



Real Estate Masterclass: **Week 7**

Vacation Rentals 101 **Activation Assignment**

1. Visit [AllTheRooms.com](https://www.alltherooms.com) and search for the market area you are interested in for vacation rentals.

- What is the average daily rate for your area? Has this number increased or decreased compared to last year?

- What is the occupancy rate for your area? Has this number increased or decreased compared to last year?



2. Visit VRBO.com and type in your market area without choosing dates. Select a property similar to what you are looking for in a vacation rental. Using the booking calendar, what do you notice about the occupancy rate for this property?

3. What draw are people looking for in vacation rentals in your market (ie close to the beach, has a pool, has an exercise room, etc.)?

4. Do you plan to hire a property manager or manage the vacation rental yourself?



5. Which platform(s) do you plan to use for booking (Airbnb, VRBO, etc.)?

6. What is the culture like towards vacation rentals in your area?

7. Based on the lesson, what simple changes can you make to a property to help it stand out from other vacation rentals in the area?
