

# UNVEILED

SHORT-TERM RENTAL MANAGEMENT



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MARKET OUTLOOK

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SERVICES FOR INVESTORS

Charlotte /  
North Carolina High Country

# 2022

# WHAT WE DO

AND HOW WE CAN BENEFIT YOU

Unveiled Vacation Rentals is a full service short-term rental solutions company specializing in the design and management of short-term rentals. Other services we offer are management, consulting/strategy sessions, design/staging, and listing optimization.

We offer complimentary property assessments that include potential seasonal or annual revenue projections, comparables, and occupancy projections. We're available to discuss a property or attend a site visit with you, and we would love to work alongside you as a consultant to close on properties that will meet your short-term rental investment portfolio requirements.



# strategy + design

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We walk our clients through every step of the process of selecting, designing, and launching a short-term rental.

From the initial stages - to creating a successful launch in their first season, we're there every step of the way on our client's journey towards becoming a short-term rental investor.

Our strategy and design services available include:

- Staging + design packages
- Working alongside real estate professionals to assess properties for potential short-term rental viability
- Assessing/completing alterations for city licensing requirements
- Devising strategies to maximize occupancy and revenue, including providing potential revenue projections

UNVEILED SHORT-TERM RENTAL MANAGEMENT



From Uptown Chic to Hunting Lodge  
we can plan, design and stage  
short-term rentals for any investor.



- Professional listing photography
- Online booking management & dynamic pricing
- Listing optimization
- Seasonal staging
- 24/7 guest communication
- Handling of damage deposits, payments & cleaning fees
- Check in/out & supply drop-offs
- Quality control, post-stay walkthroughs, inventory & quarterly inspections
- Management of damage claims if necessary
- Property maintenance coordination
- Cleaning management
- Supply management
- Noise prevention technology

# hosting + management

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We manage all aspects of the listings we take on, and work as partners alongside our clients.

If they don't profit, we don't profit.

# WHY US

## **WE'RE SEASONED SHORT-TERM RENTAL OPERATORS WITH IN-DEPTH KNOWLEDGE OF THE STR MARKET IN NORTH CAROLINA.**

We've been investing in and managing STR's successfully for over 5 years. We apply our local experience directly to managing our clients properties to maximize ROI and protect their assets.

## **WE LEVERAGE LOCAL CONTRACTORS, DESIGNERS AND SERVICE STAFF.**

Each of our team members are thoroughly vetted and trained to our high standards. We're local and we want to keep business here.

## **OUR BACKGROUND IS IN HOSPITALITY AND MARKETING**

We have the know-how and experience to ensure we provide optimal solutions to meet the needs of our partners, clients and guests.

# 2022 MARKET OUTLOOK

Industry Maintains Momentum in an Uncertain Era

Average earnings for U.S. short-term rentals grew to their highest ever in 2021, a full 35% higher than at the start of pandemic and even outpaced home prices, which have risen 24.8% over the same period. On average, a listing earned around 26.2% more revenue in 2021 compared to 2020.

## Learn. Adapt. Thrive.

The pandemic has accelerated short-term rentals into the mainstream. Demand is already 10% higher than pre-pandemic, the industry is generating 40% more revenue, all with 10% fewer listings. The emergence of new variants further delayed employees' return to the office, making the flexible travel and remote work trends brought by the COVID-19 more permanent.

"Demand for unique travel experiences and flexible work, coupled with favorable economic conditions for homebuyers has created greater interest to invest in vacation rentals", said Scott Shatford, AirDNA's CEO. "With over 6 million existing home sales expected in 2022, there will be many opportunities for growing short-term rental markets in the U.S." Advance bookings, unique experiences and larger homes have established themselves as top priorities in any traveler's plans.

