

## Greensboro Landlords Association

Meeting Minutes  
January 11th, 2022

### Opening:

The monthly meeting of the Greensboro Landlords Association was called to order at 6:30 on January 11th, 2022 at our PTAA meeting space and virtually lead by our President, Steve Tyree.

### Attendance:

32 Members were recorded by 3<sup>rd</sup> Party Vendor, Jennifer Dille with TESS, LLC.

### Announcements:

- **Welcome. We are starting this year off with lots of excitement!** Due to Jennifer being sick, we needed to scramble to make this an in-person and virtual meeting. Please be patient with us – and forgive us for some missing items – while we make this meeting happen, while jumping thru hoops.
- **Thanks to all who joined us for the Holiday Dinner.** Our 2<sup>nd</sup> largest yet. And our sponsors were amazing!. Please visit our website for links to the sponsors by clicking on their logos.
- **We have a lot happening in 2022:**
- **Mastering the In-Person and Virtual Meeting**
- **Adding a monthly “Review Subcontractors Section to Meeting” – Will Start with Handymen.**
- **More Open Forum Meetings.** We have a lot of feedback that our members like these. Will add 1 per quarter.
- **We are also adding “Corporate Member Advertising” to each meeting.** If you want to have a slot to stand up and speak, upgrade to a Corporate Membership today.
- **Our Coffee Chat is next Tuesday, January 18<sup>th</sup> at Amoroso’s Bakery again.** It is from 4:15 – 5:00 PM. This will be cancelled if snow is still on the ground.
- **Do we have any guests or new members that would like to introduce themselves? Yes, 2 – Diane and Sy. Thanks for coming.**
- **Do we have any GLA sponsors that would like to stand and introduce themselves to the group? Not this evening.**
- **Finally do any members that have any questions, comments or announcements?** Mike and Patti are looking for a 3 bed 2 bath property with fence and garage for friends moving from CA. They have lots of toys so need place to store all this and have 2 dogs. One is a service dog. Please contact Jenn if you have property and she will forward on.

**This evening Mike Walker, our long time Board Member, will be helping us explore Short Term Rentals.** My wife, Carolyn, was actually supposed to be doing this along side Mike but is out sick. Mike has taken her presentation and modified to speak to directly about his Airbnb.

**As A Reminder: Jennifer does record these meetings so please do not use people's names or businesses unless it is a positive remark.**

Here is a link to the fully recorded meeting, <https://youtu.be/KdLaQlsw6nk>

**(See next page for complete presentation.)**

# Short Term Vacation Rentals Are you ready?

---

Risks and Rewards of STVR



# Goal of Our Meeting

Explore if Owning  
and Running a  
Short Term Rental  
is Right for You



# Reasons you might want to own a STVR

- \$\$\$ More Income than Long Term Rental
- Units are Usually Taken Better Care Of by Tenant/Visitor
- More Even Spread of Repair and Turn over Expenses
- No Evictions
- Short Term Tenants – If You are not Particularly Fond of a Tenant, They Won't Be There Long
- You Can Use It, as a Guest House When Needed – Just Block Out the Time



# Reasons you might want to manage a STVR

## CONTROL

- You make the decisions
- You make the decisions
- Save money – do it yourself
- You enjoy meeting new people and are committed to helping people have a great stay
- You need a job – but remember you can still hire out some of the To-Do items

# And the Downside...

- Results are not guaranteed
- Dealing with rules of marketing sites like Airbnb, VRBO
- Dealing with guests' problems and property issues
- WORK – LOTS of WORK

## Home away from home. Comfortable Long term stays

★ 4.95 (19 reviews) · Superhost · High Point, North Carolina, United States



Entire condominium hosted by Carolyn

4 guests · 1 bedroom · 2 beds · 1 bath



★ 4.95 (19 reviews)

## Comfortable & cozy home for guests.

★ 4.90 (30 reviews) · Superhost · High Point, North Carolina, United States



Entire condominium hosted by Carolyn

3 guests · 1 bedroom · 1 bed · 1 bath



★ 4.90 (30 reviews)

# Dealing with Issues

- Reviews
- Cancellations
- Guests' Issues
- Damage/Theft of Items
- Guests that Break Rules
- Charge Backs and Dealing with Airbnb
- Repairs, Emergency Repairs



Rishma 10:13 PM



# Example of What is Charged for a Stay and Your Profits

Here's a sample breakdown of an upcoming booking at my (Mike Walker) house:

## Guest is staying 3 nights

3 nights @ \$235.00		\$708.00
Guest pays a cleaning fee		\$85.00
Guest pays an AirBnB service fee	14.11%	\$111.95
Guest pays all taxes on his sale	14.6%	<u>\$115.88</u>
Total paid by guest for 3 nights		\$1,020.33

## What I (Mike Walker) get paid by AirBnB

3 nights @ \$235.00	\$708.00
Cleaning fee	\$85.00
AirBnB fee to hosts 3%	<u>-\$23.79</u>
Total paid to me as a host	\$769.21

