guest and owner friendly property management company. They do an amazing job of balancing the two audiences. I am happy, our guests are happy, and I have never had a complaint about them as a property manager. Mike and the SkyRun team have exceeded expectations and earned my trust 100%."**

- Mark, SkyRun Breckenridge Property Owner



Average Rating - 4.8

