



CONSIDERING SHORT-TERM RENTALS?

JoAnnSoldThat.com



A LITTLE BIT ABOUT ME



Since beginning my real estate career, I have thoughtfully and passionately helped hundreds of families, couples and individuals reach their goals of buying, selling or both! As a licensed Realtor for over 20 years, and a Creative and Marketing professional for over 30 years, I can envision a home's potential, allowing me to help guide Buyers and Sellers throughout the sometimes complicated process with patience, kindness, expertise, and a bit of humor for good measure.

Production numbers are powerful, but the bonds created with my clients, now friends, are unbreakable.

Over 70% of my business is repeat and referred clients. In order to earn and maintain that trust, my laser focus is to provide the best service possible, share honest advice, and timely communication and provide support throughout the process.

In my free time I enjoy spending time on my farmette which includes a menagerie of fainting goats and laying hens, gardening and hanging out with family and friends. I would love to help you find your little bit of heaven here on earth.

"Real estate is more than a career to me, it is my passion and has been my life for the past two decades. Getting to help people with the sale of their home or help them find their dream home is such an honor and a pleasure for me."

- JoAnn

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BY THE NUMBERS



JOANN ECHTLER'S PRODUCTION

\$77,000,000

VOLUME SOLD 2019-2022

30

YEARS IN BUSINESS

\$22,000,000

VOLUME SOLD IN 2022

254

HAPPY FAMILIES HELPED

97%

LIST TO SOLD PRICE RATIO

200+

FIVE-STAR REVIEWS

CONSIDERING SHORT-TERM RENTALS?

Short-term rentals can be a highly lucrative investment and a fun way to make money.

Some of the advantages to managing a short-term rental property include:



1. Your tenants are generally excited to be at your vacation property and may not require as much attention as a long-term tenant.
2. You can collect one-time, up-front payments instead of keeping track of monthly or weekly payments.
3. Depending on the location and amenities of your property, you may make several thousand dollars per month per property.
4. Platforms such as Airbnb, VRBO, and Booking.com make it easy to set up a website to market your property.

CONSIDERING SHORT-TERM RENTALS?

A short-term rental investment can be accomplished by purchasing a property to keep rented out or putting your own home up for rent when you travel. Whichever course you take, here are some things to think about before you hang up that “vacancy” sign.

THINGS TO CONSIDER

1

Managing short term rentals is not exactly passive income.



There is quite a lot of work involved in marketing the property, keeping it maintained, and turning it around between tenants. Consider whether you have the time to keep up with it yourself or if you will need to hire a property manager, and how much that will cut into your profits.

THINGS TO CONSIDER

2

Think beyond vacation rentals.



Short term rentals don't have to be on the beach or a ski slope. Other reasons why someone may need a rental in your neighborhood include job interviews, waiting to close on a home, renovating a home, visiting family, traveling with pets, college tours, entertainment events occurring in the area, or having medical procedure done at a nearby hospital.

THINGS TO CONSIDER

3

Do your due diligence when buying an investment property.



You'll want to assess the existing short-term rental market and find out what the going rates are and which areas are renting well. You should find out if there are HOA, condominium, or local ordinance regulations that prohibit short-term rentals. Also inquire as to state, county, or city regulations and resort taxes.

THINGS TO CONSIDER

4

Create a business plan.



Many property owners wing it with their short-term rentals, but you will have more peace of mind and fewer surprises if you treat your rental as a business. Make a list of expenses, including insurance, mortgage payments, taxes, cleaning and handyman services, utilities, internet and TV, lawn or pool care, furnishings, consumables you will provide, and marketing costs.

THINGS TO CONSIDER

5

Work with an agent who knows the area.



Buying the right property at the right price takes some experience. Remember that the purchase of the property is the bigger investment than the rentals to follow. I manage my own short-term rental and would love to talk about how I can help you get started making money with short-term rentals!

FIRST STEPS

1

Get your finances in order.

2

Determine the location.

3

Check the regulations and make sure you can legally do short-term rentals where you want to buy.

4

Contact me and let's find that property!



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