



75 TREEHOUSE HVN

ASHEVILLE, NC

EARTH & SKY DWELLINGS

20 UNIT STR HOSPITALITY PORTFOLIO
ASHEVILLE, NC

A rare opportunity to acquire a fully operational 20-unit experiential short-term rental portfolio positioned in one of the Southeast's most desirable leisure travel markets. Purpose-built for premium guest demand, the property combines distinctive architecture, strong brand presence, and diversified revenue streams including lodging, events, and retreats; creating durable income with meaningful long-term upside.

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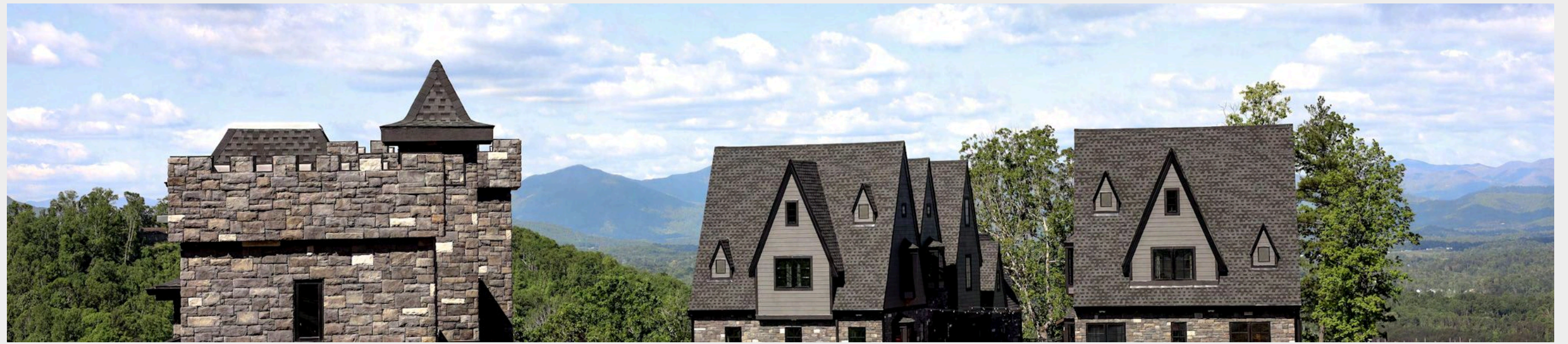


01

EXECUTIVE SUMMARY



THE OFFERING



Earth & Sky Dwellings is a 20-unit experiential hospitality portfolio located in the mountains just outside of Asheville, North Carolina.

The property features a collection of one-of-a-kind treehouses, hobbit-style earth homes, and themed cabins, each designed to create an immersive guest experience rather than a traditional vacation stay.

The portfolio has earned national recognition, including features on PBS and DIY Network's Treehouse Guys, and has accumulated over 3,500 five-star guest reviews across short-term rental platforms.

In addition to overnight accommodations, the property includes a purpose-built wedding and event pavilion, supporting destination weddings, retreats, and private group bookings.

The sale includes the real estate, brand, digital presence, and operational platform, creating a turnkey hospitality opportunity for a new owner.



INVESTMENT HIGHLIGHTS

01. TRULY UNIQUE HOSPITALITY PRODUCT

A curated collection of experiential units with no comparable supply in the Asheville region or broader market.

02. PROVEN GUEST DEMAND

Over 3,500 five-star reviews demonstrate consistent guest satisfaction and strong brand loyalty.



03. FUTURE GROWTH POTENTIAL

Additional land included creates opportunity for new units, amenities, or expanded offerings.

04. MULTIPLE REVENUE STREAMS

Income supported by lodging, weddings, events, retreats, and group buyouts.

05. STRONG ORGANIC MARKETING ENGINE

More than 132,000 social media followers drive awareness and direct booking potential.

06. TURNKEY OPERATIONS

Established management, systems, and processes already in place.

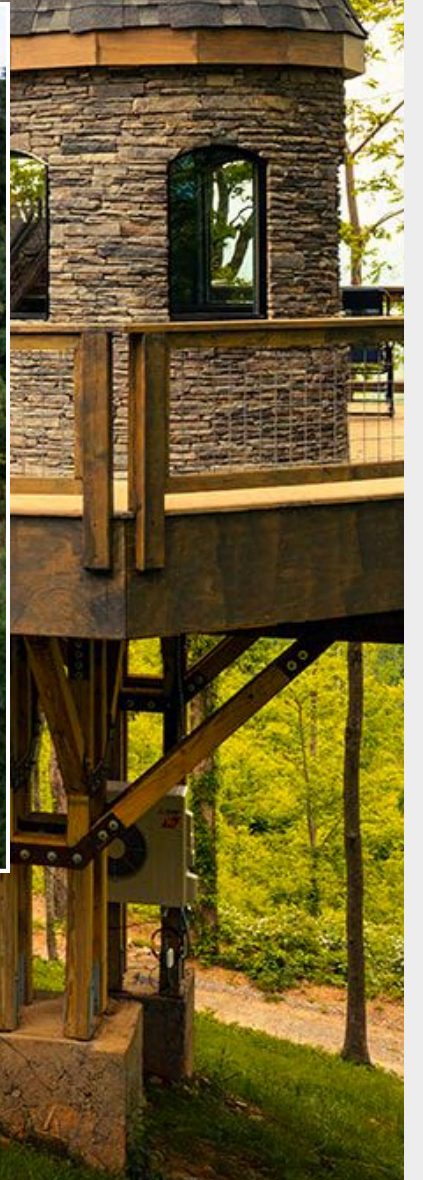


ASSET COMPOSITION

Earth & Sky Dwellings is a purpose-built experiential hospitality portfolio consisting of architecturally distinct lodging units, shared amenities, and supporting infrastructure. The collection was designed to create immersive guest experiences while maintaining operational functionality and long-term durability. The portfolio combines unique structures, intentional site planning, and cohesive brand identity to deliver a differentiated hospitality product.

