

## **TOPIC: SaaS Software for Apartment Management**

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## Summary

In today's competitive market, building owners strive to increase their cap rate, lower costs, and increase revenue. As a building owner, it is important to not only maximize long-term rental revenue, but to create additional revenue streams, which is possible with COMPANY X's AirBnB short-term rental model. The COMPANY X Platform allows you to enhance your revenue by offering a secure, compliant and transparent rental marketplace for your residents. You create new revenue streams by earning income from short-term rental stays, charging higher rental rates, and increasing lead generation for future long-term residents.

### Revenue Stream #1: Earn Income from Short-Term Rental Stays

Building owners who participate in the COMPANY X Platform receive 15% of the rental proceeds. Participating residents control the unit's availability and set the price. Owners have full visibility over short-term reservations while ensuring compliance with all lease terms, local regulations, and property restrictions.

Our studies show that residents who participate in the AirBnB marketplace can charge 1% to 3% above their current rental rate for buildings with 95% occupancy. This resident-driven, short-term rental revenue stream is a direct contribution to your bottom line at little or no cost, increasing your net income and cap rate. One COMPANY X Platform building owner earned an additional \$20,000 for 250 units by allowing short-term rentals to their residents.

*"The sharing economy caught a lot of people by surprise. The fact that we would have as much as a quarter of our buildings subleasing their units in an uncontrolled format – that wasn't something any of us were aware of." – Blake Hayunga, COO at Virtú Investments*

### Revenue Stream #2: Charge Higher Rental Rates

AirBnB sellers understand that their guests demand upgraded amenities, space, convenience, and services. The short-term rental market, especially in high demand locations, gives you pricing leverage over long-term residents. As a building owner, this means you can lease higher priced units that meet the needs of these future AirBnB guests. Residents understand that their monthly rent will be offset by their AirBnB revenue and are willing to pay higher rents for desirable, in-demand units. COMPANY X gives you - and your residents - confidence that reservations, terms, and payment are completed in a secure, easy-to-use platform.

*"This most recent new tenant took a lease higher than she had originally planned, feeling safe because she could make up the difference with COMPANY X!" Luisa S, Community Manager*

### Revenue Stream #3: Generate Long-Term Lease Leads

AirBnB is a market differentiator and lead generator for long-term leases. Building owners with desirable short-term rental policies attract residents who know the value of AirBnB and seek out properties that allow it. While expanded pet policies, resort-type amenities, and resident engagement platforms are proven lead generators, they come with additional expense. The COMPANY X Platform allows you to offer short-term rental policies that attract residents who want to put their (your) unit to work to create revenue at little or no cost.

A recent COMPANY X client who implemented our platform experienced 15% more long-term rental applications, a 20% decrease in rental churn, and attributed 1 in 4 resident renewals to the availability of short-term rental income. They set themselves apart from the competition and increased both short-term and long-term rental income.

*“Archer Tower advertised that it allows Airbnb, it’s the only building in Denver doing this so it became an easy decision for me to sign a lease. It was the number one factor for me in signing a new lease.” Brooke B, Archer Tower Resident*

## Conclusion

As a building owner, you will benefit from the COMPANY X Platform’s proven compliant and transparent short-term rental reservation system and attract residents seeking additional income. As a building owner, you profit from three unique revenue opportunities:

**#1: Earn Revenue from Short-Term Rental Stays** – Receive 15% of your resident’s short-term rental income at little or no cost to you.

**#2: Charge Higher Rental Rates** – Use your market-pricing leverage to charge higher rents for desirable properties that AirBnB sellers demand.

**#3: Generate Long-Term Lease Leads** – Attract AirBnB sellers as long-term residents who partner with you on short-term rental revenue.

As a building owner, you experience enhanced net income, an improved cap rate, and lower vacancy rates – a true win-win for owners and residents.

*“COMPANY X is definitely a big lure, so much so that at least, 1 out of every 7 leases that we have signed thus far, is absolutely because of COMPANY X.” Luisa S, Community Manager*

## Contact Us

For more information, please contact: