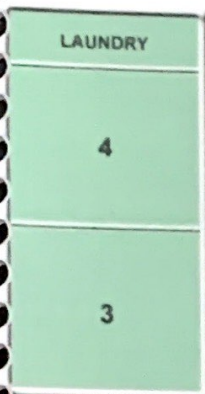


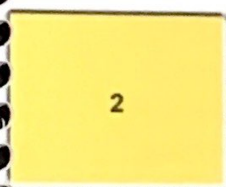
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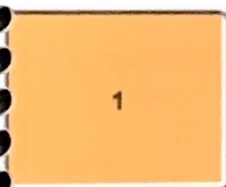
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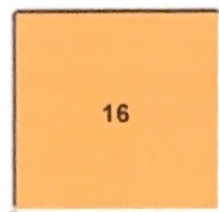
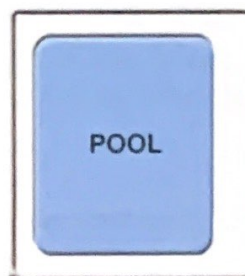
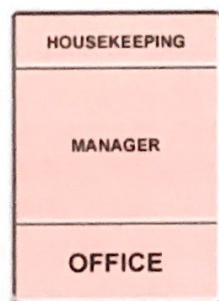
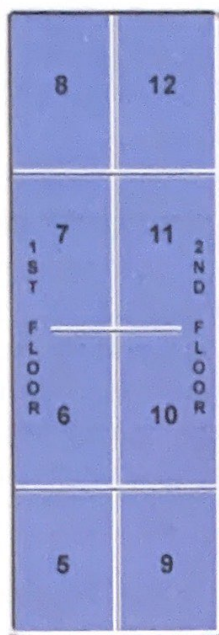
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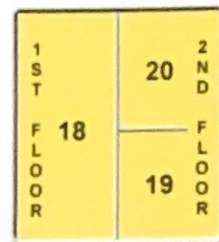
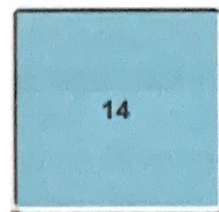


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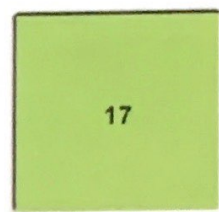
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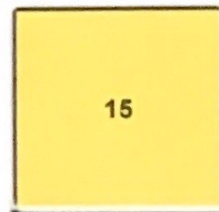
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ESTERO BOULEVARD

BEACH

GULF OF MEXICO

The Holiday Court Bayfront Villas & Suites Financials 2016

GROSS OPERATING INCOME

Gross Operating Income	\$508,675
Additional income	\$0
TOTAL INCOME	\$508,675

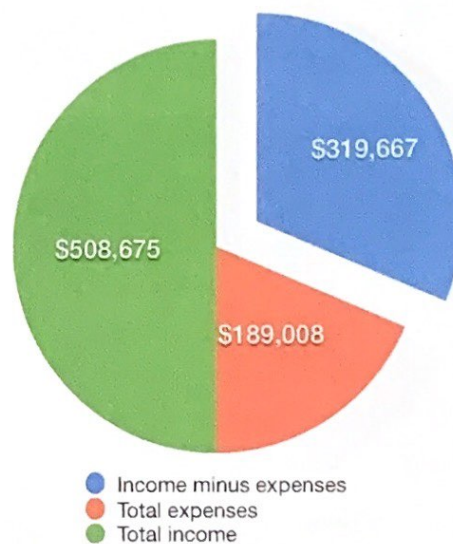
NET OPERATING INCOME

Income minus expenses	\$319,667
-----------------------	-----------

OPERATING EXPENSES - 2016

insurance	\$20,331
tax	\$30,326
credit card fee	\$16,606
propane	\$4,655
Electric	\$20,501
Phone	\$3,311
Internet	\$2,702
Cable	\$2,730
Water/Sewer	\$12,748
Trash	\$3,800
Pest Control	\$4,993
Supplies/Walmart	\$10,000
Maintenance	\$12,740
management	\$20,000
House Keeping	\$19,574
Pool Clean	\$3,596
marketing	\$395
TOTAL EXPENSES	\$189,008

