



# Hoasty



## Vacation Rentals Your Secret Profit Weapon

Presented by:

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CEO & Founder of **Hoasty.co**



# Hi!

I am, **Ken G. Barton**, the  
Founder & CEO of **Hoasty.co**.

We **manage** & **optimize**  
revenue for Airbnb's and  
Vacation Rentals.

# LGBT



# Hoasty

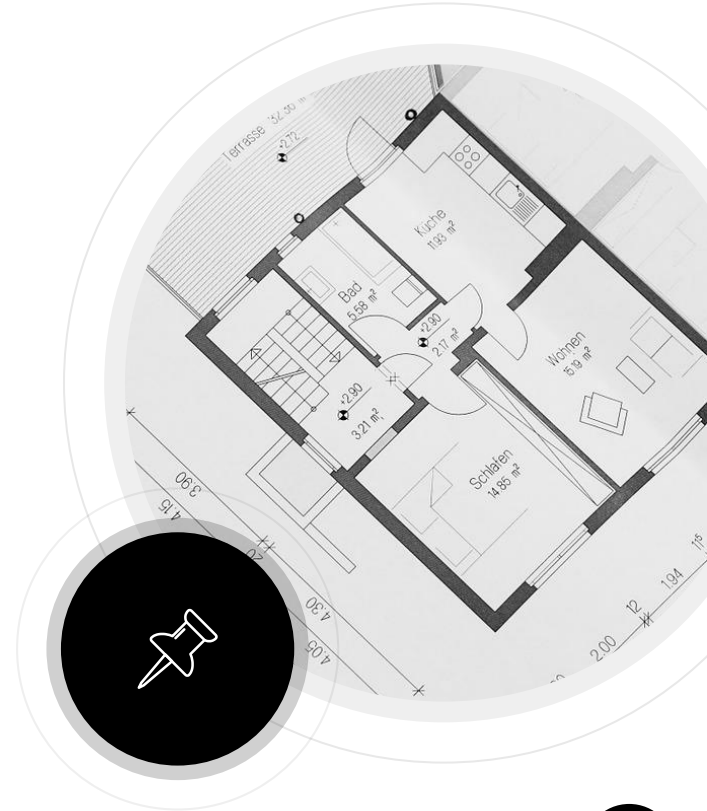


How did Hoasty create **389.5%** more revenue than a traditional rental for Grocapitus?

Stick around until the end for the case study breakdown to find out!

# What we will cover:

1. What are Vacation Rentals?
2. Major Players
3. Regulations
4. MultiFamily Revenue Potential
5. Hoasty Management
6. SFH Revenue Potential
7. Multi Family Case Studies





# **Vacation Rentals**

Ken... don't you just  
mean Airbnb?



What is a Vacation Rental?

