



Dear Investment Owner:

The Sedona rental market is unique as we are a resort *destination* and folks come here from all over the United States, Canada and overseas for a variety of reasons. Some of which are to enjoy the outdoor activities, weather, scenery, spiritual, new age, health, art, sightseeing experiences, proximity to the Grand Canyon, the quality of life living in a small town and much, much more.

There is a significant shift in the way people think about home ownership. This has propelled people in needing a more flexible lifestyle that in turn makes renting vs. home ownership more advantageous. An article written in the March 12, 2011 issue of the Washington Post speaks directly to why people want to rent vs. own. "We're becoming more of a renting/sharing society, said David Sleeth-Keppler, a psychologist who tracks consumer sentiment for Strategic Business Insights. People are staying less bogged down in case something bad happens."

The Sedona rental market continues to remain very active on both the unfurnished long term and vacation rental front(s). While there are a great number of properties on the rental market we continue to remain a strong rental destination.

Over the past year I have seen prospective tenants migrating toward renting newer homes/condos as this meets their need for a more up to date and simplistic lifestyle. New or newer homes are less prone to repairs, built with better energy efficiency, built under enhanced building codes, and updated style – including both floor plans and amenities.

As an investment owner I would invite you to seriously look at the **Sedona Villas**. New construction is highly sought after for leasing in both unfurnished long term and vacation rentals. Sedona is in short supply of new construction. My experience with renting new construction homes/condos has proven to provide owners with a solid investment opportunity.

#### **Projected Rental Estimates**

	<b><u>Unfurnished Long Term</u></b>	<b><u>Vacation Rental</u></b>
Ravenna Model:	\$1,075/mo	\$1,625/mo
Sorrento Model:	\$1,150/mo	\$1,795/mo
Messina Model:	\$1,150/mo	\$1,795/mo
Palermo Model:	\$1,250/mo	\$1,975/mo

(Rental rates are approximate and subject to change. Unfurnished reflects tenants paying all utilities and Vacation reflects owners paying all utilities)

I would be delighted to discuss with you the further the Sedona rental market. Please feel free to contact me at 877.282.6969 or email [tina@sedonaeliteproperties.com](mailto:tina@sedonaeliteproperties.com).

Warmly,  
Tina S. Nelson  
Owner/Broker