

Anna Maria Sales Team's Real Estate Report *Find Your Place in the Sun*

March 2018

Monthly Island Sales Stats
For Sale
Hot Pick of the Month
Recently Sold

Featured for Sale



213 70th St - 3 bed/ 2 bath ~ \$1,179,000

February 2018 Monthly Island Sales Info



February 2018 Island Sales

February Homes:

Sold Price UP 49% since 2017
 2018 Single Family Home Sales - **13**
\$1,138,654 Avg Sold Price

2017 Single Family Home Sales - **9**
\$766,556 Avg Sold price

Condos:

Sold Price UP 64% since 2017
 Condo Sales - **12**
\$627,371 Avg Sold price

2017 Condo Sales- **14**
\$383,214 Avg Sold price

Multi-Familu:

10 Detailed Tips for a Profitable Vacation Rental Marketing Plan

from VRPartners.com

The vacation rental marketplace is a competitive environment that grows more popular every year. Search results have become a nightmare. Saturated with an overload of properties to compete with, it's become so easy to get lost in all the noise. Some properties are professionally managed, others not. Some are luxury, and some are bargains. Some look beautiful, and some, well, look like crap. Some look great but turn out to be completely misleading because the management is lazy and/or absent. And some even turn out to be fake! Scams posted to lure people into paying for a trip, only to arrive at their destination with the surprise that property doesn't even exist!

All of this to say that travellers have begun to dig a lot deeper when researching vacation rentals. And they now hold owners & managers to much higher standards than they used to.

As a result, vacation rental marketing has become a lot more sophisticated than it was even just a few years ago. - ***A factor way too many owners tend to overlook.***

And despite this HUGE and yet very common misconception, successful vacation rental marketing is a whole lot more than choosing which websites to list on. - *So if you're hoping that your calendars are going to start filling up again by finding some new miracle site that's going to replace all those bookings you're loosing, you've got another thing coming!*

It's all relative.

Typically, the amount a business invests into its marketing is directly related to the amount of revenue that it will generate.

Sold Price UP 18% since 2017

Multi-Family Home Sales - 3

\$848,150 Avg Sold Price

2017 Multi-Family Home Sales - 1

\$720,000 Avg Sold Price

Land:

Sold 2 less properties than 2017

Vacant Land Sales - 0

2017 Vacant Land Sales - 2

\$769,500 Avg Sold price



Thinking about selling?

The market has appreciated!

If you bought just a few years ago, your home may be worth more. We can

provide information on *how*

much your home is worth. Call or email us, and we can discuss recent sales and pricing possibilities with you.

Anna Maria Sales Team's

FOR SALE!



109 Mangrove Ave, Anna Maria

2 bed/2 bath

Only 4 Houses to the Beach!

\$649,000

This charming 2 bed/2 bath classic cottage is a fantastic investment with all the amenities your vacation needs and an outstanding rental income! There is nothing to do but relax and go to the beach or go home and collect your check! These rarely available cottages each pay a portion of the expenses based on the individual ownership rate. This Anna Maria City gem has hardwood floors and an open kitchen, a new television this year, a new king size bed & refrigerator in 2017, new A/C & shower tiling in 2016, and new tankless water heater in 2015.

[...read more here.](#)

i.e. Spend more make more Spend less make less...

And your vacation rental business is no different.

So, if you're not able (or *willing*) to invest the money it takes, then you need to understand that your chances of achieving long-term success in this industry will unfortunately be slim to none.

Don't shoot the messenger! We're only here to help.

Ultimately, the choice is really up to you.

But one thing's for sure; if you properly implement these 9, very specific tips, not only will your bookings increase, but you'll also be well on your way to creating a self-sustaining & profitable vacation rental business for years to come.

Now, without further ado....

LEVEL 1: ESTABLISHING THE FUNDAMENTALS OF A PROFESSIONAL VACATION RENTAL BUSINESS

One of the biggest shifts we're seeing in the vacation rental industry today is a growing demand for professionally managed vacation rentals.

Research shows that as much as 31% of travellers now prefer to book with professional vacation rental managers, stating word of mouth as a driving factor in exposing the perks of professional hospitality.*

Some of the main perks assumed by travellers are were that professional owners offer better amenities (flat screen TVs, wireless Internet, etc...), better safety and security, and better customer service.

And what this basically means is that 1 out of every 3 travellers that finds your property(ies) will simply move on if you don't give them what their looking for; if don't fit their standards for professionalism. - Hence the higher standards we were talking about earlier...

So it should as no surprise that establishing yourself as a professional business is now the foundation required for a successful vacation rental marketing plan.

From the first moment the traveller finds your property, to the day they check out, and everything in between. The level of professionalism you demonstrate will be a critical factor in how much you can increase your bookings.

Great vacation rental owners & managers generate more repeat guests, more referrals, and more 5 star reviews. All of which makes closing new business that much easier, and not to mention, more frequent.

And the first step to achieving these types of results is to do what most successful business do; to prioritize on building more value for your customers.

Tip #1. Bookings come easier and more often when value outweighs price.

