



STUDIO HILL

A Vermont family farm since 1936.

ABOUT US

Jesse and Caroline McDougall are the fourth generation of Caroline's family to manage their gorgeous 270-acre rolling hilltop farm in Shaftsbury, Vermont.



CAROLINE MCDOUGALL

Caroline McDougall is a fourth-generation farmer and co-owner of Studio Hill. She began working on her family's farm in hay production at age 14 and has been managing the family's farming operations since 2012.

Caroline graduated from Amherst College with a degree in Fine Arts in 2006. In addition to being a farmer, she is a graphic designer, artist, designer, and marketer.

JESSE MCDOUGALL

Jesse McDougall is co-owner of Studio Hill. He is an accredited professional holistic management educator, Director of Agriculture for Regenerative Food Network, Inc., and a visiting professor at Bennington College.

Jesse graduated from Emerson College in 2001 with a degree in Communications. In addition to being a farmer, he is a programmer, web designer, author, and marketer.

MORNING AT STUDIO HILL



THE SHEEP OF STUDIO HILL





REGENERATING FARMLAND

- In 2013, we started transitioning from industrial farm practices to regenerative organic.
- The topsoil, worms, birds, bees, mice, foxes, turkeys, and deer have all returned to our land.
- We raise thousands of chickens and hundreds sheep on the increasingly-fertile rolling hills.
- We are now an accredited **Influencer Hub** for the **Savory Institute's Global Farm Network**.

