

Beyond Airbnb

How Elite Property Owners Are Redefining the Short-Term Rental Market





Why High-Net-Worth Property Owners Are Moving Away from Platforms Like Airbnb and VRBO

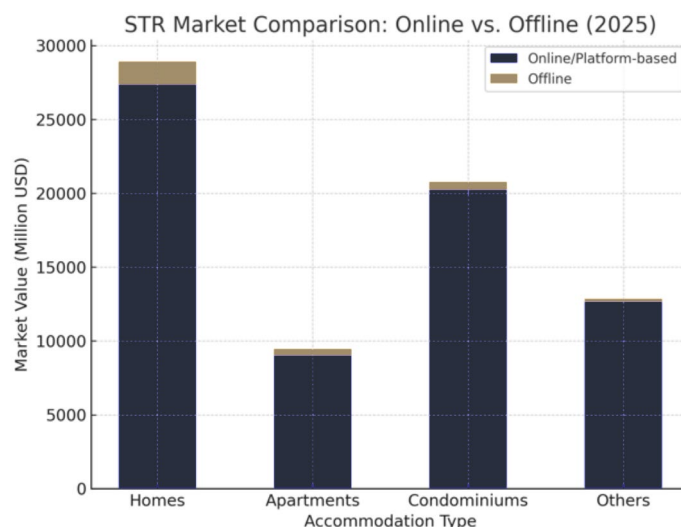
Imagine this: You've spent years building memories with your family at your vacation home—summer barbecues by the lake, skiing trips in the winter, late-night conversations by the fire. This home isn't just real estate; it's a **legacy**, a place filled with cherished moments. The thought of handing the keys over to strangers from the internet—just for some extra cash—feels like a compromise you don't want to make.

Yet, the rising costs of ownership—**property taxes, HOA fees, maintenance, and insurance**—are making it harder to keep your second home purely for family use. Some owners have turned to short-term rentals (STRs) through platforms like **Airbnb and VRBO**, only to realize that these platforms prioritize volume over value, leaving property owners with **less control, more headaches, and an uncertain return**.

Here's what elite property owners need to know: **there's a better way to monetize your property without sacrificing control, privacy, or peace of mind.**

The Hidden Costs and Pitfalls of Airbnb and VRBO

The short-term rental industry is booming—expected to grow from **\$72 billion in 2025 to \$94.9 billion by 2029** (CAGR: 8.6%). But for property owners in the **luxury segment**, STR platforms are becoming less appealing due to **increasing regulations, excessive guest turnover, and a race-to-the-bottom pricing model**.





1. Local Regulations Are Getting Stricter

Many cities and resort towns are **cracking down on short-term rentals**. New York's **Local Law 18** has made it nearly impossible for non-owner-occupied properties to operate as STRs. Other vacation hotspots like **Aspen, Miami, and the Hamptons** have introduced zoning laws, licensing fees, and occupancy limits. This means property owners must navigate **complex legal requirements** just to remain compliant.

2. STR Platforms Favor Renters Over Owners

- **Guest Screening? Almost Nonexistent** – Airbnb and VRBO prioritize booking volume, not property protection. You can't truly control **who stays in your home**, leading to potential **property damage and disputes**.
- **Pricing Wars & Race to the Bottom** – With **millions of listings**, STR platforms drive rental prices down through **algorithmic price cuts**, forcing owners into an **endless competition** with budget-friendly listings.
- **Hidden Fees Eat Into Profits** – Airbnb's **service fees** (up to 20% for guests and 3% for hosts) mean that owners **lose revenue** while renters pay inflated prices.

3. STR Management Is More Work Than You Think

Owning a vacation rental isn't passive income. Successful STR hosts must:

- ✓ **Respond to guest inquiries 24/7** (or pay for a property manager).
- ✓ **Invest in high-end photography and dynamic pricing software.**
- ✓ **Handle maintenance and cleaning between every booking.**

For high-net-worth owners, **time is more valuable than short-term rental income**—especially when the alternative is a **stress-free, high-trust rental model**.

The Smart Alternative: Private, High-Trust Rentals

Instead of listing your luxury vacation home on a **high-risk, low-control marketplace**, **elite property owners are shifting to a private rental model**—renting only to **trusted guests within their personal network**.



Why This Works:



Set Your Own Rules – Choose **who** rents your home, for **how much**, and under **what conditions**.

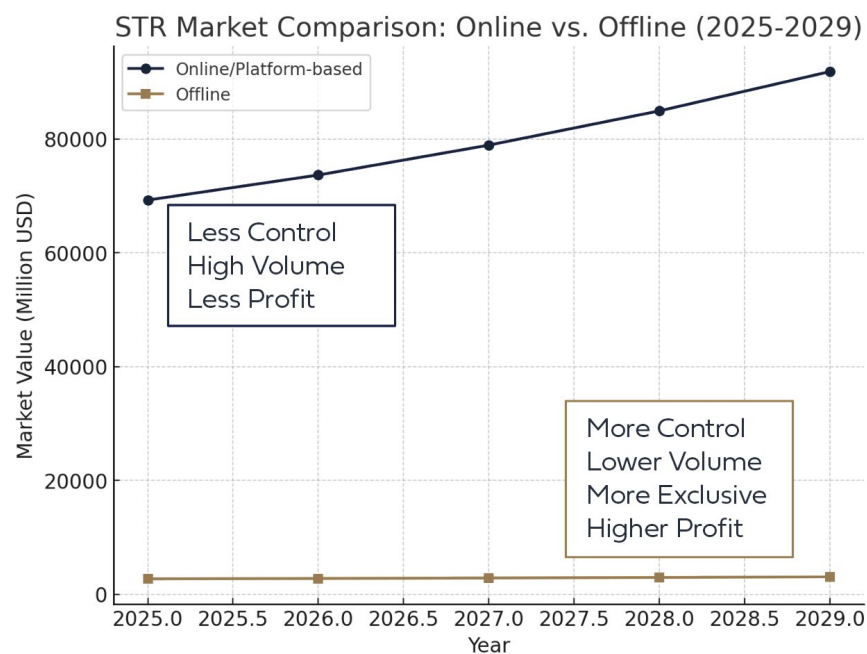


Fewer but Higher-Quality Rentals – Unlike Airbnb's high-turnover model, a private rental network means **longer stays, lower wear and tear, and more predictable income**.



Keep It Exclusive – Instead of catering to tourists looking for the best deal, you rent to **family friends or business associates**.

Owners who **bypass Airbnb/VRBO and rent exclusively through private networks** see **higher profits per booking, longer stays, and more control over their asset**.



Introducing The Asset Sphere: Luxury Rentals, On Your Terms

Managing **private rentals used to be a hassle**—relying on **spreadsheets, texts, and word-of-mouth** to coordinate stays. **The Asset Sphere changes that.**

What is The Asset Sphere? A **secure, invite-only rental platform** designed for **elite property owners** who want to **monetize their vacation homes privately—without the risks of mass-market STR platforms**.



How It Works:



Add Your Trusted Circle – Your **family, friends, and business connections** who align with your standards.



Set Custom Terms – Define **rental rates, stay durations, and usage policies**—no outsiders, no last-minute bargain hunters.



Automated Management – Seamlessly track **availability, payments, and guest communications** in one place.

Unlike Airbnb or VRBO, **The Asset Sphere isn't for everyone. It's for those who value control, privacy, and profitability.**

Ready to Take Control of Your Rental?

Join other **high-net-worth property owners** who are **redefining short-term rentals on their own terms.**

Sign Up Today to Get Early Access to The Asset Sphere.

Visit theassetsphere.com to get started.