

# The ABCs of AirBnB

08 Mar 2025



ENOLAM Investments

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# Introduction



- **Navy Captain (O-6),  
Commanding Officer**
  - 28 Years of Service
  - Military Intelligence,  
Strategic Planner
  - PhD, Strategic Intelligence
- **Real Estate Investor &  
Licensed Real Estate Agent**
  - 5 years experience  
acquiring and managing  
Vacation Rentals
  - 9 years experience  
acquiring and managing  
Retail Strip Malls
- **Founder, Education &  
Financial Literacy Nonprofit**

***“If you don’t like the (financial) legacy you inherited, create a NEW one.”***



# AirBnB Portfolio



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Beach Condo (Va Beach, VA)



Lake Cottage (Eatonton, GA)



Pool House (Ft Washington)



Boat House (Stevensville, MD)



**Cashflow, Appreciation, Tax Advantage, Legacy**

Money is a TOOL

Investing is a STRATEGY

You Don't Have to have it all figured out or even be positioned now  
But you should have a VISION and develop a PLAN to achieve your overall financial goals

*"Where there is no vision, the people perish." - Proverbs 29:18*

*"If you don't design your own life plan, chances are you'll fall into someone else's plan.  
And guess what they have planned for you? Not much." - Jim Rohn*

*"Begin with the end in mind." – Steven Covey, 7 Habits of Highly Effective People*

# Build a Winning Strategy

Creating a successful Airbnb investment strategy requires a thorough evaluation of several factors to ensure long-term profitability. Start with understanding your objective and then consider the term, market, category, listing type to develop a well-rounded strategy as an Airbnb investor.

| Objective  | Market   | Term   | Property Type  | Category   |
|--|--|--|--|--|
| <ul style="list-style-type: none"> <li>• Cashflow</li> <li>• Maximizing ROI</li> <li>• Property Appreciation &amp; Long-Term Value</li> <li>• Tax Advantage</li> </ul> | <ul style="list-style-type: none"> <li>• Vacation/Resort</li> <li>• Urban</li> <li>• Rural/ Nature Retreat</li> <li>• Business/Medical Hubs</li> <li>• Event-driven/ College Town</li> <li>• Luxury/Boutique Market</li> </ul> | <ul style="list-style-type: none"> <li>• Short-Term</li> <li>• Mid-Term</li> </ul> | <ul style="list-style-type: none"> <li>• Single Family</li> <li>• Condo</li> <li>• Accessory Dwelling Unit</li> <li>• Apartment</li> <li>• Room</li> </ul> | <ul style="list-style-type: none"> <li>• Vacation Rental</li> <li>• Executive Rental</li> <li>• Coliving/Room</li> </ul> |

Before you embark on the amazing journey of AirBnB ownership, understand YOUR Why! Then develop a strategy and plan that meets your overall goals and objectives.

# Understand Your Objective

Should align with **YOUR** overall financial and business plans

**IF YOU HAVE AN LLC, YOU SHOULD HAVE A BUSINESS PLAN  
FOR YOUR LLC**



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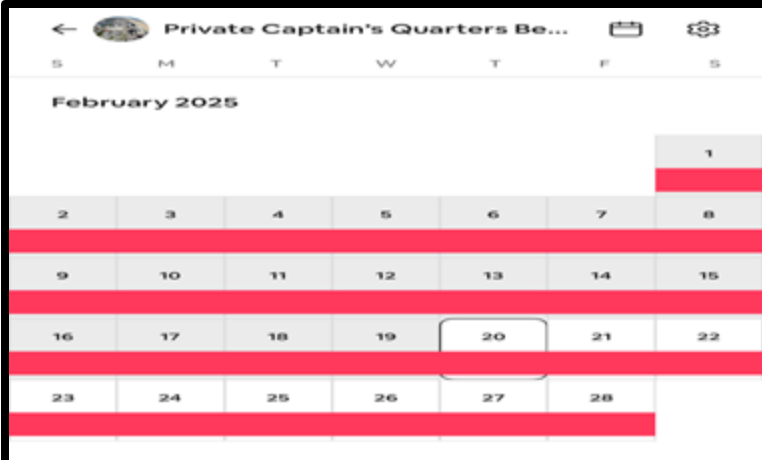
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## Higher Monthly Cashflow



