

VACATION
RENTALS 101

KAREN CONRAD
METCALFE



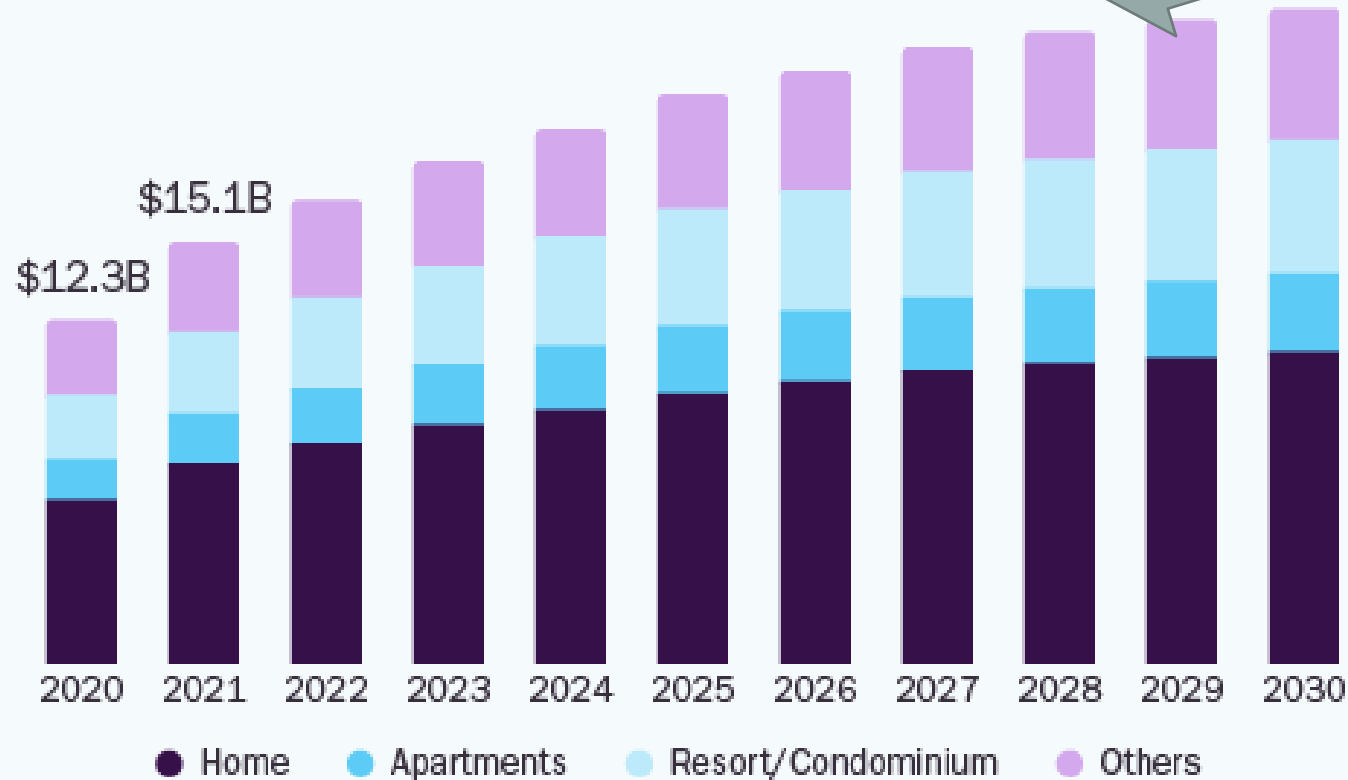
Vacation Rentals Continue to be Strong!

- **Vacation Rental Market expected to reach \$107.14 Billion by 2028 thanks to rapid digitalization and increased interest in convenience and affordability**



U.S. Vacation Rental Market

size, by accommodation type, 2020 - 2030 (USD Billion)



5.0%

U.S. Market CAGR,
2022 - 2030

Source:
www.grandviewresearch.com



Benefits of Vacation Rentals

- Potential Higher Return in the Right Market
- Enjoyment
- Capital Gains Exclusion
- Tax Benefits
- Control

Some Challenges to Consider

Heavy property management needed

Cash flows are irregular

HOA's and City/County Restrictions

Reviews important

Communication with Guests 24/7

No lease to help qualify

Ongoing improvements



THE VACATION RENTAL MARKET REQUIRES
US TO
BE AT THE TOP OF OUR GAME!

PEOPLE HAVE OPTIONS (INCLUDING
HOTELS) AND
WE NEED TO STAND OUT ON BOTH OUR
PRESENTATION
AND GUEST EXPERIENCE TO SUCCEED.



VACATION RENTALS

Vacation Rental List



Locate the Right Market



Get your Financing in Place



Find the Right Property



Determine if you want a Property Manager or Manage Yourself



Determine Platforms- direction to VRBO , AirBnb, etc. or combined platform like Evolve or Vacasa



Check the City Guidelines and Culture



Set it Up for Success (staging)



Communication is Key



LOCATE THE RIGHT MARKET



MARKET DATA

[https://analytics.alltherooms.com/
investor/overview/1006031](https://analytics.alltherooms.com/investor/overview/1006031)

\$2,144,274 +21%

Market Revenue ⓘ

February, 2023



Upgrade to unlock

[View Revenues →](#)

\$269 +15%

Avg. Daily Rate ⓘ

February, 2023



Upgrade to unlock

[View Rates →](#)

51% +21%

Occupancy Rate ⓘ

February, 2023



Upgrade to unlock

[View Occupancy →](#)

\$2,978 +20%

Revenues ⓘ

February, 2023



Upgrade to unlock

[View Revenues →](#)