- *20 Experiential Lodging Units (Multiple Categories)*
- *Purpose-Built Wedding & Event Pavilion*
- *On-Site Infrastructure (roads, parking, utilities, paths)*
- *Integrated Brand & Guest Experience Across Property*

The portfolio includes a diverse mix of treehouses, hobbit-style earth homes, themed cabins, and village-style units arranged across the property to maximize privacy, views, and guest experience. Each structure contributes to a cohesive hospitality environment while offering guests a differentiated stay. The overall site layout supports both individual nightly bookings and full-property group buyouts, weddings, and retreats.



02

ASSET OVERVIEW



The Earth & Sky Dwellings property is organized across a ridge line site with intentional placement of units, amenities, and circulation paths. The layout is designed to maximize guest privacy, views, and experiential quality while also supporting operational efficiency for management, service access, and events. The site planning enables both individual nightly use and scalable group use of the property, including weddings, retreats, and full-property buyouts.

- Distinct unit clusters across the property
- Centralized circulation for guest and staff movement
- Dedicated wedding and event pavilion zone
- Village style grouping supporting higher-density stays
- Infrastructure designed to support future development
- Layout accommodates both individual stays and full buyouts



ASSET LOCATION

03

BRAND VISIBILITY & MEDIA COVERAGE



EARNED MEDIA COVERAGE

Earned media coverage has been driven by the property's distinctive architecture, experiential design, and guest appeal. National features provide third-party validation of brand credibility, market visibility, and positioning within the experiential hospitality sector.



PBS

Television / National

Featured for the architectural vision and immersive hospitality experience of Earth & Sky Dwellings, highlighting the property as a unique destination.



DIY NETWORK – THE TREEHOUSE GUYS

Television / National

Showcased for innovative treehouse construction, craftsmanship, and the experiential design that defines the Earth & Sky portfolio.



GUEST-DRIVEN PLATFORM PERFORMANCE

Short-Term Rental Platforms

Consistently ranked among top experiential stays with more than 3,500 five-star guest reviews.

DIGITAL PRESCENCE

Earth & Sky Dwellings maintains a strong digital footprint across short-term rental platforms and social media channels. The brand's online presence drives consistent organic demand, supports direct booking potential, and reinforces its positioning as a high-quality experiential hospitality offering.

- *Strong performance across short-term rental platforms*
- *High volume of guest engagement and repeat visitation*
- *Social media visibility supports brand awareness*
- *Digital channels support both individual stays and group buyouts*

The property benefits from sustained online visibility through platform exposure, guest-generated content, and organic sharing. This digital traction supports long-term demand durability and provides a foundation for future brand growth, expanded marketing initiatives, and direct booking optimization.