# MARKET OUTLOOK

## U.S. Short-Term Rental **Forecast** (2019-2022)

	2019	2020	2021	2022
Available Listings	1,175,370	1,039,781	1,066,012	1,227,218
Listings, % Change	11.0%	-11.5%	2.5%	15.0%
Demand, % Change	21.0%	-16.2%	22.4%	14.1%
<b>Occupancy</b>	<b>53.5%</b>	<b>53.2%</b>	<b>60.2%</b>	<b>59.8%</b>
<b>Average Daily Rate</b>	<b>\$213.67</b>	<b>\$233.10</b>	<b>\$260.08</b>	<b>\$249.64</b>
ADR, % Change	1.3%	9.1%	11.6%	-4.0%
<b>RevPAR</b>	<b>\$114.26</b>	<b>\$124.11</b>	<b>\$156.62</b>	<b>\$149.41</b>
RevPAR, % Change	3.8%	8.6%	26.2%	-4.8%
	ACTUAL		FORECAST	

Source: AirDNA

Here are some of the major takeaways:

- While the stage is set for demand to fully recover by the end of 2021 (2.6% higher than 2019), **we expect demand to grow another 14.1% in 2022 over 2021 levels.**
- With the number of available listings still 9% below 2019 levels and existing properties essentially full during peak travel periods, **demand growth will hinge on more supply coming online to accommodate more travelers** or higher occupancy of existing listings.
- Occupancy is set to continue its strong trend with an average rate of 59.8% in 2022.
- Starting in 2022, demand growth will be highest in large cities as their recovery catches up to other areas.
- In urban areas we expect that demand will grow by 33%, ending the year 17% below 2019. It will probably be 2023 before urban areas fully recover demand

# MARKET OUTLOOK

## Revenue Potential of Short-term Rentals Rises

The average annual revenue earned by short-term rentals listed full-time grew to \$56,000—its highest level ever—at the end of 2021. This is a full 35% higher than at the start of the pandemic.

With 6.4 million existing homes to close in 2022, there will be many opportunities to invest in high-potential short-term rental markets. The combination of increased supply and weakening ADR growth will lower the overall revenue potential for the U.S. in 2022, with an expected decline of 4.8%. It is expected to stabilize and increase again starting in 2023.

Rising home prices provide an opportunity for capital (home value) appreciation from short-term rental properties, in addition to cash flow earnings.

## Big Stays & Unique Experiences

One of the defining trends of the pandemic is the appeal of short-term rentals that accommodate groups and families. In 2021, the average number of rooms for booked properties was 2.55. This figure has grown consistently over the past five years, and really jumped in 2020 as guests avoided smaller urban properties in favor of larger homes in destination locations.

Expect to see more unique properties in off-the-beaten-path locations providing one-of-a-kind experiences that will accommodate guests seeking an alternative to traditional lodging options. While many aspects of the short-term rental market have yet to recover, the whole of the industry should continue to outperform as we head into 2022.



Short-term rentals (STRs) have become increasingly popular investments over the past several years, and for good reason. Recent data has shown that short-term rentals have weathered the pandemic better than their hotel counterparts and are poised for even greater growth in 2022. But to determine if a property is a good investment as an STR you have to know the potential cashflow or income of the property.

Unlike traditional rentals, STRs have variable income. Meaning you don't have a lease with a fixed amount of rent coming in. Instead of being able to estimate rent, we need two inputs to estimate income: occupancy rates and average daily rate (ADR).

# revenue analysis

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We can project revenue potential for any property and you can provide that report to your investors or include it in your marketing campaign for the property.



Lindsey Musch  
Magnolia Realty  
lindseymusch@magnoliarealty.com  
(210) 475-1416

Hi Lindsey,

Congrats on this amazing listing. And thank you for requesting a revenue analysis to show the possibilities if utilized as a short-term rental.

As you know, Unveiled Vacation Rentals has been hosting houses on Airbnb since June of 2017. We manage properties that we own as well as homes for other Owners and Investors, all listed on Airbnb, Vrbo and on my company website (VacationsUnveiled.com).

We specialize in renting 3+ bedroom luxury houses as Short-Term Rentals on Airbnb and similar services. We take care of just about everything for the Owners and they get a payment from us every month. We call it Hands-Off Hosting because we handle all aspects of managing the property from initial setup and design to bookings, cleanings and everything in between.

I don't have to tell you this but it's a great time to be involved in Short-Term Rentals as an investment. Especially in San Antonio and the Hill Country. There is just so much more demand than there is supply. Revenue on my properties are up 25% year-to-date over my best year previously.