NEW LIFE ON STUDIO HILL





FARM STAYS AT STUDIO HILL

The Schoolhouse



QUICK FACTS: THE SCHOOLHOUSE

The Montgomery School

Purchased in 1940 from the town of Shaftsbury for \$300

For 75 Years

The schoolhouse was home to farm workers and family

Renovated in 2014

For \$120,000 and turned into 1 bedroom, 1 bath cottage



The Schoolhouse



The Schoolhouse



The Schoolhouse



The Schoolhouse

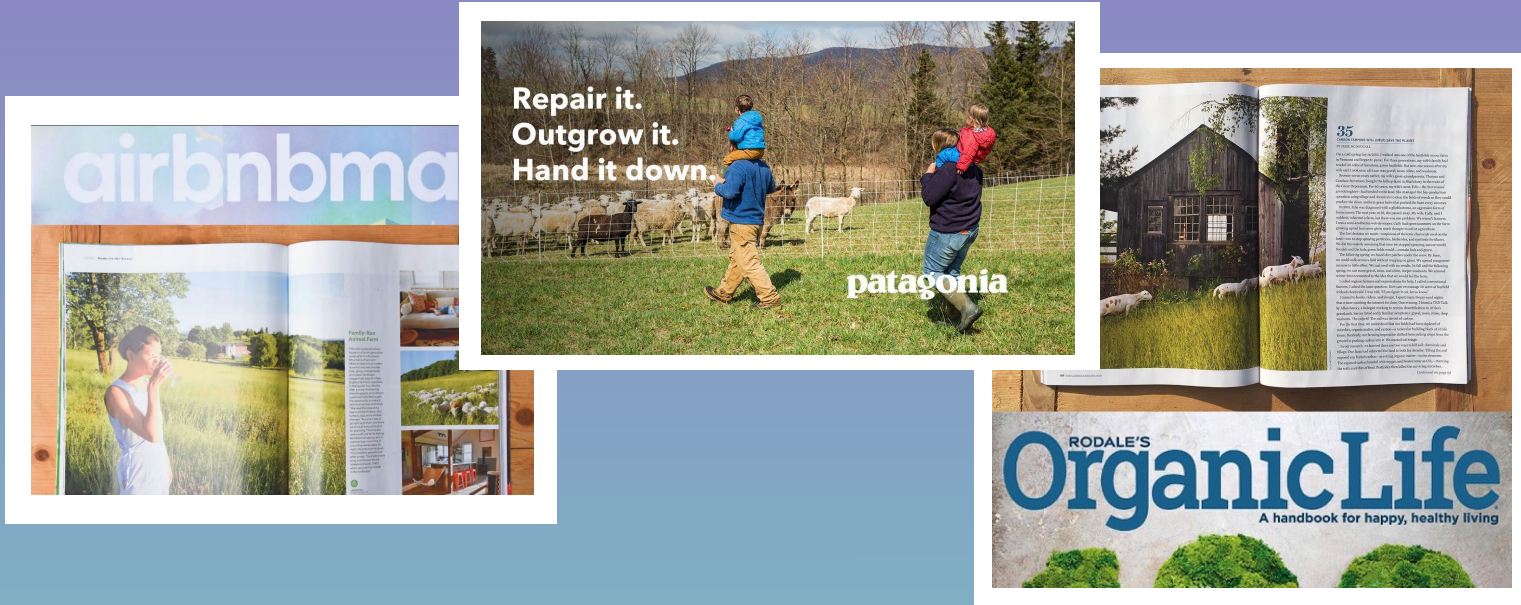


The Schoolhouse




The Schoolhouse

MEDIA ATTENTION



Our hosting business on the farm has been featured twice in Airbnb Magazine, in Rodale's Organic Life magazine, Permaculture Magazine, and filmed by Patagonia, Anthropologie, and others.



**“Caroline’s place is the best Airbnb I
have ever stayed at! I can’t recommend
this place enough for a relaxing
getaway in the countryside. Definitely
will be coming back.”**

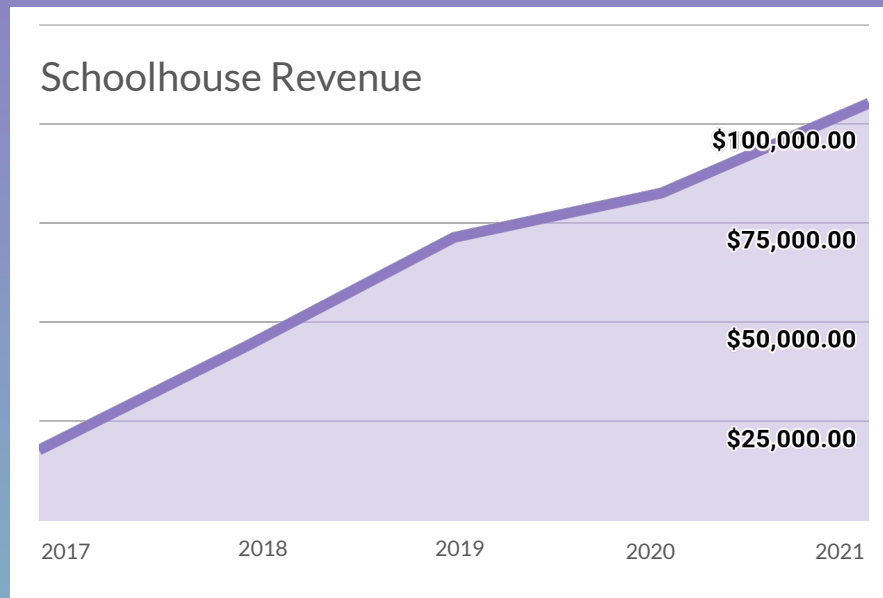
—Erin, March 2021

GROWING STRONGER EVERY YEAR

PROVING THE MODEL

We've achieved Airbnb Superhost status, a perfect 5-star rating, and an average of **217% year-over-year growth** since we launched in 2017.

We have a waiting list for 2021, and are booking deep into 2022.



A stylized landscape illustration. The background is a solid orange color. In the foreground, there are several layers of mountains. The top layer is a dark blue/purple color, and the layers below it are a lighter blue color. The mountains have a wavy, undulating shape. In the sky, there are four stylized clouds. Each cloud is a dark blue/purple shape with a lighter blue/purple gradient on top, giving them a 3D appearance. The clouds are positioned at the top left, middle left, middle right, and top right.