Market overview by time frame

1m 3m 12m 4y Calendar

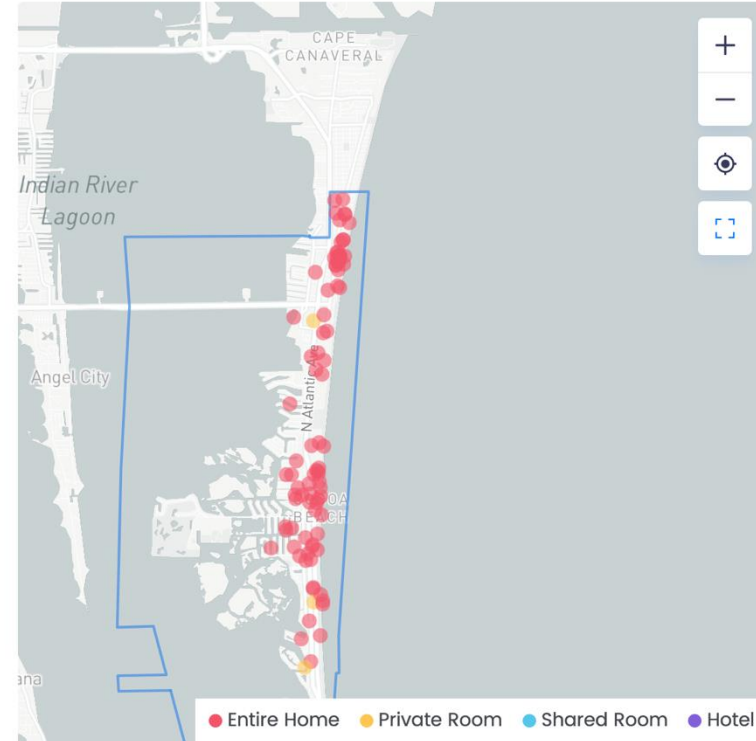
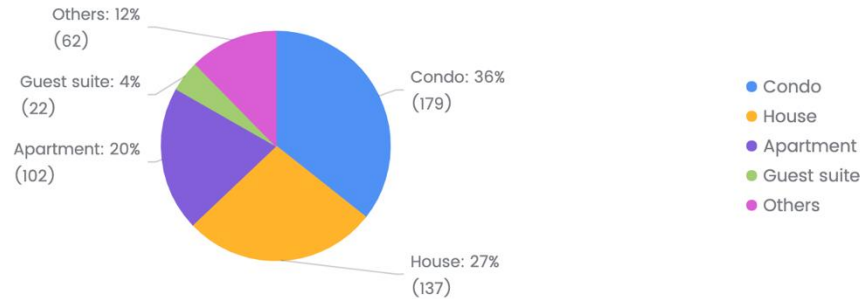
502 Available Supply ⓘ Last month

[View Supply →](#)



Property Type ⓘ

Last month



Listings displayed in the map are limited to 100 random active listings. [Upgrade to access all historical listings.](#)

\$2,619,365 +36%

Market Revenue ⓘ

February, 2023



Upgrade to unlock

[View Revenues →](#)

\$219 -1%

Avg. Daily Rate ⓘ

February, 2023



Upgrade to unlock

[View Rates →](#)

27% +59%

Occupancy Rate ⓘ

February, 2023



Upgrade to unlock

[View Occupancy →](#)

\$1,437 +40%

Revenues ⓘ

February, 2023



Upgrade to unlock

[View Revenues →](#)

Market overview by time frame

1m

3m

12m

4y

Calendar

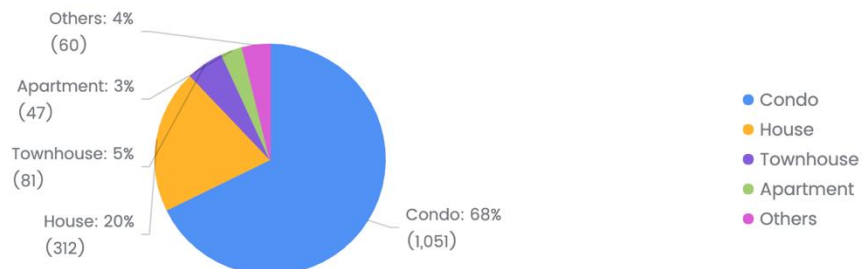
1,550 Available Supply ⓘ Last month

[View Supply →](#)

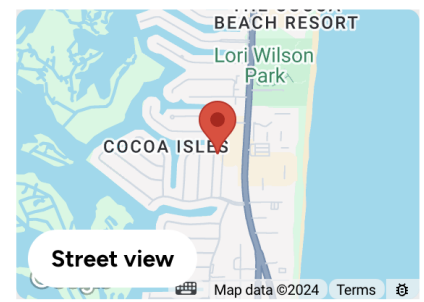
	Entire Home	<div style="width: 99%;"></div>	99%
	Private Room	<div style="width: 1%;"></div>	1%
	Hotel	<div style="width: 0%;"></div>	0%
	Shared Room	<div style="width: 0%;"></div>	0%

Property Type ⓘ

Last month



Listings displayed in the map are limited to 100 random active listings. [Upgrade to access all historical listings.](#)



Cocoa Beach, Florida, 32931-3048
3 bed • 2 bath • 7 guests •
\$583,100

\$583,100 **Est. \$2,797/mo** [Get pre-qualified](#)

[Cocoa Beach Airbnb Guide](#)
[Cocoa Beach Airbnb Laws](#)

Edit Print Share

Under analysis

Annual Revenue

\$96,614

Profit (Cash Flow)

\$31,050

Cap Rate

12.1%

Annual Revenue

\$96,614

This property is projected to be in the top 48% revenue percentile compared to similar properties nearby.

