

RezFest 2015 Las Vegas, NV

Weatherby Consulting, LLC.

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Introducing Weatherby Consulting, LLC

Weatherby Consulting provides strategic advisory and management services with proven results in creating opportunities and solutions in the real estate and vacation rental industries.

We deliver high-impact results, provide partner-level attention, and implement tailored solutions to address each of our client's unique goals and objectives.

As a respected and innovative industry leader, Ben Edwards has been positively affecting the real estate and vacation rental industries for over 15 years. From managing small resorts, to financial and operational auditing, to opening large-scale resort developments.

Ben Edwards unique background provides a multi-level approach to consulting, transaction and advisory services.

About Ben Edwards

Industry Experience Includes:

President, Weatherby Consulting, LLC (Current)

VP Business Development, Newman-Dailey Resort Properties, Inc. (Current)

CFO, Sanctuary Vacation Rentals, Inc. (Current)

Vice President, Royal Shell Vacations (2,000+ properties)

President, Waterstone Resorts and Vacation Homes

GM, ResortQuest Southwest Florida (2,000+ properties)

Special Projects Manager, Accountant, ResortQuest

President, Vacation Rental Managers Association (Current)

HomeAway Advisory Board Committee

Board of Directors, Florida Vacation Rental Managers Association

Board of Directors, VRMA

Advisory Board Member, Vacation Rental Expo

With his substantial industry expertise and strong industry relationships, Edwards possesses a unique and comprehensive understanding of the complex operating environment of the real estate, resort and vacation rental marketplace.

Edwards has the knowledge and resources to provide real estate and property management companies with top-tier consulting services and growth strategies designed specifically to maximize revenue and sustainability.

Market Conditions: Mergers & Acquisition Activity Heating Up

- Improved Economy has Benefited the Travel Industry.
- Occupied Nights & Rental Rates Continue to Improve.
- Increased Visibility & Recognition for the Vacation Rental Industry.
- Leading to New and Increased Investment in the VRM Space.
- Vacation Rental Operations Increasingly Recognized as Stable and Profitable Ventures when Reasonably Managed.

The Effect On Owners & Managers of Vacation Rental Companies

- The Significant Increase in Acquisition Activity Expected to Continue.
- Buyer Demand for Profitable, Independent and Well Run Vacation Rental Companies Will Continue to Increase.
- Current Demand and Market Conditions Offer an Excellent Time for Owners to Capitalize on a Sale and Secure a Successful Exit Strategy.

Are You Ready To Sell?

Chances are you built your Vacation Rental Management Company from the ground up with ample amounts of sweat, long days and more lost weekends and holidays than you can count.

Understanding why you may be interested in selling is the first step, and maybe the hardest, but if you are sure that applying a strategic plan is critical.

- It is Highly Recommended to Seek the Help of a Transaction Advisor.

What Is Your Company Worth?

- Valuations are Most Often Based on Multiples of Earnings Before Interest Taxes Depreciation Amortization or EBITDA.
- Creating & Presenting a Solid Normalized Financial Package is Critical in Obtaining the Best Purchase Price Possible.
- The Earnings Multiple is Typically Between 3.5x & 5x.
- Normalized, or Adjusted, EBITDA of \$200,000 Translates Into a Sale Price of \$700,000 to \$1,000,000.

Other Key Factors

- Creating a Grounded & Sound Market Valuation Based on Past Financial Performance is Critical.
- Translating the Valuation into a Top-Tier Financial Package Will Result in Material Increases in the Purchase Price – Creating Maximum Value.
- Executing the Proper Non-Disclosure Agreements & Providing a Confidential Offering Package Articulating the Value, Culture and Story of the Business Will Bring the Best Potential Buyers to the Table.
- Understanding the Differences in Closing Options & How they Relate to Your Goals.

The Art Of The Deal

- The Difference Between a Good Deal and a Bad Deal is Often Related to Understanding Your Goals.
- There are Generally Three Types of Deals:
 - All Cash Closings
 - Material Down Payment at Closing with Guaranteed Cash Payments Over a Set Period of Time.
 - Material Down Payment at Closing with Payments Tied to an Operating Metric of Earn-Out Over Time.

The Art Of The Deal

- Options 1 & 2 – Cash at Closing or Guaranteed Cash are the Best Options for a Vacation Rental Company.
- Earn-Outs or Contingent Payments Place All Risk With the Seller and are Generally Not Advisable.
- Weatherby Consulting Focuses on Opportunities that Involve Qualified Buyers & Cash and / or Financed Transactions.

Should I Stay Or Should I Go?

- Consider the Most Obvious Financial Factors:
 - Is the Price Appropriate & Are the Terms Acceptable?
 - Will the Offer Satisfy Your Financial Goals for the Next Phase of Your Career or Retirement?
- Also Consider the Non-Financial Factors:
 - As an Example How Will the Business be Managed Moving Forward and How Will the Current Staff be Transitioned?
 - Are You Ready to Move On & Let Go?
 - Can You Align With a Buyer that Shares a Similar Business Philosophy & Vision for the Business?

Getting Ready Or Just Getting Better

- Maybe You Are Not Ready to Consider a Sale, but You Would Like To Understand Your Current Valuation and Any Areas of Your Business That Could Be Improved.
- Weatherby Consulting Offers Solutions to Maximize the Value of Your Vacation Rental Company with the Following:
 - Operational Audits
 - Recurring Consultative Services
 - Business Profitability Consulting
 - Financial & Operational Projects

Growing Our Suite Of Services

- Weatherby Consulting Has Recognized an Industry Need for Improved Financial Reporting and Accounting Services at the Independent Company Level.
- We Have Started To Provide Extensive Detail Orientated Accounting Services and Plan On Growing This Segment of Our Business.
- The Benefits of Weatherby Accounting Services.
 - Monthly Financial Package completely tied out to Accounting Transactions, Bank Accounts and Property Management Software.
 - Offering a Full Range of Services from Monthly Closing & Financials to Complete Accounting Services.

Indeed, it may be one of the best times to consider selling a Vacation Rental Management Company and with the assistance of a trusted, experienced and knowledgeable transaction consultant and a sound strategic plan, maximizing your net benefit is certainly within reach.

Or It May Simply Be Time to Maximize the Value of Your Vacation Rental Company by Leveraging Weatherby Consulting's Full Suite of Services.

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