TIME TO GROW



NEW FARM STAYS

THE HOUSE ON THE HILLTOP



QUICK FACTS: THE HOUSE ON THE HILLTOP

Built in the mid-1990s

A 5-bedroom, 3-bathroom
single-family home.

Sweeping Views

Of Studio Hill Farm and the Green
Mountains for 360-degrees.



01

The House on the Hilltop



01

The House on the Hilltop (Photo taken from the yard of our Schoolhouse rental.)



01

The House on the Hilltop (Overlooking Studio Hill Farm.)



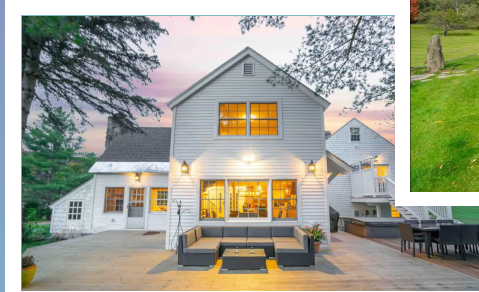
01

The House on the Hilltop



01
The House on the Hilltop — NB: The Schoolhouse is directly across the road.

COMPARABLE RENTALS IN THE AREA



\$1,044/night - Dover, VT



\$1,099/night
West Dover, VT



\$1,250/night - Manchester, VT

Rentals with similar markets, sizes, and accommodations.

01

The House on the Hilltop



NEW FARM STAYS

THE BARN ON THE HILLTOP



QUICK FACTS: THE BARN ON THE HILLTOP

Quick Path to Revenue

Private driveway, private location, perfect addition

Utilities Ready

Water, plumbing, and power are already in place

Modern, Stylish Design

With views of the sunrise and the Green Mountains



02

THE BARN ON THE HILLTOP



02

THE BARN ON THE HILLTOP



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THE BARN ON THE HILLTOP



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THE BARN ON THE HILLTOP



02

THE BARN ON THE HILLTOP — CONCEPTUAL STYLE REDESIGN



02

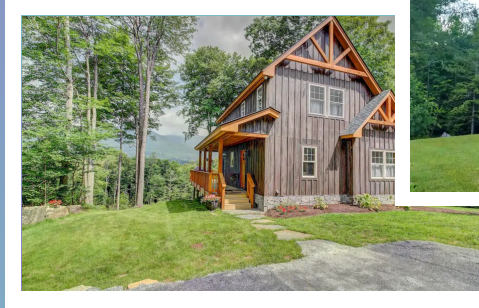
THE BARN ON THE HILLTOP — CONCEPTUAL STYLE REDESIGN



02

THE BARN ON THE HILLTOP

COMPARABLE RENTALS IN THE AREA



\$395/night - Sunderland, VT



\$399/night
Jamaica, VT



\$400/night - Wardsboro, VT

Rentals with similar markets, sizes, and accommodations.



NEW FARM STAYS

THE FOREST CABIN



QUICK FACTS: THE FOREST CABIN

Modern Pre-Fab Cabin

The existing house would be replaced with a pre-fab cabin

Utilities Ready

Water, power, and septic are already in place

Privacy and Views

Location is private with views over a brook to the sunrise



03

The Forest Cabin — NB: The house will be replaced with a modern pre-fab year-round efficient cabin.



03

The Forest Cabin - A Concept Image of the Pre-Fab Cabin



03

The Forest Cabin - A Concept Image of the Pre-Fab Cabin



03

The Forest Cabin - A Concept Image of the Pre-Fab Cabin



The Forest Cabin (24 acres)

04

The Forest Cabin

COMPARABLE RENTALS IN THE AREA



\$256/night - Winhall, VT



\$300/night
Bennington, VT



\$270/night - Dover, VT

Rentals with similar markets, sizes, and accommodations.



