

# 5 PILLARS TO CREATE 6-FIGURE SHORT-TERM RENTALS



**GEORGE SALAS**

REAL ESTATE INVESTMENT STRATEGIST

[WWW.EMPRESSCAPITALGROUP.COM](http://WWW.EMPRESSCAPITALGROUP.COM)

# THE PROCESS

**FIND** - The Perfect Market

**ACQUIRE** - The Perfect Property

**SOURCE** - The Perfect Staging & Design

**LAUNCH** - The Perfect Marketing Strategy

**DELIVER** - 5-Star Guest Experience



# Pillar #1: FIND The Perfect Market

## Overview:

This is the market research process that will allow you to find the highest grossing properties from highest to lowest revenue.

The perfect market research includes your goals, and the velocity.

**The less competition, the quicker you can make profit.**



# Pillar #1: FIND The Perfect Market

Market research is not as easy as you think. Sure, there is software out there to help you out and they are awesome! But without expert experience, the expectations and reality of this data might surprise you and frustrate you.

The more demand & the better your market, the easier it is to get high revenues.



# Pillar #1: FIND The Perfect Market

## WHAT IT IS:

- The research process that allows you to identify the biggest margins in your market, aka “The Sweet Spot.”
- This process helps understand the supply vs demand and trends that make some markets great and some NOT so great.

## WHY IS THIS IMPORTANT?

- Helps you find properties that give you a 3-5x multiplier on your rent/mortgage.
- Understanding each Vacation Rental market trend helps you win bigger and make the right investment decision for the short and long term.
- Helps you understand your market pulse.

## Pillar #2: ACQUIRE The Perfect Property

### Overview:

The Perfect Property formula is the process that helps you find the property that works for you, your investment plan, criteria, & your budget. Everything to do with the property.

This is the execution plan: Acquisition, investment metrics, deal analysis, real estate agents, regulations, business funding, private lenders, short-term and long-term financing, tax & asset protection, wealth creation & much more.

Many real estate investors think that location is everything. After 4+ years and 10,000+ hours of mastering my craft in STR/ Airbnbs proved that the type of property you have is just as important. will help you create the “Perfect Property Avatar” according to your budget, risk tolerance, and desired speed of implementation.



## Pillar #2: ACQUIRE The Perfect Property

### WHY IS IT IMPORTANT?

- Creates a vision.
- Lowers investment risk & maximizes attainment.
- Ensures the right ROI, 3-5X or more rent/mortgage vs revenue multiplier.
- More consistency & stability in the short & long run.
- Less work, better lifestyle.

# Pillar #3: SOURCE The Perfect Staging & Design

## Overview

This is the framework we use to double our nightly rate with fantastic interior and exterior design, thoughtful approach, amazing amenities, and a series of steps created to maximize short-term occupancy & long term revenue.



# Pillar #3: SOURCE The Perfect Staging & Design

## WHAT IT IS:

- A complete process w/ the right (USP) unique selling proposition.
- Interior design strategies,
- A list of amenities for a perfect experience.

## WHY IS IT IMPORTANT?

- Packaging the product - A uniquely designed property will make your listing stand out from the crowd.
- Romancing the guests - Will boost perceived value & increase the nightly rate.

# Pillar #4: LAUNCH The Perfect Marketing Strategy

## Overview

- Marketing keeps the engine running, aka bookings coming.
- The way your listing shows up in the OTAs. algorithm will determine the revenue you bring in.
- It creates perceived value.

*The perfect marketing strategy contains 4 essential elements: An outstanding listing strategy, a strong booking strategy, a dynamic pricing strategy, and lastly, your Optimization plan. Together, these elements will maximize occupancy & increase revenue.*



# Pillar #4: LAUNCH The Perfect Marketing Strategy

## THE 4 MAIN ELEMENTS:

1. Listing strategy - Your listing & the platforms you use to market.
2. Booking strategy - Length of stay & lead time.
3. Pricing Strategy - How you price your property.
4. SEO & Optimization - What to do to tweak your listing after launched.

## WHY IS IT IMPORTANT:

- These 4 essential elements combined are the ONE THING that can make or break the consistency of your business.
- They keep the engine running, aka bookings coming.
- The way your listing gets marketed in OTAs or your direct booking site will ultimately determine the revenue you bring in.
- It's the most technical aspect of the business, it needs love.
- It's your outlet for traffic and bookings.
- The main attraction of your business, it creates value.

# Pillar #5: DELIVER The 5-Star Guest Experience

## Overview

If you have done everything else right, this pillar will be a walk in the park. When you WOW your guests, they are happy and you are successful. A Perfect 5-Star Experience is a result of a proactive, anticipation-based customer experience.

Great 5-star experiences are key to long term success.

It puts even more money in your pocket and builds massive credibility.



# Pillar #5: DELIVER The 5-Star Guest Experience

## WHY IS IT IMPORTANT?

- Great 5-star experiences are key to long-term success.
- Customer experience is like being on stage. You are the actor and the guest is the player.
- It puts more money in your pocket.
- Builds massive credibility.
- You become Superhost.

**SCAN THE QR CODE FOR YOUR  
FREE INVESTMENT CALL**



# EMPRESS

C A P I T A L

Empress Capital Group © 2024 All Rights Reserved

[WWW.EMPRESSCAPITALGROUP.COM](http://WWW.EMPRESSCAPITALGROUP.COM)