3 bed, 3.5 bath 1800 sqft Beach Condo



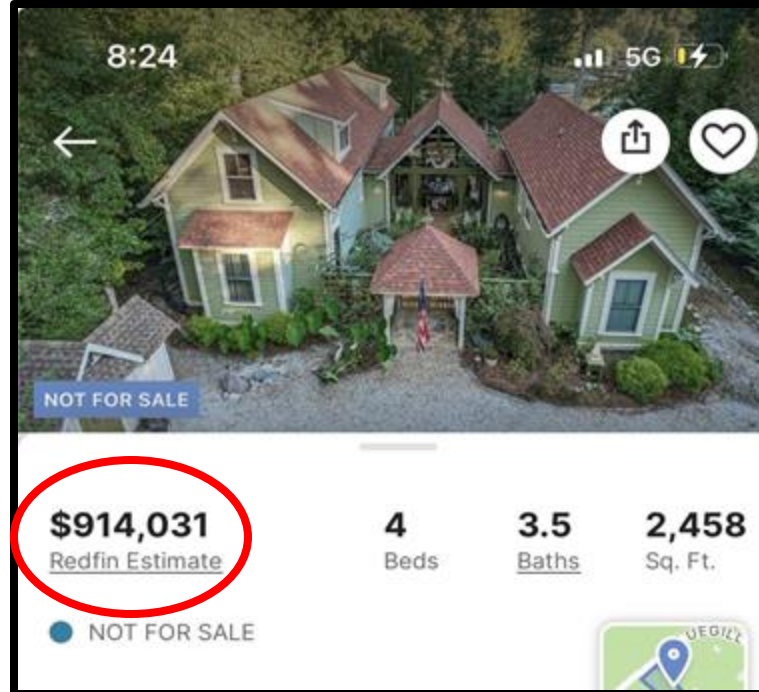
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| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 |    |

Market rent: \$2500

Short term rental:

- \$3200 (off season)
- \$6500- \$8000 (peak season)

## Property Appreciation



\*\*\* Purchased in 2021 for \$475,000

## And ....

- Equity Leverage
- Great Memories



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## Tax Advantage



- \*\*\* Section 179  
Tax Deduction



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# AirBNBs are Comprised of Short-Term & Mid-Term Rentals

A **Short-Term Rental (STRs)** (transient rental, vacation rental, or resort dwelling unit) is defined as any residential home, accessory building or room rented for a short period of time. This generally refers to stays of less than 30 days

A **Mid-Term Rental (MTRs)** is a property leased for a duration typically ranging from one to six months, though some definitions extend up to a year. These rentals are often fully furnished and cater to individuals needing temporary housing, such as traveling professionals (e.g., nurses, consultants), remote workers, students or interns or families in transition (relocating, home renovations, etc.)

Entire Homes



Accessory Dwellings  
(Guest house, garage apartment)



Rooms



**STRs = Higher income potential, but require active management and are riskier due to regulations.**  
**MTRs = More stable cash flow, lower maintenance, and fewer legal hurdles.**

# Advantages and Disadvantages of Short-Term and Mid-Term Rentals

| Short-Term Rentals | Owners  | Guests   | Communities  |
|--------------------|---|--|--|
| Advantages         | Higher Income Potential<br>Lower Risk of Problematic Tenants<br>Flexibility<br>Diverse Customer Base                                      | More Space & Amenities<br>Cost-Effective for Families/Groups<br>Local Experience<br>Variety of Options | Boosts Local Economy<br>Job Creation<br>Utilization of Vacant Properties   |
| Disadvantages      | Inconsistent Income<br>Higher Operating Costs<br>Regulatory & Legal Issues<br>Increased Wear & Tear<br>Negative Reviews Can Hurt Business | Hidden Fees<br>Risk of Cancellations<br>Lack of Standardized Service<br>Security Concerns              | Housing Shortages & Higher Rent Prices<br>Neighborhood Disruptions<br>Loss of Community Feel<br>Regulatory & Taxation Issues |

