

Buy & Hold (Long-Term)



INVESTOR AGENT

What is considered a Long-term Rental?

In real estate, a long-term rental property refers to a property that is purchased with the intention of renting it out to tenants for an extended period, typically 6-months or more



What are the Pro's of a Long-term Rental?

- **Steady Income Stream**
- **Reduced Vacancy Rates**
- **Tenant Stability**
- **Lower Maintenance Cost**
- **Passive Income**



What are the Con's of a Long-term Rental?

- Limited Flexibility
- Tenant Issues
- Market Risk
- Liquidity
- Property Management



Is the Juice worth the Squeeze?



Everything starts with the Market Rent

Follow the same guidelines to find the Market Value of a home

- Same build, sqft, year, bed/bath, etc
- **Closed** Rent/leases within the past 3-6 months
- 0.5 Mile to 1 Mile Radius of Subject Property
- Do not cross Major Highways / Roads
- Do not cross county lines
- ******** # of Rooms tend to be more important than Sqft



Buy & Hold (Mid-Term)



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What is considered a Mid-term Rental?

A mid-term rental property, sometimes referred to as a medium-term rental or corporate housing, typically involves renting a residential property for a duration longer than traditional short-term rentals (e.g., vacation rentals or Airbnb) but shorter than traditional long-term rentals (e.g., annual leases).

- 1-6 months
- On an official Lease Agreement

Your Typical Mid-Term Tenants

- **Corporate Travelers**
- **Temporary Medical Professionals**
- **College Students**
- **Relocating Individuals / families**
- **Remote workers**



What are the Pro's of a Mid-term Rental?

- Higher Rental Income
- Less Wear and Tear
- Flexibility
- Professional Tenant Pool



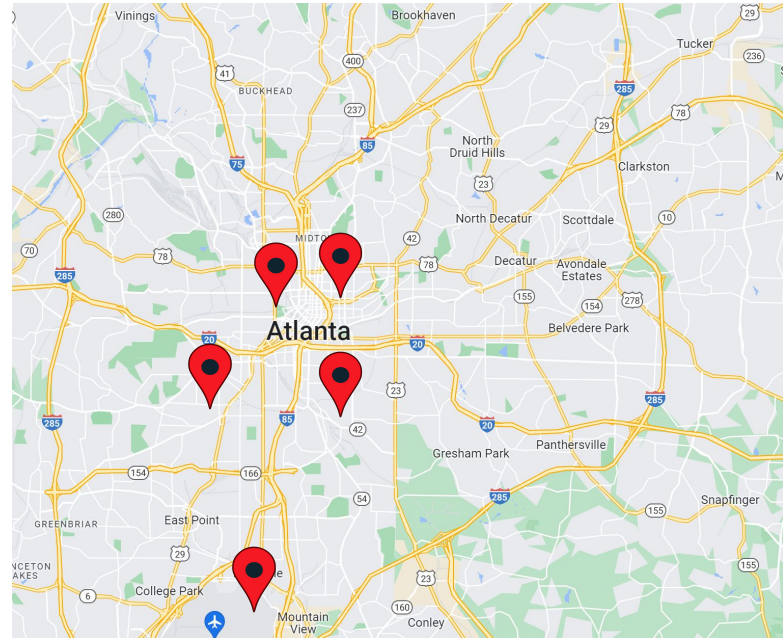
What are the Con's of a Mid-term Rental?

- Management Demands
- Lack of Stability
- Furnishing Costs
- Market Variability
- Regulations



Does your location fit the script?

- **Near Major Businesses (or a lot of them)**
- **Near Major Hospitals?**
- **Near Universities / Colleges?**
- **Near the Airport, Shopping, Amenities**



Considerations & Accommodations

Corporate Travelers / Remote Workers

- **Dedicated Workspace - Office Room**
 - **Access to Business Services (Scan, Print, Fax docs)**
- **Fast and Reliable Internet**
- **Fitness Facilities**
- **Local Networking Opportunities**



Considerations & Accommodations

Temporary Medical Professionals

- **Quiet and Comfortable Environment**
 - **Blackout shades for Blinds**
- **Cleaning Services**
- **Privacy / Lockers**
- **Workspace**

*** **Rent by the Room**



Considerations & Accommodations

College Students

- **Furnished Units**
- **Affordable Rent**
- **Study-Friendly Environment**
- **Community Activities**
- **Internet Access**



*** **Rent by the Room**

Market Rent for Mid-Term Rental

- AirBnB.com
- Vrbo.com
- CorporateHousing.com
- FurnishedFinder.com
- RentoMeter
- TurboTenant
- Kopa.com



Buy & Hold (Short-Term)



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What is considered a Short-term Rental?

