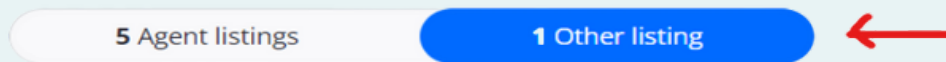


Leading STR Acquisition & Analysis Tools

The first steps in STR acquisition are locating and analyzing properties. There are many tools available to assist you in this process. Some can seem overwhelming, at first, but practice makes perfect! Don't worry if you don't understand everything right now, just keep using the tools and you'll be amazed at how much they help you over time. We recommend setting up alerts to notify you when new listings match your search requirements.

Step 1. Find a Property

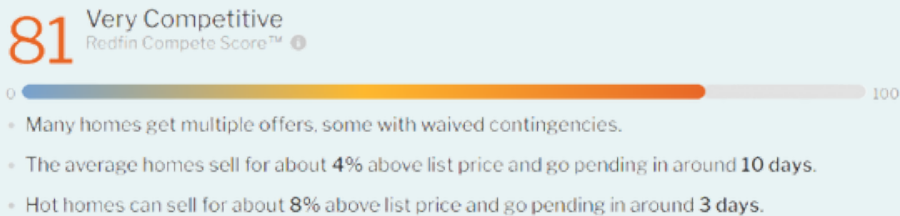
- **Vrolio** specializes in vacation rental sales.
- **Zillow** shows MLS and For Sale By Owner properties but there is a delay on MLS updates. The "Price and Tax History" section displays previous sale prices and current price reductions. When searching for homes, make sure to check both listing tabs!



- **Realtor** shows MLS listings and has integrations to evaluate environmental risks such as flooding and wildfire.



- **Redfin** shows MLS listings and has Market Insights to help you understand the local market conditions including how "hot" or competitive the buyer environment is.



- **Trulia** shows MLS and For Sale By Owner properties. It is a part of Zillow and has similar information but may provide additional insights.

Additional resources include [Foreclosure](#), [Auction](#), [FSBO](#), and [For Sale by Owner](#) but these may require a higher level of investor experience to navigate a successful purchase.

Step 2. Analyze a Property

AirDNA is the industry standard for analyzing STR data. The free **Rentalizer** tool is a great place to start for a snapshot of a property's revenue potential. AirDNA also has a basic calculator built in to help you estimate the cap rate of your investment returns.

Financial Calculator	
Rental Revenue	\$ 44,792
Purchase Price	\$ 172,734
Annual Operating Expenses	
Management Fee:	20 % \$ 8,958
Lodging Tax:	5 % \$ 2,240
Property Tax:	1 % \$ 1,727
Cleaning Fees:	\$ 0
Maintenance:	\$ 0
Insurance:	\$ 0
Utilities:	\$ 0
HOA Fees:	\$ 0
Other:	\$ 0
Startup Costs	
Home Furnishings:	\$ 0
Home Improvements:	\$ 0
Closing Costs:	\$ 0
Other:	\$ 0
Operating Expenses	\$ 12,925
Net Operating Income	\$ 31,867
Cap Rate	18.45 %

- **All the Rooms** provides market data and also allows you to track competitor rentals' performance.

Additional revenue projection tools include **Data Rabbu** and **Awning** but both are newcomers and results are inconsistent. Mashvisor was initially for long-term rental investment analysis but has added STR tools. There is no free tool on **Mashvisor** but may be worth subscribing if you do both long and short term investments. We recommend testing all of the tools until you determine which is the most accurate for your target market and the most beneficial for your investing strategy.

If you prefer to estimate Cash on Cash returns, instead of cap rate, **Vrolio** has an excellent calculator.

ACQUISITION	
Purchase price	\$ 0.00
Closing costs	\$ 0.00
Home Inspection	\$ 0.00
Furniture & Interiors Package	\$ 0.00
Rehab Work Estimates	\$ 0.00
Other	\$ 0.00
Total Capital Investment	\$0.00

INCOME	
Average Nightly Rent	\$ 0.00
Weekly Rent	\$ 0.00
Rebentel Annual Rent	\$ 0.00
Weeks Rented (of 52)	37
Additional Net Revenue Streams	\$ 0.00
Effective Gross Revenue	\$ 0.00
Effective Gross Rent	\$ 0.00

VARIABLE EXPENSES (ANNUAL)	
Management Rental Commission (%)	% 0.00
Management Rental Commission Annually (\$)	\$ 0
Credit Card Fee (%)	% 0.00
Credit Card Fee Annually (\$)	\$ 0.00
Cleaning Fee (\$ per rented wk)	\$ 0.00
Cleaning Fees Annually	\$ 0.00
Booking Site Service Fees (%)	% 0.00
Booking Site Service Fees (\$)	\$ 0.00
Management Fee (\$ per mo)	\$ 0.00
Management Fee Annually	\$ 0.00
Additional Nightly Insurance Policy (\$ per night)	\$ 0.00
Additional Nightly Insurance Policy Annually	\$ 0.00
Sales, Bed, Resort, Tourist Tax (%)	% 0.00
Sales, Bed, Resort, Tourist Tax Annually (\$)	\$ 0

FIXED EXPENSES (ANNUAL)	
Annual Home/License	\$ 0.00
Advertising & Tech Costs	\$ 0.00
Yard and Pest Control	\$ 0.00
Pool Maintenance	\$ 0.00
Electricity	\$ 0.00
Water/Sewer	\$ 0.00
Cable/Internet	\$ 0.00
Accounting	\$ 0.00
Property Taxes	\$ 0.00
Homeowner's Insurance	\$ 0.00
Short Term Rental Insurance Rider	\$ 0.00
CDD fee	\$ 0.00
Annual Homeowners Association Dues	\$ 0.00
Additional Membership Fees	\$ 0.00
Maintenance Reserves/Supplies	\$ 0.00
Other	\$ 0.00
Fixed & Variable Expenses	\$ 0.00

LOAN	
Down Payment (%)	20
Down Payment (Capital Investment)	\$ 0.00
Loan Amount	\$ 0.00
Interest Rate	4.0
Amortization (Loan Years)	30
Monthly Payment	\$ 0.00
Annual Debt Service	\$ 0.00

RETURNS	
Average Monthly Cash Flow	\$0.00
Annual Cash Flow	\$0.00
Cash-on-Cash Return	
Annual Occupancy to Break Even	
Break-Even Occupancy (Weeks)	NaN
Net Operating Income (NOI)	\$0.00
Cap Rate (NOI)	

You now have the tools to locate a property, project gross revenue, plug-in operating expenses, and estimate your net income as well as your return on investment. If you find this article helpful, please share it with your investor friends!

Do you know of additional tools we didn't mention? Do you have questions about any of the information provided? Please contact us and let us know!