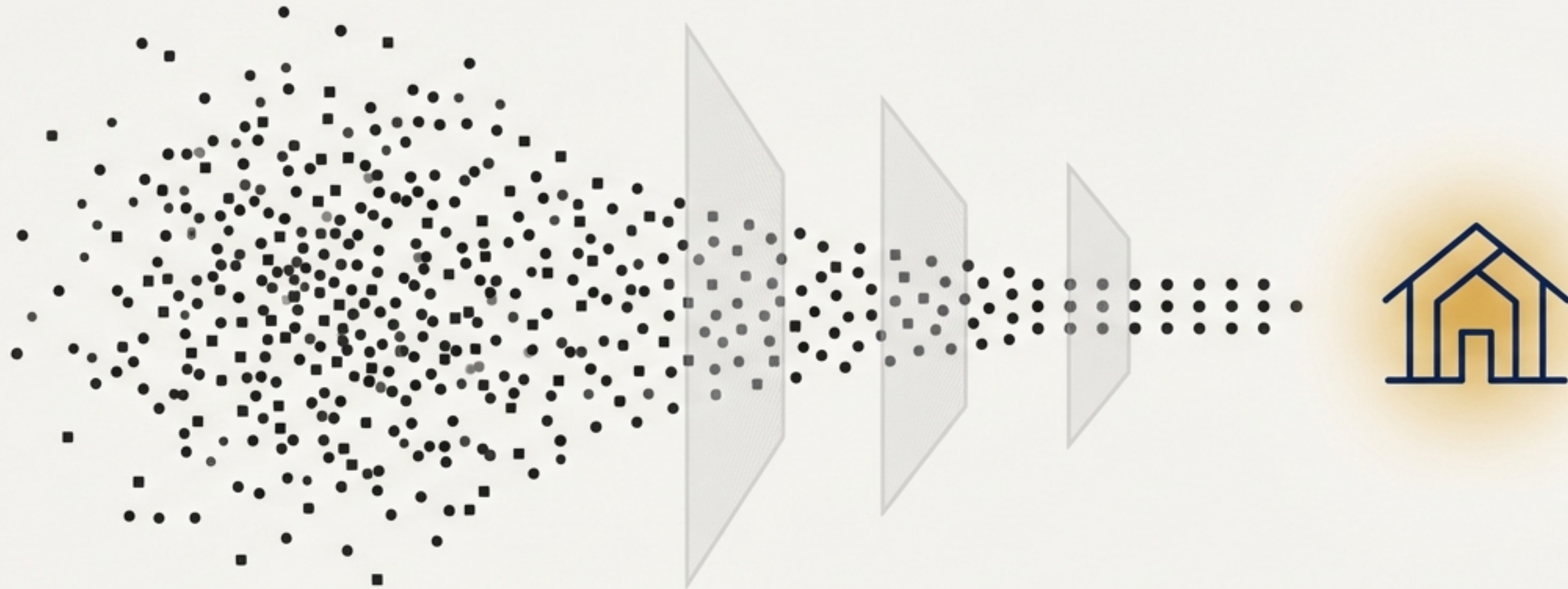


# Market Research Masterclass



## Market Research Masterclass

The Skill That Separates a Cash-Flowing Asset from an Expensive Mistake

# Most New Hosts Fail Before They Start. Here's Why.



## Emotional Guessing

- “I love this city!”
- “My friend said this area is booming.”
- “The decor will make it work.”

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**Result:** **High Risk**, Unpredictable Cash Flow,  
an **Expensive Hobby**.



## Data-Driven Analysis

- 2BR units in this neighborhood average ~72% occupancy.
- Demand outstrips supply during peak season.
- Regulations are clear and manageable.