PROPERTY OVERVIEW



Studio Hill Farm & Proposed Expansions



340 Acres

With miles of walking trails, views in all directions, historic buildings, and animals

17 Countries

People from all over the globe visit Studio Hill

5 Generations

Of a Vermont family working to strengthen the land and community



THE PROOF IS IN THE DATA

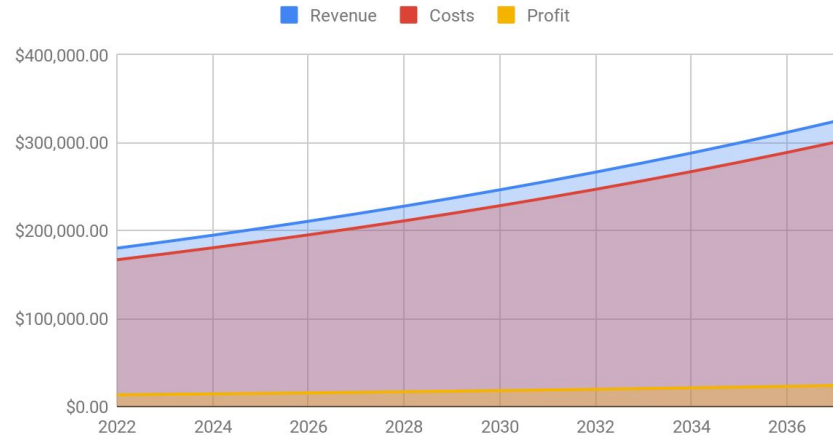
Economic Projections for
Three Proposed Rentals

THE HOUSE ON THE HILLTOP

**\$1.15 million
Purchase**

- Monthly Revenue: \$15,000
 - Mortgage Payment: \$8,000
 - Operating Costs: \$6,000
-
- Monthly Profit: \$1,000

Revenue, Costs and Profit

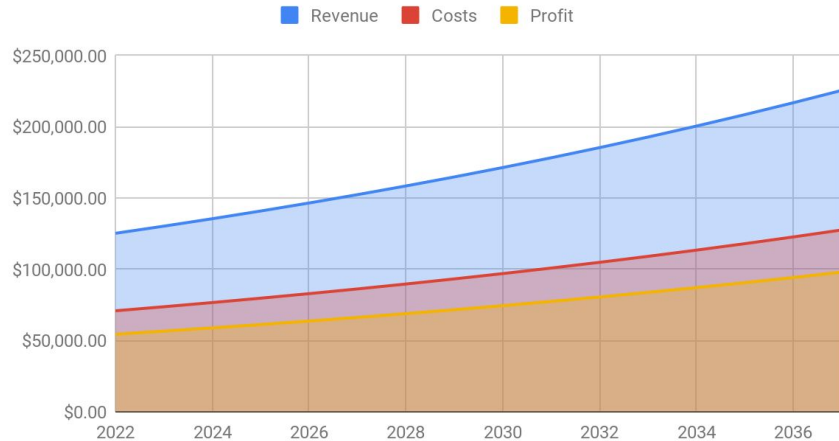


THE BARN ON THE HILLTOP

\$150,000 Upgrade

- Monthly Revenue: \$10,000
 - Mortgage Payment: \$0
 - Operating Costs: \$3,000
-
- Monthly Profit: \$7,000