Income/Expenses



The Holiday Court Bayfront Villas & Suites Financials 2017

GROSS OPERATING INCOME

Gross Operating Income	\$486,677
Additional income	\$0
TOTAL INCOME	\$486,677

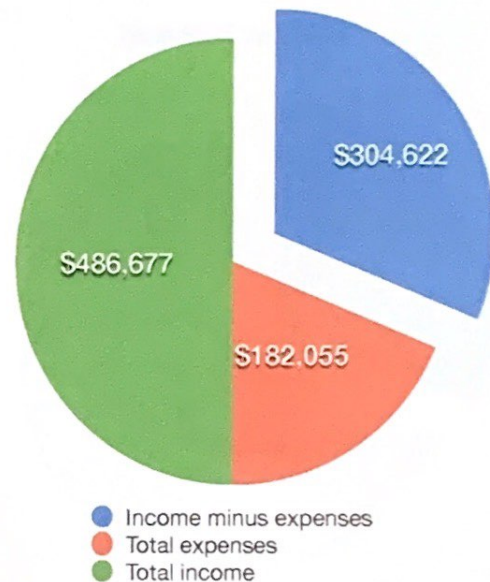
NET OPERATING INCOME

Income minus expenses	\$304,622
-----------------------	-----------

OPERATING EXPENSES - 2015

insurance	\$25,000
tax	\$26,000
credit card fee	\$17,043
propane	\$4,204
Electric	\$20,265
Phone	\$3,512
Internet	\$3,396
Cable	\$2,868
Water/Sewer	\$18,388
Trash	\$3,882
Pest Control	\$1,848
Supplies/Walmart	\$10,000
Maintenance	\$11,177
management	\$20,000
House Keeping	\$9,392
Pool Clean	\$5,080
TOTAL EXPENSES	\$182,055

Income/Expenses



The Holiday Court Bayfront Villas & Suites Financials 2018

GROSS OPERATING INCOME

Gross Operating Income	\$476,216
Additional income	\$0
TOTAL INCOME	\$476,216

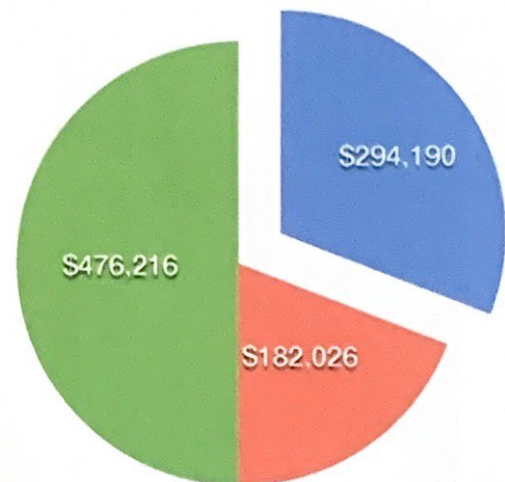
NET OPERATING INCOME

Income minus expenses	\$294,190
Red Tide Cost	\$35,000
Net Without Red Tide	\$304,190

OPERATING EXPENSES - 2018

insurance	\$25,914
tax	\$31,298
credit card fee	\$17,217
Electric	\$20,976
Internet	\$2,977
Cable	\$2,698
Water/Sewer	\$13,175
Trash	\$4,017
Pest Control	\$1,877
Supplies/Walmart	\$10,000
Maintenance	\$9,221
Management	\$20,000
marketing	\$395
House Keeping	\$16,737
Pool Clean	\$5,524
TOTAL EXPENSES	\$182,026

