

An aerial photograph of a beach. The ocean is a deep blue on the left, with white foam from breaking waves washing onto a golden-brown sandy beach. The waves create a textured, lace-like pattern of white foam as they move inland. The beach is wide and flat, with some darker patches of sand or wet sand visible.

THE 2020 VACATION RENTAL REGULATORY ENVIRONMENT ALONG THE GULF COAST

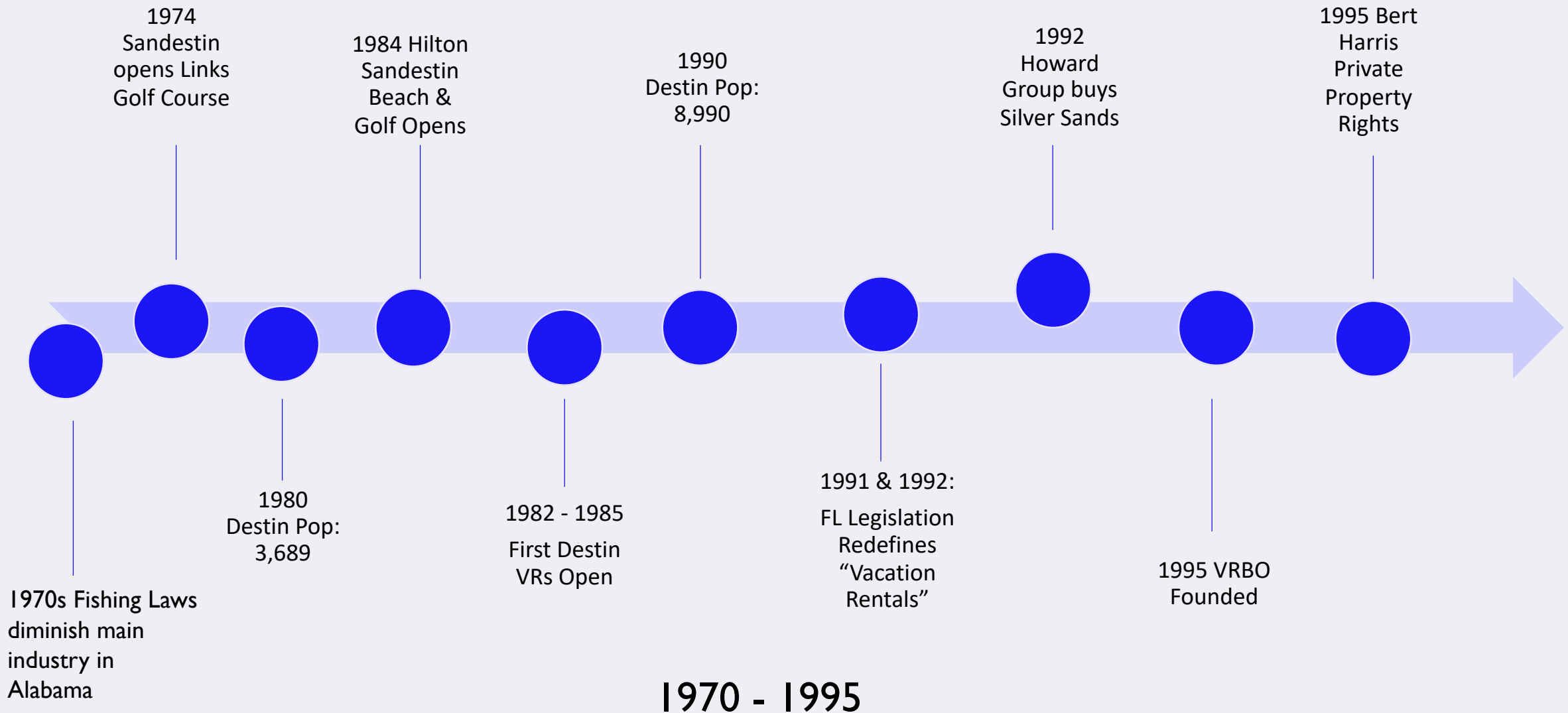
PANEL
PARTICIPANTS

- City Councilman Parker Destin
- Ken Wampler, President Newman-Dailey Resort Properties
- Tiffany Edwards, President Coletta Consulting

