



SEVEN FEATHERS

R E T R E A T

A Design-Forward Nature Stay. A Retreat into self.

The Opportunity

Experience-Based Travel Is Booming

Travelers are shifting toward unique, design-forward accommodations that combine nature immersion, privacy, and wellness. Seven Feathers is positioned at the center of that demand. Short-term rentals remain the primary revenue engine, with wellness experiences layered as optional upsells.



Key Insight

Guests willingly pay \$175-\$325/night for stays that feel intentional and memorable.



Gap in Market

Few properties combine stay, nature, and wellness into one cohesive, branded experience.



Market Growth

Wellness tourism projected to reach \$1.7-\$2 trillion by 2030, growing 6-11% annually.



The Vision

A Nature Stay Guests Can't Stop Talking About

Seven Feathers is a restorative nature retreat where organic design, immersive landscape, and restorative experiences come together into a place people travel for, not just stay at. Clean, fresh, spa-like, and grounded in the land.



Organic Design

Zome structures with smart glass privacy, curated interiors, clean lines, and natural materials



Immersive Nature

Every detail oriented toward forest, creek, mountain sky, and open air



Wellness Experiences

Reiki, sound healing, wood-burning hot tub, sauna, and guided restoration

Designed for:



Couples seeking romantic escapes



Solo travelers craving quiet



Wellness-focused guests



Retreat facilitators

The Property

9.5 Acres of Natural Experience



Creek running year-round through the property



Mature trees, moss landscape, and mountain views



Open meadow, garden, and pond



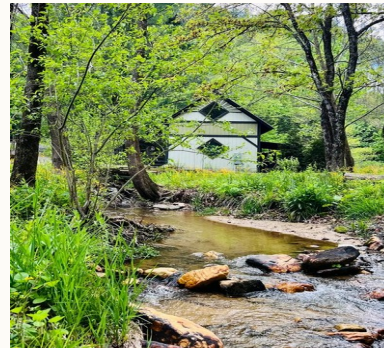
Private trails and bridge crossings



Fully fenced and pet-friendly

Already Generating Revenue

4.96-star rating. Blended ADR of \$129/night. Revenue grew 232% in year one under active management.



The Product

3 Rental Units, Tiered for Revenue Optimization



Existing Unit

The Cottage

\$125-\$150/night

Sleeps 4. Full kitchen, loft, fenced yard, fire pit, outdoor heated shower. 4.96-star rating, 80 booked nights in 2025.



Premium Nature Suite

Zome Retreat 1 & 2

\$185-\$240/night

170 sq ft each. Smart glass privacy, bio-ceramic insulation, private decks. Wood-burning hot tub and sauna on site. Year-round comfort.



Communal Space

Shared Bathhouse

Included with Zome stays

Existing 700 sq ft building converted to shared bathhouse and communal kitchen. The essential infrastructure unlock.



The Experience Layer

Upsells That Increase Revenue Per Guest



Creekside Mornings

Coffee, stillness, and the gentle sound of water



Private Wellness

Reiki, sound baths, and guided restoration on site



Wood-Burning Hot Tub & Sauna

Soak under the stars, sweat in the sauna, slow down



Firelight Evenings

Wine, warmth, and crackling flames under canopy



Stargazing Meadow

Open sky, lanterns, fire circle, and mountain dark

This transforms a \$125 stay into a \$200+ experience.

Outperforming Cabins in the Same Market

Unique stay commands higher rates through design, privacy, and curated experiences.