| Mid-Term Rentals | Owners  | Guests   | Communities  |
|------------------|---|--|--|
| Advantages       | Steady Income with Higher Returns than LTRs<br>Lower Vacancy Rates<br>Fewer Legal Restrictions than STRs<br>Less Wear and Tear than STRs<br>Attracts Responsible Tenants<br>Flexibility in Property Use | More Affordable than STRs<br>Flexible Lease Terms<br>Fully Furnished and Move-In Ready<br>More Stability than STRs | Less Disruptive than STRs<br>Better for Local Housing Availability<br>Beneficial for Local Economy |
| Disadvantages    | Lower Income Potential than STRs<br>Furnishing and Maintenance Costs<br>Guest rental rights<br>Legal Uncertainty in Some Areas  | More Expensive than LTRs<br>Fewer Housing Options<br>Potential Lease Inflexibility                                 | Possible Housing Scarcity Issues<br>Uncertain Impact on Local Laws and Taxes                       |



# Research the Market

1. Identify Profitable locations
2. Understand the Regulations
3. Evaluate the Competition

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# Market Analysis



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- **Local Economic and Tourism Data**
  - Local Chamber of Commerce
  - Local Economic Development Corporations
  - Department of Tourism websites
- **Market and Demand Analysis**
  - Mashvisor/ AirDNA
  - Key Data
  - Turnkey/Vacasa/Evolve
- **Rental Regulations**
  - Local county government websites
- **Experienced Real Estate Agents**
- **Other Investors, FB groups, webinars and masterminds**



Prince George's County, MD

 PRINCE GEORGE'S COUNTY  
Planning Department



**MARYLAND**  
Chamber of Commerce





# Choose Your Market

## 1. Urban Markets



- Located in major cities and business hubs
- High demand from business travelers, tourists, and digital nomads
- Examples: Washington DC, New York City, Los Angeles, Chicago
- **Pros:** Consistent occupancy rates, strong pricing potential
- **Cons:** Higher regulations and restrictions, competitive market, expensive properties

## 2. Vacation/Leisure Markets



- Popular tourist destinations, beaches, mountains, or lakeside locations
- High demand during peak seasons but can have slow off-seasons
- Examples: Virginia Beach, Orlando, Lake Tahoe, Gatlinburg
- **Pros:** Higher nightly rates, strong seasonal demand
- **Cons:** Seasonal risk, reliance on tourism economy

## 3. Rural/Eco-Tourism Markets



- Located in nature-heavy or remote areas, offering unique experiences
- Attracts adventure travelers, retreat seekers, and eco-conscious guests
- Examples: Deep Creek (MD), Massanutten, Colorado Rockies, Poconos
- **Pros:** Unique appeal, less competition, lower property costs.
- **Cons:** Limited year-round demand, potential infrastructure limitations

## 5. College Town Markets



- Near universities, serving students, visiting families, & faculty
- Consistent demand during academic year and special events
- Examples: Ann Arbor (University of Michigan), Austin (University of Texas)
- **Pros:** Stable demand, high turnover, potential long-term tenants
- **Cons:** Seasonal fluctuations, potential rowdy guests

## 6. Business Hub Markets



- Areas w/ strong corporate presence and conference centers
- Attracts business travelers and consultants
- Examples: Silicon Valley, Houston, Charlotte
- **Pros:** Steady demand, long-term corporate rentals
- **Cons:** Regulatory restrictions, dependent on business travel trends

## 7. Luxury Market



- High-end properties catering to affluent guests
- Located in prestigious areas or offering unique luxury experiences
- Examples: Beverly Hills, Aspen, Miami Beach
- **Pros:** Premium pricing, exclusive clientele
- **Cons:** High upfront costs, niche demand, extensive upkeep

# Short-term Rental Rules and Regulations



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**Short-term rentals (STRs), typically defined as stays of less than 30 days are governed by various rules and regulations depending on the location. However, some general guidelines apply in most jurisdictions:**

## **1. Local Zoning & Permitting Requirements**

- Many cities and municipalities regulate STRs based on zoning laws, restricting them to specific areas
- Hosts may need a permit or license to operate legally
- Some locations ban STRs entirely in residential areas

## **2. Taxation & Fees**

- Hosts may be required to collect and remit occupancy taxes, similar to hotels (e.g., transient occupancy tax, tourism levies)
- Some jurisdictions charge additional business registration fees or impact fees.