I've included several documents including the Revenue Analysis you requested that I send to prospective investors. This includes an estimate of the expected monthly rental revenue for the property after fees, as well as what the overall market for Short-Term Rentals is in the neighborhood. There is also an overview of our services so you can see all that we take care of.

If you or any of your clients are interested in talking I would be happy to setup a call answer any questions about short-term rentals.

Just shoot me a text. Call me. Or send an email. My contact info is below. I'm looking forward to discussing the possibilities with you.

Cheers,

A handwritten signature in black ink, appearing to read 'Jim Odom', written over the name and title below it.

Jim Odom  
Unveiled STR Management

# property revenue analysis

## PROPERTY DETAILS

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property address:

208 Heartway,  
Boerne, TX 78006

3br | 3.5 ba | 3,142 sq/ft

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*Listed by*

MAGNOLIA  
REALTY



Lindsey Musch

Realtor®

San Antonio | Hill Country

(210) 475-1416

[lindseymusch@magnoliarealty.com](mailto:lindseymusch@magnoliarealty.com)



*Unveiled*

Vacation Rentals

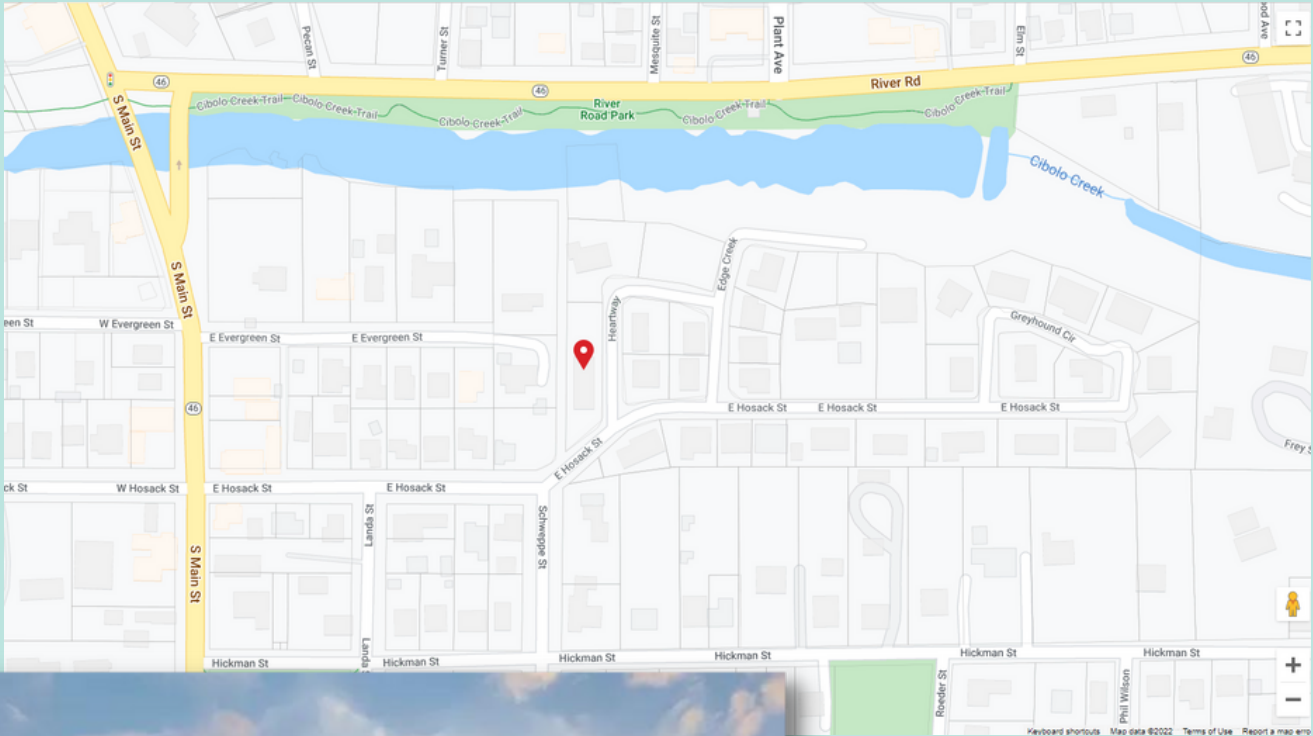
## ESTIMATED OWNER REVENUE

# \$10,338

PER MONTH (AFTER FEES)