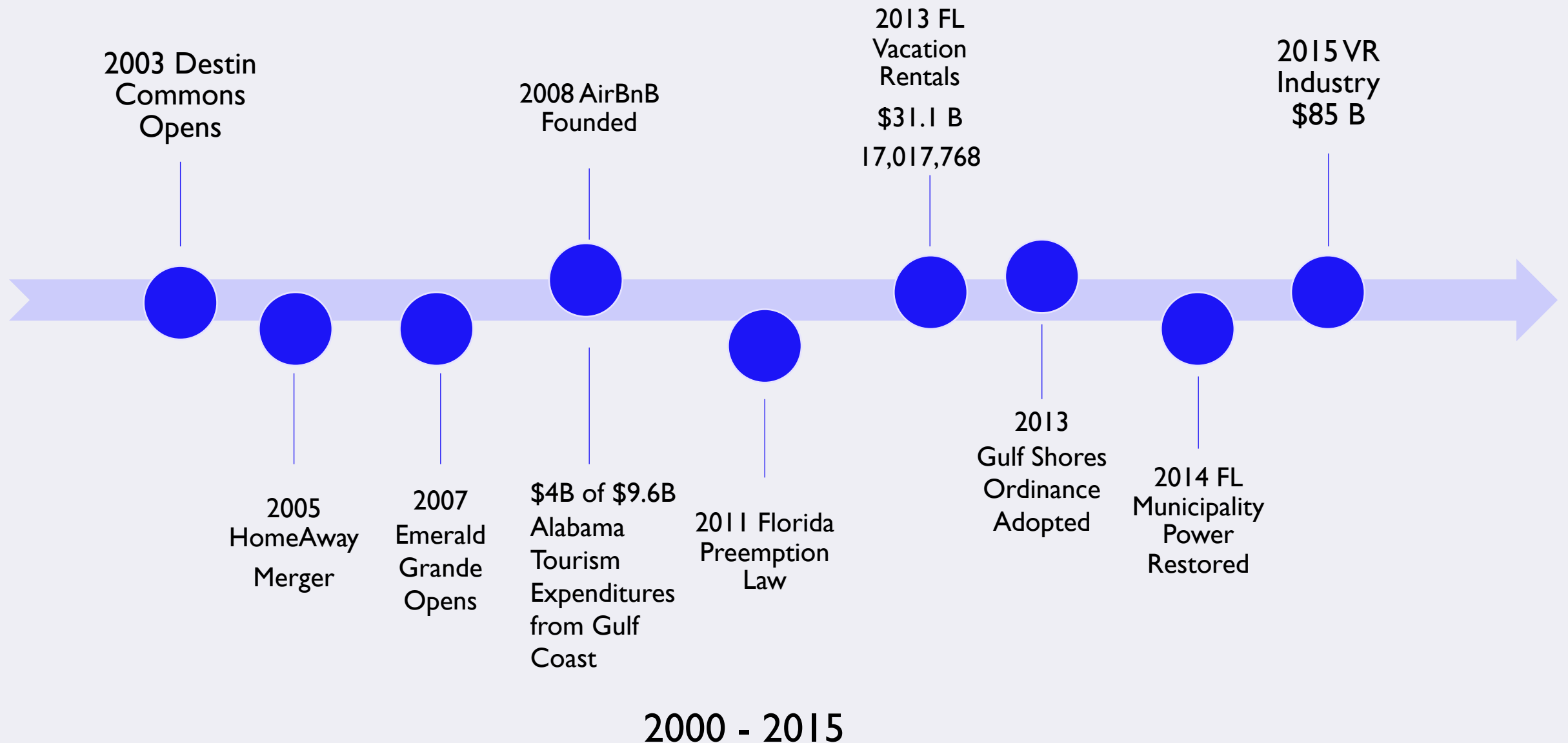
“Second to economic potential, regulation is the most significant concern for investment viability and requires research by direct means – e.g. speaking with zoning/planning officials and networking with community and civic leaders in the markets.”