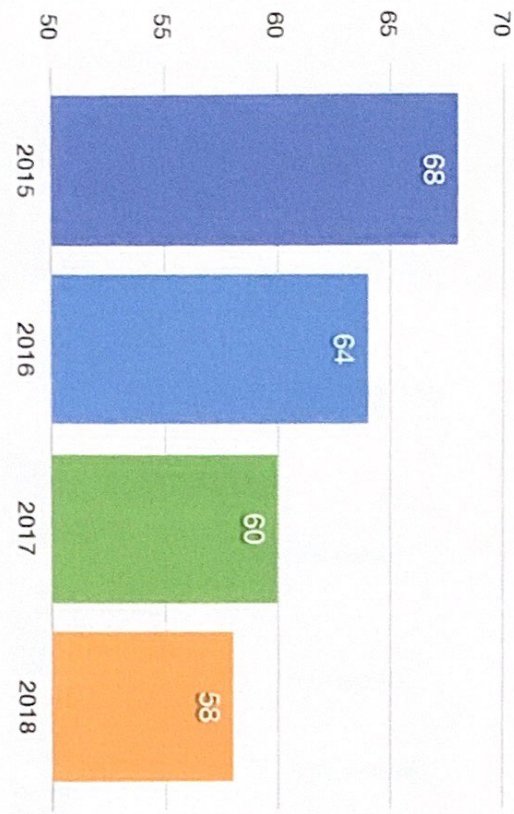
Income/Expenses



- Income minus expenses
- Total expenses
- Total income

In 2015 there were 3 online marketing booking agencies being used. In 2016 he only used one (expedia.com).

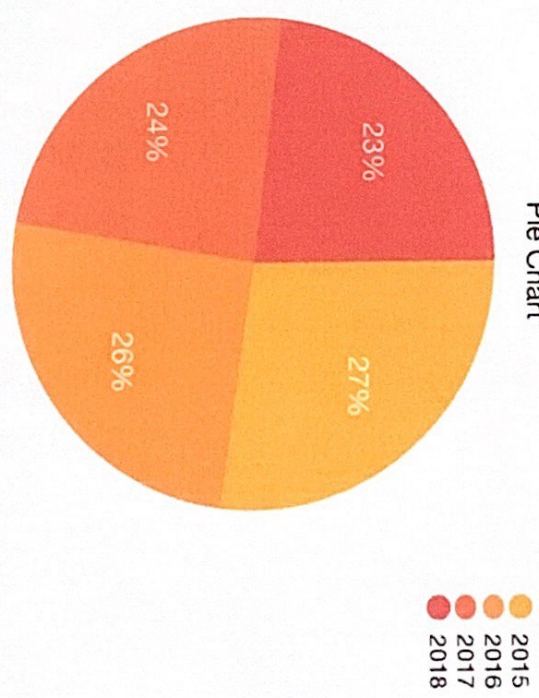
Column Chart



Occupancy

years	percent sold
2015	68
2016	64
2017	60
2018	58
2019	60

Pie Chart



- 2015
- 2016
- 2017
- 2018

INCOME			
	Studio/1 Bedroom	\$	325,099.00
	Bayfront Suite		\$75,664.00
	Cottage 1		\$129,728.00
	Cottage 2		\$268,447.00
Other Income	Coin Laundry	\$0.00	Additional Revenue
	Parking	\$0.00	
	F&B	\$0.00	
	Dock Rental	\$0.00	
	Tiki Bar Rental	\$0.00	
	TOTAL SALES		\$798,938.00
COST OF SALES			
	OTA Fees		\$24,000.00 * April 16-Dec 30 @ 20% over 40% occ
	Guest Amenities		\$0.00 * Dec 31-April 15 @ 20% over 95%
	Event Rentals		
	TOTAL COST OF SALES		\$24,000.00
	GROSS PROFIT		\$774,938.00
CONTROLLABLE EXPENSES			
	Payroll		
	PT HSK	\$12,480.00	
	PT FD	\$14,600.00	
	Owner Operator	\$52,000.00	
	Maintenance	\$18,000.00	
	TOTAL PAYROLL		\$97,080.00
	Direct Operating Expenses		
	Cleaning Supplies (Rooms)	\$10,000.00	
	Hotel Supplies (Rooms)	\$3,000.00	
	Other Operating Expenses	\$500.00	
	Uniforms	\$300.00	
	TOTAL OPER EXP		\$13,800.00
	Marketing		
	Advertising	\$500.00	
	Discounts	\$0.00	
	Promotions	\$0.00	
	TOTAL ADVERTISING		\$500.00
	Expenses		
	Mortgage	?	
	Property Taxes	\$32,000.00	
	Insurance		
	Excess Liability		
	Flood		
	Liability		
	Property	\$50,000.00	
	Wind		
	Workers Comp		
	Insurance Expense		
	Telephone / Cable / Internet	\$1,708.00	
	Electric	\$21,000.00	
	Exterminator	\$1,900.00	
	Water/Sewer	\$14,000.00	
	Propane	\$0.00	
	Trash Removal	\$4,500.00	
	Pool Care	\$5,500.00	
	Lawn care	\$2,000.00	
	Total		\$132,608.00
	Administrative & General Expenses		
	Bank Charges	\$18,000.00	cc fee?
	Business Licenses & Permits	\$1,500.00	
	Dues and Subscriptions	\$250.00	
	Miscellaneous	\$250.00	
	Postage	\$250.00	
	Printing & Office Supplies	\$1,500.00	
	Professional Fees	\$2,000.00	
	Website	\$1,200.00	
	TOTAL ADMIN.		\$24,950.00
	Repairs & Maintenance		
	Building Repairs	\$0.00	TBD
	TOTAL REPAIRS & MAINT.		\$0.00
	TOTAL GROSS PROFIT		\$774,938.00
	TOTAL EXPENSES		\$268,938.00
	NET PROFIT		\$506,000.00
* Projections are at 58% Occ			
* Area average is 82% Occ			