Short Term Rental Income Estimator	
Annual Revenue Estimate: \$170,528.00	
Nights Available per Year:	365
Average Nightly Rate:	\$584
Projected Occupancy:	80%
Est. Monthly Gross Booking Income: \$14,210.67	
Airbnb Host Fee: 3%	
Income after Cleaning & Fees: \$13,784	
Management Fee: 25%	
Est.Owner Revenue per Month: \$10,338	

# 208 Heartway



# comparable properties



Entire residential home in San Antonio  
**Luxury Pool Oasis/5 bedrooms including 2 masters**

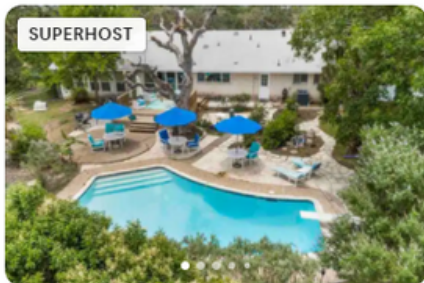


14 guests · 5 bedrooms · 10 beds · 3.5 baths  
Wifi · Free parking · Kitchen

Aug 26 – 28 | More

**\$554 / night**

\$1,584 total before taxes



Entire residential home in Boerne  
**Lil' Bit Country**



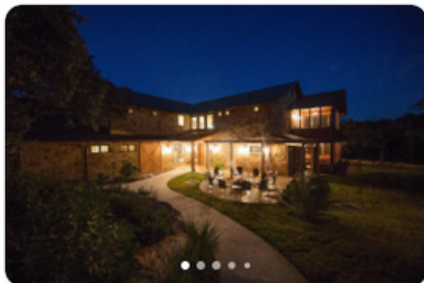
12 guests · 4 bedrooms · 12 beds · 3 baths  
Wifi · Free parking · Kitchen

Aug 5 – 7 | More

**\$584 / night**

\$1,658 total before taxes

★ 4.89 (18 reviews)



Entire residential home in Boerne  
**The Guadalupe Tree Haus at Joshua Creek Ranch**



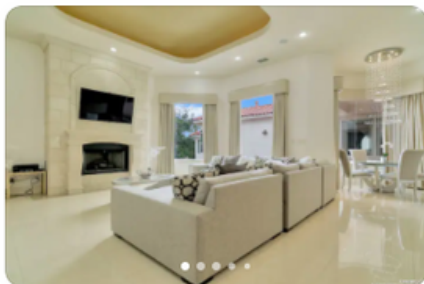
16 guests · 4 bedrooms · 12 beds · 4.5 baths  
Hot tub · Wifi · Free parking · Kitchen

Jul 1 – 3 | More

**\$2,299 / night**

\$5,447 total before taxes

★ 5.0 (11 reviews)



Entire residential home in San Antonio  
**Luxury 5B Oasis with Stunning Views and Pool**



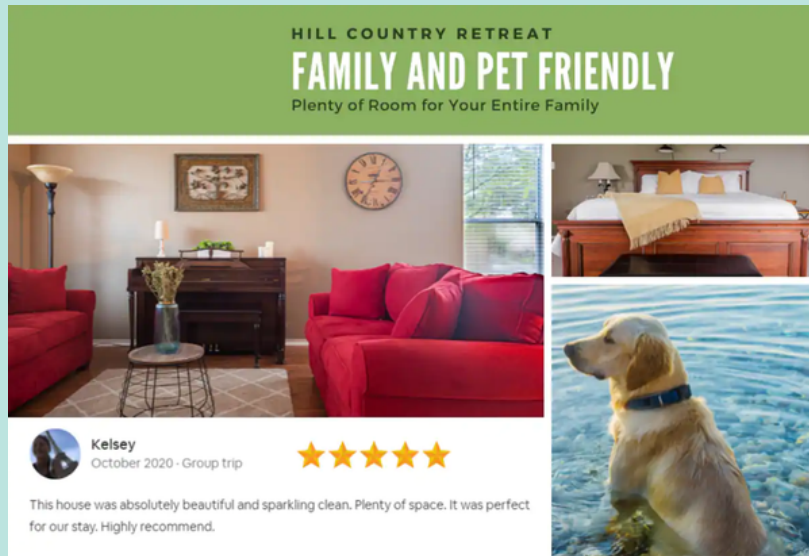
16 guests · 5 bedrooms · 8 beds · 6.5 baths  
Hot tub · Wifi · Free parking · Kitchen

