

60 ROUNDUP DRIVE · SEDONA, ARIZONA

Rental History & Income Overview

Known as Corazon during its time as a short-term rental

\$559,335

Rental income attributed
to Corazon

FEB. 2014

Short-term rental
operations began

~1 YEAR

Approximate owner /
family occupancy

A Sedona Retreat That Can Help Pay Its Way

Known as “Corazon” during its time as a short-term rental, the home has a long history as an income-producing property, with more than \$559,000 in recorded rental income attributed to it. For an owner who wants a Sedona home for personal use, that history shows the property can also earn income during the weeks or months it isn’t being enjoyed by its owners, helping to offset the costs of ownership.

The home was purchased in March 2013 and subsequently furnished and prepared for vacation-rental use. It began operating as a short-term rental in approximately February 2014. Since then, Corazon has been used for short-term vacation rentals, longer-term rentals and family stays, demonstrating flexibility for an owner who wants to use the home in more than one way.

Important Context for the Historical Results

Owner / family occupancy. At various times, owners or family members occupied the property for periods totaling approximately one year, essentially removing it from the rental market during those periods.

COVID disruption. Rental activity was significantly disrupted during 2020 and 2021, while many ownership and operating expenses continued.

Changing rental strategy. In later years, the property was rented both short-term and for longer stays. Longer-term rentals generally provided more consistent occupancy and predictable revenue, although at lower effective daily rates than successful short-term rentals.

Historical Financial Snapshot

The accompanying QuickBooks Profit & Loss report shows \$570,239 in total recorded rental income: \$559,335 attributed specifically to Corazon and \$10,904 in additional rental income recorded in the same account.

The report also reflects expenditures associated with operating, maintaining and furnishing the property, including housekeeping, repairs and maintenance, landscaping, pool and spa services, furnishings, insurance and other property-related costs. Because the report covers an extended period, some expenditures may represent maintenance, replacements or property improvements rather than typical annual operating costs.

What the History Tells Us

The historical rental income was generated despite periods when the property was unavailable or only partially available for rental. Simply dividing total historical income by the number of years the property has been owned would therefore not provide a meaningful indication of its rental performance.

Corazon has shown it can generate meaningful income under more than one rental model, making it well suited to a buyer who wants a personal Sedona retreat with the option of renting it part of the year. Future results will depend upon the owner’s chosen rental strategy, availability, occupancy, rates, management and market conditions. No particular level of future rental income is represented or guaranteed.

Note: This overview is intended as general historical information to accompany the property’s accounting records. It is not a projection or appraisal. Interested buyers may request additional financial detail as desired.

Sedona Second Home

Profit and Loss

All Dates

	TOTAL
Income	
RENTAL INCOME	10,903.76
CORAZON- 60 ROUNDUP	559,335.39
Total RENTAL INCOME	570,239.15
Total Income	\$570,239.15
GROSS PROFIT	\$570,239.15
Expenses	
Advertising & Marketing	240.92
CLEANING	1,591.42
CLEANING SUPPLIES	2,187.26
Equipment	214.14
Gifts	115.74
House Supplies	1,477.84
HOUSEKEEPING	66,239.77
Insurance	22,083.74
Legal & Professional Services	95.21
BOOKKEEPING	2,016.63
Management Fees	6,016.58
Total Legal & Professional Services	8,128.42
Office Supplies & Software	275.40
Purchases	1,619.41
Rent & Lease	
STORAGE	1,498.02
Total Rent & Lease	1,498.02
Repairs & Maintenance	47,256.55
Appliances	2,508.32
Computer Repairs	40.00
HOME FURNISHINGS	10,461.27
LANDSCAPING	9,987.91
Pest Control	3,507.00
POOL AND SPA SERVICES	11,441.72
spa supplies	568.31
Total POOL AND SPA SERVICES	12,010.03
Total Repairs & Maintenance	85,771.08
Subscriptions	492.89
Supplies	70.00
Supplies & Materials	25.00
Basket Supplies	20.00
Total Supplies & Materials	45.00
Total Supplies	115.00

	TOTAL
Taxes & Licenses	232.66
City License	610.00
PROPERTY TAX	36,322.20
Total Taxes & Licenses	37,164.86
Travel	848.58
Utilities	-79.74
CABLE and INTERNET	7,855.64
ELECTRIC	17,385.20
GAS	10,776.87
INTERNET (deleted)	2,803.13
Sewer	1,303.52
TRASH	2,494.49
WATER	12,602.49
Total Utilities	55,141.60
Total Expenses	\$285,206.09
NET OPERATING INCOME	\$285,033.06
NET INCOME	\$285,033.06