Ever heard the expression "Great products sell themselves" ?

Well, it's true! At least to some degree anyway...

Obviously everything needs a little push to get it out there, and standing out from the competition is a lot easier said than done.

But the idea comes from the fact that people have a much easier time saying "YES" to a sale when the value outweighs the price.*

And the same applies to your vacation rental property(s);

The more value you can offer potential guests, the easier it will be for you to attract bookings through your marketing efforts.

There are three main ways to build value for your potential guests;

- 1) comfort and interior design,
- 2) quality of service, and
- 2) a GREAT guest experience

Building Value Through Upgrading Your Interior Design

Without a good product that people actually want use, you're going to have a really hard time making sales.

And your property IS your product.

So it *should* go without saying, but if your decor is outdated and in obvious

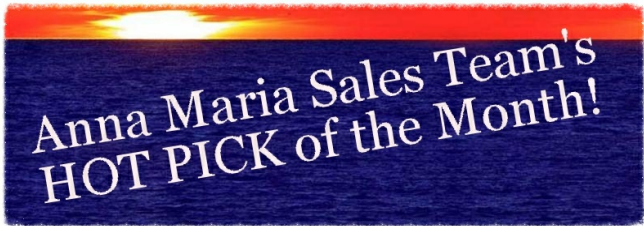


2806 Ave E, Holmes Beach

4 bed/4 bath
Gulf Front beach classic!
\$2,399,000

PRICE REDUCED!! Nestled on a quiet street in Holmes Beach, this Gulf front gem is an island inspired beach paradise. This popular rental has breathtaking views of the gorgeous Gulf of Mexico from both buildings. The single story beach front building with 2 bedrooms and 2 full baths has a fabulous screened porch to relax and enjoy your morning coffee, or your evening happy hour. The master bedroom has Gulf views from every angle, as do the dining room and family room.

[...read more here...](#)



Expert picks for great buys in today's market!
Contact Kathleen & Erin & Jason
for more info today!

Top Island Buys!

1. Renovated single family pool home close to beach!
2/2 ~ \$669,000
2. Large condo only a stone's throw to the beach!
2/2 ~ \$398,500
3. Single family home a block to beach!
2/1 ~ \$439,000

Anna Maria Sales Team's
SOLD:

need of an upgrade, you're going to have a hard time attracting bookings. No matter what you do and no matter how hard you try.

You want them to WANT to stay there, not just call you because everything else in the area is booked.

Shoddy patch jobs, unmatched furniture you've got stored in your garage, cheap smelly linens, leftover rag towels, etc... All things you'd probably never want to see in your own home, and should NEVER be part of your rental's decor. And besides, that kind of half-assed attempt is what creates the 1-2 star reviews that'll crush your business even before you get started. We're talking updated furniture & electronics, fully stocked kitchens, bathrooms and bedrooms, the works. You want to offer the beautiful & comfortable environment that potential guests can really see themselves enjoying, and then actually loving the comfort during their stay.

New furniture doesn't have to be expensive. You can literally perform miracles with a combination of IKEA, Craigslist, and a little paint. - View some examples [here](#), and [here](#).

Not only will these sort of improvements help make you generate more bookings, but they'll add a lot more value to your property too. - It's win-win.

Building Value Through Great & Transparent Customer Service
An updated interior design might be what helps to attract more new business, but great customer service is what helps close the deal.

[CLICK HERE](#) to continue to full article...

To purchase your place in the sun, contact the Anna Maria Sales Team today!

The Anna Maria Sales Team
Kathleen White & Erin Joy Heckler & Jason Hrnak
www.AnnaMariaSales.com

Whether buying or selling, the Anna Maria Sales Team is here for all your real estate needs.

Kathleen White 941-773-0165 KWhite35@tampabay.rr.com	Erin Joy Heckler 941-448-5616 Erin@IslandReal.com	Jason Hrnak 941-773-6572 JHrnak@gmail.com
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FEATURED FOR SALE!



213 70th St ~ Holmes Beach

3 bed/2 bath
Fantastically Remodelled!
\$1,179,000



WE SOLD
529 69th St
\$700,000
Canal front!

WE SOLD
2807 Gulf Dr
\$485,000
Only 2 blocks to beach!

PRICE DEDUCTION!! Welcome to Coastal Sands... only 5 homes to the beach! This lovely island home with an open floor plan was completely updated in November of 2017 and is all beached out for you to enjoy. Special features include a brand new kitchen, plank tile flooring throughout, new beachy fixtures & furnishings and your very own tiki bar on the screened porch. This well maintained beach house also has a brand new metal roof with a 25 year warranty! Enjoy the beautiful backyard oasis with a private caged pool and a comfortable barbeque area or take a short stroll to the legendary Anna Maria Island beaches just steps away.
[...read more here...](#)

Anna Maria Sales Team

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Kathleen White
941-773-0165

KWhite35@tampabay.rr.com



Erin Joy Heckler
941-448-5616

Erin@IslandReal.com



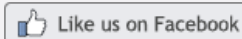
Jason Hrnak
941-773-6572

JHrnak@gmail.com



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