Revenue, Costs and Profit

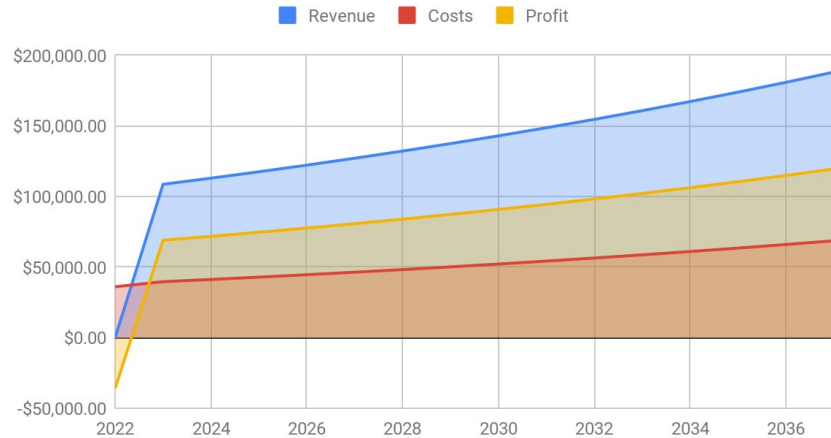


THE FOREST CABIN

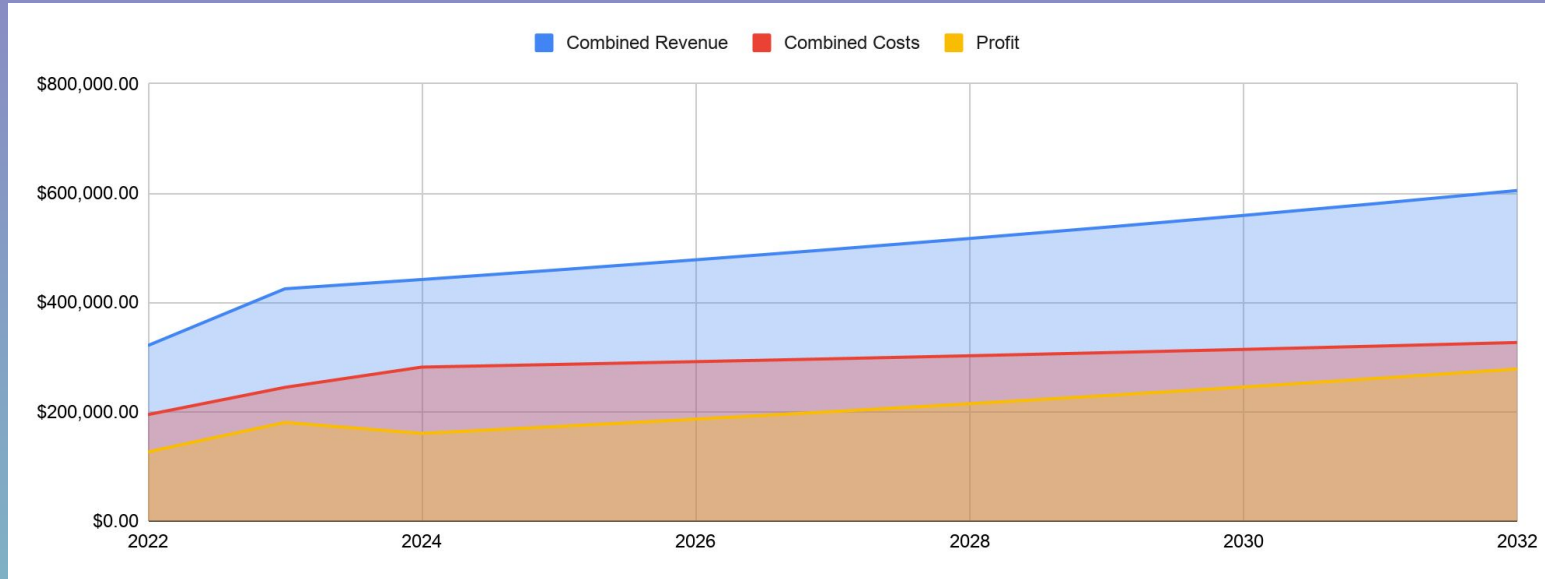
\$300,000 Purchase
\$100,000 Upgrade

- Monthly Revenue: \$9,000
 - Mortgage Payment: \$1,700
 - Operating Costs: \$3,300
-
- Monthly Profit: \$4,000

Revenue, Costs and Profit



THE TEN-YEAR PROJECTION



1...2...3...All Together Now!



\$1.725 m

Investment in a profitable and proven small Vermont family farm enterprise

\$425,000

Revenue generated from out-of-state visitors in second year

74 acres

Conserved and regenerated, through increased Vermont agritourism



Thank you.

Jesse & Caroline McDougall

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<https://studiohill.farm>