LUXE HOME SOLUTIONS

A LUXE OWNER GUIDE

Buy Smarter at the Beach

A pre-purchase guide to Myrtle Beach + North Myrtle Beach vacation rentals

WHERE TO LOOK	WHAT TO VERIFY	WHAT TO AVOID

The strongest rental is not always the prettiest listing. It is the property where guest demand, operating costs, rules, and purchase price all work together.

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Profitability starts before closing

A busy tourism market creates opportunity. It does not make every condo or house a good investment.

Horry County has reported leading South Carolina in accommodations tax revenue and domestic travel expenditures. Myrtle Beach also markets year-round family, golf, sports, entertainment, and long-stay demand. The opportunity is real - but profit is still property-specific.

PROJECTED BOOKING REVENUE	OPERATING EXPENSES	DEBT + OWNER COSTS	REAL OWNER RETURN

The Luxe investment lens

Guest demand

Would a traveler choose this property over ten similar listings at the same price?

Legal permission

Are short stays allowed by the city, county, HOA, deed, lender, and insurer?

All-in cost

Purchase price is only the beginning. Model HOA, insurance, utilities, repairs, taxes, and reserves.

Operational fit

Can cleaners turn it efficiently? Are parking, elevators, locks, linens, laundry, and trash workable?

Finance + resale

Can it be financed today, and will future buyers face the same condo-hotel or project restrictions?

Owner goal

Is the priority cash flow, appreciation, personal use, tax strategy, or a blend? The answer changes the buy box.

A smaller direct-oceanfront condo can outperform a larger inland property because view, access, and guest confidence convert bookings.

An amenity has zero marketing value if your guests cannot actually use it. Verify access in writing before counting it.

A low purchase price is not a bargain when HOA dues, insurance, assessments, or weak demand consume the difference.

OUR STRONGEST STARTING POINTS

The Luxe buy box

These are the profiles we would evaluate first. The building and the numbers still decide the final answer.

TOP TARGET SLEEPS 6 | BALANCED

Direct-oceanfront 2BR / 2BA condo

Why it works: The view sells the click, two bathrooms reduce friction, and the size fits the core family market without 3BR acquisition costs.

Must verify: In-unit laundry, two parking passes, balcony, elevator reliability, max occupancy, indoor/seasonal pool, and true guest amenity access.

COST SENSITIVE HIGHER GROSS | BIGGER COST

Oceanfront or strong-view 3BR resort condo

Why it works: Larger families and groups can support higher nightly rates and longer stays when the layout genuinely sleeps eight or more.

Must verify: HOA total, cleaning cost, parking, wristbands, elevator capacity, furnishing budget, and whether the view is clear enough to justify the premium.

STRONG PROFILE REPEAT GUEST | LOCATION

Walkable Shore Drive 2BR / 2BA

Why it works: Beach access plus walkability to popular dining, entertainment, and the pier gives the listing an easy, specific story.

Must verify: Age of building, stairs/elevators, parking limits, master insurance, balcony condition, pool access, and noise expectations.

STRONG PROFILE 2-3BR | FAMILY DEMAND

North Myrtle Beach family condo

Why it works: The NMB neighborhoods blend beach demand with family attractions, golf, restaurants, and repeat drive-market guests.

Must verify: Exact neighborhood, ocean position, building rules, beach access, seasonal amenities, parking, and current STR licensing requirements.

CONDITIONAL SPACE | PARKING | PET APPEAL

Distinctive 3BR house near beach or golf

Why it works: Private outdoor space, parking, golf-cart convenience, fenced yard, and a memorable design can separate a house from condo inventory.

Must verify: Legal STR use, distance guests will tolerate, road noise, yard maintenance, golf-cart rules, flood risk, and what replaces an ocean view.

STRATEGY PLAY GOLF | SNOWBIRD | LONGER STAYS

Golf-resort 2-3BR condo

Why it works: Spring, fall, and winter golf plus long-stay demand can support a different calendar and reduce dependence on peak summer weeks.