04

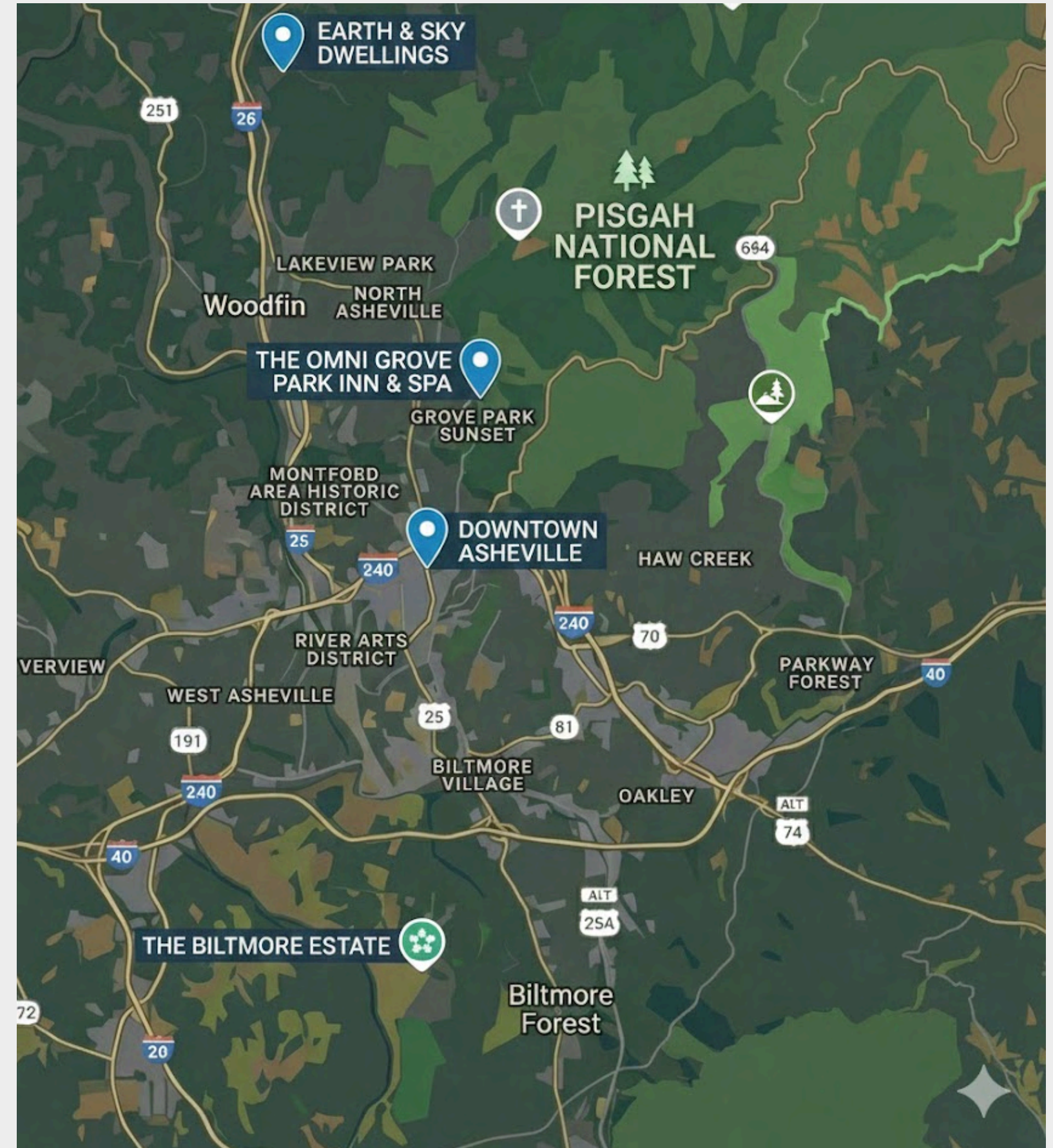
MARKET OVERVIEW



LOCAL CONTEXT

Earth & Sky Dwellings is positioned within one of the Southeast's most desirable experiential travel markets. Located minutes from downtown Asheville yet immersed in a private mountain setting, the property benefits from strong destination demand and limited comparable supply. Guests are drawn to the area for outdoor recreation, culinary tourism, arts and culture, and wellness-focused travel—directly aligning with the experiential positioning of the portfolio.

- Proximity to Downtown Asheville, Blue Ridge Parkway, and major attractions
- Strong tourism economy with year-round visitation
- Limited supply of comparable experiential lodging products
- High alignment with target guests: couples, retreats, creatives, and destination travelers
- Market supports premium ADRs and repeat visitation



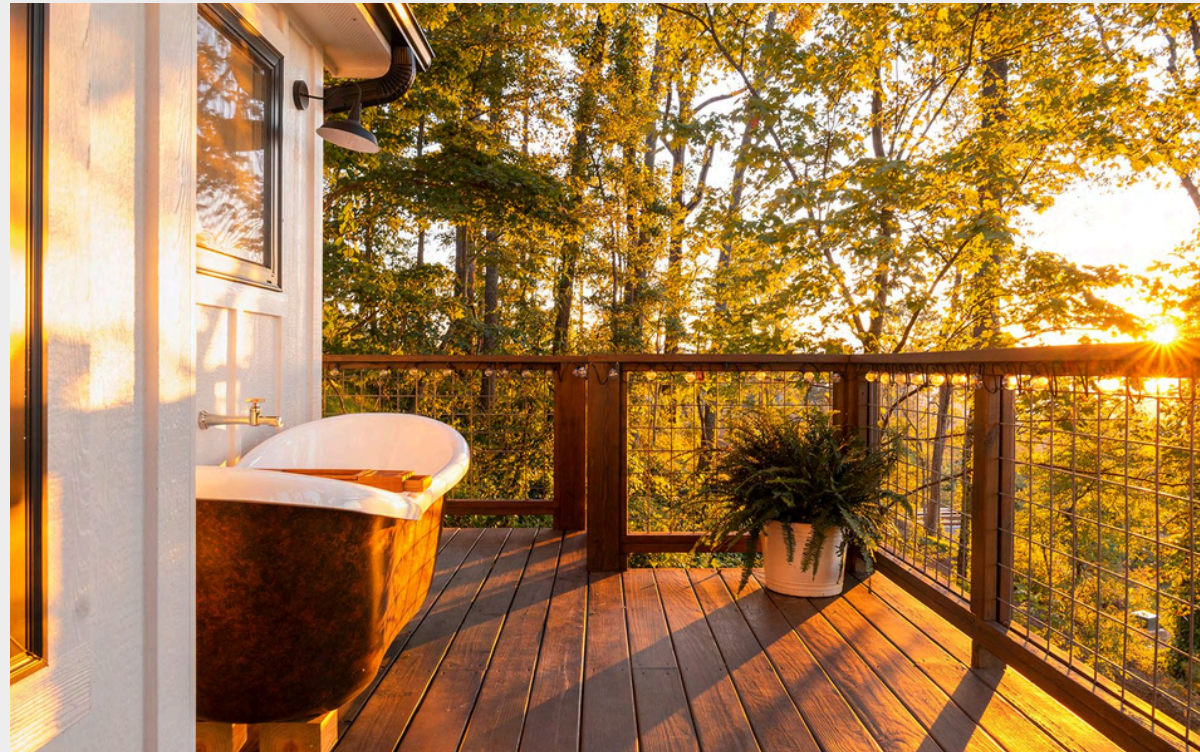
DEMAND DRIVERS

EXPERIENTIAL TRAVEL DEMAND

Travelers increasingly seek unique, design-forward stays rather than traditional hotels. Earth & Sky directly captures this demand through immersive architecture, privacy, and themed environments.