Exergise 1

[illegible]

Est
Nights[illegible]

[illegible]

Raymond Sells

[illegible]

2018 - YTD Actual & Projection Through December, 2018						
Month	Reference	Room Nights	Room Nights Sold	ADR	Occ %	Revenue Net of Tax
January	Actual	558	541	\$ 115.88	97.0%	62,689.00
February	Actual	504	496	\$ 155.17	98.4%	76,964.00
March	Actual	558	531	\$ 172.40	95.2%	91,546.00
April	Actual	540	415	\$ 126.27	76.9%	52,400.00
May	Actual	558	321	\$ 106.22	57.5%	34,096.00
June	Actual	540	166	\$ 107.45	30.7%	17,836.00
July	Actual	558	223	\$ 112.97	40.0%	25,193.00
August	Actual	558	94	\$ 87.55	16.8%	8,230.00
September	Actual	540	160	\$ 83.03	29.6%	13,285.00
October	Actual	558	185	\$ 94.59	33.2%	17,500.00
November	Actual	540	330	\$ 103.03	61.1%	34,000.00
December	Actual	558	380	\$ 107.89	68.1%	41,000.00
		6570	3842	\$ 114.37	58.7%	474,739.00

2020 - Projection By Month						
Month	Room Nights	Room Nights Sold	ADR	Occ %	Revenue Net of Tax	YOY
January 1st	310	270.5	\$ 239.64	87.3%	\$ 64,822.50	2,133.50
January 2nd	310	270.5	\$ 232.21	87.3%	\$ 62,813.70	62,813.70
February	560	496	\$ 239.27	88.6%	\$ 118,680.00	41,716.00
March	620	531	\$ 240.10	85.6%	\$ 127,495.00	35,949.00
April to 10th	300	207.5	\$ 246.08	69.2%	\$ 51,062.50	(1,337.50)
April 20th fixed	300	207.5	\$ 246.08	69.2%	\$ 51,062.50	51,062.50
May	620	321	\$ 182.77	51.8%	\$ 58,668.00	24,572.00
June	600	166	\$ 175.11	27.7%	\$ 29,068.00	11,232.00
July	620	223	\$ 198.04	36.0%	\$ 44,164.00	18,971.00
August	620	94	\$ 154.26	15.2%	\$ 14,500.00	6,270.00
September	600	160	\$ 144.73	26.7%	\$ 23,156.00	9,871.00
October	620	185	\$ 142.74	29.8%	\$ 26,406.00	8,906.00
November	600	330	\$ 180.73	55.0%	\$ 59,640.00	25,640.00
December	620	380	\$ 177.37	61.3%	\$ 67,400.00	26,400.00
	7300	3842	\$ 199.84	56.5%	\$ 798,938.20	324,199.20

