



DATA BACKED AGENT SELLING SMARTER WITH DATA

Presented By

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RE agent since 2002

Data Scientist

Real Estate Investor

Founder, Vrolio

Investors made up 14.8% of home purchases in the first quarter of 2024. The highest percentage in the data's history since 2001

- Realtor.com[®] 2024 Q1 Investment Report

Who Are The Investor Clients of Today?

- Higher Net Worth Individuals
- Dual Income Earners
- Mid -Upper Earning Families Diversifying Savings
- Funds
- Repeat Experienced Investors



How Are YOU Recommending
Investment Opportunities To Your
Client?


Be honest...

are you currently using good
data to answer for this or just
giving an opinion?

Investors Feel Burned by Agents

- Hype Not Living up to Returns
- They Use Data- Most Agents Don't
- Not Enough Agents Specializing
- Many Promises Made- Not Many Delivered On





What 25,000 STR
Investors Taught Us
In 2023/2024

What is Their Expectation?

- Expect You To Know Hard Numbers
- Expect You To Save Them Time
- They have ALL the Consumer Facing Tools
- They Need Your Local Market Expertise, Contacts, Private Inventory and
BETTER TOOLS



Here's What YOU Need To Know- Minimum

- Which Neighborhoods Have The Highest Return?
- Why Your Market? (they're shopping markets)
- How Do You Underwrite STRs? (Tools)
- What Features Should A STR Have?
- How Much Income Can they Generate?
- Can They Get X Cash on Cash Return?
- Which Product is Most Saturated?
- Which Properties and Locations are Top Earners?
- Who Can Manage the Property?

Be An Investor Magnet

- Have something they need
- Know something they don't
- Understand investment sales
- Provide investment options
- Be a thought leader
- Lead with numbers and data

INCREASE YOUR BUSINESS!



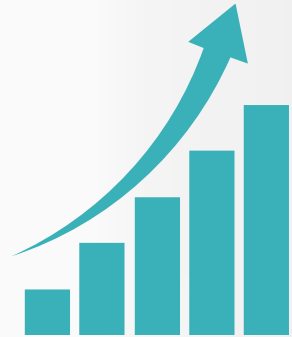
***SELL ME
YOUR
MARKET***

HOW WE UNDERWRITE MARKETS



1

Data Discovery



2

Growth Potential



3

Accessibility



4

75%+ Occupancy



5

Market Demand



6

Cap Rate



7

Boots On Ground



8

Data Validation