ROMANTIC & COUPLES TRAVEL

The portfolio is well-positioned for couples, anniversaries, and special occasions, a high-value demographic with strong willingness to pay premium nightly rates.



DESTINATION APPEAL

Asheville is a nationally recognized travel destination driven by outdoor recreation, culinary tourism, wellness culture, and creative community. The property benefits from:

- Proximity to Blue Ridge Parkway and hiking destinations
- Strong brewery, restaurant, and arts scene
- Year-round tourism (not purely seasonal)
- Consistent inbound travel from major Southeast metros

This creates reliable occupancy beyond weekend-only demand.

GROUP, EVENT & RETREAT DEMAND

Beyond nightly lodging, the property attracts high-value group bookings:

- Weddings and elopements
- Wellness retreats and workshops
- Creative offsites and small corporate gatherings
- Full property buyouts

These bookings drive higher ADRs, longer lengths of stay, and incremental revenue streams.



05

EXPERIENTAL OFFERINGS



PURPOSE-BUILT EVENT INFRASTRUCTURE

The on-site wedding pavilion is designed specifically for hosted events, ceremonies, and private gatherings. Its location, privacy, and surrounding landscape allow the space to function as a dedicated revenue component rather than a shared amenity.



DESIGNED FOR PREMIUM EXPERIENCES

The pavilion integrates natural materials, intentional sightlines, and a flexible layout that supports ceremonies, receptions, and multi-day event programming. This design enables consistent use for weddings, elopements, workshops, and private group bookings.

WEDDING PAVILLION

The on-site wedding pavilion serves as a dedicated experiential asset supporting weddings, elopements, private ceremonies, and hosted events. Its intentional placement, design, and separation from lodging units allow the property to function as a destination venue while preserving guest privacy. This feature materially enhances the asset's positioning and revenue potential beyond standard short-term rental use.

EVENTS & RETREATS



GROUP FUNCTIONALITY & FLEXIBILITY

The property is well-suited for small group buyouts, creative retreats, wellness programming, offsite gatherings, and hosted experiences. Unit layouts, outdoor spaces, and communal amenities allow organizers to structure multi-day events while maintaining a high-end guest experience.

DESTINATION-LEVEL EXPERIENCE

The asset operates as more than individual short-term rentals – it functions as a destination experience. Guests book not only for accommodation, but for the setting, atmosphere, and immersive quality of the property. This positioning supports premium pricing, repeat visitation, and long-term brand value.



GUEST EXPERIENCE

Positioned within one of the Southeast's strongest experiential travel markets, the property combines proximity to downtown Asheville with a private, elevated mountain setting. The result is a differentiated guest experience that consistently attracts high-intent travelers seeking privacy, design, and destination-driven stays. The experiential nature of the asset supports premium pricing, strong review performance, and repeat visitation across multiple guest segments.

- *Minutes from Downtown Asheville, Blue Ridge Parkway, and major regional attractions*
- *Year-round tourism demand supported by outdoor recreation, food, arts, and wellness*
- *Limited supply of comparable experiential lodging in the immediate trade area*
- *Guest mix includes couples, small groups, retreats, creatives, and destination travelers*
- *Experience-driven positioning supports premium ADRs and strong organic demand*

Guests are not booking solely for accommodation, but for the overall experience: setting, architecture, privacy, and atmosphere. This experiential positioning creates stronger emotional attachment to the stay, which translates into higher review quality, social sharing, and long-term brand equity.

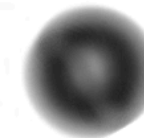


Eric

Tarboro, North Carolina

★★★★★ · June 2025 · Stayed a few nights

we've stayed in a lot of private rentals , and this one is by far one of the most beautiful and unique. Truly a tree house, but plenty of room. Amazing views of the Blue Ridge Mountains. Very close to plenty of things to do and eat. We'll definitely be return visitors.



Richard

McGrady, North Carolina

★★★★★ · September 2024 · Stayed a few nights

We are very happy with our decision to stay at Earth & Sky. The treehouse is beautiful and the views are awesome. There are several other interesting accomodations that also have great views. Special place.



Emily

West Paris, Maine

★★★★★ · August 2025 · Stayed one night

Our stay was phenomenal. The place was spotless. The views were incredible. And the memories were priceless. We had an amazing stay and can't wait to check out some of the other places they have available!



Sarah

7 years on Airbnb

★★★★★ · August 2023 · Stayed one night

VIEWS VIEWS VIEWS!!! Wow this stay was everything I needed and more. Quiet. Peaceful. Secluded. But still only 10 to 15 mins to downtown Asheville. The Mountain View's changed life life.

06

UNIT BREAKDOWN



THE AERIE

PREMIUM ELEVATED RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Studio layout with queen bed + double sleeper sofa

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku-enabled TV, high-speed WiFi

Outdoor Feature: Private firepit

Architectural Feature: 6’ panoramic window capturing long-range mountain views

POSITIONING & GUEST APPEAL

Designed for couples, weekend travelers, and experience-driven guests seeking privacy, scenic views, and immersive design. This unit consistently appeals to short-stay and premium leisure demand segments that support strong ADR and booking velocity.