Jun 10 – 12 | More

**\$1,500 / night**

\$3,823 total before taxes

# properties under management



House Details						Airdna Estimates			Actuals		
	BR	BA	Sleeps	Sq/Ft	Zestimo	Income	ADR	Occ%	Income	ADR	Occ%
7602 Presidio Sands, Boerne, TX 78015	4	3	12	2,725	\$371,000	\$ 45,000	\$ 253	49%	\$ 80,489	\$ 298	74%
7603 Lost Creek Gap, Boerne, TX 78015	3	2	8	1,503	\$308,700	\$ 30,418	\$ 254	49%	\$ 57,027	\$ 168	93%
7607 Presidio Sands, Boerne, TX 78015	3	2.5	10	2,124	\$328,000	\$ 45,100	\$ 255	48%	\$ 75,259	\$ 261	79%

We regularly outperform  
the Airdna annual estimates  
in our markets.

# UNVEILED STR MANAGEMENT



## Cleanliness drives reviews

Cleanliness is a larger contributor to guest reviews than the guest check-in experience, communications and even your property's location. Maintaining consistently high cleanliness standards and scores are instrumental to your listing performance.

## The importance of a high cleaning standard

Sanitation and cleaning standards have been on top of everybody's minds for the last few months. Airbnb guests have been no exception. Cleanliness has always been an important factor but it has become something that every guest cares deeply about and is willing to pay for.

We have worked closely with Airbnb and local health professionals to establish standards and procedures to consistently meet and exceed guest expectations. We've already seen these investments pay off for our customers.

### Great reviews mean great rates

Listings with excellent review scores are booked at a 23% higher nightly rate compared to listings with average review scores. Differences in review scores might not be large but it still makes a big difference when it comes to how high your listing gets ranked on the Airbnb search page.

### Airbnb cleanliness protocols

Hosts who commit to following the Airbnb Enhanced Cleaning protocol receive a special badge on their listing so guests know they are committed to an enhanced cleaning and sanitation routine.

# short-term rental management

We...Create your Airbnb and Vrbo listings

We...Hire a professional Photographer for your photos

We...Market your property

We...Connect your Airbnb listing to our third-party intelligent pricing partner (not Airbnb's Smart Pricing) and monitor your calendar and rates for maximum occupancy and revenue

We...Continually optimize your Airbnb listing for high Airbnb search placement

We...Create a digital guidebook for your guests

We...Submit, monitor and respond to all guest reviews

We...Manage Calendars and Bookings

We...Respond to 99% of guest inquiries within 1 hour (between 7am and 10pm CST)

We...Provide a local property manager for face-to-face attention

We...Serve as the main point of contact for the guest

We...Provide on-site guest assistance by a Property Manager (a real person, in person)

We...Coordinate late check-in/out requests

We...Create a seamless check-in experience for the guest

We...Clean your home after every booking

We...Inspect your home between guests

We...Coordinate all maintenance issues

We...Manage all cleanings. Even annual deep cleanings.

We...Replenish consumables (toilet paper, paper towels, tissues, garbage bags, etc.)

We...Handle all payments to the Cleaning crew

We...Can coordinate lawn maintenance service or you can use your own service

We...Are your main point of contact for all issues

We...Can provide guidance on interior design

We...Provide suggestions for improvements to your property

We...DON'T lock you into a long-term contract.

We...Provide a 5-Star experience for our Guests and our Owners

You....can relax and enjoy your monthly payment rolling in.

# Contact me to schedule a conversation.



Short-Term Rental  
Management

Jim Odom

San Antonio | Charlotte  
(210) 538-1057 | (980) 326-2521  
[jim@VacationsUnveiled.com](mailto:jim@VacationsUnveiled.com)

[UnveiledSTRManagement.com](http://UnveiledSTRManagement.com)