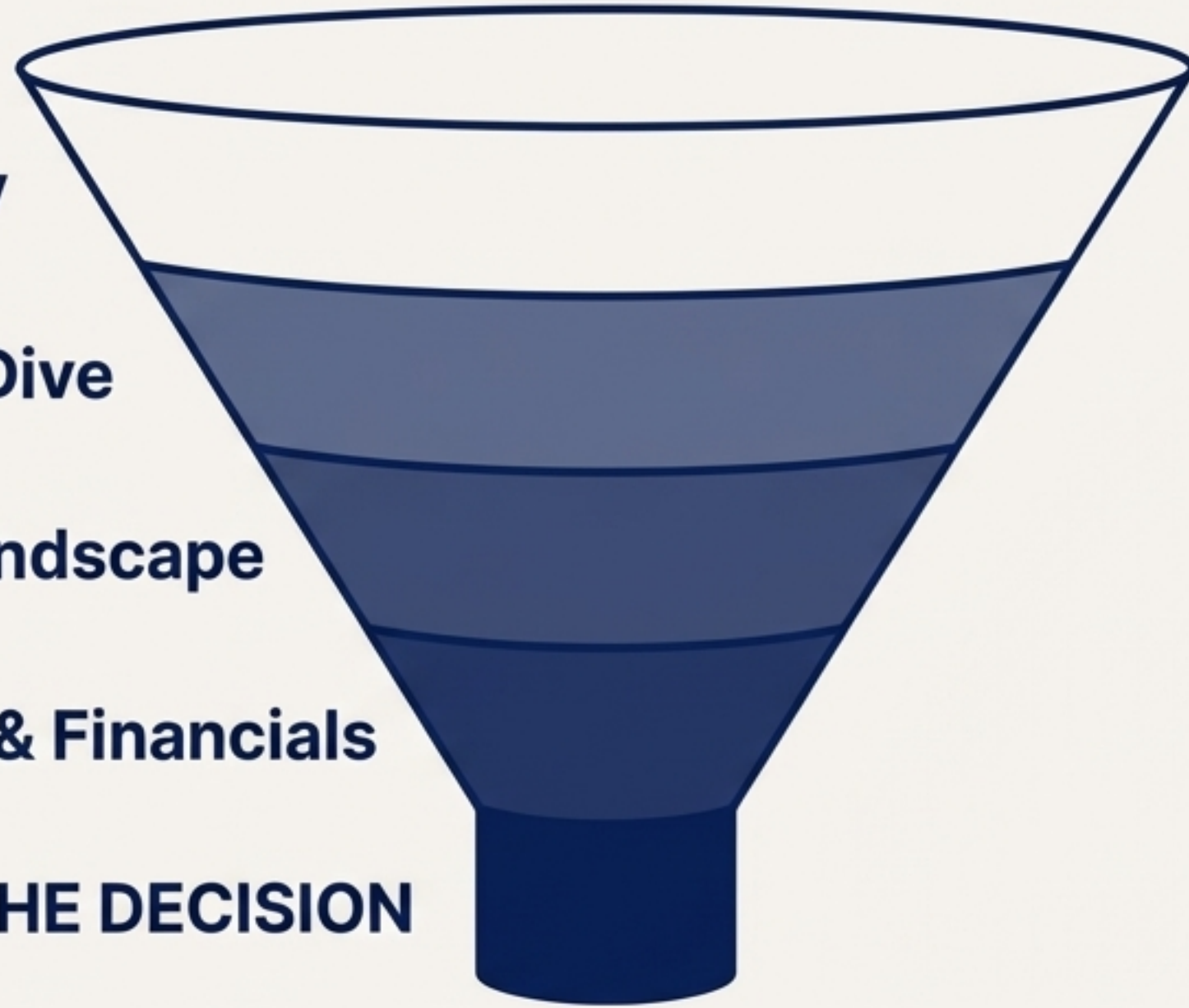
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**Result:** Calculated Risk, **Predictable Profit**, a  
**Real Business**.

This module moves you from the left column to the right, permanently.  
We teach you to think like an analyst, not just a host.

# Your Go/No-Go Decision Funnel

- 1. FILTER 1: Market Viability**
- 2. FILTER 2: Data Deep Dive**
- 3. FILTER 3: Competitive Landscape**
- 4. FILTER 4: Neighborhood & Financials**
- 5. THE DECISION**



This structured process removes guesswork and emotion. By applying these filters in order, you ensure you only pursue properties with the highest probability of success.



# **FILTER 1: Is the Market Fundamentally Sound?**

A great property in a broken market will fail. Your first job is to screen for macro-level health and non-negotiable deal-breakers.



## **Assess Demand Drivers**

Identify who visits and why (Tourism, Business, Events). Is the overall pie growing? Look for airport passenger growth and new infrastructure projects.



## **Check Regulations**

Confirm STRs are legal. A 'No' here stops the process. Example: Nashville (historically pro-STR) vs. cities with outright bans.



## **Identify Market Type**

Is it a Primary (global hub), Secondary (focused demand), or Destination (niche travel) market? This defines your strategy.



# FILTER 2: Using Data Tools to Uncover the Truth

Data tools provide vital clues, not absolute answers. Your job is to interpret the patterns and validate the numbers, not blindly trust a forecast.

