



A FREE REPORT

The Pros, The Cons, The Opportunity With Vacation Home Investing

The Lifestyle Asset Ownership Model Explained

A Free Report by Shawn Moore, Founder and CEO

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THE MODEL

Ownership is the Opportunity

The short term rental opportunity is vast, and there are many other models out there that offer the ability to get in the game and get a piece of the action. At Vodysey, the ONLY vacation home model we can recommend for financial and lifestyle freedom in the long term is the ownership model, explained in this document.

We do not recommend co-hosting, arbitrage, investing in an STR fund, or any other way to “get a piece” of this asset class without enjoying full ownership and control. We are not interested in recommending a cash-flowing side hustle. We want to make you an investor for the long-term, enjoying all the benefits of full ownership. The rewards and benefits explained in this document are simply not available in the other models.

You don't need a side hustle, you need assets! You don't need a vacation, you need a lifestyle—a lifestyle made possible only by Lifestyle Asset ownership; nothing less.

■ You don't need a side hustle, you need assets! You don't need a vacation, you need a lifestyle.



THE FOUNDATION

Choosing Your Freedom Vehicle

Active Income is the way in which you trade your time for money. We all must do this, but our financial future is decided not by our active income, but based on what we choose for our Freedom Vehicle.

A freedom vehicle is the asset(s) you choose that creates passive income for you and eventually enables lifestyle & financial freedom.

In order to be a true freedom vehicle, the asset you are investing in must create passive income (once set up and stabilized), must offer significant leverage, and you must have ownership & control of it—meaning you are responsible for its direction and you benefit from the long-term benefits of ownership and control (tax advantages, long-term appreciation, flexibility, compounding, etc).

For example, your Active Income vehicle could be your day job, profession, or the labor you're currently contributing to a business you own. Your freedom vehicle could be a stock portfolio, other business you invest in, a real estate portfolio, or a portfolio composed of some of each.

- Our financial future is decided not by our active income, but based on what we choose for our Freedom Vehicle.

Lifestyle & Financial Freedom Defined

Financial Freedom = Your Passive (Owned Asset) Income exceeds your regularly monthly expenses. You do not need to work, and may choose to engage with the marketplace on your own terms.

Lifestyle Freedom = Money is no longer the reason you say yes or no to anything. You are free to make a majority of your lifestyle decisions based on other considerations and personal values.



THE MECHANISM

Leverage

Leverage is the mechanism of multiplying your effort that is responsible for the returns you will create with your freedom vehicle.

In business, the leverage mechanisms are people and technology - you capture returns based on the labor and functions that your people and technology fulfill that you do not personally fulfill.

In the stock market, the mechanism of leverage is the market itself, economic growth, and inflation.

In real estate, the mechanism of leverage is the relationship of supply and demand in a market that is limited in real terms (area value and desirability goes up, inventory inevitably lags behind and is finitely limited by nature).

Finance (other people's money) may be used in each of these freedom vehicles to increase leverage, so long as the interest you pay on other people's money is less than the leverage you capture through ownership and control of the asset. The greater the leverage, the greater the return potential and the greater the risk.

- **Leverage is the mechanism of multiplying your effort that is responsible for the returns you will create with your freedom vehicle.**



THE CASE

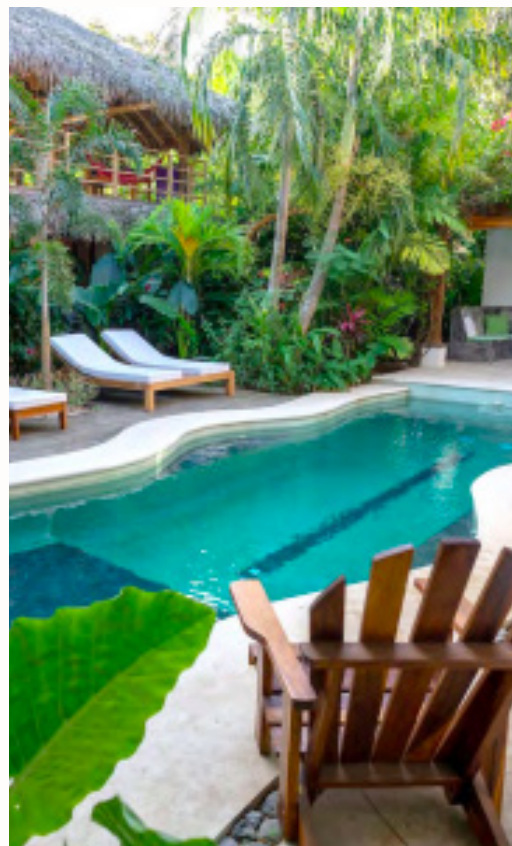
Why Lifestyle Assets?