## **3. Homeowners Association (HOA) & Building Rules**

- HOAs, condo boards, or landlords may restrict or prohibit STRs in multi-unit buildings.
- Some buildings require minimum rental periods (e.g., 30 days or more)

## **4. Lease Agreements & House Rules**

- Hosts often need to set clear rental agreements outlining house rules, occupancy limits, and liability waivers
- Noise ordinances and parking restrictions must be followed

## **5. Health & Safety Compliance**

- STRs may need to meet fire and safety standards, including smoke detectors, carbon monoxide alarms, and fire extinguishers
- Some jurisdictions require inspections before a license is issued

## **6. Tenant & Guest Limits**

- Many cities set occupancy limits per STR to prevent overcrowding
- Some jurisdictions limit the number of nights a property can be rented annually

## **7. Primary Residence vs. Investment Properties**

- Some cities require STRs to be operated only from a host's primary residence
- Non-owner-occupied rentals may have additional regulations or bans in certain areas

## **8. Platform Regulations (Airbnb, Vrbo, etc.)**

- Some locations require platforms like Airbnb to share data with local governments
- Certain cities mandate that listings display permit numbers for verification

## **9. Insurance & Liability Protection**

- Standard homeowner's insurance may not cover STR-related damages; special short-term rental insurance is often required
- Some jurisdictions require liability coverage for guests staying in an STR

## **10. Enforcement & Penalties**

- Violations of STR regulations may result in fines, license revocation, or legal action
- Some cities have dedicated enforcement units monitoring illegal rentals

# Short-term Rental Rules and Regulations

- **Stringent**

- Many rules that constantly change
- Largely Urban and national vacation hubs have the most restrictive short-term rental regulations

- **Moderate**

- Friendly if operating where allowed and follow the rules
  - Property management criteria, limits on number of cars, etc
- Largely regional tourism areas have moderate regulations

- **Relaxed**

- Minimal Rules and revocation of permits are unlikely
- Largely rural areas have the most relaxed short-term rental regulations

**Rules and Regulations are determined by the county ... check the county website to ensure STRs are allowed**

[PGC STR Licensing](#)

[Garrett County STR License](#)

**Keep in mind**

- HOAs often restrict STRs
- Most counties do not allow leased properties to be registered as



# **Mid-term Rental Rules and Regulations**



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**Mid-term rentals, typical defined as stays lasting between one and less than twelve months, a subject to various rules and regulations that vary by location. However, some general guidelines govern mid-term rental agreements:**

## **1. Zoning & Local Regulations**

- Many cities and municipalities regulate mid-term rentals differently from short-term (under 30 days) and long-term (over 12 months) leases.
- Some areas require rental properties to be in specific zones or have a business license.

## **2. Lease Agreements**

- Mid-term rentals usually require a formal lease agreement, detailing the rental period, payment terms, and house rules.
- Lease terms must comply with local landlord-tenant laws, including security deposit regulations.

## **3. Tenant Rights & Landlord Responsibilities**

- Renters in mid-term agreements may have more legal protections than short-term vacation guests, such as eviction procedures.
- Landlords must comply with maintenance obligations and habitability standards.

## **4. Taxes & Fees**

- Unlike short-term rentals, which often have hotel taxes, mid-term rentals may be subject to different tax requirements
- Some jurisdictions impose registration fees or other rental-related taxes.

## **5. HOA & Building Rules**

- Homeowners Associations (HOAs) or apartment complexes may have specific rules regarding rental durations.
- Some buildings prohibit rentals shorter than a specific term (e.g., six months or one year).

## **6. Furnishings & Utilities**

- Mid-term rentals are often furnished and may include utilities in the rental price.
- Clear terms should outline what is included

## **7. Tenant Screening & Security Deposits**

- Landlords often conduct background and credit checks before leasing a mid-term rental
- Security deposit rules vary by jurisdiction, with limits on amounts and requirements for return timelines

## **8. Eviction & Lease Termination**

- Mid-term rentals must comply with local eviction laws, requiring proper notice for lease termination.
- Lease agreements should outline early termination conditions for both parties.