## Actionable Steps

- **Focus on Key Metrics:** Track **Occupancy** (% of nights booked), **ADR** (Average Daily Rate), and **RevPAR** (Revenue Per Available Room).
- **Build a \*True\* Comp Set:** Compare your potential property **ONLY** to others of similar size, location, amenities, and quality. A luxury villa is not a comp for a budget studio.
- **Validate the Data:** Cross-reference tool forecasts with a manual search on Airbnb. Do the calendars and nightly rates you see match the report?

### Market Snapshot: 2BR Apartment

72%



Annual Avg.

\$185 ↗

Average Daily Rate

\$133 ↗

Revenue Per Available Room



# FILTER 3: Reverse-Engineer the Winners & Find Your Gap

Your competition isn't just other listings; it's the *best* listings. Analyze them to understand guest expectations and identify an opportunity you can own.

## Competitor Gap Analysis

Listing	Amenities	Design Style	Key Review Quote
<b>Competitor 1</b>	Pool, Gym, Basic Kitchen	Modern, Minimal	"Great location but the WiFi was too slow for work."
<b>Competitor 2</b>	Full Kitchen, Free Parking	Scandinavian	"Loved the apartment, but no dedicated desk for my laptop."
<b>Competitor 3</b>	Balcony, Basic Kitchen	Standard Corporate	"Clean and efficient, but lacks any real character."

### YOUR OPPORTUNITY (THE GAP)

**High-Speed WiFi  
+ Dedicated  
Workspace +  
Boutique Design**



# FILTER 4 (Part A): You Don't Invest in a City. You Invest in a Street.

STR performance can vary dramatically block by block. Granular, on-the-ground (or virtual) research is non-negotiable and can save you from a year-long mistake.

## Actionable Steps

- **Score for Proximity & Convenience:** Rate walking distance to transport, attractions, cafes, and essentials. How easy is it for a guest to live there?
- **Assess the "Vibe":** Use Google Street View and local business reviews to check for noise (bars, construction), safety (lighting), and guest appeal.
- **Identify "Stay Zones" vs. "Avoid Zones":** Map out the micro-neighborhoods where guests want to be.