AirDNA projects \$389/night at 68% occupancy (\$96,614) Airbtics projects \$348/night at 69% occupancy (\$87,702)

[See full breakdown](#)

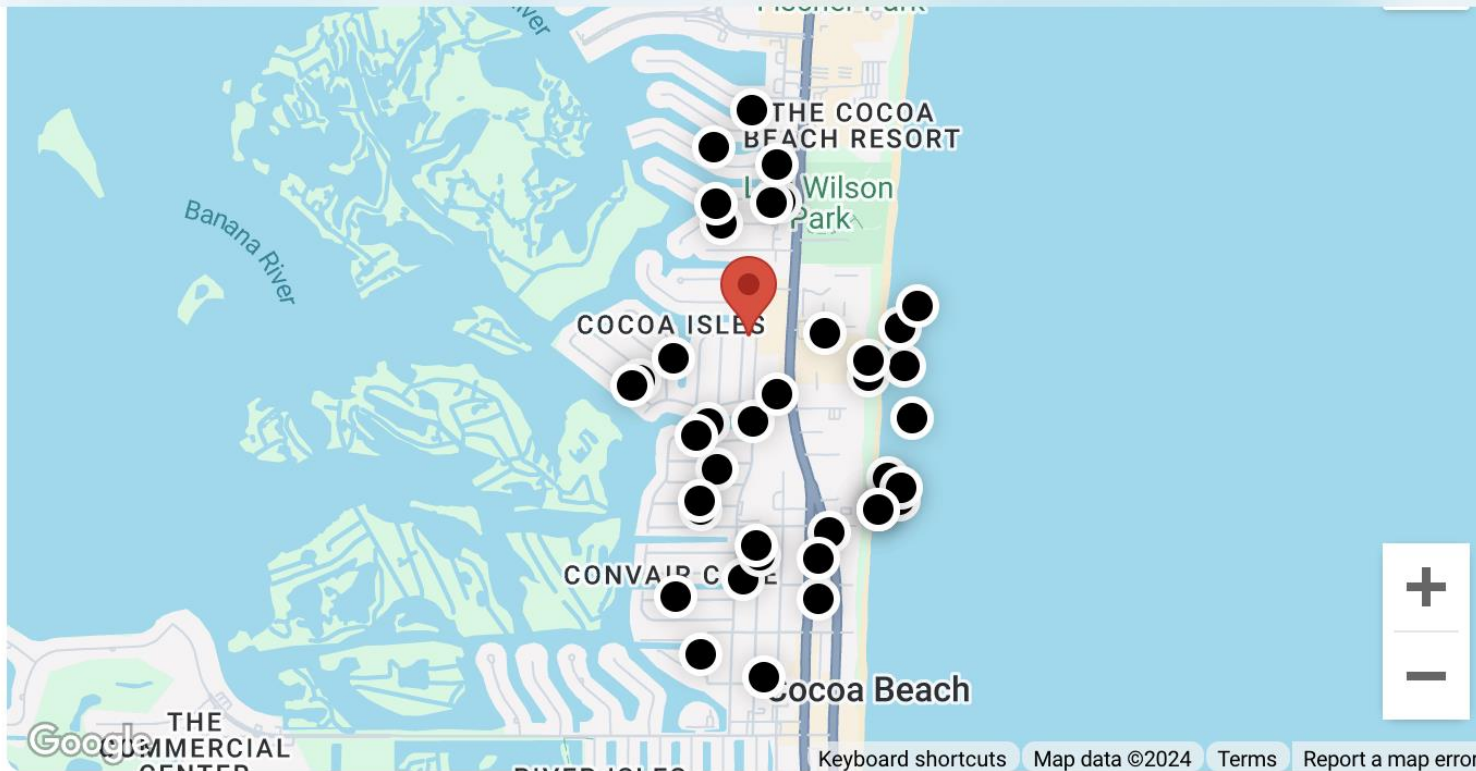
Occupancy Rate

68%

Avg Daily Rate

\$ 389





Airbnb Name	Revenue	Rate Per Night	Occupanc
Moonsurfer Bali -Waterfront: Kay...	\$48,344	\$251	50%
Beachside Vacation Home with P...	\$132,281	\$390	89%
Spacious 3BR Oceanfront 2nd-Fl...	\$22,361	\$179	32%

FIND THE RIGHT
PROPERTY





GET THE RIGHT
REAL ESTATE
AGENT

Vacation Rental- is there a market and is the city friendly toward it?



[About](#) [Policies](#) [Amenities](#) [Reviews](#) [Rooms & beds](#) [Map](#) [Rates & Availability](#) [+](#) [❤️](#)

About this rental

House 2100 sq. ft	4 bedrooms 7 beds · Sleeps 10	3 bathrooms 2 full baths · 1 half bath	Spaces Kitchen · Living Room · Deck/Patio
-----------------------------	---	--	---

You will love this beautiful luxury mountain home with stunning mountain views from East to West. Brand new home sits above Pagosa Springs in a new cul-de-sac development. This home is everything you want in a mountain home with finer furnishings, first class appliances and amenities. The large deck offers a place to start and unwind from a great day in the Colorado outdoors. This home has 3 full bedrooms (a King and two Queen

\$269 avg/night

★ 5 (25 Reviews) · Exceptional!

