The REAL ESTATE FIRM®
Sevierville

Real Estate Investing 101

What Makes Us Different

The Actual Offer Process

Benefits of Buyer Agency

Why Invest with Us in the Smoky Mountains?

Consultation Agenda

- ➔ **Discovery:** Confirm the details of our initial consultation
- ➔ **Education: Learn process for investing in the Smokies**
- ➔ **Marketing Update:** Discuss current STR investment conditions
- ➔ **Cabin Valuation:** Discuss effective investment ROI strategy
- ➔ **Marketing Agreement:** Review paperwork

Investment Property Buying Process

Step 1
Hire a REALTOR®

Hire a professional who knows the Smoky Mountain Market & understands STR rentals

Step 2
Get Pre-Approved

Understand what you can afford and what returns you will need to “make the numbers work”
Explore loan product options

Step 3
Tour Properties

Investigate local investment properties and find the one of your dreams with best ROI

Step 4
Submit an Offer

Use market knowledge and price of competing Cabins to make strong offers

Step 5
Offer Accepted

Negotiate terms to the satisfaction of both parties. Interview Prop Mgmt Co, unless self managing

Step 6
Inspection & Appraisal

Make sure properties are in good condition and worth the price offered

Step 7
Closing Day!

Sign the final paperwork and get the keys to your new cabin. Start earning $$

What Makes Our Market Such a Unique Opportunity?

→ **Number of Recreational Visitors to the Great Smoky Mountains from 1930 to 2023** (in millions/yr)

* https://irma.nps.gov/Stats/SSRSReports/Park%20Specific%20Reports/Park%20YTD%20Version%201?Park=GRSM

- → **Considered one of the best real estate investing markets: #1 domestically and #5 internationally**
- → **Year-Round Visitors – 365 day season**
- → **Each Year, More Attractions Added- year after year- they keep coming back**
- → **Less than an 8 hour drive for 50% of population- avoiding airports**
- → **Stable economy & work force**

Why Do Millions of Visitors Come Every Year?

Dollywood
PARKS & RESORTS

Gatlinburg

Dining,
Distilleries & Restaurants

Weddings &
Honeymooners

Hiking & Outdoor
Adventures

Anakeesta

Attractions

Shopping
Pigeon Forge

* https://www.visitmysmokies.com/blog/smoky-mountains/great-smoky-mountains -national-park-visitors-record/

Smoky Mountains Shine

Average Cabin Occupancy Rates 82%

Average Spend: $1,810

Average Length of Stay: 4 Days

Average Party Size: 4 persons (2 couples or Family with Kids)

Average Daily Rate: 2BR- $221 4BR- $421

*eda.org/regional-profile/regional-profile/sevier-county/

How’s the Market Overall?

⬇mid 6%

Interest Rates for 30-Year Fixed Mortgage

Interest rates are no longer at historical lows, though starting to see some reductions. This could affect investors willingness to jump in or they may have to re-assess their budgets to fit monthly payment comfort levels.

⬆5.7%

slowing

Change in Average Sales Price Over Last 12 Months

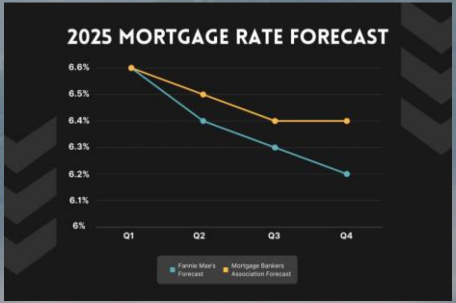
Prices are going up, which indicates healthy demand. Prices are forecasted to increase over the next year, though the percentage growth expected to slow Over-priced listings are seeing price drops and offers are being accepted 5-10% under list