In America today, the most accessible true freedom vehicles are real estate and business. The mechanisms of leverage in each are different, and must be understood in order for you to reap the rewards of investing in, building, and controlling these assets.

The stock market can't really be considered a freedom vehicle, since you are not in control and don't really have ownership. While it historically has performed well, it does not technically offer the depth and breadth of benefits we'd need to see in order to consider it a true freedom vehicle.

If you want lifestyle & financial freedom, you need control & ownership of freedom vehicles! We recommend real estate for many reasons, and prefer Short-Term Rentals for the tremendous advantages explained on the following pages:

- If you want lifestyle & financial freedom, you need control & ownership of freedom vehicles!



THE UPSIDE

The Opportunity With Short Term Rentals (Pros)

- Higher returns than with long-term rentals (often 2-3x or more)
 - Lower startup capital than large multi-family properties
 - Major tax advantages (often able to write off majority of active income)
 - Increasing Demand (total money spent in this sector continues to grow faster than inventory)
 - Lifestyle Benefits (finding, analyzing, setting up, and visiting your property is a great way to build family memories, teach your kids, and more)
 - Opportunity to create unfair advantages and operate at the top of the market (returns are very good at the top of these markets, and you can reach the top through creating an ideal vacation experience for guests)
 - Accessible Time Horizon (you can find, analyze, close on, set up, go live with, and profit from a vacation home in most markets within a calendar year)
 - Long Term Growth (vacation home appreciation, nightly rate growth, debt paydown, and tax benefits are extremely powerful in the long term. Many owners can pay off their asset completely in 5 years or less, keeping the equity and cashflow or upgrading their portfolio over time)
- Returns are very good at the top of these markets, and you can reach the top through creating an ideal vacation experience for your guests.**



THE TRADE-OFFS

The Dark Side of Short Term Rentals (Cons)

- Limited Inventory (vacation homes are a hot commodity, not legal in all markets, and often go for above asking price)
- Higher Variable Expenses (you pay more for each piece of the puzzle with a vacation home, such as furnishings, cleaning, management, etc. You want to pay more because when your variable expenses increase, so are your revenue and profit, but this is a higher-expense business)
- Liability & Property Damage Risks (not every guest is respectful, and not every guest visit will go without incident. Proper insurance and planning can mitigate these risks, but as a vacation home owner you will face hurricane, fire, party, and other risks)
- Complexity (unlike purchasing a traditional long-term rental or a primary residence, there are a lot more variables and team members that go into purchasing a Lifestyle Asset. This complexity often scares off inexperienced investors who do not know the game)
- Popularity (vacation homes are not appreciated by everyone in every area. Some people will believe you are robbing the less fortunate of housing opportunities, others will believe you're ruining their neighborhood by inviting guests in, and some areas will overall not be friendly to vacation homes. We avoid these areas and invest in areas with settled legislation, friendly hospitality & tourism climates, and inviting investor attitudes.)

- **Not every guest is respectful, and not every guest visit will go without incident.**



THE SYSTEM

The 9 Steps to Building Your Portfolio

If you're committed to pursuing your lifestyle & financial freedom before retirement age, and you've chosen Lifestyle Assets as a freedom vehicle to leverage in your portfolio, there are 9 steps to predictable, repeatable, long-term success with this asset class:

01 Plan

In this step, you clarify your long-term goals, get in touch with your "why", and familiarize yourself with the key variables of this game.

02 Understand

In this step, you define your property goals, understand your buyer type, and understand each type of market and property type.

03 Locate

In this step, you identify potential profitable markets, choose your ideal guest, property type, and neighborhoods.

04 Partner

In this step you locate, interview, and choose key realtor, lender, tax, & legal professionals to have on your dream team and select your management style.

05 Acquire

In this step, you master all the software, data sources, and tools to analyze markets and properties, and begin searching for and analyzing deals that will meet your goals. You remain in this step until you identify and close on a property.

06 Setup

In this step, you set up every aspect of the guest experience, including property improvements, furnishing upgrades, branding, photoshoots, and more.

07 Market

In this step, you complete all the steps necessary to effectively launch and list your property on the OTA sites, as well as set up initial unique advantages that will give your property a leg up in it's launch phase.

08 Refine

In this step, you use the initial data and experience you've gained from your launch to further clarify & hone your market position, wow your guests with stellar customer service, & begin to promote your property outside just the OTA sites.

09 Maximize

In this step, you supercharge your marketing by creating your own sandbox and creating the opportunity to own and grow your own guest book of business rather than relying on the OTA sites for the long-term.

■ There are 9 steps to predictable, repeatable, long-term success with this asset class.