18x31=558
18x30=540
18x28=504

*** 2018 18 rooms
*** 2020 20 rooms

2020 Projection - by Room Type

	13				2				1				4				TOTALS			
	Studio/1BR				Cottage 1				Bayfront Suite				Cottage 2				Total			
	Room Nights Sold	Revenue Net of Taxes	ADR	Room Nights Sold	Revenue Net of Taxes	ADR	Room Nights Sold	Revenue Net of Taxes	ADR	Room Nights Sold	Revenue Net of Taxes	ADR	Room Nights Sold	Revenue Net of Taxes	ADR	Room Nights Sold	Total Revenue Net of Taxes	ADR		
Jan 1st L/2	162	\$ 34,830.00	\$ 215.00	31	\$ 7,595.00	\$ 245.00	15.5	\$ 4,107.50	\$ 265.00	62	\$ 18,290.00	\$ 295.00	270.5	\$ 64,822.50	\$ 239.64	270.5	\$ 64,822.50	\$ 239.64		
Jan 2nd L/2	162	\$ 34,830.00	\$ 215.00	31	\$ 7,595.00	\$ 245.00	15.5	\$ 4,107.50	\$ 265.00	62	\$ 18,290.00	\$ 295.00	270.5	\$ 64,822.50	\$ 239.64	270.5	\$ 64,822.50	\$ 239.64		
Feb	300	\$ 64,500.00	\$ 215.00	56	\$ 13,720.00	\$ 245.00	28	\$ 7,420.00	\$ 265.00	112	\$ 33,040.00	\$ 295.00	496	\$ 118,680.00	\$ 239.27	531	\$ 127,495.00	\$ 240.10		
Mar	314	\$ 67,510.00	\$ 215.00	62	\$ 15,190.00	\$ 245.00	31	\$ 8,215.00	\$ 265.00	60	\$ 17,700.00	\$ 295.00	207.5	\$ 51,062.50	\$ 246.08	531	\$ 127,495.00	\$ 240.10		
April (to 19th)	102.5	\$ 22,037.50	\$ 215.00	30	\$ 7,350.00	\$ 245.00	15	\$ 3,975.00	\$ 265.00	124	\$ 27,032.00	\$ 218.00	321	\$ 58,668.00	\$ 182.77	207.5	\$ 51,062.50	\$ 246.08		
April (20th to end)	104	\$ 15,392.00	\$ 148.00	62	\$ 10,416.00	\$ 168.00	30	\$ 5,100.00	\$ 170.00	124	\$ 21,600.00	\$ 180.00	166	\$ 29,068.00	\$ 175.11	321	\$ 58,668.00	\$ 182.77		
May	0	\$ -	#DIV/0!	16	\$ 2,368.00	\$ 148.00	31	\$ 5,828.00	\$ 188.00	124	\$ 27,032.00	\$ 218.00	223	\$ 44,164.00	\$ 198.04	94	\$ 14,500.00	\$ 154.26		
Jun	0	\$ -	#DIV/0!	62	\$ 10,416.00	\$ 168.00	30	\$ 5,100.00	\$ 170.00	0	\$ -	#DIV/0!	160	\$ 23,156.00	\$ 144.73	160	\$ 23,156.00	\$ 144.73		
Jul	6	\$ 888.00	\$ 148.00	60	\$ 8,880.00	\$ 148.00	30	\$ 5,270.00	\$ 175.67	0	\$ -	#DIV/0!	185	\$ 26,406.00	\$ 142.74	185	\$ 26,406.00	\$ 142.74		
Aug	4	\$ 520.00	\$ 130.00	60	\$ 8,880.00	\$ 148.00	30	\$ 5,270.00	\$ 175.67	0	\$ -	#DIV/0!	330	\$ 59,640.00	\$ 180.73	330	\$ 59,640.00	\$ 180.73		
Sep	67	\$ 8,710.00	\$ 130.00	62	\$ 9,176.00	\$ 148.00	30	\$ 5,270.00	\$ 175.67	0	\$ -	#DIV/0!	380	\$ 67,400.00	\$ 177.37	380	\$ 67,400.00	\$ 177.37		
Oct	92	\$ 11,960.00	\$ 130.00	60	\$ 10,080.00	\$ 168.00	30	\$ 5,828.00	\$ 194.27	124	\$ 27,032.00	\$ 218.00								
Nov	120	\$ 17,760.00	\$ 148.00	62	\$ 10,416.00	\$ 168.00	31	\$ 5,828.00	\$ 188.00	124	\$ 27,032.00	\$ 218.00								
Dec	163	\$ 24,124.00	\$ 148.00	62	\$ 10,416.00	\$ 168.00	31	\$ 5,828.00	\$ 188.00	124	\$ 27,032.00	\$ 218.00								
TOTALS	1699	\$ 325,099.00		686	\$ 129,728.00		365	\$ 75,664.00		1092	\$ 268,447.20		3042	\$ 798,938.20						
Tier 1	\$ 194.00			\$ 224.00			\$ 244.00			\$ 274.00										
Tier 2	\$ 127.00			\$ 147.00			\$ 167.00			\$ 197.00										
Tier 3	\$ 109.00			\$ 129.00			\$ 149.00			\$ 159.00										