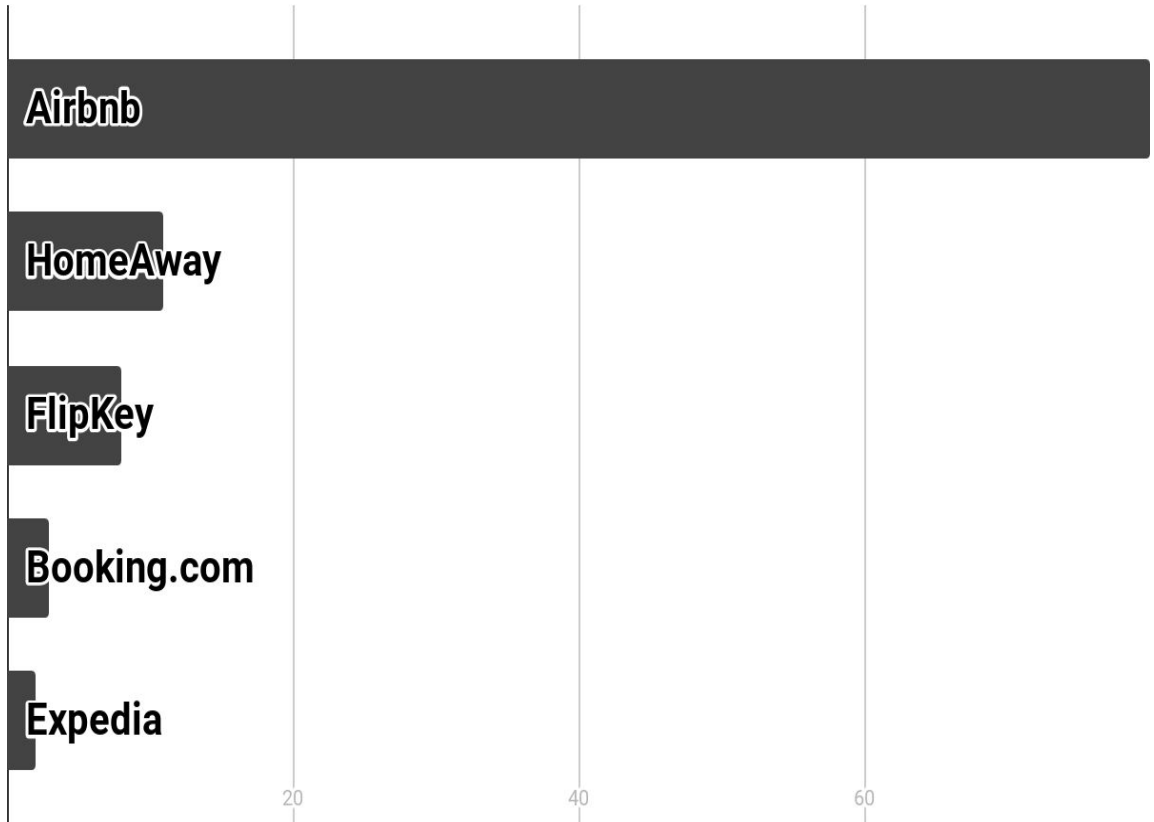
**“ Vacation Rentals or Short Term Rentals are a limited time stay on your property.**

**As little as a few days, or as long as a few months.**



# Not Just Airbnb...

What are the other booking platforms you  
have heard of?







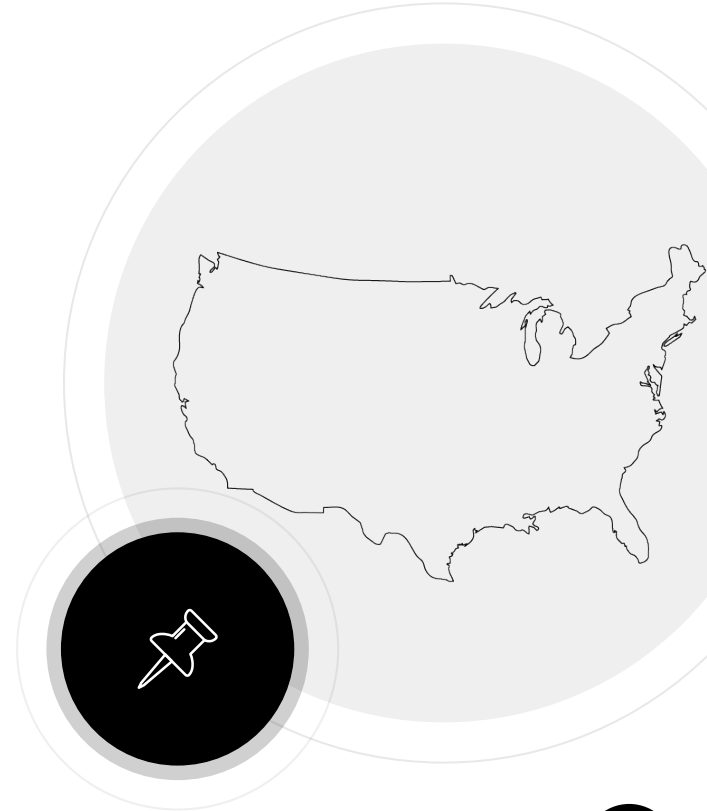
**Compliance  
&  
Regulations**

# Regulations:

- License Fee
- Homeowners Association Restrictions
- Fire, Hazard & Liability Insurance
- Inspection by City
- Lodging Taxes
- Local County, City & State Taxes

## **Regulation & taxes are good. Why?**

Government likes tax revenue.





Why Us?