Typical Cabin Rental

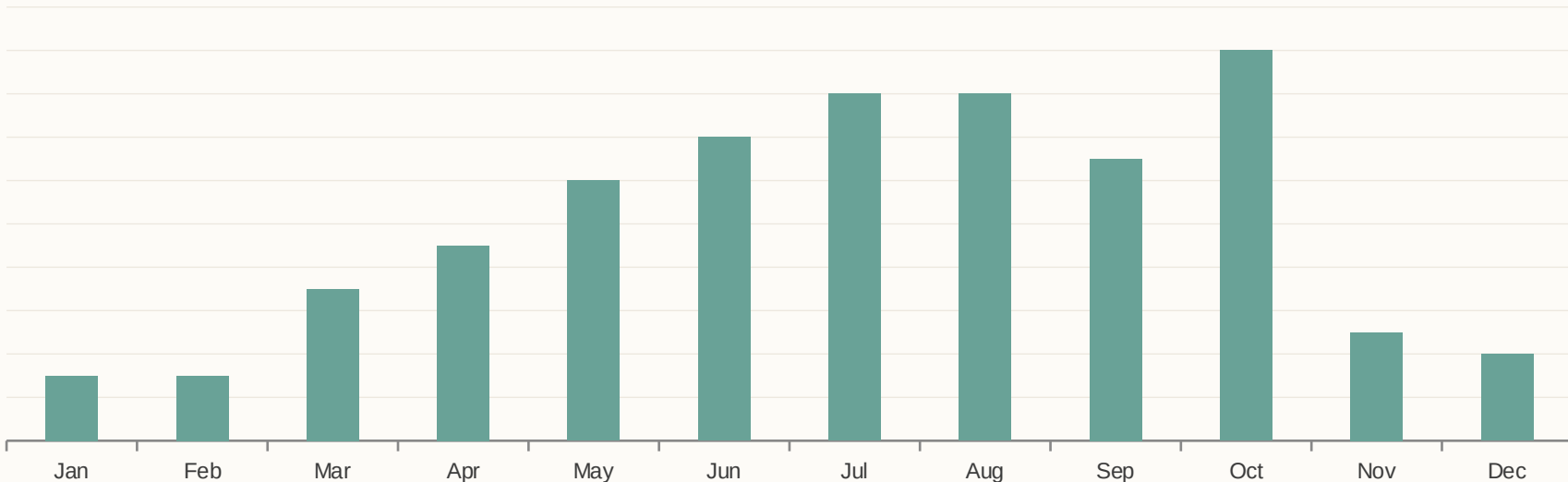
- ✗ Generic furnishings
- ✗ No on-site host
- ✗ Commodity pricing under \$100
- ✗ No wellness, no programming
- ✗ Competing on price alone

Seven Feathers

- ✓ Zome structures with smart glass privacy
- ✓ Owner-operator on site, personal hospitality
- ✓ \$185-\$240/night boutique wellness positioning
- ✓ Reiki, sauna, wood-burning hot tub, guided restoration
- ✓ Competing on experience and emotion

Seasonality Strategy

Peak STR Revenue + Off-Season Retreats Stabilize Income



Peak Season (May–Oct): ~\$89K | 74% of annual revenue

Off-Season: Retreats + wellness + sauna fill gaps

October is the strongest month (Blue Ridge leaf season). Wellness offerings stabilize occupancy during off-peak months. Hot tub and sauna extend shoulder demand.

Revenue Projections

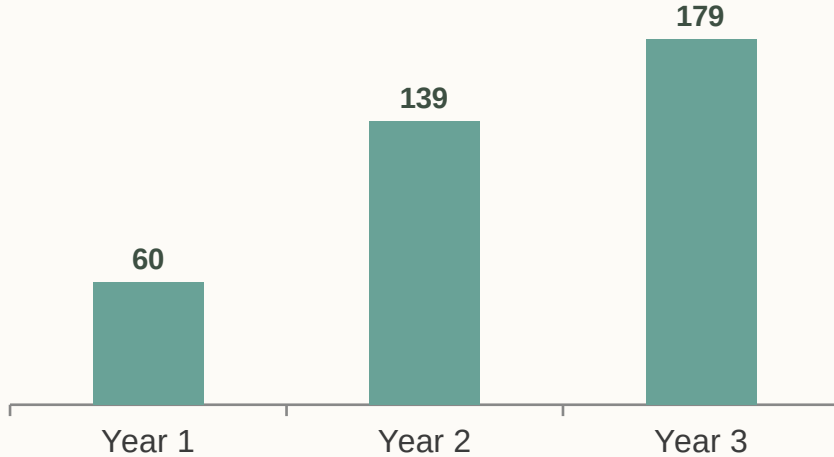
Conservative 3-Year Path

Revenue Stream	Year 1	Year 2	Year 3
Cottage (STR)	\$18,000–\$20,000	\$25,000–\$32,000	\$28,000–\$35,000
Zome Retreats (2 units)	\$28,000–\$32,000	\$70,000–\$76,000	\$88,000–\$96,000
Wellness Services	\$5,000–\$8,000	\$10,000–\$15,000	\$15,000–\$20,000
Venue Rental	\$2,000–\$10,000	\$20,000–\$30,000	\$30,000–\$45,000
Total Gross Revenue	\$53,000–\$72,000	\$125,000–\$153,000	\$161,000–\$196,000

Projections based on conservative occupancy and pricing benchmarks from existing STR comps in the local market. Zome rates validated against a comparable dome in Lansing charging \$176–\$327/night.