A short-term rental typically refers to the practice of renting out a residential property or part of it for a brief period, typically less than 30 days. Short-term rentals are often used for vacation, tourism, or temporary accommodation needs. Here are some key characteristics and examples of short-term rentals

- Less than 30 days
- No official Lease Agreement

What are the Pro's of a Short-term Rental?

- Higher Rental Income
- Flexibility
- Market Timing
- Property Maintenance
- Guest Reviews
- Diverse Tenant Pool



What are the Con's of a Short-term Rental?

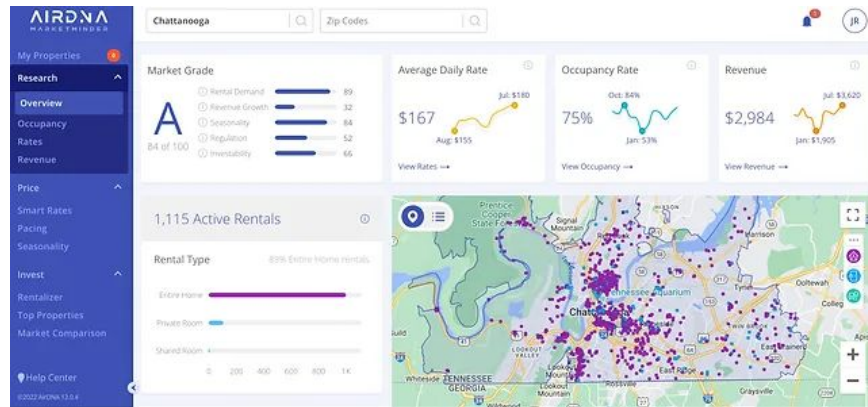
- High Turnover
- Vacancy Risk
- Maintenance Costs
- Regulatory Challenges
- Management Demands
- Cleaning and Maintenance Standard
- Lack of Stability
- Furnishing Cost
- Competition



Location, Location, Location

- Tourist Destinations
- Event Hotspots
- Scenic Retreats
- College Towns
- Business Hubs
- Coastal Areas
- Film & Entertainment Industry Cities

AIRDNA



Are STR's legal in your Market?

- Local Regulations and Zoning Laws
- Permitting and Licensing
- Taxation
- Neighborhood Restrictions



Are STR's legal in your Market?

- Local Regulations and Zoning Laws
- Permitting and Licensing
- Taxation
- Neighborhood Restrictions

If Location is Good, ✓

And Legal ✓

Then it's ready to AirBnB!



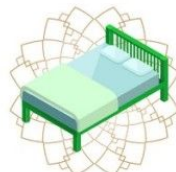
AirBnB Arbitrage (part 1)



Search and Find a
Property In the Ideal
Location



Make sure you get a
good rental lease for
the property



Furnish & decorate
apartment, use an
interior design if
needed



Manage it or get an
Airbnb agency to
manage it



Watch as the bookings
for your rental start
coming in



You now have your first Airbnb running and bringing in the money. The important thing is to do your research, check the areas that will have the least occupancy and more. Make sure the numbers make sense especially if you are going to use an Airbnb management agency

AirBnB Arbitrage (part 2)



Pros vs Cons



- Fewer Start-up costs (\$10k)
- No need to purchase a property
- Easy & Fast to get started
- Build your income for other investments

- Bookings will fluctuate
- No Appreciation Advantage
- All repairs are on you
- Landlord's Decision
 - Must get permission
 - Can stop your operation

Building your Dream Team

Set-Up Team

- **Insurance Agent:** Ensures you are protected as a STR landlord
- **Interior Designer:** Someone that understands style with a budget
- **Photographer:** **A MUST NEED!** Do not take photos with your iPhone
- **Project Manager:** Helps put together a list of items needed to outfit the property; Ensures your property gets what it needs to be successful prior to going Live.



Building your Dream Team

Operations Team

- **Cleaners/Runner:** via TurnoverBnB
- **Handyman:** via Thumbtack
- **LandScaper:** via LawnStarter
- **Mgmt Software:** via Hospitable
- **Bookkeeper:** via YOU



Thumbtack

LawnStarter



hospitable



Cleaners are your BFF's

#1 Cleanliness at your STR will Make / Break your business

- They are your “Boots on the Ground”
- Maintenance Closet
- Wal-Mart / Sam's Club Runs
- Help with Special Gifts
- Relationship with Cleaners is KEY!