DESIGN & EXPERIENCE HIGHLIGHTS

Harmony in Design

Every detail is curated to balance comfort, style, and function. Soft textures are layered against clean architectural lines to create a calm, elevated atmosphere.

Timeless Aesthetic

Neutral tones, natural materials, and intentional lighting create a space that feels modern yet enduring – enhancing guest perception and perceived value.

KEY DEMAND DRIVERS

- Private outdoor experience (firepit + views)
- Distinctive architecture not found in traditional STR supply Ideal for couples, creative travelers, and retreats
- Strong visual appeal for social sharing and organic marketing
- Layout optimized for short-stay efficiency and turnover



SANCTUARY

PREMIUM ELEVATED RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Studio layout with queen bed + double sleeper sofa (sleeps up to 4)

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: TV with Amazon Fire Stick & Netflix, high-speed WiFi

Outdoor Feature: Private firepit

Architectural Feature: Two private decks with elevated, long-range mountain views

POSITIONING & GUEST APPEAL

Designed for couples, weekend travelers, and experience-driven guests seeking privacy, views, and immersive design. Sanctuary consistently appeals to short-stay leisure demand and retreat-oriented guests, supporting strong occupancy and premium nightly rates.



DESIGN & EXPERIENCE HIGHLIGHTS

Harmony in Design

Every element is intentionally curated to balance comfort, function, and aesthetic cohesion. Natural textures, soft finishes, and layered materials create a calming, elevated atmosphere.

Timeless Aesthetic

Neutral tones, clean architectural lines, and warm materials deliver a space that feels both modern and enduring, reinforcing perceived quality and guest satisfaction.

KEY DEMAND DRIVERS

- Private outdoor experience (firepit + dual decks)
- Elevated views uncommon in traditional STR supply
- Distinct architectural character attracts couples and creatives
- Strong visual appeal supports organic marketing and social sharing
- Efficient layout supports high turnover and operational consistency

DRAGON'S KNOLL

PRIVATE MOUNTAIN HIDEAWAY

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Queen bed and queen futon sleeper

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, electric grill

Technology: Roku TV, high-speed WiFi

Climate Control: Air conditioning and gas fireplace

Outdoor Feature: Private firepit

POSITIONING & GUEST APPEAL

Positioned for couples and small groups seeking privacy, comfort, and a secluded mountain atmosphere. The combination of indoor fireplace ambiance and private outdoor space supports year-round demand and strong guest satisfaction.

DESIGN & EXPERIENCE HIGHLIGHTS

Warm & Inviting Interior

Layered textures, thoughtful lighting, and a balanced layout create a space that feels cozy without sacrificing functionality or flow.

Year-Round Comfort

Gas fireplace and climate control enhance guest experience during colder months, expanding seasonality and supporting consistent booking performance.

KEY DEMAND DRIVERS

- Private firepit supports experiential outdoor stays
- Fireplace adds premium feel and off-season appeal
- Flexible sleeping configuration broadens guest base
- Visual appeal supports organic marketing and repeat bookings
- Efficient layout optimized for short-term rental turnover



THE PERCH

ACCESSIBLE RIDGE RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Queen bed and double sleeper sofa

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Private firepit

Architectural Feature: Private firepit + covered porch with hanging swing bed

Accessibility: Wheelchair-friendly design

POSITIONING & GUEST APPEAL

Designed for inclusivity and comfort, this unit captures demand segments that most experiential STRs ignore: accessibility-focused travelers and pet owners. Combined with strong aesthetics and premium amenities, The Perch attracts longer stays, higher emotional attachment, and repeat visitation.

DESIGN & EXPERIENCE HIGHLIGHTS

Indoor–Outdoor Experience

The covered porch with hanging swing bed and dual-sided fireplace creates a true indoor–outdoor living environment that elevates guest experience beyond standard STR offerings.

Accessible by Design

Wheelchair-friendly layout expands addressable demand, supports differentiated positioning, and strengthens the portfolio’s appeal to broader guest demographics.

KEY DEMAND DRIVERS

- ADA-friendly positioning captures underserved traveler demand
- Pet-friendly policy increases booking velocity and occupancy
- Swing bed + fireplace creates strong visual marketing assets
- Indoor–outdoor design supports premium perception and guest reviews
- Layout optimized for couples, weekend stays, and extended retreats



FARMHOUSE

COUPLES EXPERIENCE
RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Queen bed and double sleeper sofa

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Private firepit + outdoor double slipper soaking tub

Architectural Feature: Farmhouse-inspired interior aesthetic

POSITIONING & GUEST APPEAL

This unit is purpose-built for couples and experience-driven travelers seeking privacy, romance, and novelty. The outdoor soaking tub creates a strong emotional and visual anchor that consistently supports premium nightly rates, higher engagement, and social sharing behavior.



DESIGN & EXPERIENCE HIGHLIGHTS

Outdoor Experience as the Feature

The deck-mounted double slipper bathtub transforms the unit from “nice stay” into “memorable experience,” strengthening guest perception and review quality.

Warm, Familiar Aesthetic

The farmhouse design language creates immediate comfort and emotional resonance, appealing to broad traveler segments while still maintaining experiential positioning.