The Numbers That Matter

Revenue Growth, ROI, and Payback



Midpoint gross revenue estimates (\$K)

Year 2 Operating Margin

\$103K-\$135K

After \$18K-\$22K operating expenses

Year 3 Operating Margin

\$139K-\$178K

Multi-stream maturity

Some Payback Period

12-18 months

\$33K build cost per unit at \$35-48K/year each

Market Comparable

Real Pricing from a Dome Property in Lansing, NC

Blue Ridge GeoDome

Lansing, NC · 5.0 stars · 44 reviews

Managed remotely from Raleigh, NC

Standard geodesic dome

\$176/night *shoulder season*

\$327/night *peak season*

Seven Feathers Zome Retreat

Our Year 2 Target Rate

\$215/night

blended average, below the comp

- ✓ Better insulated (year-round comfort)
- ✓ Smart glass privacy
- ✓ Wood-burning hot tub + sauna
- ✓ Onsite host, locally managed
- ✓ Integrated wellness services

Zome interior image courtesy of zomes.com. Used with permission.

Growth Plan



Each phase generates revenue before the next requires capital. The business builds on itself, stage by stage.

Phase 1: Optimize + Prep

\$12K · Mo 1-3

Listing optimization, direct booking website, multi-platform expansion. Place Zome deposits, \$2,500 per unit (\$5K). Cottage refresh: water heater, flooring, linens (\$3.5K). Landscaping and pond wall (\$3K). Multi-platform listing expansion and direct booking site. Begin promoting upcoming Zome stays.

Phase 2: Bathhouse + Decks

\$25K · Mo 2-5

Convert existing 700 sq ft building: enclosing walls, composting toilets, showers, and kitchen. Build two Zome deck platforms. Bathhouse is the essential infrastructure unlock.

Phase 3: Install Zomes + Wellness (Revenue Unlock)

\$73K · Mo 4-6

Zome balance payments (\$61K, paid in two installments) plus shipping and taxes (~\$6K). Install two 170 sq ft ZomeStudio retreats with smart glass (under 2 weeks). DIY wood-burning hot tub and outdoor sauna (\$6K). Open to retreat facilitators.

Phase 4: Land + Farm Experiences (Optional Upside)

\$8K · Mo 6-12

Trail clearing and marking, fencing, medicinal herb garden. Creek-side seating and gathering spaces. Launch farm experiences and guided nature programming. Professional photography. Venue rental at \$800-\$1,500/weekend.

Competitive Advantage



Distinctive Zome Structures

Better insulated than domes, smart glass privacy, year-round bookability. No comparable structures in the region.



Strong Emotional Branding

Seven Feathers is not a place to sleep. It is a story guests want to tell and a feeling they want to return to.



Proven Location Demand

Existing revenue before expansion. 4.96-star rating, 232% revenue growth in year one. A comparable dome nearby charges \$176-\$327/night.



Locally Managed, Onsite Host

The nearest comp is managed remotely from Raleigh. Seven Feathers is hosted by the founder who lives on the land.

Not competing with cabins — competing with curated wellness experiences.

Why This Team

From Idea to Operator Investors Trust

Amy Rohan, Founder & Operator

25+ years managing complex operations, budgets, and teams across legal, nonprofit, and community care. Certified Reiki Master. Psychology degree. Deep training in de-escalation, trauma-informed care, and conflict resolution. Lives on the property full-time. Hands-on operator with direct control over guest experience, pricing, and property performance.



232% Revenue Growth

First year managing the STR, no funding for upgrades



Co-Managing 3 Additional STRs

Invited by the property owner to co-manage her other rentals



4.96-Star Airbnb Rating

Consistent 5-star reviews driven by personal hospitality



Built the Website Herself

Self-taught, resourceful, handles marketing in-house



Advisory Board Forming

Recruiting mentors, advisors, and operations partner

This is not a concept. This is an operating business with a proven operator ready to scale.

The Ask: \$200,000

Capital deployed into proven revenue-generating assets, not speculative development.

Phase 1, Optimize + Prep	\$12,000
Phase 2, Bathhouse + Decks	\$25,000
Phase 3, Zomes + Wellness	\$73,000
Phase 4, Land + Farm Experiences	\$8,000
Furnishing & Interior Design	\$7,000
Owner-Operator & Site Management (Year 1)	\$36,000
Operating Reserve	\$27,000
Contingency	\$12,000

Total **\$200,000**

Return Snapshot

Year 1 Net
\$29K-\$52K

Year 2 Net
\$103K-\$135K

Year 3 Net
\$139K-\$178K

Net after \$18K-\$22K annual operating expenses.



SEVEN FEATHERS

R E T R E A T

*Returns driven primarily by short-term rental income,
with additional upside from experiences and retreats.*

A place people return to. A place people travel for.

info@7feathersretreat.com · 336-267-6897