ⓘ Add dates for total pricing

Check In

Check Out

Guests
3 guests

Check availability

🕒 Free cancellation up to 14 days before check-in

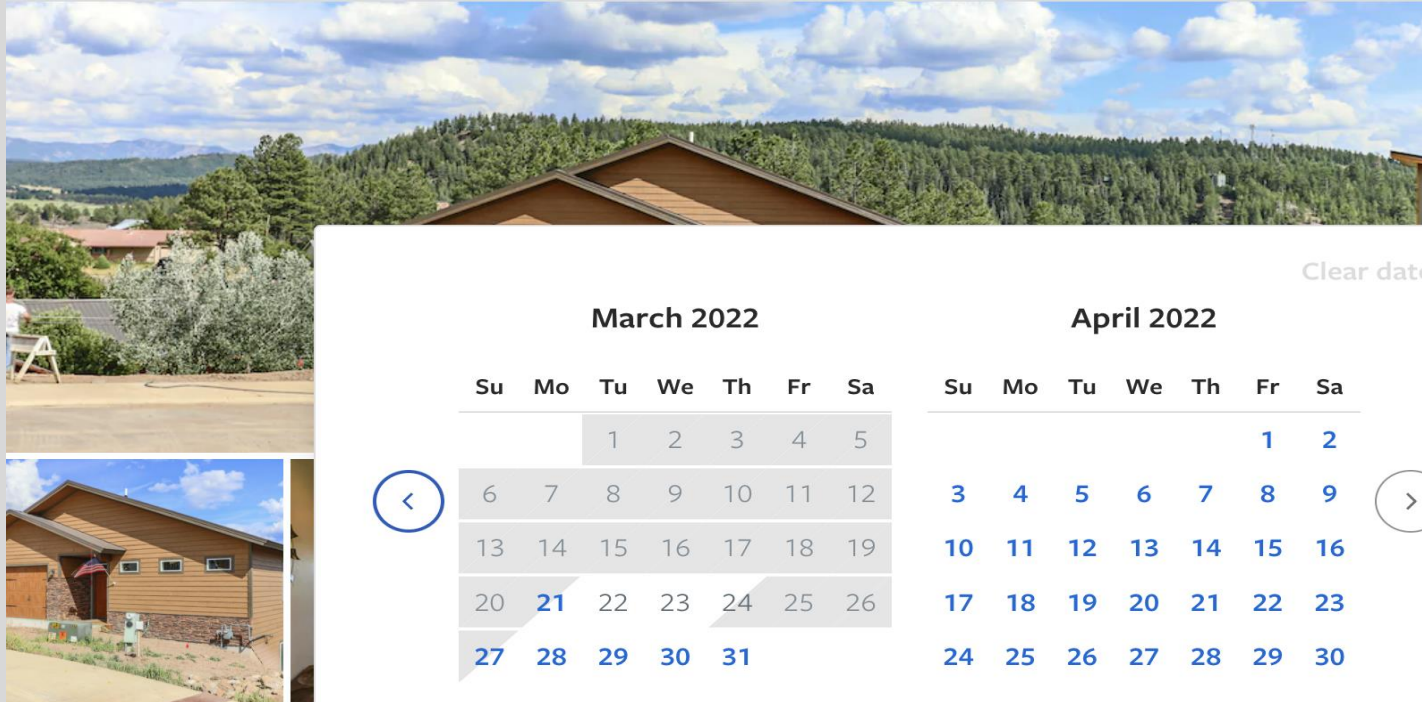


Contact host

Property # 1133733

[Report this property](#)

Locate Booking Levels



[About](#) [Policies](#)

About this

House

2100 sq. ft

4 bedrooms

7 beds · Sleeps 10

3 bathrooms

2 full baths · 1 half bath

Spaces

Kitchen · Living Room · Deck/Patio

March 2022

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April 2022

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Clear dates



3 night minimum stay



Close

\$269 avg/night

★ 5 (25 Reviews) · Exceptional!

ⓘ Add dates for total pricing

Check In

Check Out

Guests

3 guests

Check availability



Free cancellation up to 14 days before check-in



Contact host

Property # 1133733

[Report this property](#)



DETERMINE IF YOU
WANT A PROPERTY
MANAGER OR MANAGE
YOURSELF

Short –Term Rental Property Managers

Self Manage- (not passive in any way)

Local Property Managers 20-50%

Online Property Managers

Management Company- To Rent And Manage It.

- 20-50% management fee
- Rent, clean, everything!
- Send you the check
- Good for High Income Individuals looking for some tax benefits



Rent It Yourself

Make your advertising appealing: Photos, Describe Positive Attributes, Contact Information, etc.

Rates and minimum night stay

Price It Right!

Handle Inquiries Promptly

Arrange for someone to handle emergencies

Arrange for cleaning

Mail keys or have a pick- up point


Maximum income

Control vacancies



DETERMINE PLATFORMS- DIRECTION TO VRBO , AIRBNB,
ETC. OR COMBINED PLATFORM LIKE EVOLVE OR
VACASA

2:49



1 / 61


2 BR Luxury Oasis 1 Block from Beach & Downtown

Entire home in Cocoa Beach, Florida
5 guests · 2 bedrooms · 4 beds · 2 baths

5.0
★★★★★

🌾 Guest favorite 🌾

27
[Reviews](#)

 Hosted by Levi
Superhost · 2 years hosting

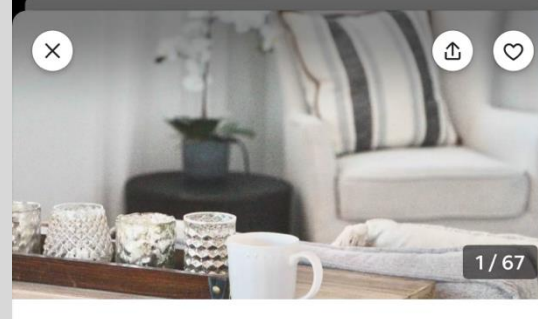
🏆 Top 5% of homes
This home is highly ranked based on ratings, reviews, and reliability.