KEY DEMAND DRIVERS

- Outdoor soaking tub differentiates from traditional STR supply
- Strong appeal to couples, anniversaries, and weekend travelers
- Visual uniqueness supports higher conversion on listing platforms
- Experience-led design increases shareability and organic marketing
- Layout optimized for short stays and premium ADR performance

WIZARD'S HOLLOW

FLEXIBLE TWO-BEDROOM RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Two Queen beds

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Private firepit

Architectural Feature: Castle-inspired design with distinctive exterior form

POSITIONING & GUEST APPEAL

Designed as a visually iconic, castle-inspired dwelling, this unit attracts experience-driven travelers seeking novelty, immersive design, and unique stays. Its differentiated architecture enhances guest curiosity, increases click-through on listings, and strengthens overall portfolio appeal. The two-bed configuration further expands usability for friends, small groups, and extended-stay guests.

DESIGN & EXPERIENCE HIGHLIGHTS

Iconic Architecture

The castle-style exterior creates a story-driven lodging experience that stands out from conventional STR inventory and strengthens the property's experiential brand.

Flexible Interior Layout

Two queen beds allow the unit to serve couples, friends traveling together, and small family groups, improving booking versatility.

KEY DEMAND DRIVERS

- Castle-inspired architecture creates strong differentiation and memorability
- Highly photogenic exterior supports organic marketing and social sharing
- Two-bed layout captures broader guest segments
- Novelty-driven experience supports premium positioning
- Strengthens the portfolio's experiential identity



LOTUS

HIGH-IMPACT VISUAL
SIGNATURE UNIT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Two queen beds

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Private firepit

Design Feature: Fully themed, monochromatic interior with strong visual identity

POSITIONING & GUEST APPEAL

This unit is designed to attract experience-driven guests seeking novelty, aesthetics, and social-media-worthy stays. Its bold, cohesive visual identity drives disproportionately high engagement, click-through rates, and organic sharing across booking platforms and social channels.

DESIGN & EXPERIENCE HIGHLIGHTS

High-Visibility Design Concept

The fully themed interior creates a strong emotional reaction and memorability, increasing listing performance and repeat discovery.

Group-Friendly Configuration

Two queen beds make the unit a natural fit for friends, girls’ weekends, and short group trips.

KEY DEMAND DRIVERS

- Highly photogenic design supports organic marketing and social reach
- Strong appeal to bachelorette trips and girls’ weekends
- Experience-first positioning drives booking conversion
- Differentiates the portfolio from traditional STR inventory
- Supports higher engagement and strong review behavior



ALCHEMY

IMMERSIVE SIGNATURE
EXPERIENCE UNIT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Queen bed and full/double futon

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Private firepit

Experiential Features: 12-foot indoor spiral slide connecting entry to living space and a private secondary relaxation tent serving as immersive arrival experience

POSITIONING & GUEST APPEAL

This unit is designed as a fully immersive, story-driven lodging experience. Guests enter through a private tent and transition into the dwelling via a 12-foot indoor spiral slide, creating a memorable arrival sequence that significantly differentiates the unit from conventional short-term rental inventory. Its novelty-driven design supports high engagement, strong booking conversion, and elevated social sharing behavior.



DESIGN & EXPERIENCE HIGHLIGHTS

Immersive Arrival Experience

The tent-to-slide entry sequence transforms the check-in moment into an experience, strengthening emotional impact and guest memorability.

High-Engagement Design

Architectural creativity and interactive elements drive curiosity, repeat discovery, and organic word-of-mouth marketing across platforms.

KEY DEMAND DRIVERS

- Slide entry creates a highly differentiated guest experience
- Strong novelty factor increases listing click-through and shareability
- Visually distinctive design supports organic marketing value
- Appeals to couples, creatives, and experience-driven travelers
- Strengthens the experiential brand identity of the overall portfolio



MOONSHADOW

ARCHITECTURAL VIEW RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Queen bed and queen sleeper sofa

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Elevated deck with panoramic views

DESIGN & EXPERIENCE HIGHLIGHTS

Signature Window Wall

Full-height window composition frames long-range views and floods the space with natural light, creating a premium, immersive guest experience.

Indoor-Outdoor Connection

Large windows and an elevated deck extend the living space into the surrounding landscape, strengthening the emotional value of the stay.



POSITIONING & GUEST APPEAL

This unit delivers a high-impact architectural experience anchored by dramatic floor-to-ceiling windows and a bold, modern interior palette. The design appeals strongly to couples, creatives, and experience-driven travelers seeking visually striking accommodations.

The contrast between dark interior finishes and expansive natural light creates a distinctive atmosphere that enhances guest perception and listing performance.

KEY DEMAND DRIVERS

- Architecturally unique design increases listing click-through rates
- Highly photogenic interior supports organic social sharing
- Strong appeal to couples and design-oriented travelers
- Distinct visual identity within the portfolio enhances overall brand strength
- Flexible layout supports short stays and weekend demand
-

MAX

ELEVATED VIEW
RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Queen bed and queen sleeper sofa

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Elevated deck with panoramic views

POSITIONING & GUEST APPEAL

This unit delivers a strong balance of experiential design and functional comfort. Its elevated structure, outdoor deck, and unique exterior architecture create a visually distinctive product that performs well for couples, short getaways, and pet-friendly travelers.