# Hoosty




Pricing Algorithm  
Synchronized Calendar



# Hoasty

- Simple 80/20 revenue agreement
- Hospitality Grade Management
- Cleaning & Maintenance
- Multi-Listing Platform
- Experience Management
- Revenue Optimization





**How much  
can a SFH  
property  
earn?**



# Zillow

## **10532 Lucaya Dr, Tampa FL** **6 Bed 3 Bath | \$2,275/month**

**10532 Lucaya Dr**  
**Tampa, FL**

6 beds • 3 baths • 3146 sqft

Rent Zestimate <sup>?</sup> \$2,275

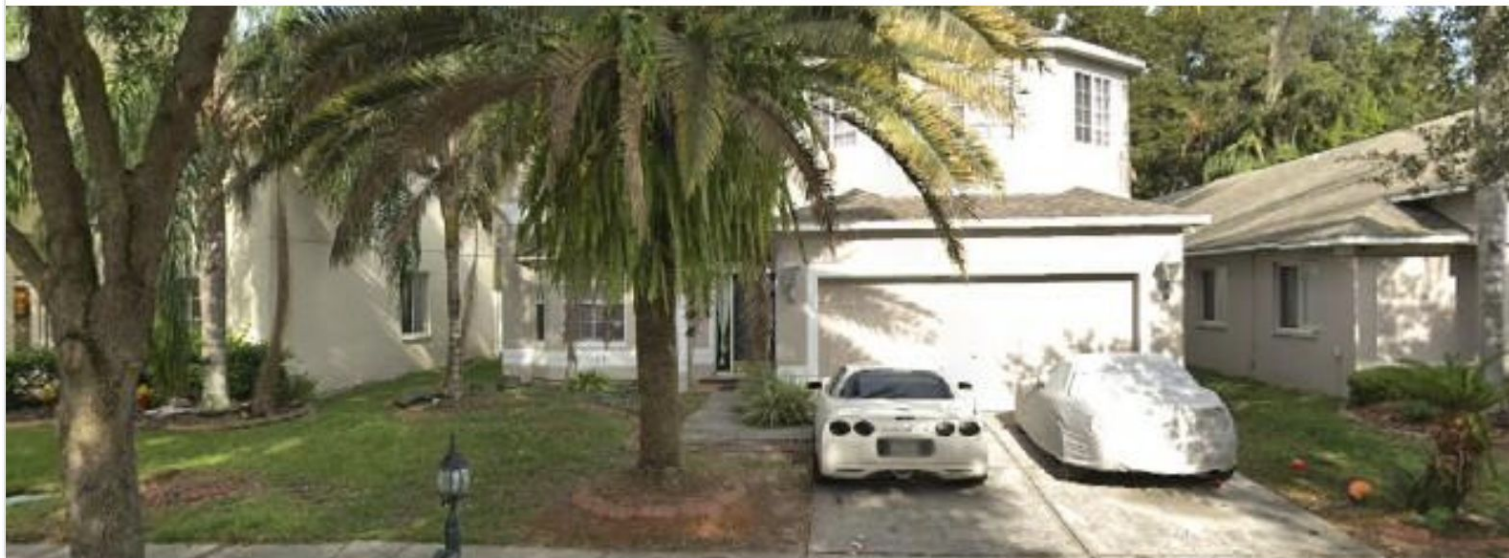
Homes like this rent for  
**\$1,695-\$2,395**

# 10532 Lucaya Dr, Tampa, FL 33647, USA

Bedrooms: 6+ Bathrooms: 3 Accommodates: 14



Print report  
Optimized for Chrome



Annual Revenue



\$82,369

Average Daily Rate



\$468

Occupancy Rate



48%

# More Money, Less Stress

1. Compare the ROI
  - a. 10532 Lucaya Dr, Tampa, FL
  - b. Rent: **\$2,275/month**
  - c. STR/Airbnb: **\$6,864+/month**
2. Use the property when you want
3. Visit your units on vacation for a tax write off
4. No landlord laws
5. No evictions, no squatting
6. Leverage Hoasty for Passive Income







# **Case Study: Greenville, SC**

Data Provided from AirDNA

### Market Grade

# A

88 of 100



### Average Daily Rate

# \$136



[View Rates →](#)

### Occupancy Rate

# 66%



[View Occupancy →](#)

### Revenue

# \$2,022

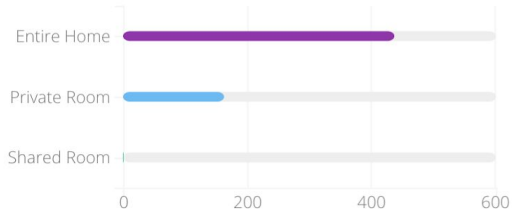


[View Revenue →](#)