📄 Self check in

Add dates for prices
★ 5.0

[Check availability](#)

2:49



1 / 67


Beachside Bungalow, Home Gym, 1 Block from Beach

Entire home in Cocoa Beach, Florida
4 guests · 2 bedrooms · 4 beds · 1 bath

4.95
★★★★★

🌾 Guest favorite 🌾

73
[Reviews](#)

 Hosted by Levi
Superhost · 2 years hosting

🏆 Top 10% of homes
This home is highly ranked based on ratings, reviews, and reliability.

Add dates for prices
★ 4.95

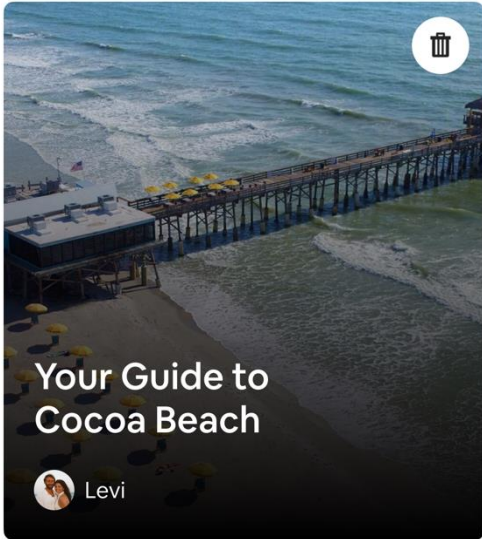
[Check availability](#)

10:53



Guidebooks

Create a guidebook to easily share local tips with guests. [Read our content policy.](#)





10:53





Messages


- All
- Hosting
- Traveling
- Support

 Nilda 9:18 AM
 You: Hi Nilda, It is fully fenced. Ho...
 Aug 7 – 11 · Beachside Bungalow

 Jetta Yesterday
 You: Hi there! We look forward to h...
 • Confirmed · Aug 27 – 30 · Unit B

 Chloe Yesterday
 Airbnb update: Chloe canceled thi...
 Jul 24 – 27 · Unit B

 HuiChen Yesterday
 Thanks
 • Currently hosting · Jul 15 – 21 · Unit C

 Michael Yesterday
 Airbnb update: Take a moment to...
 Jul 11 – 15 · Beachside Bungalow

Write a review

Insights

Opportunities **Stats**



Beachside Home With Fire Pit and Ho...
[Switch listing](#)

Cocoa Beach area · May

The average length of trips to your area is 4 nights.



Adapt to trends near Cocoa Beach



Today



Inbox



Calendar



Insights



Menu

1:29



Insights

Opportunities Stats



Beachside Home With Fire Pit and Ho...
[Switch listing](#)

Cocoa Beach area · May

34% of travelers to your area come from less than 300 miles away.



Adapt to trends near Cocoa Beach



Today



Inbox



Calendar



Insights



Menu

1:29



Insights

Opportunities Stats



Beachside Home With Fire Pit and Ho...
[Switch listing](#)

Cocoa Beach area · May

Most wanted amenities: child-friendly, pool, and infant-friendly.



Adapt to trends near Cocoa Beach



Today



Inbox



Calendar



Insights



Menu

1:29



Insights

Opportunities Stats



Beachside Home With Fire Pit and Ho...
[Switch listing](#)

Cocoa Beach area · May

Searches for stays in your area have increased 102% compared to this time last year.



Adapt to trends near Cocoa Beach



Today



Inbox



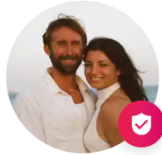
Calendar



Insights



Menu

**Levi**

Superhost

148

Reviews

4.93★

Rating

2

Years hosting

Levi's confirmed information

- ✓ Identity
- ✓ Phone number

[Report this profile](#)

About Levi

My work: Real Estate

I'm obsessed with: Parks & Rec

For guests, I always: Provide a complimentary welcome basket

Fun fact: I used to be an arborist.

Lives in Cocoa Beach, FL

Hey there, I'm Levi! Together with my incredible wife Carly, we call Cocoa Beach our home. Our passion for real estate, marketing, and the beach runs deep. Brace yourself for an extraordinary Florida adventure as we open the doors to our stunning properties.

Levi's reviews



"...Great place to stay for a beach vacation! Easy walk to the beach. Lots of places to eat nearby. The unit was super cute and super clean! Very responsive host. Would stay there again for sure!..."