THE PLAYBOOK

The Do's And Dont's of Vacation Home Investing

Do's

- Invest in areas you understand and are passionate about, starting with your own interests and goals and then researching and running numbers to confirm or rule out the opportunity
- Create an ideal guest experience—one where every little detail is considered, every square inch is beautifully furnished, and guests are happy to pay a higher price to enjoy the ultimate vacation experience & conveniences.
- Use cash or financing leverage according to your long-term goals and the analyzed potential of your market in order to ensure a profitable deal in the best, worst, and most likely case scenario
- Leverage powerful tax strategies to dramatically reduce your tax liability with the purchase and operation of Lifestyle Assets
- Enjoy your properties yourself, getting to know your area better and making you more capable of offering a better guest experience and building memories
- Rinse and Repeat - once you become effective with the 9 steps, the real power of Lifestyle Assets is in building a portfolio over time that can snowball into your Lifestyle & Financial Freedom number sooner than most people realize

Dont's

- Invest blindly, fail to do your due diligence, go it alone, or get emotional with your property analysis. We don't buy deals that won't make money!
- Go cheap on ANY aspect of the customer experience - from marketing photos to beds and linens to property management or guest communications
- Avoid investing due to an interest rate or property price - many would-be successful owners fail to get in the game because they emotionally feel like a rate or a price should be different. In this game, we don't care about price or rate, we care about return. If the deal pencils out and makes money, we acquire. Our money is made over time, not on acquisition price or interest rate.
- The Red Dress - many investors get sidetracked by a potentially hot opportunity that doesn't actually fit into their long-term goals (it just is sexy). Success in this asset class comes from clarifying and focusing on your long-term goals, or even waiting to find the right deal, not responding to every shiny opportunity
- Quitting - the power and value of this asset class is fully realized over time and as you elevate your position in the market. Quitting early at any phase of the process cuts off your future increasing returns. While this asset class can become truly passive in less than a year, it can't get there if you neglect key parts of the process in a hurry to get to "passive" status!



THE PATH

The Path To \$20K/Month With Short-Term Rentals

Most Lifestyle Asset owners start out by finding their first “base hit”. This is typically their first asset, fairly close to home, acquired through traditional financing, that can produce a solid \$30-60k in profit the next year.

With more capital to invest and more focus on each piece of the puzzle, one can certainly move faster. However, base hits are the game! Following all 9 steps correctly becomes a rinse and repeat process that can be repeated 1-2 times per year until your annual cashflow exceeds your lifestyle expenses.

\$20k/month in passive income can be achieved with just 1-2 larger properties, or 3-5 smaller properties, depending of course on the quality of markets, properties, and guest experiences you choose. At Vodysey, we have hundreds of members making 6 figures a year in passive income, many making their first 5 figures monthly in passive income, and some making 7 figures.

Your own personal journey will depend on your level of capital, focus, and market variables. No one can guarantee your success, and making conservative, wise, well-thought out investment decisions is key.

- **Base hits are the game! Following all 9 steps correctly becomes a rinse and repeat process that can be repeated 1–2 times per year until your annual cashflow exceeds your lifestyle expenses.**



THE TAKEAWAY

Just One Lifestyle Asset Will Change Your Life

The potential of this asset class is tremendous, but where the rubber really meets the road is in what you do this year. Acquiring just one profitable Lifestyle Asset can not only help you begin earning passive income, but can dramatically lower your active income tax liability, put you in a position for more finance, scaling, and leverage opportunities, and put you on the path to long-term appreciation.

As an example, our team member Aimee purchased her first lifestyle asset last year. She invested about \$60k in cash, produced \$92k in revenue, netted \$31k in profit, and lowered her tax liability by more than \$30k. Had she simply co-hosted, arbitrated, or used any other model with this property, she would only have had access to a portion of the cash flow and profit—no appreciation, no reduction in tax liability, etc. We focus on “base hit” CAP and Cash-on-Cash rates in the deals we go after, but the internal rates of return are much better when you combine all aspects of ownership!

- Acquiring just one profitable Lifestyle Asset can not only help you begin earning passive income, but can dramatically lower your active income tax liability.

- You can read Aimee’s and many other members’ success stories at Vodysey.com/success-stories



THE DECISION

Are Lifestyle Assets the Right Freedom Vehicle For You?

If you've read this entire guide, you now have a good idea of the potential of this asset class and what it would look like to run down this road. If you're committed to success with this asset class and are looking for the best tools, training, resources, and mentorship to accelerate your progress, or if you've still got questions and are looking for clarity around any of the aspects of Lifestyle Asset ownership we've discussed, book a call with us!

We'll get a clear idea of where you're at in the process, and help you craft a vision for how to get to where you want to be. We're not the right fit for everyone, but we can help you see your next steps.

- Get a clear game plan to reach your passive income goals.

Click Here to Book A Free Lifestyle Assets Strategy Session

[Book Your Free Session →](#)



OWN YOUR DREAM

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