### 602 Active Rentals

#### Rental Type

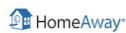
72% Entire Home rentals



#### Rental Channel



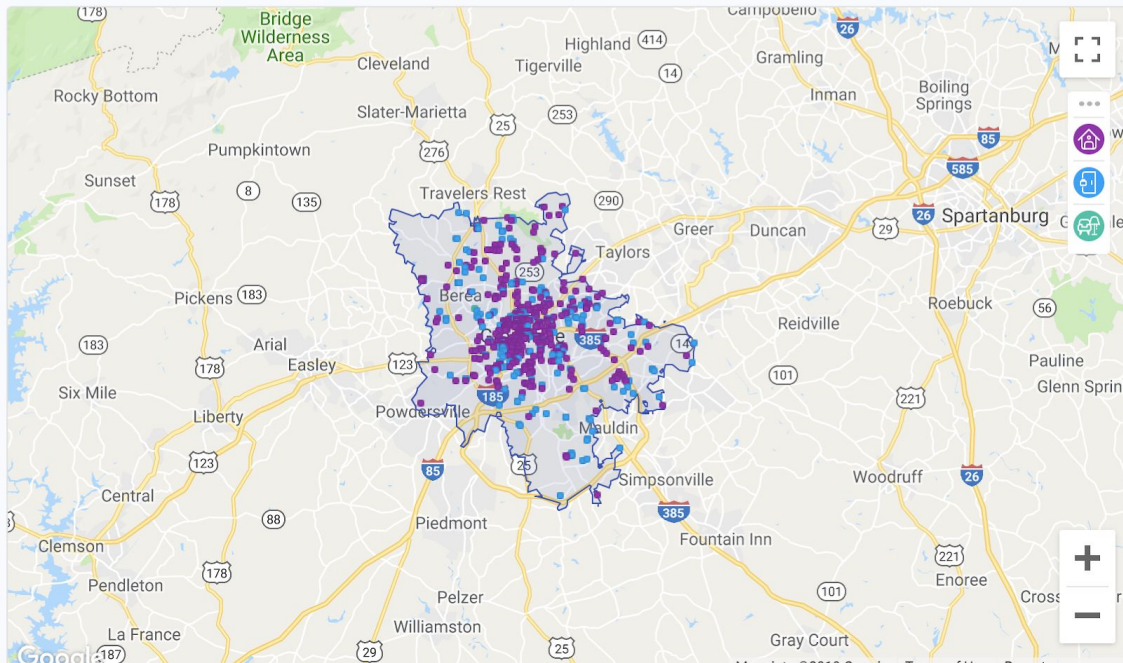
81%



10%

Listed on Both

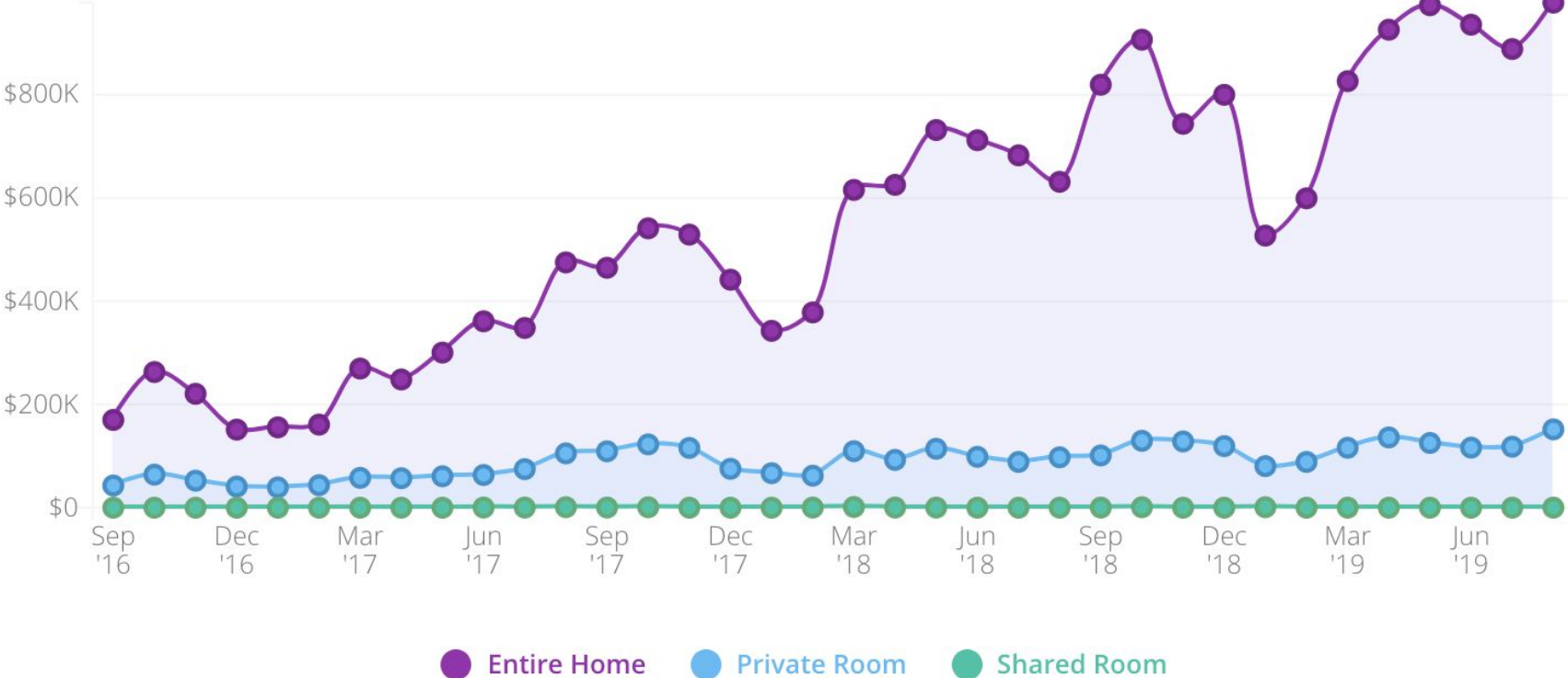
9%



# Historical Market Revenue

602 Active Listings

Jun '17 - HomeAway Data Added



 Entire Home 


\$131

1% Monthly ▲

 Private Room 

\$58

2% Monthly ▲

 Shared Room 

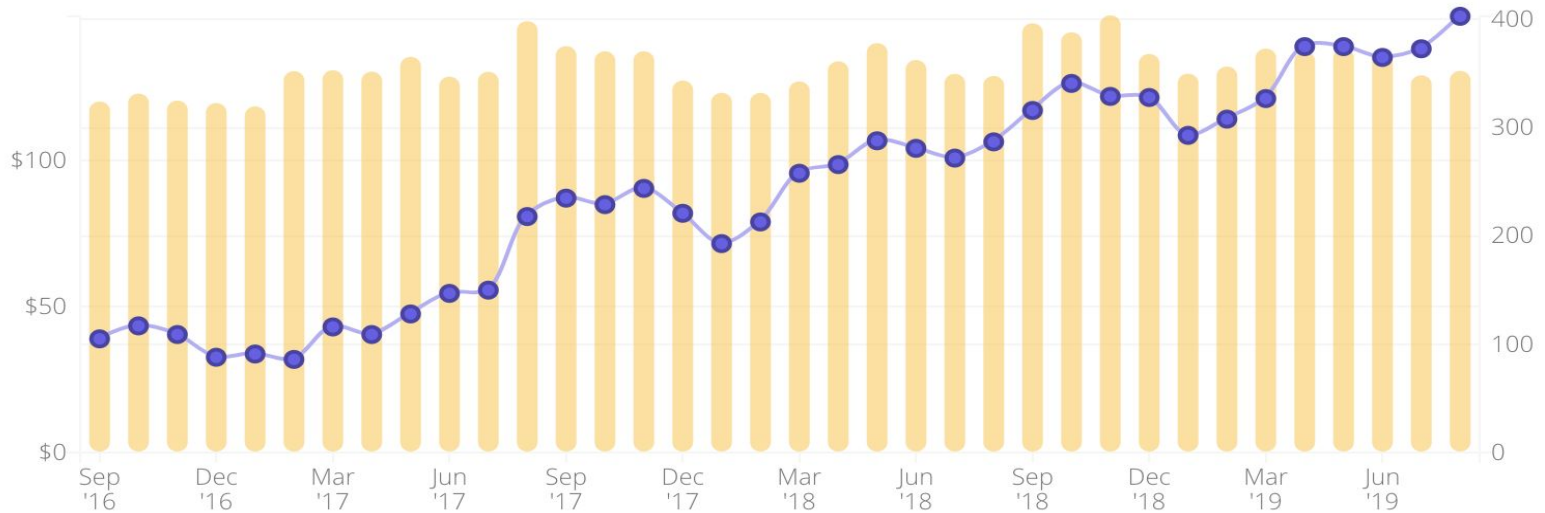
\$58

Unchanged ◀▶

## Average Daily Rate

438 Active Listings

 Jun '17 - HomeAway Data Added



# Greenville, SC

## 100+ Unit Multifamily Complex

### Potential Vacation Rental Breakdown

2019	Gross Revenue	Owner Net Revenue (80%)	Hoasty Net Revenue (20%)	Average Daily Rate	Occupancy Expectation
1/1	\$20,014	\$16,011	\$4,003	\$71	77%
2/2	\$28,408	\$22,726	\$5,681	\$124	63%



# Greenville, SC

## Traditional Rent vs Short Term Rental Revenue

Greenville, SC	Traditional Rent	Vacation Rent NET Income	Monthly Opportunity in \$	Monthly Opportunity in %
1/1	\$866	\$1,334	+\$468	+64%
2/2	\$1,015	\$1,893	+\$878	+54%