Samantha
April 2024

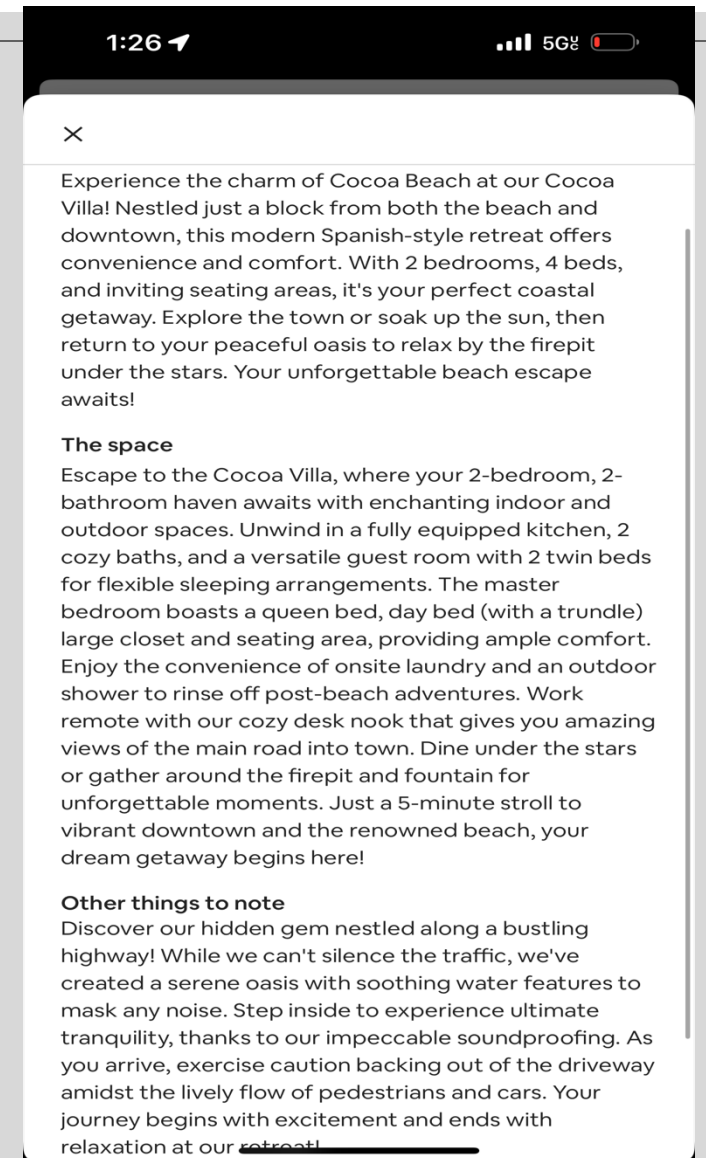
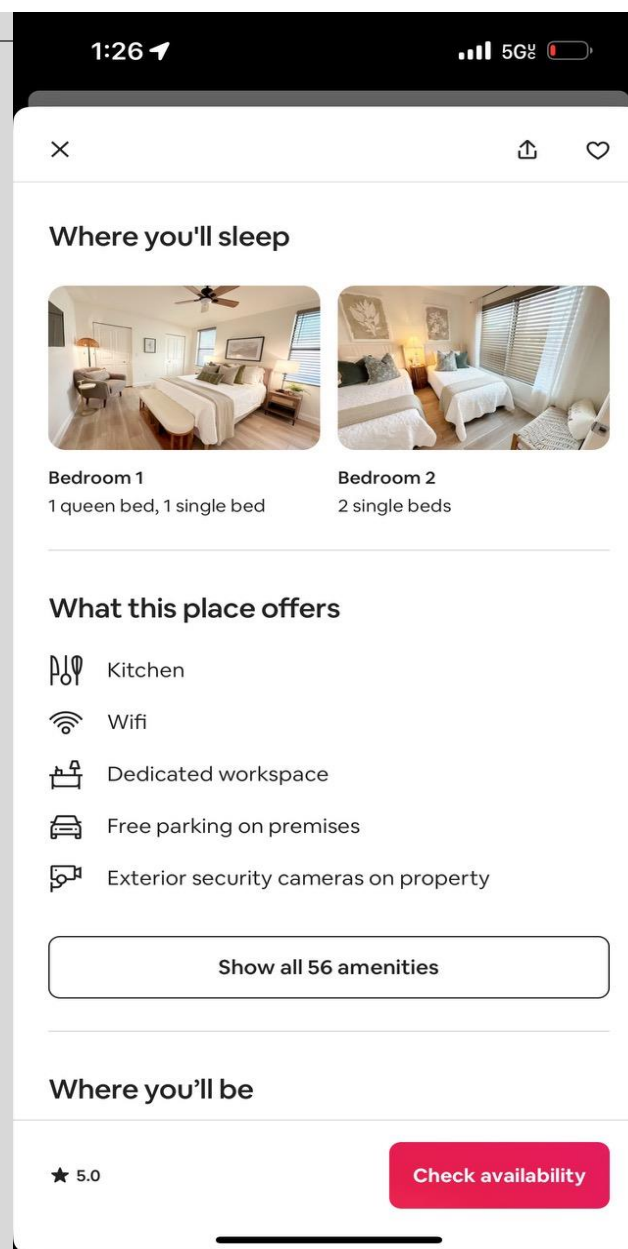
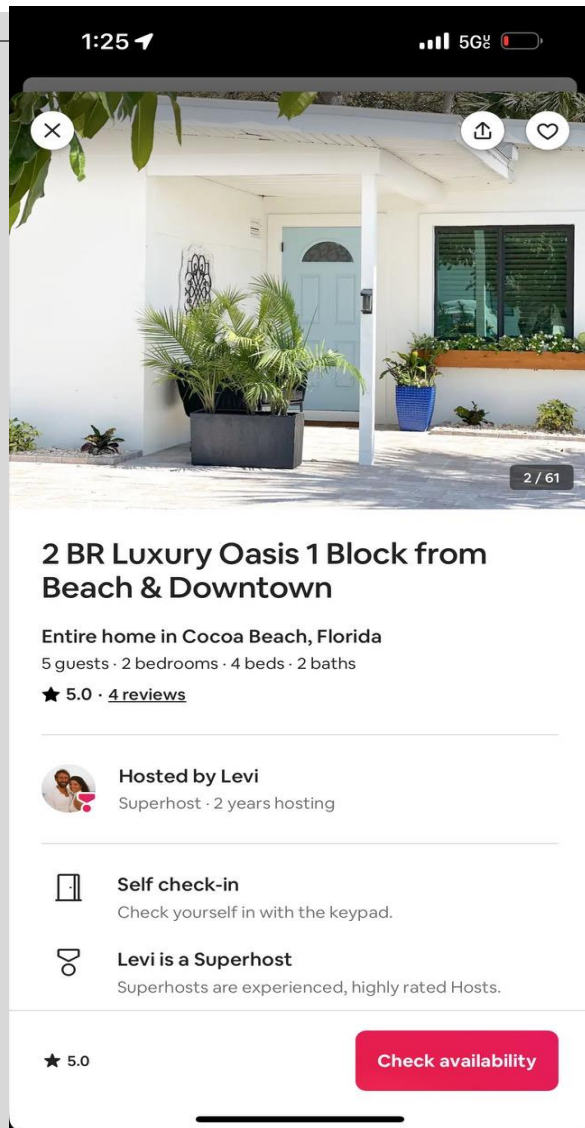
"...This was a beautiful house! The decor and everything was amazing! And space was open and felt very spacious for our family! We enjoyed this house so much!..."



