



INTERIOR UPDATES RESULT IN HIGHER REVENUE

Understanding the Impact of Design on Revenue

Our client lives in another state and purchased an investment property at Folly Beach. We have extensive knowledge of the luxury rental market at Folly Beach and the level of service offering needed to appeal to the higher net worth traveler. We were able to show our client revenue projections that demonstrated the potential increased revenue returns if he invested in significant interior updates prior to taking his property straight to market. Working with our in-house design team we outlined an initial budget of \$58,000, presented comprehensive, pre-planning design boards, sourced all the design materials utilizing to-the-trade wholesale relationships, provided real time, site-based project management and full installation.

The results? After working with our client to deliver on an ambitious timeline to have the entire renovation completed in time to capitalize on the busy summer season on Folly Beach, our team achieved the goals of delivering luxurious, high-end interiors and Average Daily Rates 18% above market average. With our design expertise and an investment by our client, ultimately Luxury Simplified Retreats significantly increased the Owner's revenue.



RESULTS

18%

*above market
average ADR*

82%

occupancy

\$235,000

2021 revenue