Must verify: Beach-distance tradeoff, pool access, course views, first-floor appeal, monthly pricing, utilities, and weak summer conversion risk.

Our clearest preference

A true direct-oceanfront 2BR / 2BA that sleeps six, has in-unit laundry, a private balcony, reliable elevator access, two parking passes, and amenities guests may actually use is one of the cleanest Grand Strand rental profiles.

AREA STRATEGY

Where we would look first

Potential ratings describe the rental profile, not a guarantee. One building can perform very differently from the property next door.

AREA / PROFILE	RENTAL UPSIDE	BEST SEASONS	BEST BUY PROFILE	WATCH CLOSELY
Shore Drive / Arcadian	Strong	Summer + shoulder	2BR / 2BA direct oceanfront or clear ocean view	Older buildings, parking, elevators, master insurance, stairs
NMB oceanfront - Cherry Grove, Ocean Drive, Crescent, Windy Hill	Strong	Summer, holidays, spring/fall	2-3BR condo with balcony, laundry, pools, easy beach access	Purchase premium, wind/flood, HOA, parking, amenity restrictions
Northern Myrtle resort corridor	Strong gross; expense-sensitive	Family summer + events	3BR ocean-view or oceanfront in an amenity-rich resort	HOA, garage limits, wristbands, resort-fee and waterpark access
Central Myrtle / Boardwalk	High demand; higher operational risk	Summer + events + weekends	True STR condo with a compelling view and workable rules	Noise, parking, front-desk control, condotel financing, competition
South Myrtle / full-amenity resorts	Moderate to strong	Family summer + value stays	2BR / 2BA with gated access, pools, beach, and family amenities	HOA caps, building position, long walk to beach, association rules
Golf communities / Legends-type	Seasonally balanced	Spring, fall, winter	2-3BR, first floor or elevator, W/D, view, flexible monthly stays	Weaker beach demand, utility-heavy long stays, course access assumptions
Inland Arcadian / Restaurant Row houses	Variable; feature-dependent	Family trips + groups	3BR with parking, yard, strong design, short beach drive	No ocean view, road noise, generic interiors, no shared amenities
Barefoot inland / golf	Strategy play	Golf + long stays + events	2-3BR near dining/golf with verified pool access	Beach distance, amenity access, transport expectations

Read the whole property, not the neighborhood name

Two units in the same resort can have different views, parking access, rental history, assessment exposure, interiors, guest capacity, and amenity rights. Profitability lives at the unit-and-association level.

MARKET FOCUS

North Myrtle Beach: neighborhood strategy

North Myrtle Beach officially recognizes distinct seaside neighborhoods, and each gives buyers a different rental story.

FAMILY + BEACH CHERRY GROVE

Cherry Grove

Best for: Families, fishing, marsh and beach trips, quieter coastal stays.

Opportunity: Oceanfront and close-walk condos with practical layouts can build repeat demand.

Watch: Storm exposure, pier-area conditions, parking, building age, and exact beach access.

WALKABLE OCEAN DRIVE

Ocean Drive

Best for: Walkability, Main Street events, beach trips, and guests who want activity nearby.

Opportunity: Strong listing story when the unit pairs an ocean position with easy entertainment access.

Watch: Event noise, traffic, parking, and whether guests can comfortably reach the property on peak weekends.

BALANCED CRESCENT BEACH

Crescent Beach

Best for: Classic family beach stays and condo travelers seeking a central NMB location.

Opportunity: Balanced beach appeal without relying on one attraction or one season.

Watch: Building-by-building HOA health, view obstruction, laundry, elevators, and unit condition.

TWO STRATEGIES WINDY HILL + BAREFOOT

Windy Hill + Barefoot

Best for: Beach travelers plus dining, shopping, shows, and golf-oriented guests.

Opportunity: Windy Hill ocean units gain beach demand; Barefoot-area units can support golf and longer stays.

Watch: Do not price an inland golf condo like an oceanfront unit. Verify pool, shuttle, and resort access.