Julie
April 2024

COMMUNICATION
IS KEY





1:29

5G% 



 Search reviews



Jackson

Herndon, Virginia

★★★★★ · 2 weeks ago · Stayed with kids

This is the most darling house to rent in Cocoa Beach. Newly renovated, very clean, well decorated and the owner has thought of every detail. The house has everything you could possibly need for you to feel at home during your stay. Beach necessities and in-home essentials have been very well thought out. While the house is on a busy road, they have put in a privacy gate and fenced it in with trees making it more private, more safe and making the driveway safer for kids! 10/10 recommend this home- we hope to be back again soon!



Jonas

Berlin, Germany

★★★★★ · 2 weeks ago · Stayed a few nights

My stay at Levi's place was absolutely amazing! The place didn't have any reviews yet, since it was a completely new Airbnb - so I was a bit worried, but Levi crushed all my expectations. The place was even better than on the pictures! Way spacier and really really thought thru. A lot of small details that definitely give you the feeling that the host cares. I don't have anything negative to say about this stay, and usually I'm not happy with Airbnb's, but my stay at Levi's place changed my mind to book Airbnb's more often. I can't put it all in words, but there were loads of practical amenities, better than most hotels, and a lot of love put into the whole place. Thanks, I'll be back!

Beach Getaway, Home Gym, 1 Block from Beach

[Share](#) [Save](#)



Entire home in Cocoa Beach, Florida

4 guests · 2 bedrooms · 4 beds · 1 bath

Guest favorite

One of the most loved homes on Airbnb, according to guests

4.96
★★★★★

52
[Reviews](#)

Add dates for prices

CHECK-IN
Add date

CHECKOUT
Add date

GUESTS



RECENT PROJECTS



Coast MLS 2022











































you
don't
love



CHECK THE CITY
GUIDELINES AND
CULTURE



SET IT UP FOR SUCCESS (STAGING, SYSTEMS, ETC.)

Case Study



Immediate Actions to Improve
Presentation of Property both For Sale
and Vacation Rental to Attract Buyers
and Renters



Immediate Actions to Improve Guest
Experience with Stays



Vacation Property Management

IMPROVE CURB APPEAL

CLEAN UP THE SIDE YARD, OR IF ALREADY CLEANED UP, REPLACE PHOTO ONLINE

ADD PLANTERS ON EACH SIDE OF THE GARAGE AND ON THE DECK FOR TEXTURE AND WARMTH

STAIN THE WOOD AND RAILS IN A DARKER COLOR TO ADD CONTRAST AND INTEREST





HOSPITALITY
STARTS ON
THE OUTSIDE



Action to Achieve



Clean up outside, remove unneeded debris and scrap materials



Add potted plants and minor landscaping.



Create seating spaces on deck that are attractive and functional



Other items to create a welcoming atmosphere

MAKE THE HOME WELCOMING THROUGH DECOR

THE HOUSE WOULD
BENEFIT FROM
PERSONALITY, WARMTH,
SOFTNESS, AND TEXTURE
IN THE DÉCOR

STAGE WITH PILLOWS,
INEXPENSIVE ARTWORK,
ACCESSORIES, LAMPS,
AND MORE TO MAKE IT
FEEL LIKE A HOME FROM
THE PICTURES TO BEING
PHYSICALLY IN THE
HOME

MIX OLD AND NEW





BEDROOMS LACK COZINESS AND FUNCTIONALITY

BEDROOMS
ARE EASY
TO MAKE
FEEL COZY





EXAMPLES OF SMALL DETAILS THAT MAKE A BIG DIFFERENCE



EXAMPLES OF
BEDROOMS
THAT “FEEL
GOOD” TO THE
POTENTIAL
BUYER AND
VACATIONER
AND ARE VERY
FUNCTIONAL
FOR VACATION
RENTALS- EASY
TO TURN

Go through

- Go through the properties and identify what décor is needed to make homes cozy and inviting.

Rearrange

- Rearrange furniture to be more functional.

Add

- Add area rugs as needed to create spaces.

Purchase

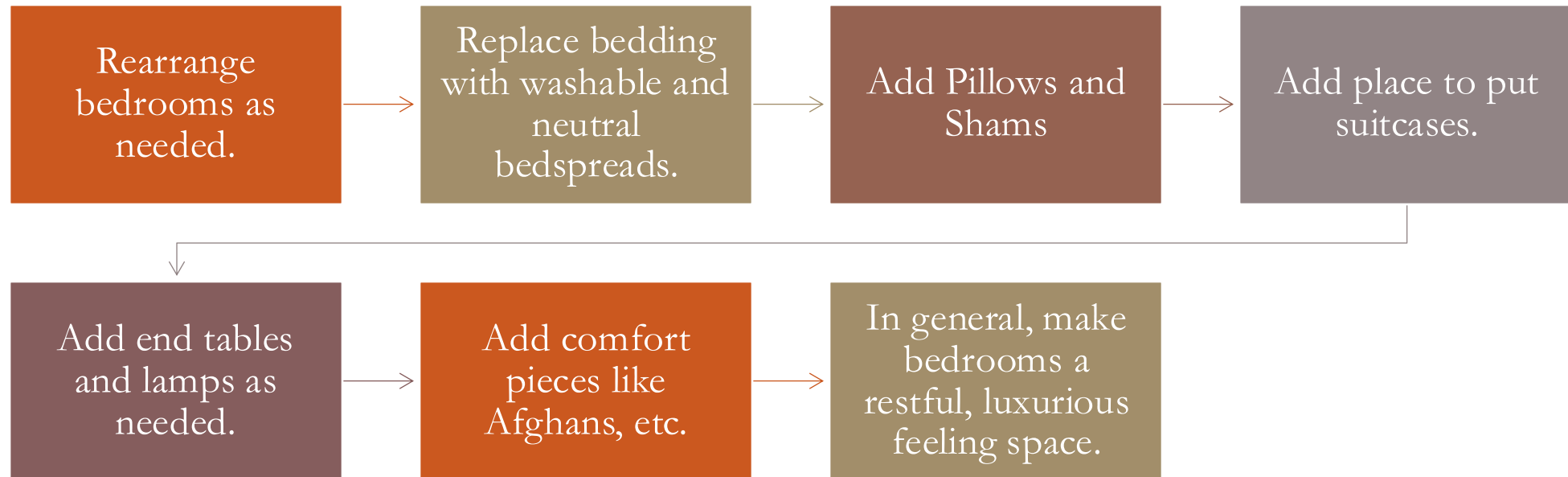
- Purchase pillows that redefine the look of the furniture.