# **Case Study: Jacksonville, FL**

Data Provided from AirDNA





## Market Grade

# A

93 of 100



## Average Daily Rate



[View Rates](#) →

## Occupancy Rate



[View Occupancy](#) →

## Revenue

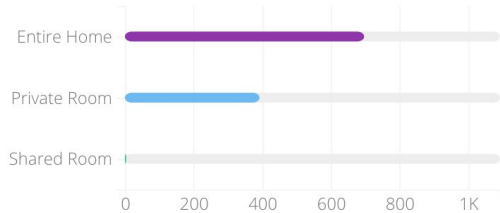


[View Revenue](#) →

## 1,093 Active Rentals

### Rental Type

63% Entire Home rentals



### Rental Channel



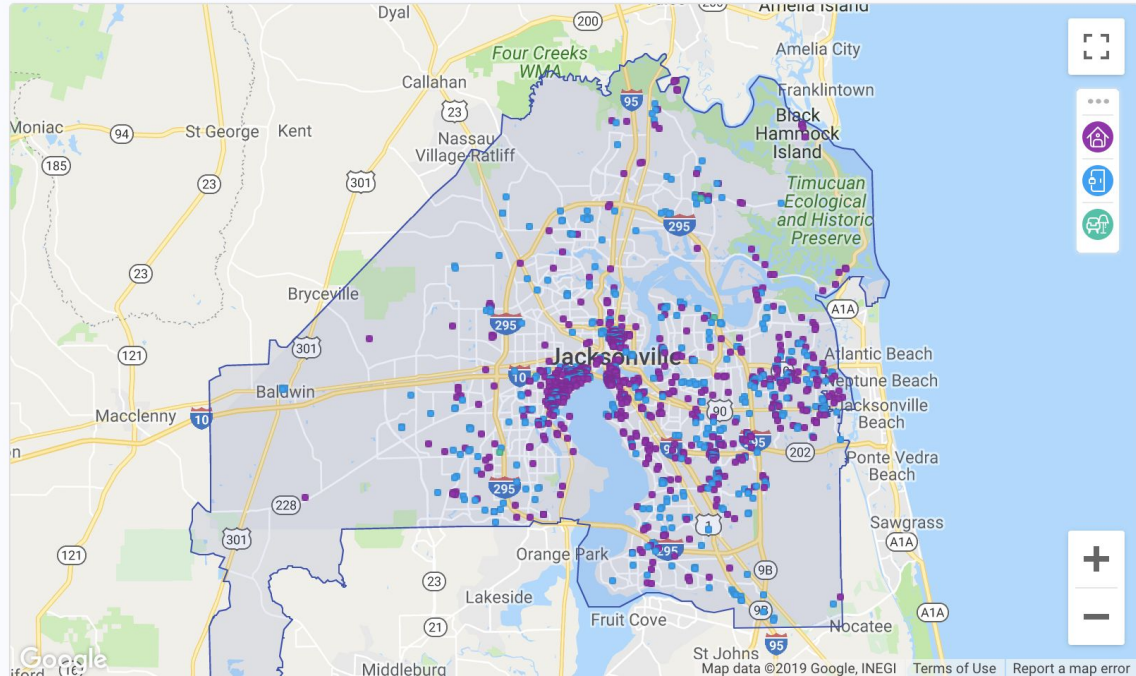
84%



9%

Listed on Both

7%

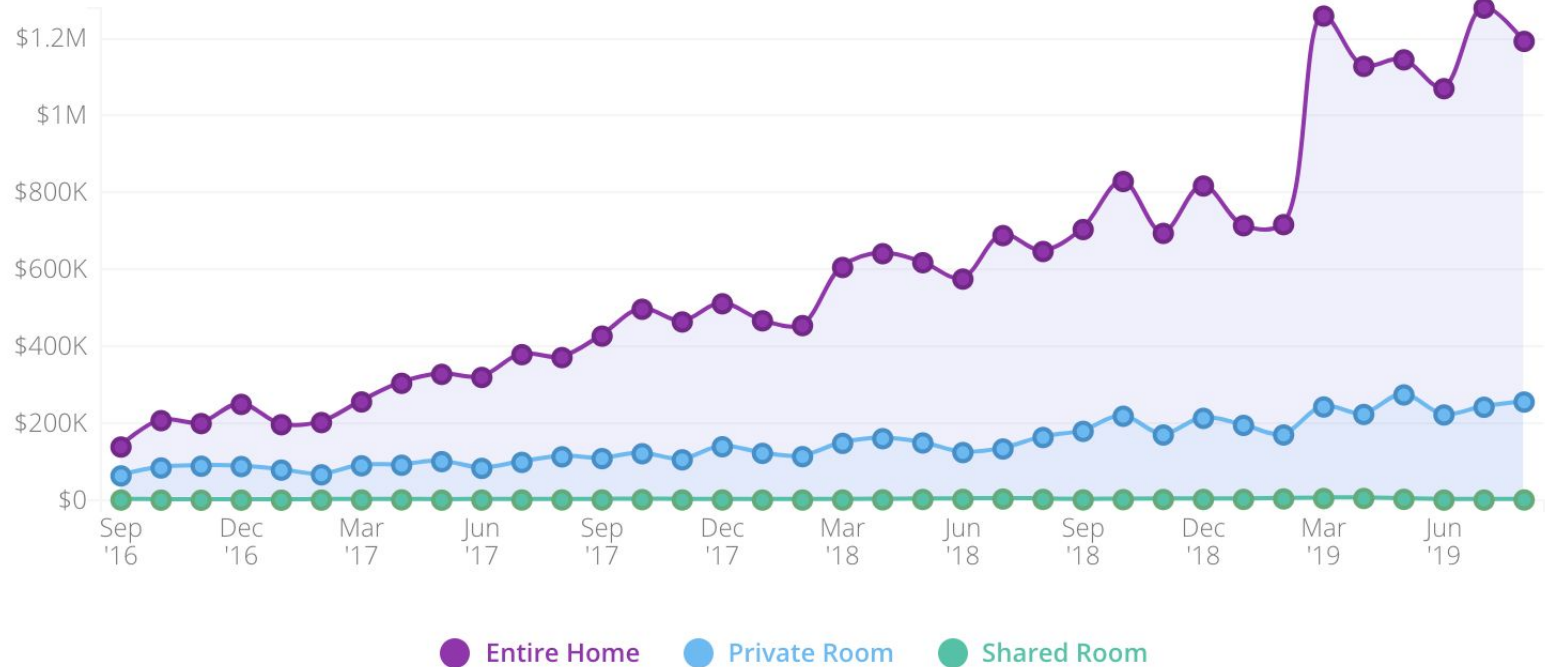


# This is a business of **Entire Home Rentals**

## Historical Market Revenue

1093 Active Listings

Jun '17 - HomeAway Data Added





Entire Home



\$110

0.3% Monthly ▲



Private Room



\$43

4% Monthly ▼



Shared Room



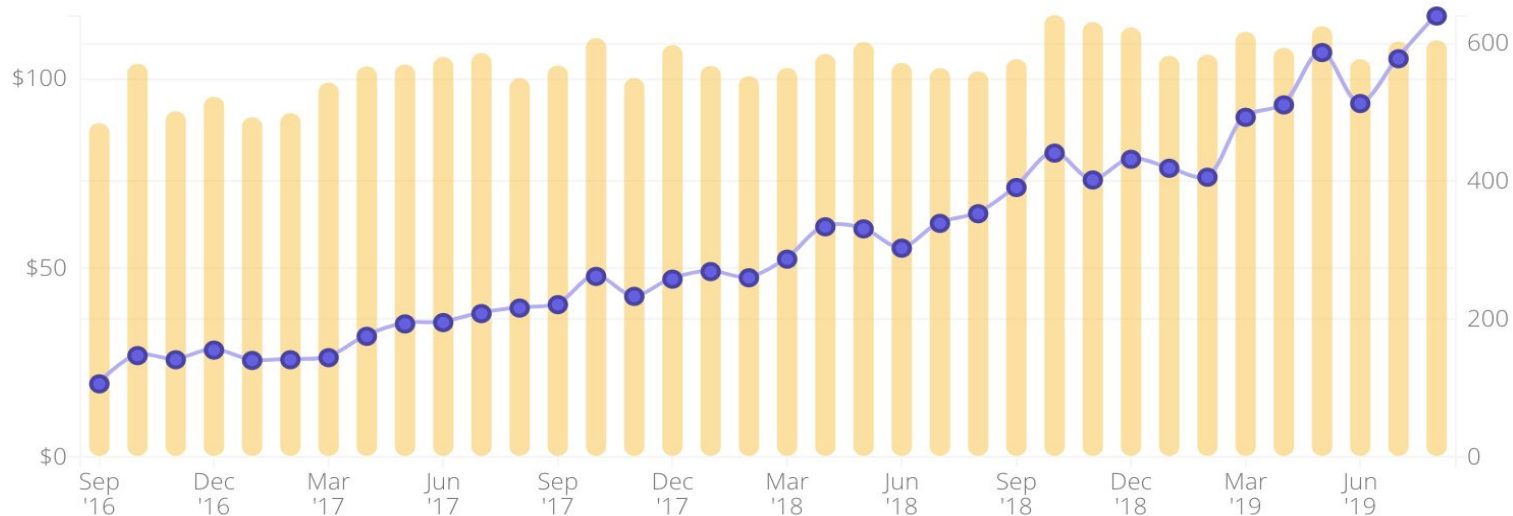
\$68

81% Monthly ▲

### Average Daily Rate

697 Active Listings

Jun '17 - HomeAway Data Added





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LAKEWOOD OAKS