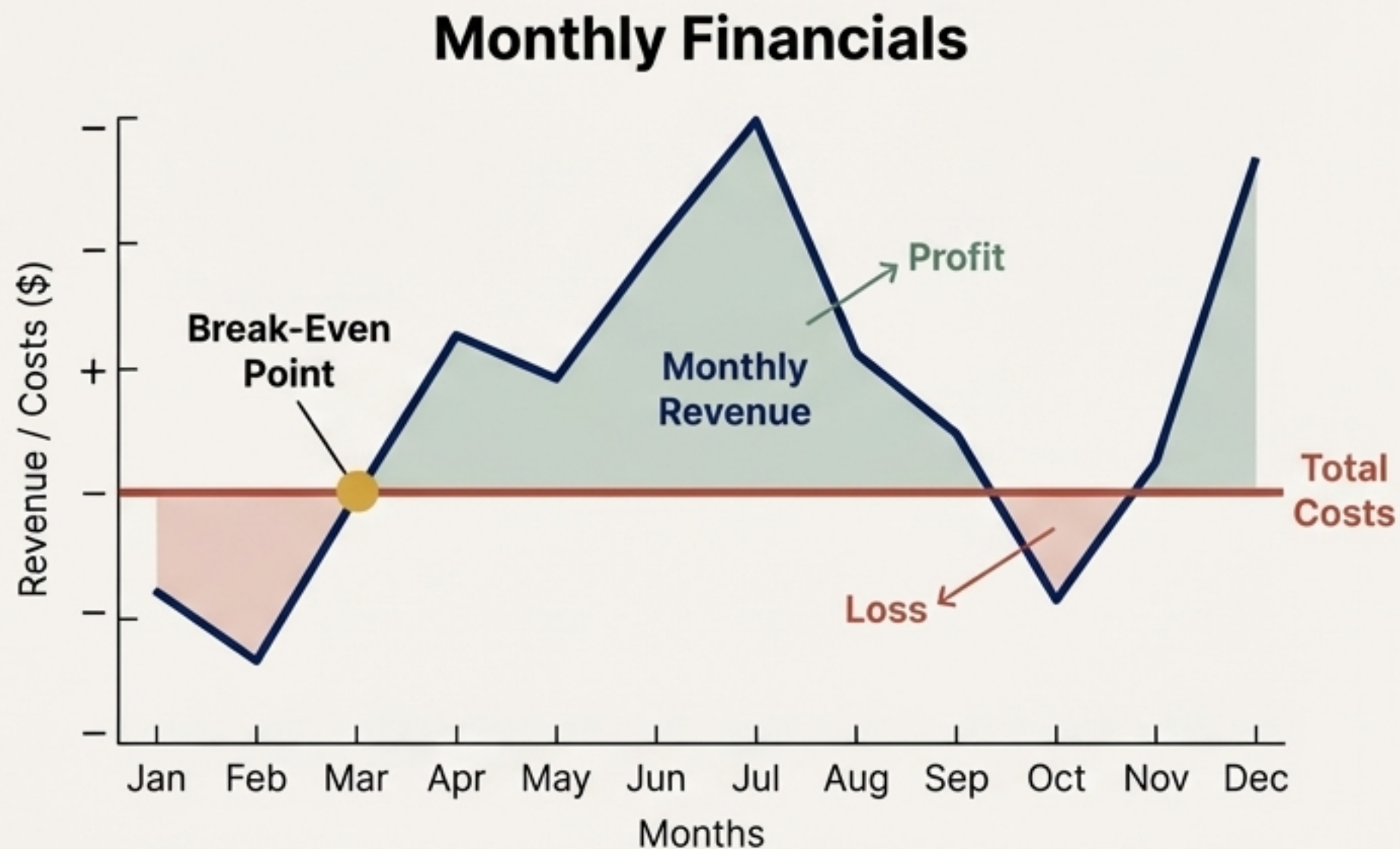


## FILTER 4 (Part B): Run the Numbers. Then Run Them Again.

A popular property that isn't profitable is a hobby, not a business. The math must work, even in a conservative scenario.

### Actionable Steps

- **Forecast Your 12-Month Revenue:** Use seasonality data to project income for all months, not just the peak.
- **Calculate Your Break-Even Occupancy:** Determine the exact % of nights you need to book just to cover ALL costs (rent/mortgage, utilities, cleaning, fees).
- **Model Your Profit:** Subtract all expenses—both **CAPEX** (startup) and **OPEX** (ongoing)—from revenue. Is the final number worth the risk?





THE DECISION

# The Final Filter: The Go/No-Go Decision Matrix

Convert all your research into a single, weighted score. This objective framework overrides gut feelings and gives you a clear, defensible decision.

Property Scorecard	
Criteria	Score
Market Demand	STRONG
Regulations	CLEAR
Data Projections	MODERATE
Competition	FAVORABLE
Neighborhood	EXCELLENT
Financial Return	STRONG

**\*\*TOTAL SCORE: MEETS THRESHOLD\*\***

**\*\*DECISION: GO\*\***

(Proceed with acquisition)

# You Now Have an Analyst's Mindset

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You have mastered the professional framework for evaluating any STR market in the world. This is your new superpower.



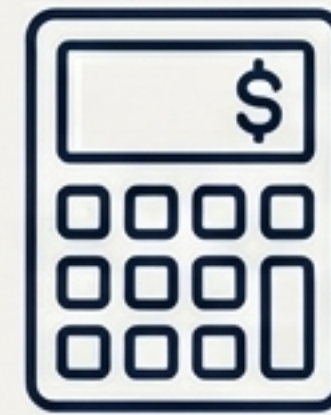
You can distinguish a viable market from a saturated one.



You can interpret STR data to find hidden opportunities.



You can analyze competition to create a superior product.



You can model financials to protect your profit.



You can make disciplined, data-backed investment decisions.

# Turn This Knowledge Into a Decision

The value of this masterclass comes from application, not just theory. The time to act is now.



## Your Mission for the Next 7 Days

### 1. Download the Worksheets

Access the *Market Viability Scorecard* and *Financial Feasibility Calculator*.

### 2. Pick ONE Target Market

Choose a real market you are seriously considering.

### 3. Complete a Full Market Study

Go through the entire Decision Funnel process for that one market. End with a clear GO, NO-GO, or CONDITIONAL verdict.

# What's Next: From a Winning Market to a Winning Listing

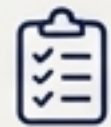
Now that you have a rigorous process to determine **WHERE** to invest and **WHAT** to buy, we will focus on **HOW** to build a listing that dominates the competition.



- Listing Creation & Optimization
- Dynamic Pricing & Revenue Management
- Operational Excellence & Automation

# Your Market Research Toolkit

## Templates & Worksheets



Market Viability Scorecard



Competitor Gap Analysis Template



STR Financial Feasibility Calculator



12-Month Seasonality Planner



Market Decision Matrix

## Recommended Data Tools



AirDNA



Mashvisor

The Amateur Has a Feeling.  
The Professional Has a Framework.



**You now have the framework. Go build your empire.**