Add

- Add sheer curtains and black curtain rods throughout

Actions to Achieve

Actions to Achieve





Space Coast MLS 2022



Space Coast MLS 2022

THE KITCHEN IS THE “HEART OF THE HOME” - THESE KITCHENS ARE BEAUTIFUL AND WE WANT TO SHOW THEM OFF! THEY WOULD BENEFIT FROM ADDING SOME “HEART” AND ADDED FUNCTIONALITY!



SOME KITCHEN IDEAS THAT SHOW HOW STAGING MAKES THE MOST OF YOUR KITCHENS!



THE KITCHEN IS THE “HEART OF THE HOME”- THESE KITCHENS ARE BEAUTIFUL AND WE WANT TO SHOW THEM OFF! THEY WOULD BENEFIT FROM ADDING SOME “HEART” AND ADDED FUNCTIONALITY!



Actions to Achieve

Add portable island in one of the kitchens.

Add artwork.

Add minimal counter décor.

Add wood cutting boards, etc.

In general, stage kitchens to make the most of the beautiful finishes.

Other Items



Professional Photos



Re-do listing
descriptions/wording, SEO
listings and add VRBO



II.

IMMEDIATE
ACTIONS TO
IMPROVE
GUEST
EXPERIENCE

COMPARE
PROPERTIES
AMENITIES TO OUR
STANDARD
CHECKLISTS AND
ADD ITEMS THAT ARE
NECESSARY TO MEET
GUEST
EXPECTATIONS






CREATE WELCOME LETTER
WITH INFORMATION ON
PROPERTY AND A
WELCOME TRAY TO
“GREET” GUESTS WHEN
THEY ARRIVE.

ENSURE BEDDING
AND TOWELS ARE
SOFT AND
COMFORTABLE.
REPLACE AS
NEEDED. CLEAN UP
LAUNDRY ROOM.





ITEMS TO BE
AWARE OF
WITH
VACATION
PROPERTY
MANAGEMENT

Décor updates

Professional photos

Listing re-wording with SEO adjustments

Additional listing on VRBO, Expedia, furnished finder, and Zillow

Welcome baskets, improved guest experience

Guest correspondence

Cleaning service and inventory stocking



Thank you!

[Wealthbuilders.org/events](https://www.Wealthbuilders.org/events)

SCAN HERE!



VACATION RENTAL INTENSIVE SEMINAR

More Profit. More Fun



DECEMBER 7, 2024 | 8AM - 8:30PM



THE CONFERENCE CENTER AT RIDGEGATE
9878 Ridge Way Ave, Lone Tree, CO 80124



KAREN CONRAD METCALFE

WB WEALTHBUILDERS



BILL BRONCHICK



Bronchick & Associates, PC
ATTORNEYS AND COUNSELORS AT LAW

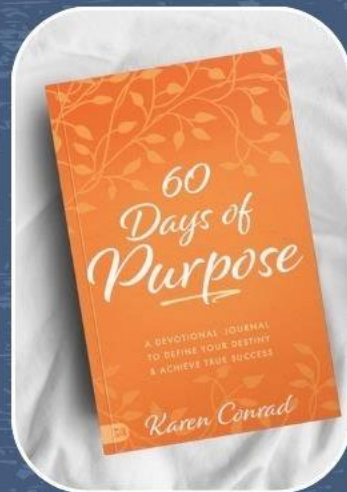
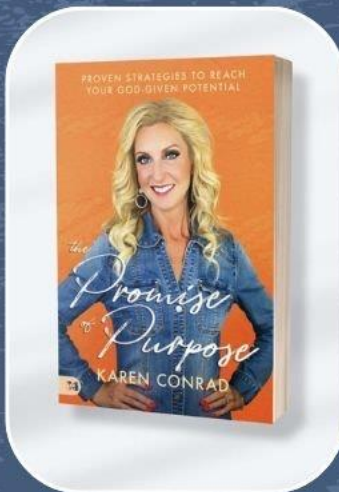
LIVE STREAM & IN-PERSON TICKETS AVAILABLE

Karen Conrad Metcalfe

BUNDLE

~~\$202⁰⁰~~
\$149

- 7 Seconds
- Fear Not
- Promise of Purpose Book
- Promise of Purpose Devotional
- Fast Track your Business
- Promise of Purpose Mug



BUY HERE



Karen Conrad Metcalfe

Available for sale at the
WealthBuilders table



\$50

BUY ONLINE



7

SECONDS

How to Leverage **The Seven Second Rule** in
Your Home Designs and Real Estate Investments