

How To Invest In Short-Term Rentals

Video Headline: How To Invest In Short Term Rentals

Video Summary: Investing in real estate can be profitable if you know how to do it right. There are a lot of real estate investment options and one of them is investing in short-term rentals. Like other investments, it is best to learn about the details before you put your money into it. In this video, we'll talk about how to invest in short-term rentals.

I. Introduction

Hello, and welcome to [name of your show], my name is [your name] and I am a real estate agent serving the area of [area name]. Today we are going to talk about how to invest in short-term rentals.

If you know anyone to whom you think this may be of interest, please feel free to tag them in the comments so they can get all the details! Alright, let's dive in!

II. Hook

If you have a story that you can tell related to your topic, this is where you want to share it before you get into the content of your video. Stories make your content more relatable and will hook your viewers into engaging more.

****[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]****

III. Content

Real estate can be a great investment. But it is important to know which type of real estate property is worth investing in depending on your goals and objectives. Short-term rentals is a good option if you want to gain more profit in shorter periods. However, unlike long-term rentals, there are a lot of different factors to consider and it requires more upkeep for you to get good returns. I've got you! Here's how to invest in short-term rentals.

Like all property investments, **location is a crucial factor**. It is not just because of how it will affect the property's value but it will also determine how often people will rent it out; hence, it will highly affect your income. In choosing the right location for a short-term rental property, you need to study your market. Which market would you like your property to target? People usually rent this type of property as a vacation home. Hence, you should choose a location where there are a lot of tourists.

After deciding on a location, make sure to **know the legalities**. Different areas have different regulations when it comes to property rentals so you need to check them out before you invest

in one. Some cities have their own rental regulations like what types of property you can rent out, how long you can rent it out, and the taxes involved in a rental business. In knowing these regulations and legalities, you get to ensure that you abide by it and that it won't affect your investment.

If you think you can manage all the legalities in your chosen location, it's now time to **decide on the type of property** you would like to invest in. Is it a condominium, a single-family home, or a multi-family home? These are just some of the types of properties that you could invest in. It is important to do your own research or consult your real estate agent as each property has different features that attract potential guests. Know the pros and cons for each to find which property has the best investment potential for you.

As a short-term rental investor, work doesn't end after purchasing the property. You need to **furnish and prepare the property for listing**. Marketing plays an important role for you to get the return of your investment. And you wouldn't be able to market your property well if it wouldn't be appealing to potential guests. People who rent out a vacation home plan to have fun but feel at home and comfortable at the same time. Decorate your property to give it a homey feel and provide everything that your guests may need during their stay like basic utensils, Wi-Fi, clean towels, and other essentials. Take good photos of the home. You can even opt to hire a professional photographer to make sure that you have good photos on your listing.

The last but definitely not the least thing that you need to do when investing in short-term rentals is **analyze the cash flow**. The main reason why you invested in a short-term rental property is because you want to gain profit and get additional income. Compute all your investment expenses, assess your projected income, and evaluate if it can cover your expenses and provide enough profit. Setting the right price is the key to a fast return. Check similar short-term rental properties in the area to get an idea on how much you can set your rental rate. Be careful not to set your price too high or too low as it will definitely affect your cash flow.

IV. Conclusion [Time to wrap up]

Owning a vacation home for a short-term rental business is a great investment. You get to have additional income and at the same time, you get another place which you can stay in if you want to have a quick rest and recreation. Just make sure that you do not stay in there during the peak season as you wouldn't want to miss out on potential revenue.

V. Call to Action

If you have further questions about investing in short-term rentals, feel free to reach me anytime at [\[your contact info\]](#). I'd love to have a chat with you!

Thank you for joining me today and don't forget to tune into next week's show!

FACEBOOK LIVE CHEAT SHEET FOR REAL ESTATE

Promote It

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your database, make an announcement in a group(s) that could benefit from your live, run a facebook ad and post it on your social media channels.

Write a Scroll Stopping Headline

Your description about your live is by far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

Set The Tone

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

Connect

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

Create a Few Practice Videos

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

Ask Your Viewers to Interact

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

Have an Actionable Sign Off

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

Reach More People and Go Live More Often

By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

-Hot topics or breaking news

-Go live with an industry leader such as a mortgage broker or home inspection

-Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.

-Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

Promote It After It's Done

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well.