



CONSIDERING SHORT-TERM RENTALS?

GUIDE TO DETERMINE IF IT'S THE RIGHT MOVE



CONSIDERING SHORT-TERM RENTALS?

Short-term rentals can be a highly lucrative investment and a fun way to make money.

Some of the advantages to managing a short-term rental property include:



1. Your tenants are generally excited to be at your vacation property and may not require as much attention as a long-term tenant.
2. You can collect one-time, up-front payments instead of keeping track of monthly or weekly payments.
3. Depending on the location and amenities of your property, you may make several thousand dollars per month per property.
4. Platforms such as Airbnb, VRBO, and Booking.com make it easy to set up a website to market your property.

CONSIDERING SHORT-TERM RENTALS?

A short-term rental investment can be accomplished by purchasing a property to keep rented out or putting your own home up for rent when you travel. Whichever course you take, here are some things to think about before you hang up that “vacancy” sign.

THINGS TO CONSIDER

1

Managing short term rentals is not exactly passive income.



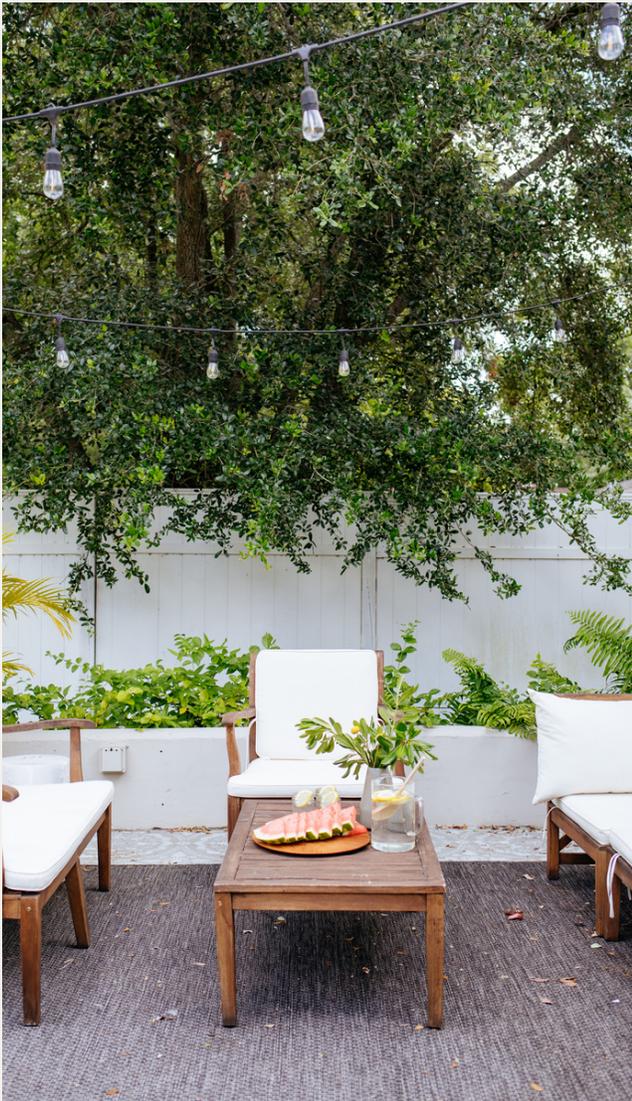
There is quite a lot of work involved in marketing the property, keeping it maintained, and turning it around between tenants. Consider whether you have the time to keep up with it yourself or if you will need to hire a property manager, and how much that will cut into your profits.

**HINT:
YOU CAN HIRE ME TO
MANAGE IT FOR YOU!**

THINGS TO CONSIDER

2

Think beyond vacation rentals.



Short term rentals don't have to be on the beach or a ski slope. Other reasons why someone may need a rental in your neighborhood include job interviews, waiting to close on a home, renovating a home, visiting family, traveling with pets, college tours, entertainment events occurring in the area, or having medical procedure done at a nearby hospital.

THINGS TO CONSIDER

3

Do your due diligence when buying an investment property.



You'll want to assess the existing short-term rental market and find out what the going rates are and which areas are renting well. You should find out if there are HOA or condominium regulations that prohibit short-term rentals. Also inquire as to state, county, or city regulations and resort taxes.

**HINT:
I HAVE ALREADY
DONE THE RESEARCH
FOR SOME AREAS.**

THINGS TO CONSIDER

4

Create a business plan.



Many property owners wing it, but you will have more peace of mind and less surprises if you treat your rental as a business. Make a list of expenses, including insurance, mortgage payments, taxes, cleaning and handyman services, utilities, internet and TV, lawn or pool care, furnishings, consumables you will provide, and marketing costs.

**HINT:
I HAVE AN EXAMPLE
PLAN YOU CAN USE
TO START.**

THINGS TO CONSIDER

5

Work with an agent who knows the area.



Buying the right property at the right price takes some experience. Remember that the purchase of the property is the bigger investment than the rentals to follow. Let's talk about how I can help you get started making money with short-term rentals!

FIRST STEPS

1

Get your finances in order.

2

Determine the location.

3

Check the regulations and make sure you can legally do short-term rentals where you want to buy.

4

Contact me and let's find that property!



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