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# **Case Study #1: Jacksonville, FL**



## LAKEWOOD OAKS

Opportunity:

Property looking to leverage vacant units to produce more cash flow for the property

Hoasty:

- Allocated 5 Units to Vacation Rental
  - Four 1 Bed 1 Bath Units
  - One 4 Bed 2 Bath Unit





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## LAKEWOOD OAKS

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### Booking Request

- Dredging Company looking to house 4 dredge workers for 93 days

### Hotel

- $\$125\text{--}200/\text{night} \times 4 \text{ employees} = \$500\text{--}800/\text{night} \times 93 \text{ days}$   
 $= \$46,500\text{--}\$74,400$

### Vacation Rental

- $\$275/\text{night} \text{ (includes 4 employees)} = \$275 \times 93 \text{ days} =$   
 $\$25,575$



## LAKEWOOD OAKS

<b>Booking</b>	<b>Total</b>
\$275 rate x 93 days	\$25,575
Total Booking Discount	(2,575.50)
Complementary Cleaning	(\$600.00)
Total Gross Income	\$22,417.00
Owner Net Income (80%)	\$17,934.00



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# LAKEWOOD OAKS

Traditional  
Rent

Vacation  
Rental

**Hoasty**

Monthly Rent

Gross: \$1,500

Net: \$5,978

**398.5%**

Annual Income

\$18,000

\$17,934

**In 3 Months**



# Hoodsty



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LAKWOOD OAKS

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The logo for Hoasty features the word "Hoasty" in a large, black, sans-serif font. The letter "H" is stylized with a house-like roof structure above it, consisting of a single line for the roof and three parallel lines for the gables. The background includes a large, light gray circle on the right and a smaller, white circle with concentric lines on the left.

# Hoasty

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