Ari Rastegar
Forbes

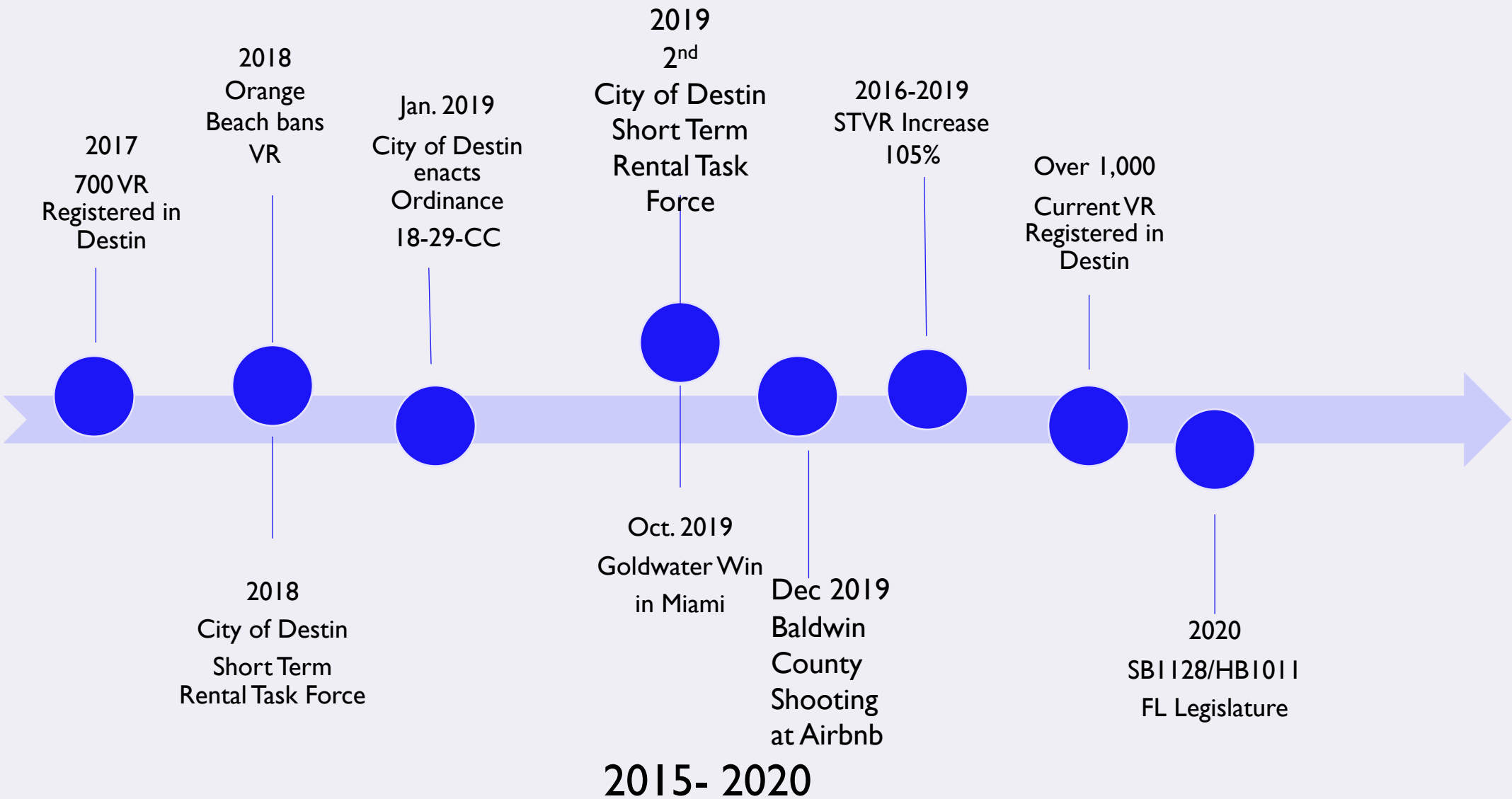
How Did We Get Here: Evolution of Development, Demographics and Accessibility