The compliance check comes first

North Myrtle Beach requires short-term rentals to hold a business license, collect and remit applicable accommodations taxes, renew annually, and comply with parking, trash, noise, and occupancy rules. Verify the exact property before offering.

MARKET FOCUS

Myrtle Beach: property strategy

The city has broad visitor demand, but each corridor attracts a different guest and carries a different expense profile.

FIRST LOOK SHORE DRIVE / ARCADIAN

Shore Drive / Arcadian

Best for: Beach families, repeat guests, walkability, and travelers who want a quieter pocket near entertainment.

Opportunity: A 2BR / 2BA direct-oceanfront unit with six-person capacity has a clear, easy-to-market identity.

Watch: Older construction, one-pass parking, stairs, elevator downtime, balcony work, master-policy costs.

HIGH GROSS NORTHERN RESORT CORRIDOR

Northern resort corridor

Best for: Larger families seeking pools, food, entertainment, and a resort-style trip.

Opportunity: A well-furnished 3BR with a strong view and genuinely usable amenities can support premium family stays.

Watch: Waterpark exclusions, wristbands, garage limits, resort charges, HOA dues, and high turn complexity.

HIGH TRAFFIC CENTRAL / BOARDWALK

Central / Boardwalk

Best for: Guests prioritizing attractions, events, oceanfront action, and walkability.

Opportunity: Demand can be broad when the view, building, and pricing are competitive.

Watch: Dense competition, noise, parking, front-desk rules, non-warrantable financing, and guest experience consistency.

FAMILY RESORT SOUTH MYRTLE / FULL-AMENITY

South Myrtle / full-amenity

Best for: Value-focused families who want pools, beach access, sports, playgrounds, and a contained resort experience.

Opportunity: A 2BR / 2BA with a sensible HOA and good building location can be a balanced entry profile.

Watch: Association occupancy caps, distance to amenities, building-specific access, and special assessments.

Our strongest Myrtle Beach question

What makes this unit easier to choose than the dozens surrounding it? Direct oceanfront position, a clear balcony view, an excellent layout, better parking, verified amenities, and a finished interior are real differentiators. 'Near the beach' alone is not enough.

GOLF, INLAND + CONDO-HOTEL

Conditional opportunities

These can work beautifully when the price and strategy match. They fail when buyers underwrite them like oceanfront summer rentals.

PROFILE	WHY IT CAN WORK	WHAT IT NEEDS	COMMON MISTAKE
Golf-resort condo	Spring/fall golf, snowbirds, longer stays, quieter setting	W/D, easy entry, course or water view, flexible monthly plan	Assuming golf proximity creates summer beach demand
Inland family house	Space, privacy, parking, yard, groups, pet or golf-cart potential	Distinct design, short beach drive, outdoor feature, legal STR use	Buying a generic house with no vacation-specific reason to book
Boardwalk condo-hotel	Walkability, ocean views, events, broad traveler awareness	Finance approval, workable front desk, HOA health, strong unit position	Looking only at gross revenue and ignoring fees or resale limits
Barefoot / inland NMB condo	Golf, dining, entertainment, longer stays, quiet setting	Verified amenities, clear transport story, good price-to-revenue math	Using oceanfront comparables for rate projections

Think in seasons, not one annual average

JAN-FEB	MAR-MAY	JUN-AUG	SEP-OCT	NOV-DEC
Snowbirds, long stays, winter golf	Spring break, golf, events, warming beach demand	Peak family beach season	Golf, couples, warm shoulder stays	Holidays, events, monthly stays

Oceanfront strategy

Maximize peak and shoulder-night conversion, protect reviews, and keep pricing responsive.

Golf / inland strategy

Build longer stays, market spring and fall early, and treat summer as a separate demand problem.

SCREEN THE DEAL

The Luxe 100-point property scorecard

Score the property before emotion, furniture, or a pretty sunset talks you into bad math.

