

## **Subject line: 9/10 Investors Make This Mistake**

### **Copy:**

Some things just don't make sense

Especially in the world of real estate.

In fact, the more we deal with investors, the more it becomes apparent that not even Warren Buffet can help you out if you make this grave mistake.

And that is.....

Drum roll, please ....

Research!

90% of investors make the mistake of not researching:

1. Their target audience (what location, aesthetics, and amenities they're inclined towards)
2. City laws
3. The prime location of short-term rentals
4. Renovation costs

Number 4 will hurt the most!

If you feel that you're competing in a race without a GPS then you need AirDNA in your life:

We're the leading provider of data and analytics for the \$140 billion dollar short-term rental industry.

Whether you're looking to find your next investment, optimize your listings, or research market-wide trends, AirDNA is here to help.

Make it your real estate compass as it helps you provide:

- Steady Market Insights: Navigate trends like a pro
- Clear Data: Understand your dashboard at a glance

- Competitor Updates: Stay ahead in the race
- Regulation Guides: Clear the road signs
- Solid Projections: Breeze past financing roadblocks
- Efficient Management: Minimize maintenance stops.

Ready to invest and stay ahead of the competition? Let's hit the road to STR success!

Find out more here [\[LINK\]](#)

Cheers,  
AirDNA