DESIGN & EXPERIENCE HIGHLIGHTS

Architectural Character

The exterior structure incorporates custom industrial-inspired design elements and elevated siting, reinforcing the experiential identity of the portfolio.

Indoor-Outdoor Connection

Large windows and an elevated deck extend the living space into the surrounding landscape, strengthening the emotional value of the stay.

KEY DEMAND DRIVERS

- Pet-friendly inventory captures incremental demand
- Unique exterior design enhances listing click-through rates
- Strong appeal to couples and weekend travelers
- Elevated deck and views increase perceived value
- Flexible layout supports both short stays and extended weekends

PHOENIX

IMMERSIVE
EXPERIENTIAL RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: Two queen beds

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Private fire place

Architectural Feature: - Custom-built, spacecraft-inspired architecture with curved structural design, panoramic glazing, elevated siting, and immersive interior detailing designed to create a cinematic, experiential stay.

POSITIONING & GUEST APPEAL

This unit is designed as a fully custom-built immersive environment that functions as both accommodation and experience. Its distinctive architecture and interior design attract experiential travelers, themed-stay seekers, and families looking for accommodations that go beyond traditional lodging. Phoenix performs as a destination unit within the portfolio, driving incremental demand, extended dwell time, and strong word-of-mouth marketing.

DESIGN & EXPERIENCE HIGHLIGHTS

Fully Custom-Built Structure

Purpose-built unit with architectural detailing and interior finishes designed to create a cohesive immersive experience rather than a surface-level theme.

Experiential Differentiation

Delivers a lodging experience that cannot be replicated by conventional cabins or short-term rental competitors in the Asheville market.

KEY DEMAND DRIVERS

- Highly differentiated product within the regional STR supply
- Strong appeal to families, themed-stay travelers, and experience collectors
- Elevated social media shareability and organic marketing impact
- Supports premium pricing relative to traditional studio units
- Strengthens portfolio diversity and brand memorability





WINDSWEPT CASTLE

ARCHITECTURAL EXPERIENTIAL RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: One queen bedroom + loft with queen bed

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Private back porch

DESIGN & EXPERIENCE HIGHLIGHTS

Bespoke Architectural Form

Custom-built structure inspired by historic castle architecture, incorporating vertical form, lofted space, and unique interior layout.

Distinct Guest Journey

The combination of private bedroom, loft sleeping space, and dual bathrooms supports flexible stays for couples, friends, and small families while maintaining a one-of-a-kind experience.



POSITIONING & GUEST APPEAL

This unit is intentionally designed as a character-driven architectural experience rather than a conventional cabin. The castle-inspired structure creates a strong emotional and visual response, appealing to experiential travelers, couples, and guests seeking accommodations with personality and story. Windswept Castle functions as a distinctive anchor within the portfolio, increasing guest memorability, brand stickiness, and repeat visitation.

KEY DEMAND DRIVERS

- Highly differentiated architectural product versus traditional STR supply
- Strong appeal to couples, small families, and experience-driven travelers
- Memorable design increases organic referrals and repeat bookings
- Supports premium ADR compared to standard one-bedroom units
- Strengthens overall portfolio identity as experiential hospitality

PRISM OF PAWS

PET-FORWARD
EXPERIENTIAL RETREAT

UNIT OVERVIEW

- Sleeps:** 2–4 Guests
- Configuration:** One queen bedroom + two twin beds
- Bathroom:** Private full bathroom
- Kitchenette:** Coffee maker, two-burner electric cooktop, indoor electric grill
- Technology:** Roku TV, high-speed WiFi
- Outdoor Feature:** Private back porch

POSITIONING & GUEST APPEAL

Designed specifically for guests who travel with pets and prioritize accommodations that welcome animals as part of the experience. This unit captures a high-intent guest segment that is consistently underserved in traditional STR supply. Pet-forward accommodations increase length of stay, repeat visitation, and guest loyalty while expanding total addressable demand beyond standard leisure travelers



DESIGN & EXPERIENCE HIGHLIGHTS

- Purpose-Built Pet Hospitality**
Layout, finishes, and functionality are intentionally configured to support both guest comfort and pet usability without sacrificing design quality.
- Balanced Function & Comfort**
The dual sleeping configuration allows flexibility for couples, friends, and small families traveling with pets, expanding booking versatility.

KEY DEMAND DRIVERS

- Targets high-value demographic of pet-owning travelers
- Limited supply of well-designed pet-friendly STR units
- Increases booking frequency and guest loyalty
- Strong appeal for extended stays and repeat guests
- Supports differentiated marketing and niche positioning

THE CRATER

SECLUDED MOUNTAINSIDE
RETREAT

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: One queen bedroom + one queen sleeper sofa

Bathroom: Private full bathroom

Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Private back porch

POSITIONING & GUEST APPEAL

Designed for couples and privacy-seeking travelers who value solitude, immersion in nature, and a sense of retreat from everyday environments. The Crater appeals strongly to anniversary trips, romantic getaways, and guests intentionally booking for disconnection and seclusion. Its physical placement into the mountainside creates a rare lodging experience that is difficult to replicate and inherently limited in supply.

DESIGN & EXPERIENCE HIGHLIGHTS

Built Into the Landscape

The structure is integrated directly into the terrain, creating a grounded, protected atmosphere that feels removed from the outside world while enhancing the experiential uniqueness of the stay.

