Haven Holiday Home

PROPERTY MANAGEMENT FEASIBILITY

Turning Your Murree Home Into Premium Rental Income

A feasibility & earnings projection for a 10-bedroom holiday home near Mall Road — fully managed under our 40 / 60 partnership model.

10 Bedrooms | Near Mall Road | Indoor Parking 7–8 Cars | Fully Managed | Owner keeps 60%

Prepared for property owners in Murree

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THE OPPORTUNITY

Murree is one of Pakistan's strongest short-stay markets

Every year Murree draws waves of domestic tourists — families escaping the summer heat in June–July and snow-seekers over December–January. A well-presented, professionally managed holiday home in this market can comfortably out-earn a long-term tenancy, while a large 10-bedroom property near Mall Road with covered parking for 7–8 cars sits at the very top of guest demand. Covered parking alone is a rare and decisive advantage in Murree, where parking is famously scarce.

HOW WE HELP YOU EARN MORE

From an idle asset to a managed income engine

- ✓ **Professional listing & photography** that positions your home as a premium stay and lifts the nightly rate.
- ✓ **Dynamic, season-aware pricing** that captures peak rates in summer and the snow season instead of a flat all-year price.
- ✓ **Multi-channel distribution** across Airbnb, Booking.com and our own direct-booking page for maximum occupancy.
- ✓ **Direct bookings** that cut the 15–18% commission the big platforms charge — keeping more income in the partnership.
- ✓ **Full guest experience**: 24/7 support, clean linen, trained staff and rapid issue resolution that drives 5-star reviews.
- ✓ **Transparent monthly reporting** and on-time owner payouts — you stay informed without lifting a finger.

THE PARTNERSHIP

A simple, aligned 40 / 60 model

Haven Holiday Home runs and funds the entire day-to-day operation. From the rental income we collect, all operating costs (staff, utilities, cleaning, laundry, bedding, guest handling, marketing and booking fees) are met first. The remaining **net income is shared 60% to you and 40% to Haven**. Because we are paid only from net profit, our incentives are perfectly aligned with yours — **we earn more only when you earn more.**

CLEAR ROLES

Who is responsible for what

The split of responsibilities keeps the arrangement clean and worry-free for you as the owner.

O The Owner provides & covers

- ✓ The property in fully furnished, rentable condition
- ✓ Government taxes — property tax, tourism levy and income/withholding tax on rental earnings
- ✓ Major **structural** maintenance (roof, walls, foundation, core electrical & plumbing)
- ✓ Replacement of furniture & major appliances when required
- ✓ Building insurance (recommended)
- ✓ Approval of the annual operating budget

H Haven Holiday Home manages & funds

- ✓ Listing, photography, pricing, advertising & channel management
- ✓ Bookings, guest communication, check-in/out & 24/7 support
- ✓ Staffing & supervision — manager, housekeeping, cook, security
- ✓ Cleaning, laundry, bedding & linen
- ✓ Utilities management & bill payment
- ✓ Day-to-day repairs & non-structural maintenance
- ✓ Guest amenities & consumables
- ✓ Monthly financial reporting & owner payouts

In short: you own the asset and cover only statutory and structural items; Haven runs everything else and absorbs the operating workload.

THE NUMBERS

Month-by-month earnings projection

A realistic stabilised year for a well-run 10-bedroom home, let by the room with season-aware pricing. All figures in PKR.

Month	Occ.	ADR	Revenue	Op. Expense	Net Income	Owner 60%	Haven 40%
Jan	50%	14,000	2,170,000	1,019,067	1,150,933	**690,560**	**460,373**
Feb	40%	11,000	1,232,000	812,707	419,293	**251,576**	**167,717**
Mar	30%	9,000	837,000	725,807	111,193	**66,716**	**44,477**
Apr	40%	10,000	1,200,000	805,667	394,333	**236,600**	**157,733**
May	55%	12,000	2,046,000	991,787	1,054,213	**632,528**	**421,685**
Jun	80%	16,000	3,840,000	1,386,467	2,453,533	**1,472,120**	**981,413**
Jul	80%	16,000	3,968,000	1,414,627	2,553,373	**1,532,024**	**1,021,349**
Aug	65%	14,000	2,821,000	1,162,287	1,658,713	**995,228**	**663,485**
Sep	45%	11,000	1,485,000	868,367	616,633	**369,980**	**246,653**
Oct	40%	10,000	1,240,000	814,467	425,533	**255,320**	**170,213**
Nov	30%	9,000	810,000	719,867	90,133	**54,080**	**36,053**
Dec	70%	16,000	3,472,000	1,305,507	2,166,493	**1,299,896**	**866,597**
YEAR			**25,121,000**	**12,026,620**	**13,094,380**	**7,856,628**	**5,237,752**

