

# WATERCOLOR RENTAL RATES SOAR

RENTAL TYPE	#PROPERTIES	#NIGHTS BOOKED	AVG WEEKLY RATE	AVG DAILY RATE
<b>All rental properties</b>	<b>222</b>	<b>19,336</b>	<b>\$4,082</b>	<b>\$583</b>
3 Bedroom - Gulf Front	1	218	\$10,007	\$1,430
5 Bedroom - Gulf Front	1	105	\$10,549	\$1,507
3 Bedroom - Gulf View	1	110	\$7,325	\$1,046
6 Bedroom - Gulf View	1	61	\$10,885	\$1,555
3 Bedroom - Gulf Access	49	3,811	\$3,211	\$459
4 Bedroom - Gulf Access	87	7,480	\$3,832	\$547
5 Bedroom - Gulf Access	59	5,394	\$4,253	\$608
6 Bedroom - Gulf Access	23	2,157	\$7,396	\$1,057

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# RENTAL COMPANIES OUTPERFORM VRBO

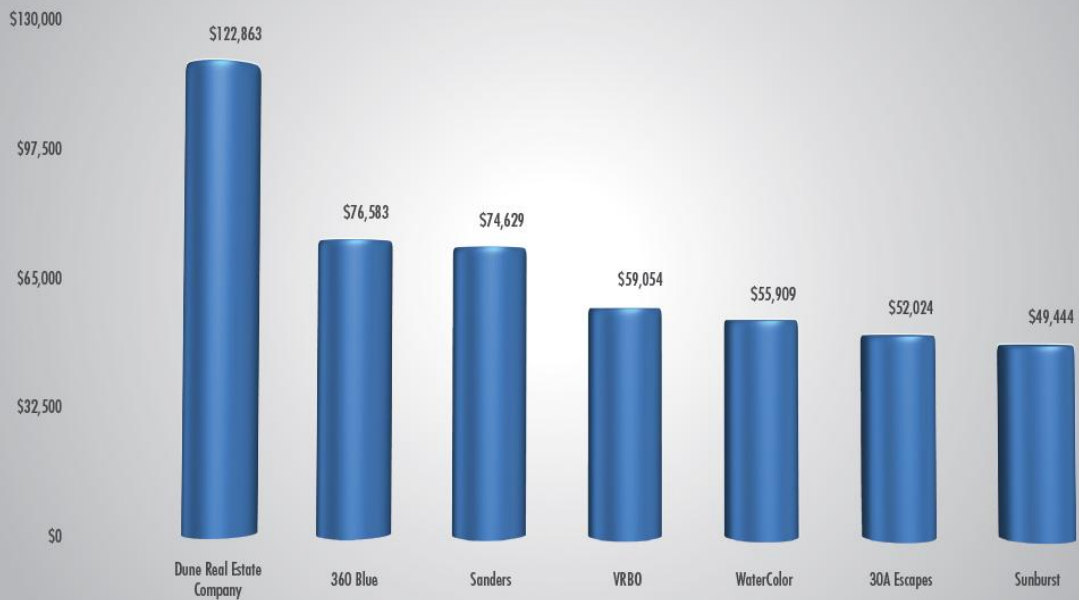
RANK BY EST ANNUAL INCOME	PROPERTY ADDRESS	EST. ANNUAL INCOME	WEEKLY PEAK RENTAL RATE 2014	AVERAGE WEEKLY RATE	AVERAGE DAILY RATE	GULF FRONT	GULF VIEW	GULF ACCESS	BEDROOMS	OCCUPANCY
<b>TOP 10 RENTALS IN WATERCOLOR</b>										
1	1946 CO Road 30-A East	\$358,376	\$14,266	\$10,007	\$1,430	YES	NO	NO	3	8
2	55 Running Oak Circle	\$241,529	\$10,150	\$6,775	\$968	NO	NO	YES	5	14
3	146 Bluejack Street	\$217,422	\$7,300	\$4,813	\$688	NO	NO	YES	5	12
4	7 Sand Hill Circle	\$214,212	\$14,475	\$9,588	\$1,370	NO	NO	YES	7	28
5	241 Red Cedar Way	\$202,400	\$14,000	\$11,000	\$1,571	NO	NO	YES	9	18
6	22 Flatwood Street	\$197,143	\$12,000	\$10,000	\$1,429	NO	NO	YES	7	17
7	215 Western Lake Drive	\$188,902	\$16,058	\$10,549	\$1,507	NO	NO	YES	6	14
8	198 Needlerush Drive	\$182,856	\$8,400	\$5,538	\$791	NO	NO	YES	5	18
9	1942 CO Road 30-A East	\$181,970	\$16,058	\$10,549	\$1,507	YES	NO	NO	5	12
10	433 Pine Needle Way	\$175,724	\$8,175	\$5,375	\$768	NO	NO	YES	4	12
<b>TOP 10 VRBO</b>										
24	12 Bluestem Lane	\$122,327	\$6,750	\$5,100	\$729	NO	NO	YES	4	14
32	36 Spartina Circle	\$110,236	\$6,500	\$5,500	\$786	NO	NO	YES	5	17
42	5 Bluestem Lane	\$97,816	\$6,650	\$5,725	\$818	NO	NO	YES	6	18
51	153 Pond Cypress Way	\$90,341	\$5,850	\$5,850	\$836	NO	NO	YES	6	16
58	12 Chapman Oak Way	\$83,786	\$5,500	\$5,000	\$714	NO	NO	YES	4	10
69	309 Spartina Circle	\$75,300	\$6,900	\$5,150	\$736	NO	NO	YES	4	15
75	213 Scrub Oak Circle	\$71,169	\$4,750	\$3,800	\$543	NO	NO	YES	5	13
109	746 Western Lake Drive	\$54,674	\$6,900	\$5,200	\$743	NO	NO	YES	5	15
126	41 Bluejack Street	\$48,070	\$3,080	\$3,080	\$440	NO	NO	YES	3	12
143	312 Spartina Circle	\$42,714	\$4,050	\$3,250	\$464	NO	NO	YES	4	12

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# DUNE TOPS RENTAL COMPANY RANKING

Estimated Annual Rental Income per WaterColor Property by Provider



## VACATION RENTAL MANAGEMENT COMPANY RANKINGS

	Average # of Nights Booked 3/31/14	Rank	Est Annual Rental Income Per Property	Rank
<b>Dune Real Estate Company</b>	231	1	\$122,863	1
<b>360 Blue</b>	111	2	\$76,583	2
<b>Sanders</b>	99	3	\$74,629	3
<b>VRBO</b>	86	5	\$59,054	4
<b>Sunburst</b>	83	4	\$49,444	7
<b>30A Escapes</b>	86	5	\$52,024	6
<b>WaterColor</b>	70	7	\$55,909	5

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