CATEGORY	WEIGHT	WHAT EARNS THE POINTS	YOUR SCORE
STR legality + HOA permission	20	Written short-term rental permission; workable occupancy, parking, guest, pet, camera, and management rules	___ / 20
Location, beach access + view	15	True ocean position or a compelling alternative; safe and understandable access; marketable surroundings	___ / 15
All-in carrying cost	15	Purchase price, HOA, insurance, utilities, taxes, reserves, and financing support realistic net income	___ / 15
Layout + sleeping capacity	10	Bedrooms and baths match guest count; comfortable beds; usable common space; HOA cap supports the strategy	___ / 10
Parking + physical access	10	At least two useful passes for larger units; reliable elevators or easy stairs; manageable loading and trash	___ / 10
Guest-usable amenities	10	Pools, beach access, gym, water features, restaurants, and activities are actually available to rental guests	___ / 10
Insurance + flood exposure	8	Insurable at a modeled cost; master policy is adequate; deductibles and flood zone are understood	___ / 8
Condition + maintenance	5	Major systems and building elements are sound; furnishing and setup budget is realistic	___ / 5
Financing + resale	5	Lender approves the project; no surprise condotel issue; future buyer pool is not unnecessarily restricted	___ / 5
Marketing distinction	2	The unit has an immediate visual or experiential reason to choose it	___ / 2
TOTAL	100	Add the scores only after documents and costs are verified.	___ / 100

85-100 SERIOUS CONTENDER	70-84 MODEL CAREFULLY	UNDER 70 REPRICE OR PASS

A high score does not set the price. It tells you whether the property deserves a complete financial model and document review.

PROTECT THE MATH

Profit killers buyers miss

Most of these problems are visible before closing - if someone asks the right questions.

HOA increases + assessments

Request current dues, budgets, reserve studies, meeting minutes, pending projects, litigation, delinquencies, and the last two years of increases.

Master-policy gaps

Confirm building coverage, wind/hail treatment, deductibles, unit-owner responsibility, and whether the lender finds coverage adequate.

Condo-hotel financing

Some resort-style or transient-use projects may be ineligible for conventional financing. Get project approval before relying on the loan.

Flood + wind cost

Search the official FEMA map and obtain real quotes - not an online estimate - for unit, landlord, flood, wind, and liability coverage.

Parking that does not fit capacity

A 3BR that sleeps ten but provides two tight garage passes will create operational and review pressure.

Laundry mismatch

Larger units without in-unit W/D increase guest complaints, linen logistics, and turnover complexity.

Amenity-access confusion

Waterparks, pools, gyms, restaurants, shuttles, or beach services may be controlled separately or excluded from private rentals.

Unworkable occupancy rules

HOA caps, age limits, minimum stays, pet rules, wristbands, noise policies, and owner-use limits can change the entire revenue plan.

Deferred maintenance

HVAC, plumbing, balconies, elevators, roofs, windows, pools, and fire/life-safety work can create cost and closure risk.

Platform or front-desk control

Confirm owners may use their chosen manager, list on desired channels, control rates, and communicate directly with guests.

Overstated rental history

Separate nightly rent from cleaning, taxes, deposits, refunds, owner stays, and one-time event spikes.

A generic interior

At the beach, clean is the minimum. A property must photograph well and give guests a reason to choose it at equal pricing.

BUILD THE MODEL

The numbers that actually matter

Gross revenue is the top line. Owners live with what remains after the property is operated and financed.