I'll pay my cleaning crew the \$85.00 so actually I make \$599.21

### Peak Times of Year to Upgrade Rates:

- October During Furniture Market
- November During Thanksgiving
- December During Christmas
- April During Furniture Market

# Details for Renting Through Airbnb

- Taxes collected and paid by Airbnb on behalf of North Carolina Hosts.
- You must set up your account when you establish your listing. Fill out W-9 form with Fed. Tax ID # etc.
- You are issued a form 1099-K each year.
- Sales Taxes are 6.75 - 7.5% Sales Tax of listing price plus any additional fees and cleaning fee (4.75 % State and 2 - 2.75% depending on county)
- Also an occupancy tax of 1% - 8% for stays less than 90 days
- Airbnb charges guests a fee of 16% and an additional fee for hosts of 3%

# Comparison STR vs LTR: 1 Bed Condo

	AirBNB			Long Term Rental		
<b>Income</b>				<b>Income</b>		
Rent		22800		Rent		8340
Cleaning Fees		1100				
<b>Total</b>		<b>23900</b>		<b>Total</b>		<b>8340</b>
<b>Fixed Expenses</b>				<b>Fixed Expenses</b>		
HOA Dues		1825		HOA Dues		1825
Taxes		350		Taxes		350
Insurance		72		Insurance		72
Internet		960				
Electric		1500				
<b>Total</b>		<b>4707</b>	<b>20%</b>	<b>Total</b>		<b>2247</b> <b>27%</b>
<b>Variable Expenses</b>				<b>Variable Expenses</b>		
Supplies		500				
Management	30%	6840		Management	12%	1001
Cleaning		2200				
Repairs/Turnover		1500		Repairs / turnover (average)		1435
Vacancy		0		Vacancy	6%	500
<b>Total</b>		<b>11040</b>	<b>46%</b>	<b>Total</b>		<b>2936</b> <b>35%</b>
<b>Total Expenses</b>		<b>15747</b>	<b>69%</b>	<b>Total Expenses</b>		<b>5183</b> <b>62%</b>
<b>Owner Net</b>		<b>8153</b>		<b>Owner Net</b>		<b>3157</b>
<b>Self Managed Owner Net</b>		<b>14993</b>		<b>Self Managed Owner Net</b>		<b>4158</b>

• You want to go for it,  
what is next?



# Steps to a Starting A Successful STVR

- Choosing the Right Property
- Set a Financial Plan / Set Up Budget
- Choosing Either a Manager or to do Self Management
- Preparing the Property – Assess Needs, Wants and Desires of Clients
- Prepare Your Plan – **This is A Review Driven Business!!!**
- Marketing
- Ongoing Management
- Refresh Constantly

# Top Tips for Success

Stellar and Prompt  
Communication

CLEAN CLEAN  
CLEAN CLEAN

Pricing it Right –  
Adjust When  
Needed

Promote the  
Special Aspects  
of the Property

Have Consistent,  
Reliable Help

Check and  
Re-Check

Refresh &  
Rotate  
Keep it Fresh

## Finally, We Must Review ...

### Vague City of Greensboro Short Term Rental Ordinance from Mike Kirkman

The City's Land Development Ordinance (LDO) does not currently contain a definition or standards for what is commonly referred to as a short term rental (Air BnB, VRBO, Homeaway, etc.). So currently this short term rental uses are regulated as Tourist Homes/Bed and Breakfasts:

#### 30-15-19 - Tourist Home (Bed And Breakfast)

A dwelling in which lodging, with or without meals, is provided for overnight guests for a fee.

Tourist Homes are allowed in all single family zoning districts (R-3, R-5 & R-7) with a Special Use Permit and in all multifamily (RM-), Office (O), Mixed Use (MU-) and most Commercial (C-N., C-L and C-M) zoning districts without a Special Use Permit.

All tourist homes are subject to the following additional use standards:

#### 30-8-10.4 Office, Retail, and Commercial Uses

##### Q. Tourist Homes (Bed and Breakfast)

1. A [tourist home](#) may not locate within 400 feet of a [rooming house](#) or another tourist home.
2. No more than 6 guest rooms are allowed.
3. The owner or operator of the tourist home must reside on site.
4. Tourist homes are allowed only in [buildings](#) originally constructed as [dwellings](#).
5. Only one kitchen facility is allowed. Meals may be provided only for guests and employees of the tourist home.  
Rooms may not be equipped with cooking facilities.
6. Patrons may not stay in a specific tourist home more than 15 [days](#) within a 60-day period.
7. Signage for tourist homes is limited to one attached sign mounted flat to the front wall of the building that does not exceed 4 square feet in area and 6 feet in height above ground level. Only external illumination is allowed.

**Closing:**

- Thank you for another great meeting and for making this work in-person and virtually.
- **Reminder – Coffee Chat is next week Tuesday the 18<sup>th</sup>** at Amoroso’s Bakery off College Rd
- Next Month’s meeting is **Taxes where we will have a large focus on 1031 Transactions!** Have questions, email Jennifer now to get to Sandy before the meeting.
- **Thank you everyone and have a very nice evening!**

**Minutes submitted by: Jennifer Dille with TESS, LLC**