

## AirBnB Webinar: How to Choose & Analyze your Airbnb

### Goals for this class:

1. Walk you through analyzing an AirBnB and choosing a rental strategy.
2. Answer any questions you have about your AirBnB analysis.
3. Have fun, Laugh, and tell some funny stories!

### Jake Cohen & Erik Mehus- Master Vacation Rentals

Jake currently has 8 listings active on AirBNB and VRBO. Jake has now hosted over 300 trips and has over 200 5-star reviews! He also ran a successful hotel property which was named as a top 5 hotel in the US by Tripadvisor.

Erik has a background in commercial real estate and worked for a national vacation rental property management company. He is currently looking for a property in the area to move into and AirBnB the other side.

**Master Vacation Rentals** cohosts an additional 3 listings for a few clients in the area. All have been designated Super hosts for as many quarters as eligible.

**Why we are doing this:** We have been in your shoes and our goal is to help new hosts find the best products & services and get up and running with AirBnB as quickly as possible with less effort.

Please check out our website: [www.mastervacationrentals.com](http://www.mastervacationrentals.com)

Facebook: <https://www.facebook.com/mastervacationrentals/>

Facebook Forum for additional questions and interact with other owners:  
<https://www.facebook.com/groups/VRowner/>

**MOST Important:** [AirBnB](#)

\*If you already have started a listing on AirBnB, go ahead and log in. If you haven't, we ask that you support us to help us to continue to teach free classes by using our referral link.\*

### Topics we will be covering tonight:

1. Choosing an area
2. Strategies to rent on AirBNB

### 3. How to make sure the numbers work

#### Choosing an Area:

1. Choose an area you live in or somewhere you are familiar with.
  - a. Need to know the demographics of travelers
  - b. Most places have some demand, even if not a destination.
2. What are the Short term rental regulations in your area?
  - a. Check city and county regulations
  - b. If there are no regulations in place realize there likely will be soon.
3. Check on HOA or Neighborhood regulations.
  - a. Can be more restrictive than city or county.
4. Choose a Real Estate Agent that is familiar with Short term rentals or at least investment properties.
  - a. They can help you run the numbers and may have management contacts with detailed market insight.
5. Size- 1 bed vs. 5 bed expectations.
  - a. More bedrooms have lower occupancy at a higher rate.
  - b. Be aware of Law of diminishing returns.
6. Airbnb Financing- This is a new area and not all banks are willing to finance your property.
  - a. Do your research.
7. Contingency Plan
  - a. If short term rentals are outlawed at time in the future, are you going to lose all your money?
  - b. Use long term rental revenues as your plan B.

#### Ways to Use a Short Term rental platform:

1. Investment property- Short Term Allowed
  - a. Buy a property in an Airbnb friendly area where rentals under 30 days are allowed and owner occupancy is not required.
  - b. Potential of being the most lucrative strategy.
2. Investment property- Short term not-allowed
  - a. Buy a property in an area where rentals under 30 days aren't allowed and/or owner occupancy is required.
  - b. Rent for over 30 days on sites like [Airbnb](#), [VRBO](#), [Furnished finder](#)
  - c. A realtor gave me numbers that he sees furnished rentals over 30 days renting for approx. 140% of long term rental rates.
  - d. Additional costs of utilities and furnishing.
3. Homeowner/ Renter- Short term part of your house
  - a. If you have an extra bedroom or a separate unit on your property, use it to rent on AirBnB for less than 30 days.
4. Homeowner/ Renter- Short term not allowed part of your house

- a. Rent your extra space to a travel nurse or corporate person in town for 1 month plus!
5. Homeowner/ Renter- Short term Entire House
  - a. Rent your home while you are away on vacation.
6. Long term rentals
  - a. Sometimes when we do our research, we realize just renting a space long term is the best solution based on lifestyle and potential earnings.

#### How to make sure the numbers work:

1. Once you have found a property you want to invest in, make sure you know what it will take to get up and running.
2. For occupancy and Average Daily Rate (ADR) check out [AirDNA](#)
3. Use [Airbnb](#) for more detailed analysis of individual properties that will be most like yours.
4. Being Conservative is your best bet.
  - a. Don't plan on everything going perfectly.
  - b. Renovations take longer than expected.
  - c. Weak economy can drive less travel demand.
  - d. Generally if you aren't going to have a fair amount of wiggle room to make your payments and fulfill other financial obligations, the property is not a good deal and you should walk away.
5. We have developed our own calculator for our analysis. Feel free to [download and use it here](#).
6. Analysis of a property: 2560 Cortina Ln, Steamboat Springs, CO 80487

#### Question and Answer

Please check out our website: [www.mastervacationrentals.com](http://www.mastervacationrentals.com)

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We would love a 5★ review if you had a good experience.

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