Super Host Status

How to Get “SuperHost” Status

- Hosting experience
- High response rate
- 5-Star Reviews
- Commitment



Super Host Status

How to Maintain “SuperHost” Status

- Focus on Guest Satisfaction
- Prompt Communication
- Accurate Listing Description
- Personal Touch
- Consistency & Proactive
- Address Guest Concerns
- Stay Informed



TRAVICTA | Atlanta, GA

My preferred Property Manager

- **Monthly Rate:** 15%
- **Listing Fee:** \$200
- **Terms:** Negotiable
- **Specialization:** Short-Term Rental Operations



Nadia Gonzalez
Property Manager
Travicta Holdings, LLC

Property Managers



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Property Management

A property manager is a professional responsible for overseeing the day-to-day operations, maintenance, and overall management of real estate properties on behalf of property owners.



PM Roles & Responsibilities

1. Tenant Relations
2. Rent Collection
3. Property Maintenance
4. Financial Management
5. Legal Compliance
6. Property Marketing & Vacancy Management
7. Risk Management
8. Reporting and Communication
9. Property Improvement and Enhancement
10. Record Keeping



Costs Associated with a PM

- PM companies often charge a percentage of the **monthly rent** as their fee. The typical range for this fee is between 8% and 12% of the Gross monthly rent.
- Although some PM's may charge more or less depending on the services offered and the specific property.

EXAMPLE:

\$2,000 Monthly Rent
(10%) Prop. Mgmt. Fee
\$200/month



Other Costs Associated with a PM

- **Leasing Fees:** PM's may charge a 1-time leasing fee when they secure a new tenant for your property.
- This fee is typically equivalent to a portion of the first month's rent and can vary but might be around 50% to 100% of the first month's rent.

EXAMPLE:

\$1,700 Monthly Rent

(75%) PM Leasing/Listing Fee

\$1,275 one-time Fee



Other Costs Associated with a PM

Additional Fees: These can include fees for maintenance coordination, property inspections, eviction services, and more.

Vacancy Fees: Some PM's charge a fee when your property is vacant. This fee is intended to cover the costs associated with marketing the property and finding new tenants.



Peach City Rents | Atlanta, GA

My preferred Property Manager

- **Monthly Rate:** 10%
- **Listing Fee:** 100% of First Months Rent
- **Terms:** Negotiable
- **Specialization:** SFR & Multi-Family Apartments



Jackie Dyer
Property Manager
Fathom Realty, LLC

Self-Management

Pros:

- Cost Savings
- Direct Control
- Improved Cash Flow
- Greater Involvement
- Quick Decision-Making



Self-Management

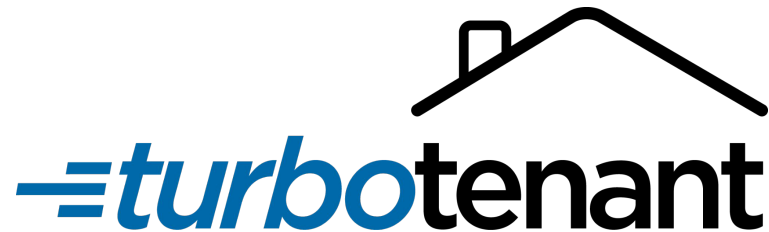
Cons:

- Time-Consuming
- Expertise Required
- Tenant Relations
- Maintenance and Repairs
- Limited Scale



Self-Management = Solution

- All-in-One Platform
- List / Market your property
- Lease Contracts / Digital Sign
- In-house Accounting software
- Maintenance Requests
- Market Rent Estimator
- **A LOT MORE**



Self-Management

The one-stop shop for finding and managing tenants

TurboTenant's intuitive toolset helps **half a million** landlords streamline their entire rental process **for free** – whether they have one or 1,000 doors.

Create My Free Account

Waiting on Signatures

Main St. Lease

REQUEST SENT

OTHERS SIGN
Derek Washington
Loreta Washington

YOU SIGN LAST
James Martinez-Barber

SIGN DOCUMENT



RESOLVED Leaky Bathroom Sink

892 Broadway St. Fort Collins, CO 80521

Requested On:

Preferred Time to Enter:

Description:



CURRENT LEASE

UNPAID
\$1,265

PAST DUE
\$65

FEB 1, 2023
Rent \$1,200

FEB 6, 2023
Late Fee \$65



Screening Report

716 GOOD SCORE

350 520 640 7

Criminal History 1
Evictions 0
Collections 1

Landlord References

Benjamin Washington

Tradelines

Automobile - Banks

USAA FSB

30 Day Late Payments (1)

\$104 \$240 \$8,250

Collections

COLLECTION AGENCY

WAKEFIELD

ORIGINAL CREDITOR

EXCEL ENERGY

Eviction Record



Your Custom REI Team

We are continuing to build your Team of successful professionals that are going to help and ensure to maximize your investment returns by leveraging their expertise and experience