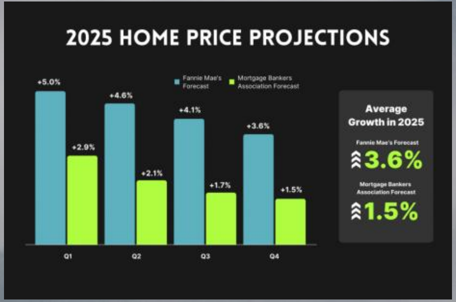
⬆90+

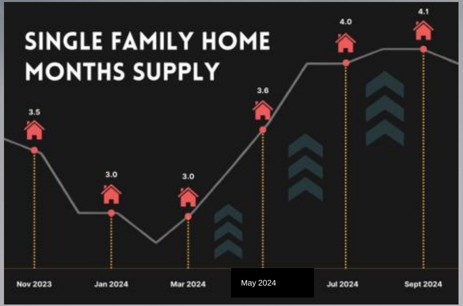
slowing

Days on Market (6 Months is Balanced Market)

With only 3 months of housing inventory in our market, coupled with increasing average sales prices, pendulum is shifting away from a strong seller’s market. Still have a shortage, so if find the right cabin, be ready to go!







Smoky Mountains Specifically?

Pigeon Forge

Market Snapshot: Sales Price

Median Sales Price	Change Over Last Month	Change Over Last 3 Months	Change Over Last 12 Months	Change Over Last 24 Months
$848K Updated: 11/30/2024	↑ 22.83%	↑ 51.34%	↑ 55.5%	↓ 5.04%

*About this data: The Metrics displayed here reflect median sales price for **SFR** using **MLS listing** data.*

	New New Listings	Pending	Closed
Low Price / Value	$365,900	$415,000	$385,000
Median Price / Value	$517,450	$700,000	$574,950
High Price / Value	$1,493,999	$1,250,000	$2,445,000
Average Price / Sq. Ft.	$428	$404	$397
Median Price / Sq. Ft.	$377	$376	$402
Average Days in RPR	75	106	91
Median Days in RPR	65	99	73
Total Volume	$7,616,698	$8,036,650	$8,473,900

Gatlinburg

Market Snapshot: Sales Price

Median Sales Price	Change Over Last Month	Change Over Last 3 Months	Change Over Last 12 Months	Change Over Last 24 Months
$1.03M Updated: 11/30/2024	↑ 64.15%	↑ 32.54%	↑ 20.76%	↑ 49.64%

*About this data: The Metrics displayed here reflect median sales price for **SFR** using **MLS listing** data.*

	New New Listings	Pending	Closed
Low Price / Value	$550,000	$434,000	$562,000
Median Price / Value	$811,950	$787,450	$1,460,500
High Price / Value	$1,945,000	$1,600,000	$1,750,000
Average Price / Sq. Ft.	$474	$356	$401
Median Price / Sq. Ft.	$483	$354	$398
Average Days in RPR	45	142	106
Median Days in RPR	40	130	97
Total Volume	$9,156,699	$9,446,899	$13,196,000

Sevierville

Market Snapshot: Sales Price

Median Sales Price	Change Over Last Month	Change Over Last 3 Months	Change Over Last 12 Months	Change Over Last 24 Months
$539K Updated: 11/30/2024	↑ 8.08%	↑ 10.64%	↓ 7.69%	↑ 14.77%

*About this data: The Metrics displayed here reflect median sales price for **SFR** using **MLS listing** data.*

	New New Listings	Pending	Closed
Low Price / Value	$249,909	$265,000	$255,000
Median Price / Value	$594,000	$514,950	$639,500
High Price / Value	$1,750,000	$2,250,000	$1,469,000
Average Price / Sq. Ft.	$366	$329	$331
Median Price / Sq. Ft.	$343	$329	$325
Average Days in RPR	32	47	94
Median Days in RPR	12	22	87
Total Volume	$8,951,808	$8,458,899	$7,482,349

Source: RPR Market Activity Report

What Does Your Investment Look Like?

1BR

$300-$500K

2-3 BR

$400- $700K

4-5 BR

$800- $1.2M

6+ BR

$1.75- $2M+

Investment Considerations:

- Cost of Financing: DSCR Option borrower qualifies based on cash-flow of property
- Property Management Fees
- Annual Gross Income
- Amenities: Views
- Monthly Expenses: Utilities, HOA, Repairs
- Proformas & Income Calculator Resources
- Occupancy Rates
- Location, Location, Location

Results for Our Clients

2.4%

Seller Credits (Average)

On average, our firm has negotiated seller credits towards buyer's closing costs in the last 90 days.