Revenue = 10 rooms × nights × occupancy × nightly rate. Operating expense = fixed running cost (~PKR 6.5M/yr: staff, base utilities, marketing) + ~22% of revenue (booking commissions, cleaning, laundry, linen, amenities, peak utilities). "Haven 40%" is Haven's net income after all operating costs are met. Excludes owner-borne taxes, structural maintenance and furniture replacement.

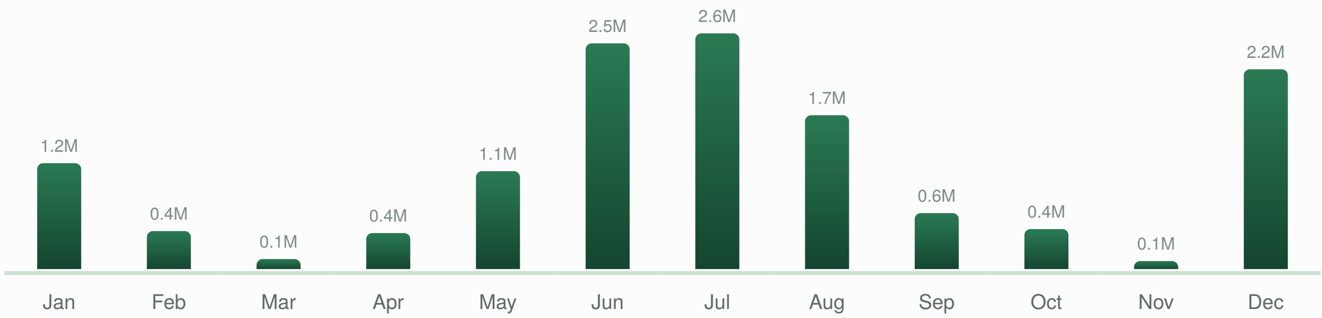
PKR 25,121,000
ANNUAL REVENUE

PKR 13,094,380
NET INCOME

PKR 7,856,628
OWNER SHARE (60%)

PKR 5,237,752
HAVEN NET (40%)

MONTHLY NET INCOME (PKR) — NOTE THE SUMMER & SNOW-SEASON PEAKS



SCENARIOS

Conservative, expected & strong-year outlook

Annual outcome (PKR)	Low	Expected	High
Gross revenue	12,483,000	25,121,000	32,814,000
Operating expenses	9,247,000	12,027,000	13,719,000
Net income	3,236,000	13,094,000	19,095,000
Owner share (60%)	1,942,000	7,857,000	11,457,000
Haven net (40%)	1,294,000	5,238,000	7,638,000

Low ≈ 38% average occupancy; Expected ≈ 52% with season-aware pricing; High ≈ 58% at premium rates. Actual results depend on condition, readiness and market conditions.

WHY HAVEN

Why Haven Holiday Home is the right partner

Local Murree expertise

We operate holiday homes across Murree, Bhurban, Khaira Gali and Islamabad — we know this market and its guests.

Truly hands-off for you

End-to-end management means you earn passive income without dealing with guests, staff or day-to-day issues.

Higher nightly rates

Premium positioning, professional photography and dynamic pricing lift your ADR above a basic self-managed listing.

Lower commission leakage

Our direct-booking engine reduces dependence on 15–18% OTA fees, protecting your share of income.

Full transparency

Clear monthly statements and reliable payouts — you always know exactly how your property is performing.

Aligned incentives

The 40/60 net-profit model means we only succeed when your home does. No fixed fees draining your returns.

Let's make your Murree home work for you

Speak with our team for a no-obligation property assessment and a tailored earnings projection.

WEBSITE
havenholidayhome.com

CALL / WHATSAPP
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This report is an indicative feasibility projection prepared by Haven Holiday Home for discussion purposes; it is not a financial guarantee. Figures in PKR (≈ 280/USD).