LINE ITEM	WHAT TO INCLUDE	SOURCE
Projected booking revenue	Nightly rent after discounts and refunds; do not count refundable deposits or guest-paid taxes as owner revenue	Property comps + season-by-season projection
Platform + payment costs	Channel commissions, card processing, software, protection products, chargeback exposure	Actual channel and payment agreements
Management	Percentage or fixed management cost plus any onboarding or optional service charges	Management proposal
HOA + assessments	Regular dues, master association, special assessment, capital contribution, parking or amenity charges	Estoppel, budget, minutes, seller disclosure
Insurance	Unit/landlord, contents, liability, wind/hail, flood, deductible exposure	Written quotes + master policy
Utilities + connectivity	Electric, water, internet, streaming, pest, trash, pool/yard where applicable	12 months of bills or conservative quotes
Turnover + supplies	Cleaning shortfall, linen replacement, consumables, restocking, deep cleans, inspections	Operating plan
Maintenance reserve	Routine repairs, HVAC, plumbing, appliances, locks, furniture, paint, balcony and building exposure	Age/condition + reserve assumption
Taxes + licenses	Property tax, business license, direct-booking tax obligations, accounting and compliance	County, city, SCDOR, tax professional
Debt + owner use	Mortgage, points, lender reserves, owner blocked nights, travel and personal purchases	Loan estimate + owner plan
Estimated owner return	Net cash after operating costs and debt, before personal income-tax effects	Completed property-specific model

Revenue evidence hierarchy

STRONGEST	12-24 months of owner statements + PMS export + bank or payout records
USEFUL	Comparable booking data adjusted for view, condition, capacity, fees, owner use, and management quality
WEAK	Calendar screenshots, a platform estimate, seller-created spreadsheet, or verbal 'it makes about...' claim

Do not compare two 'gross revenue' figures until both use the same definition. One may include cleaning fees and taxes while the other includes rent only.

PRE-PURCHASE CHECKLIST

Before you make an offer

Send the listing to Luxe while you can still negotiate, investigate, or walk away.

- [ ] Written confirmation that short stays are allowed
- [ ] City / county business-license requirements
- [ ] HOA declaration, bylaws, rules, amendments
- [ ] Current budget, dues and all special assessments
- [ ] Reserve study and last 12-24 months of minutes
- [ ] Master insurance policy and deductible schedule
- [ ] Flood zone and written insurance quotes
- [ ] Lender project approval and loan estimate
- [ ] 12-24 months of rental and payout records
- [ ] Property tax history and projected investor tax
- [ ] Exact parking passes, vehicle limits and garage clearance
- [ ] Maximum occupancy and minimum renter age
- [ ] Guest access to every advertised amenity
- [ ] Elevator, balcony, roof, pool and HVAC condition
- [ ] In-unit laundry and linen-storage plan
- [ ] Owner-use, pet, camera and management restrictions
- [ ] Cleaning access, trash, locks and turnover logistics
- [ ] Furnishing, photography and setup budget
- [ ] Season-by-season revenue projection
- [ ] Full net operating model - not gross revenue only

SEND LUXE THE LISTING BEFORE YOU BUY

A pre-purchase rental-readiness review can identify guest appeal, likely operational friction, property setup needs, management fit, and questions your agent, lender, insurer, attorney, or HOA should answer before closing.

SouthCarolinaVacationsDirect.com

Official planning resources

North Myrtle Beach STR rules	nmb.us/833/Short-term-Rentals
Myrtle Beach rental business licenses	cityofmyrtlebeach.com/departments/business_license_division.php
South Carolina accommodations tax	dor.sc.gov/sales-use-tax-index/accommodations
FEMA Flood Map Service Center	msc.fema.gov/portal/search
SC coastal property insurance report	doi.sc.gov/DocumentCenter/View/15232/2025-Coastal-Property-Report
Fannie Mae condo project standards	selling-guide.fanniemae.com/sel/b4-2.1-03/ineligible-projects
Horry County tourism / annual report	horrycountysc.gov/media/dmfbh53z/annual-report_july-2024.pdf

Buy the property your future guests will choose.

Luxe Home Solutions | Vacation Rental Management, Cleaning & Guest Care

This guide is educational and reflects general market and operating considerations as of August 2026. It is not a guarantee of revenue, occupancy, profitability, appreciation, financing, insurance, zoning, tax treatment, or investment return. Buyers should obtain property-specific advice from qualified real estate, legal, lending, insurance, tax, inspection, and HOA professionals before purchasing.