$7,200

Negotiated Repairs (Average)

On average, our firm has negotiated repairs or repair costs from sellers in the last 90 days.

2-3

Average Offers Written

Number of offers written, on average, per buyer client by our firm in the last 90 days.

Recent Purchases

Modern Mountain Style Pigeon Forge

Modern New Construction Cabin purchased for investor client with ***impressive rental earnings & high occupancy rates***. The buyers were very happy with the results.

Adorable Cabin in Pigeon Forge

We helped our client find this property darling 1 BR with views of Dollywood's nightly fireworks & negotiated an ***5.5% reduction*** to the cabin's asking price

Lovely income Producer in Sevierville

Found this smaller cabin in a STR community that has large, luxury builds to **maximize fast appreciation** and equity position and stay within budget

Cabin with Stunning Views in Gatlinburg

We were able to beat ***11 other offers*** to win this Gatlinburg stunning cabin with long range, Smoky Mountain Views that all the tourists are wanting in their rental choice

Professional Real Estate Services

You're entitled to all of the real estate service my firm has to offer

- Residential Property Sales & Service
- First Time Buyer Programs
- Move-up Buyer Services
- Luxury Home Services
- Vacation Rental Purchasing
- Real Estate Investment Advising
- Home Value Analysis
- Home Improvement Recommendations
- Real Estate Marketing & Promotion
- Listing Reports from the Multiple Listing Service (MLS)
- Referrals to Contractors & Service Providers
- Home Value Report for Property Tax Filing
- Real Estate Reports & Market Updates
- Out-of-State/Town REALTOR® Referrals
- New Construction Representation

You Can Count on Me To...

Keep You Up to Date on the Market

Find Homes Matching Your Criteria & Advise

Negotiate the Best Deal We Can Get

Avoid the Pitfalls of Buying a Home

Take Fiduciary Responsibility

Your Smoky Mountain Investment Team

Jo Schultheiss
Team Lead
Realtor®

Jenna Ball
Realtor®

Dagan Greene
Principal Broker,
Knoxville Office

Whittani Walden
Principal Broker,
Sevierville Office

Lydia Hannah McKinney
Foothills Title

Edna Price
Stockton Mortgage

Recognition & Associations

Graduate, Realtor® Institute

Certified Residential Specialist

University of Phoenix
University of New Hampshire

B.S. Undergraduate Degree & MBA, Graduate Degree

Accredited Buyer's Representative

GSMAR
East Tennessee REALTORS®
MyStateMLS

Member of three local REALTORS® Associations
Currently Serving on Board of Directors for the Great Smoky Mountains Association

Resort & Second Home Property Specialist

C2EX REALTORS® COMMITMENT TO EXCELLENCE

Military Relocation Specialist

EQUAL HOUSING OPPORTUNITY

REALTOR®

AT HOME WITH DIVERSITY®

Next Steps:

- Discuss Financing
- Set Search Criteria
- Schedule Property Tours
- Review Paperwork

About our Team

Jo Schultheiss

The Real Estate Firm uses technology & experience to make your next move easy & enjoyable. We help home buyers search and find East Tennessee homes, land or investment property for sale. We negotiate to our clients' advantage and make moving as easy as possible.

We help East Tennessee investment property sellers prepare their Cabin for the market, set a pricing strategy, and find buyers for their property through innovative, effective marketing.

Jo Schultheiss is a consummate real estate professional who works with her clients to sell their homes for best market values. Jo also works with her clients to use real estate to build wealth and passive income by becoming investors in the Smoky Mountain Short Term rental opportunities. She is supported by Jenna Ball & Rachael Wilhoit to assure our clients we will have the capacity to meet your needs, on your timeline.

The REAL ESTATE FIRM® Sevierville

Website: https://jojosold.com/

Jo's Cell: (865) 500-9895 Office: (865) 770-4030

Jenna: (207) 805-4352

Email: jo.tn.sold@gmail.com

Jenna.tn.sold@gmail.com

Jenna & Jo