ADJUSTMENT COMMENTS

- ** Studio & 1 BR - 1H January base increased \$20
- ** Studio & 1BR - 2H January base increased \$30
- ** Studio/1BR/1Cottage - February, March & thru April 19th base increased \$40
- ** Bayfront/2Cottage - 1H January base increased \$10
- ** Bayfront/2Cottage - 2H January base increased \$20
- ** Bayfront/2Cottage - February, March & thru April 19th base increased \$30

	2018	2020
studio	3	3
1BR	10	10
1 Cottage	2	2
Bayfront	1	1
2 Cottage	2	4
	18	20

Proforma 2021											
	2015	2016	2017	2018	2019	2021					
Revenue	507,533	508,675	486,677	479,268	501,043	pro forma 605,000					
RE taxes, etc	28,079	30,326	6,256	31,992	60,589	Total					
Insurance	36,270	20,331	44,593	51,205	58,254	January	February	March	April	May	
credit card fees	17,957	16,660	17,043	17,580	18,190	-	-	45,000	-	-	
health insure	6,432	7,065	5,015	7,752	1,963	-	-	-	-	-	
program	4,166	4,655	4,204	7,662	4,240	-	-	-	-	-	
electric	22,276	20,501	20,265	21,043	23,272	1,600	1,200	1,100	500	-	
phones	3,105	3,311	3,512	4,543	4,182	200	200	200	200	200	
internet/data line	3,015	2,702	3,352	3,058	4,102	285	285	285	285	285	
comcast tv	3,051	2,780	2,384	2,718	2,384	203	203	203	203	203	
water/sewer	14,286	12,748	18,388	15,078	12,026	1,058	1,331	1,444	1,500	900	
total package	3,733	3,650	4,337	4,014	4,337	400	400	400	400	400	
pest control	1,438	4,893	1,840	1,842	1,308	115	115	115	115	115	
gas	1,201	933	751	1,287	1,005	100	100	100	100	100	
insurance	2,173	2,524	2,653	2,542	2,677	-	-	-	-	-	
requests	3,697	229	2,427	1,680	4,450	200	200	200	200	200	
DMV	36	425	-	614	-	-	-	-	-	-	
water and others	39,036	38,011	38,582	35,751	27,323	2,000	2,000	2,000	2,000	2,000	
franchise	1,138	1,185	1,689	1,188	1,386	297	-	-	297	-	
chamber of commerce	395	385	305	385	-	-	-	-	-	-	
reports and budgets	1,375	-	-	-	-	-	-	-	-	-	
rehab	199	-	-	-	-	-	-	-	-	-	
Entertainment	12,610	11,225	10,787	10,841	11,639	2,664	3,546	4,032	2,268	1,314	
expenses/flooring.com	18,331	21,009	11,824	16,976	17,661	300	300	300	300	300	
other marketing	2,731	5,133	3,278	7,893	7,351	300	300	300	300	300	
home depot / lowes	11,556	12,740	11,177	9,312	14,302	1,200	1,200	1,200	1,200	1,200	
Contractor repairs	20,519	10,685	30,194	26,338	14,138	750	750	750	750	750	
Housekeeping	14,466	18,574	9,382	16,729	218	1,400	1,400	1,200	800	800	
pool cleaning	4,166	3,596	5,080	6,234	3,500	500	500	500	500	500	
best buy & repairs	2,548	324	585	1,159	139	-	-	-	-	-	
banks and legal fees	4,560	725	1,245	845	795	50	50	50	50	50	
expenses before taxes	285,215	228,608	257,774	307,037	301,892	16,912	19,058	65,177	16,251	13,273	
Profit before taxes	222,318	249,977	228,903	187,231	196,151	57,088	79,442	46,223	46,749	23,227	
Inherent expenses	82,210	79,168	78,510	66,717	64,555	5,400	5,300	5,200	5,100	5,000	
profit over debt serv	162%	182%	178%	159%	192%	51,688	74,142	41,023	41,649	18,227	
net profit	146,108	170,809	150,393	120,514	131,596	265,724	74,142	41,023	41,649	18,227	
principal payments	54,789	57,823	55,218	38,284	39,385	3,262	3,362	3,462	3,562	3,662	
cash flow	85,328	112,986	100,175	62,250	95,211	48,426	70,780	38,161	38,087	14,565	
	7,111	9,416	8,346	5,191	7,284	18,332	-	-	-	-	