How Did We Get Here: Evolution of Development, Demographics and Accessibility



Where We Are Now:
Current Regulations Along the Gulf Coast



**CURRENT CLIMATE:
WHERE ARE WE NOW?**



WHERE ARE WE NOW CURRENT CLIMATE ON THE GULF COAST

- Identify Problems:
 - What are the main issues?
- Address Problems:
 - What should Property Managers do to make sure they are addressing these areas?
- Compliance:
 - How can Property Managers communicate their effectiveness in addressing these areas?

- What was the purpose and findings of the Task Force and subsequent ordinances ?
- Are Task Forces an effective option when faced with looming regulations? Should Property Managers fight to have them?

CURRENT FLORIDA LEGISLATION: HB1011 & SB1128

- Licensing & Inspection Preempted to State DBPR
- License Number, DOR Sales Tax and TDT Number Displayed on ALL Platform Advertisements
- License Numbers Displayed in Property
- Eliminates Local Ordinances Enacted Prior to June 1, 2011
- Advertisement Removed After 15 Day Notice if Issue with License Number

WHERE ARE WE HEADED

GROWING VACATION RENTAL MARKET & PROFITABILITY

Destin, Florida

Airbnb Rental Profit: \$55,509

Airbnb Rental Data Aug 2017-July 2018

Occupancy Rate: 67.0%
Average Daily Rate: \$327

Rental Revenue:
90th Percentile: \$113,192
75th Percentile: \$75,966
Median: \$49,946

Zillow Data (July 2018)
Zillow Home Value Index: \$357,064
Annual Mortgage Estimate: \$20,456

*Airbnb Profit is calculated by taking the 75th percentile rental revenue and subtracting the average mortgage costs based on the Zillow ZHVI with 30yr 4.0% loan

Gulf Shores, Alabama

Airbnb Rental Profit: \$35,780

Airbnb Rental Data Aug 2017-July 2018

Occupancy Rate: 61.5%
Average Daily Rate: \$238

Rental Revenue:
90th Percentile: \$66,290
75th Percentile: \$48,246
Median: \$35,504

Zillow Data (July 2018)
Zillow Home Value Index: \$217,589
Annual Mortgage Estimate: \$12,466

*Airbnb Profit is calculated by taking the 75th percentile rental revenue and subtracting the average mortgage costs based on the Zillow ZHVI with 30yr 4.0% loan

Panama City, Florida

Airbnb Rental Profit: \$32,161

Airbnb Rental Data Aug 2017-July 2018

Occupancy Rate: 64.4%
Average Daily Rate: \$210

Rental Revenue:
90th Percentile: \$60,282
75th Percentile: \$44,715
Median: \$34,323

Zillow Data (July 2018)
Zillow Home Value Index: \$219,129
Annual Mortgage Estimate: \$12,554

*Airbnb Profit is calculated by taking the 75th percentile rental revenue and subtracting the average mortgage costs based on the Zillow ZHVI with 30yr 4.0% loan

“Best Places to Buy a Vacation Rental Home in 2018” Leslie James, AirDNA

<https://www.airdna.co/blog/best-places-to-buy-a-vacation-rental-home-2018>

WHERE ARE WE HEADED:



WHAT FUTURE REGULATIONS
COULD WE POSSIBLY SEE
PROPOSED AT THE LOCAL LEVEL?



ANY RESTRICTION TRENDS THAT
RESONATE HERE ON THE GULF
COAST?

2020: PROACTIVE PROPERTY MANAGERS:

- What are the greatest mistakes we make when advocating as property managers?
- What three bullet points/topics should a property manager have ready when discussing their business to legislators?
- What should we be doing now to better prepare ourselves for potential regulations?
- What does a short-term rental “policy” win look like?

QUESTIONS

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