# Set a Budget and Secure Financing

1. Calculate Costs
2. Explore Financing Options
3. Establish a Cash Reserve

# Financing/ Acquisition



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- **5-10% down vacation home loan**
  - More than 65 mi away
  - Occupy for part of year, suitable for year-round occupancy
  - Exclusive control of property, cannot put under property management
  - 1 unit dwelling, 1 vacation home loan/market
- **15-20% down investment property loans**
- **Debt Service Coverage Ratio (DSCR) loan**
  - Loan is underwritten based on income from property
  - 640+ FICO score, Mortgage History Needed, No personal Income Needed, Up to 4 Units, STRs ok
  - At least 20 % down
- **Seller Financing (Owner Carry)**
  - Buy directly from a seller without a bank loan—seller acts as the lender.
  - Structure low down payments and flexible terms.
  - Great for sellers who own free-and-clear properties and want a steady income stream.
- **House Hacking with Airbnb**
  - Buy a duplex, triplex, or single-family home with an ADU
  - Live in one unit and Airbnb the rest—lowers mortgage costs
  - FHA loans (3.5% down) make this an accessible strategy
- **1031 Exchange**
- **Joint Ventures**
- **[Fractional ownership](#)**

**Find an investor friendly mortgage lender to review plans and options to acquire property.**

# Find the Right Property & Category

1. Consider the Property Type
2. Property Preparation Requirements
3. Evaluate Amenities

1. Vacation Rental
2. Executive Rental
3. Coliving Space



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# **Main Categories of Short & Mid-term Rentals**

**Vacation Rental** - Leisure-oriented stays for travelers looking for a temporary place to stay during vacations, holidays, or weekend getaways.

**Executive Rental** - Business-oriented stays for professionals or corporate clients who need a temporary place to live while traveling for work or relocating.

**Coliving Spaces** - Community-oriented, shared living environments that provide a social and collaborative living experience, often targeted at younger adults or digital nomads.

Understanding the different Airbnb categories is crucial for maximizing profitability and targeting the right guests. Aligning your investment with demand, location, and guest preferences will determine your success in the AirBNB market.

# Rental Comparison

| Aspect          | Vacation Rental                        | Executive Rental  | Coliving Space                                    |
|-----------------|--|---|---|
| Target Audience | Tourists, families, vacationers        | Business professionals, corporate travelers                 | Freelancers, digital nomads, young professionals  |
| Duration        | Short-term (days to weeks)             | Medium-term (weeks to months)                               | Medium-term (weeks to months)                     |
| Amenities       | Leisure-focused (pools, entertainment) | Business-focused (workspace, high-speed internet)           | Shared living (common areas, social events)       |
| Location        | Popular tourist destinations           | Business hubs, major hospital locations, city/urban centers | Urban areas, often near tech hubs or universities |
| Focus           | Comfort and relaxation                 | Professional comfort and functionality                      | Community, collaboration, shared experiences      |
| Websites        | AirBnB, VRBO, Booking.com and Expedia  | Furnished Finder, Housestay, CHBO                           | Coliving.com, Padsplit, Bungalow                  |

# Create a Business Plan

(for the property)

1. Business Goals
2. Management Strategy
3. Financial goals and decision points
4. Exit Strategy



# Self Manage, Property Manager vs Full-Service Management Site



## Self-Manage

### ✓ Advantages:

- **Higher Profit Margins** – You keep the revenue without paying management fees (~15-40% of rental income)
- **Full Control** – You decide on pricing, policies, guest approvals, and maintenance
- **Flexibility** – You can experiment with different platforms (Airbnb, Vrbo, Furnished Finder) to maximize revenue

### ✗ Disadvantages:

- **Time-Consuming** – Handling guest inquiries, cleaning, maintenance, and pricing optimization requires significant effort.
- **24/7 Responsibilities** – Emergencies can happen at any time, requiring immediate attention.
- **Learning Curve** – Understanding pricing strategies, local regulations, and marketing can take time.
- **Potentially Inconsistent Quality** – If you don't have reliable cleaners or vendors, the guest experience may suffer.