Marketing Plan Overview

Holiday Court Villa & Suites

MISSION STATEMENT

To be the first choice of the world's traveler for SWF. Accomplished by providing memories that last a lifetime! This will be achieved by displaying outstanding customer service by anticipating each guest need coupled with a well maintained and immaculate environment.

PROPERTY OVERVIEW

The Holiday Court is a 20 1 & 2 brd unit property in Fort Myers Beach is located right in the heart of Southwest Florida, with Naples, Captiva, Sanibel, Bonita Springs, and Marco Island. There is a sense of peace and quiet even with the advantage of being so close to Times Square. The layout helps you relax in peace and quiet at the pool which overlooks the bay, grills and picnic tables also overlook the water. Most of the villas have their own private or semi-private decks with chairs and tables.

Strengths • Located across from Fort Myers Beach • Walking distance to restaurants & events • Proximity to Fort Myers Beach International Airport • Steps to Margaritaville • Repeat guest loyalty • Bayview rooms • Full Kitchens • Pool • Guest Laundry • Parking • Wifi

Weaknesses • Insufficient physical conditions of lobby • Lack of curb appeal (grounds) • Loud AC Units (9) • Lacking in quality of product guest rooms; mattresses, sofa beds, linens, beach chairs • Dark Paneling in guest rooms

Opportunities • Activities and events in the local community (art, sporting events, etc) • Local attractions, restaurants, tourist attractions • Partner with other attractions and venues to make a more destination-oriented place • Promoting the hotel through a diverse set of sale channels and ability to reach out to more potential customers • Rapid recognition in the world via Social Media • Ability to use guest comments & ratings to devise strategies based on the negative or positive comments • Creating in house processes to ensure guest satisfaction

TARGET MARKETS • Families • Couples • Tourists • Locals • Business Travelers • Sporting Groups • Church Groups • Brewery Tours • Golf Groups • Fishing Tournaments • Fine Arts • Event Planners/Travel Agents • Tour Operators

MARKETING GOALS

1. Gain more social media followers by a minimum of 50 people per month through various combined channels.
2. Increase open rates by 10% on email blasts by engaging guests
3. Create a loyalty program for repeat guest & referrals
4. Increase guest satisfaction & attract new revenue by improving physical conditions, quality of product & curb appeal.
5. Incentivize tripadvisor comments to elevate ranking by 5 quarterly

TACTICS & TOOLS

- Create more social media channels for the hotel (ie Twitter, Instagram, Pinterest, YouTube, LinkedIn) • Claim hotel on all 3rd party booking and review sites to track comments • Increase reputation management by responding to all guest reviews
- Consistently create and monitor social media posts and email blasts • Grow an email list (ongoing). Ask every guest that checks in for an email address!! • Engage guests by encouraging them to share positive experiences • Highlight amenities, location and staff. • Make visitors feel like a local by sharing local points of interest, showcasing great restaurants, and promoting events and nightlife via custom reservations. • Update Website and Verbiage and room descriptions • New photos • Add virtual tours to website • Update OTA websites- pictures and policies (Expedia, Booking.com, TripAdvisor) with Improved physical conditions of the property • Work with local Chamber of Commerce to promote property (Fort Myers Beach, Fort Myers, Bonita, Lee County, Visit Florida) • Print business cards and brochures to disperse to potential guests and groups • Create amenity packages for our guests (breakfast baskets, anniversary-birthday amenities, etc.) • Host a calendar of events - wine & cheese, BBQ etc... • Contact Minnesota Twins/Red Sox Meeting Planners • Contact local sports stadiums • Contact local churches • Contact Tour Operators-MLT Vacations, Allegiant, Mark Travel, Diamond Tours

METRICS 1. Monitor increase in email addresses and social media contacts obtained. 2. Monitor increase in open rates for email blasts 3. Monitor increase in website bookings.