High-Privacy Configuration

Natural buffering, separation from other units, and limited visibility make this one of the most private offerings within the portfolio.

KEY DEMAND DRIVERS

- High appeal to couples seeking privacy-focused stays
- Scarcity-driven experiential product (cannot be easily replicated)
- Strong differentiation from conventional STR cabins
- Ideal for anniversaries, honeymoons, and retreat travel
- Supports premium ADRs relative to standard units



MYSTIC VILLAGE COLLECTION

SIX THEMED DWELLINGS WITHIN A
UNIFIED EXPERIENCE CLUSTER

Each unit within Mystic Village maintains the same functional layout and amenity standard, while delivering a distinct themed experience. This design encourages repeat visitation, enhances brand memorability, and supports operational efficiency.

UNIT OVERVIEW

Sleeps: 2–4 Guests

Configuration: One queen bedroom + one queen sleeper sofa

Bathroom: Private full bathroom + one half bath

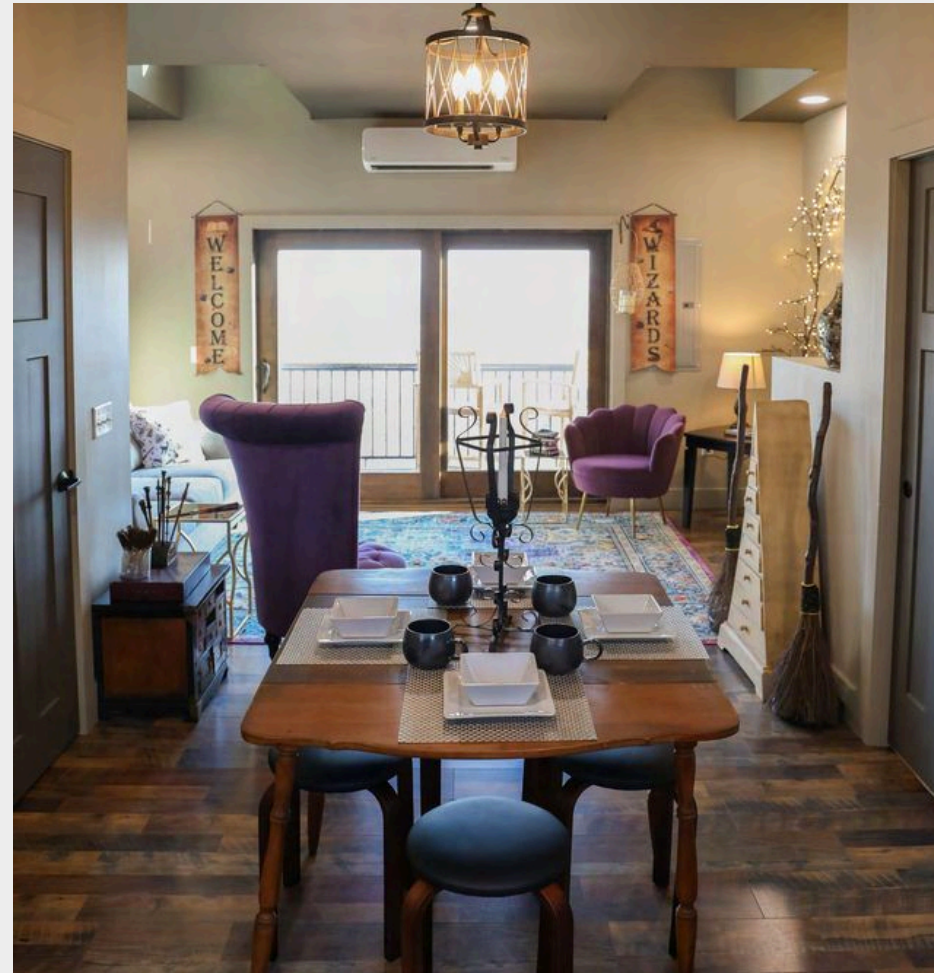
Kitchenette: Coffee maker, two-burner electric cooktop, indoor electric grill

Technology: Roku TV, high-speed WiFi

Outdoor Feature: Private back porch
(Per Individual Unit)



MYSTIC VILLAGE COLLECTION



SILVERTHORN APOTHECARY

Dark, moody aesthetic with alchemy-inspired design elements. Appeals strongly to couples and fantasy-driven travelers seeking immersive environments.

PENNYWHISTLE'S POTION PARLOUR

Whimsical, storybook-style unit with playful visual details. Strong appeal for social sharing, creatives, and experience collectors.

THE CROOKED SPINE

Library-inspired dwelling featuring layered textures and intellectual aesthetic. Appeals to readers, writers, and guests seeking calm, introspective stays.

THE OWL & QUILL POST

Vintage postal / correspondence-inspired design. Attracts travelers drawn to nostalgia, storytelling, and thoughtful visual environments.

THE TIPSY TOAD

Playful, pub-inspired theme designed to feel social and lively. Performs well for friends traveling together and weekend leisure stays.

BROOMSTICKS & MERCANTILE

Market-style aesthetic featuring collected objects and curated visual storytelling. Encourages exploration and repeat engagement.



EXCLUSIVELY LISTED BY



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Access to detailed financials, operational data, and supporting documentation is available upon request.

A signed Non-Disclosure Agreement (NDA) is required prior to release of confidential materials.