## Property Manager

### ✓ Advantages:

- **Hands-Off Management** – Property manager handles guest communication, bookings, cleaning, and maintenance.
- **Industry Expertise** – Professional managers know how to optimize pricing, increase occupancy, and handle problems efficiently
- **Compliance & Legal Assistance** – Can help navigate local short-term rental regulations

### ✗ Disadvantages:

- **High Fees** – Can charge 15-40% of rental income
- **Less Control** – You rely on someone else to maintain your property and guest experience
- **Varying Quality** – Not all property managers are equally effective; some may not prioritize your property
- **Possible Hidden Fees** – Some managers charge additional fees for maintenance, marketing, or extra services

## Full-Service Management Site

### ✓ Advantages:

- **Convenience** – These platforms handle everything from marketing and guest communication to cleaning and maintenance
- **Wider Reach** – Many full-service companies list your property on multiple platforms, increasing exposure
- **Trust & Branding** – Established brands can attract more guests who prefer consistent quality

### ✗ Disadvantages:

- **High Fees** – Full-service platforms typically take 20-50% of rental income
- **Limited Flexibility** – You may have restrictions on personal use, pricing control, or cancellation policies
- **Possible Contract Obligations** – Some require long-term agreements, making it difficult to switch if you're unhappy

# List on the Right Platform

|                           | Vacation Rental   | Executive Rental   | Coliving Space                                   |
|---------------------------|---|--|--|
| <b>Self-Service</b>       | AirBnB<br>Vacation Rental By Owner (VRBO)<br>Booking.com<br>Expedia | Furnished Finder<br>Corporate Housing By Owner (CHBO)<br>HouseStay<br>AirBnB | Coliving.com<br>Padsplit<br>Craigslist<br>AirBnB |
| <b>Full-service Sites</b> | VACASA<br>Evolve<br>AvantStay                                       | VACASA<br>Sonder<br>Blueground   | Common<br>Landing<br>Bungalow                    |

Many owners list on multiple platforms to maximize exposure while self-managing, then switch to a full-service platform as they acquire properties that may exceed their ability to self-manage. Take the time to understand the difference so you can clearly understand the platform that is right for you.

# Know the Different Costs



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- **Initial Start up costs (furniture, initial items)**
  - Furniture and décor
  - Initial miscellaneous/ stocking items  
Bedding, Dishes, pots/pans/kitchen essentials, coffee maker, cleaning items, bath towels, hair dryer, toiletries, Games, etc
- **Security/ Monitoring Systems**
  - Camera doorbell/ external cameras/ Smart locks/ noise detection/ water detection devices
- **Professional Property Management vs Self Manage**
  - Property Management costs 20-40% depending on the market
  - Cleaning Fees
  - Maintenance Costs
  - Restock/Supplies Fees
- **Insurance**
  - Specialize in short-term rentals (Proper, American Modern, etc)
- **Utilities (request data from seller)**
  - Wifi thermostat
- **Platform fees ... typically 3% of the booking subtotal**
- **Taxes (lodging and occupancy taxes) ... county and state**



# Before You Jump In



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- What are your goals?
- How does an Airbnb fit into your overall financial and business plan?
- Do you have a solid budget?
- Evaluate your financial standing
- Have you established an LLC?
- Do you have a mentor or coach?
  - Learn from others, TIME IS MONEY
  - Simple mistakes can cost you money



***Have a PLAN and EXECUTE!***



# How Can I Help You Develop Your Winning Plan?

- Personal plan mastermind sessions
- Business Plan development
- AirBnB Strategy development sessions
- Guided property research and evaluations
- Self-Management Basics
- Property Preparation Essential Guidelines
- Listing Set Up & Marketing Basics
- Management and Optimization Basics
- How to Stay Informed and Compliant

**THINKIN OF  
A MASTER  
PLAN?**



**Schedule a 30 min consultation session today: [www.calendly.com/charlie-hasan](http://www.calendly.com/charlie-hasan)**

# Charleese Hasan, "CAPT Retail"

Real Estate Investor/Agent (MD, DC)

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## ENOLAM Investments

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Charlie Hasan



CaptainRetail1



Charlie Hasan



***If you don't like the (financial) legacy you inherited, Create a NEW one! – Charlie***