



Douglas Elliman
REAL ESTATE

The Nature Haus

Dripping Springs, Texas



TODD B
REALTY TEAM
AT DOUGLAS ELLIMAN REAL ESTATE



Meet The Team



Todd Burgener
REALTOR®



Kim Burgener
OPERATIONS MANAGER

Todd has lived in Austin for 40 years and his 'on hands' approach and knowledge of the Austin area has given him an invaluable skill set that you cannot learn in a classroom.

He is often characterized by his gregarious personality and willingness to go the distance to do whatever he needs to get things done. Todd sets the bar high for himself and in just 10 years was awarded the #23 spot in the Austin Business Journal rankings in 2021 and #21 in 2022. In 2018 his wife, Kim, joined him as his Operations Manager and their team dynamic was a game-changer.

Todd loves having the opportunity to meet new people and build long lasting relationships. He genuinely cares for his clients and works to educate them every step of the way. His effective communication is key to his success in real estate. Understanding the real estate market and growing patterns is key to helping his clients make the best investment. When Todd is working with his clients, he is not only thinking about the current market conditions, but he's also focused on key elements that help to resale a home in any market condition.

When asked to clarify his "why" for building his business, Todd explains that it is to ensure his sons, Christian and Dean, have a good upbringing just as he did. He works hard now so he can enjoy them as they grow.

Outside of real estate, Todd's passions are music and soccer. He is extremely involved in the Austin Men's Soccer Association and currently plays on an Over 40 Men's team. He is also a season ticket holder for Austin FC so home games are a huge part of the Burgener family life.



About The Property

The partners of The Nature Haus got together under a shared vision to provide individuals a place where they could retreat and get away from “city-life” and enjoy nature.

With distant views of the Pedernales River Basin and close proximity to the City of Austin, the property seemed ideal for this purpose and easily accessible. In addition to allowing folks to disconnect from the hustle and bustle of daily life, they also had plans to host small to mid-sized groups for events such as retreats, weddings and workshops.

With downtown Austin only 50 minutes away, the property is ideally set to be just far enough for some solitude but not too far for an easy day trip.





Site Location

- 15 minutes to Historic Mercer Street
- 20 minutes to Hamilton Pool Reserve
- 20 minutes to Pedernales Falls State Park
- 25 minutes to Reimers Ranch
- 25 minutes to Driftwood
- 30 minutes to Jacob's Well
- 45 minutes to the Austin Airport
- 50 minutes to Downtown Austin
- 1 hour to Fredericksburg
- 1 hour and 10 minutes to the San Antonio Airport
- 1 hour and 20 minutes to Downtown San Antonio





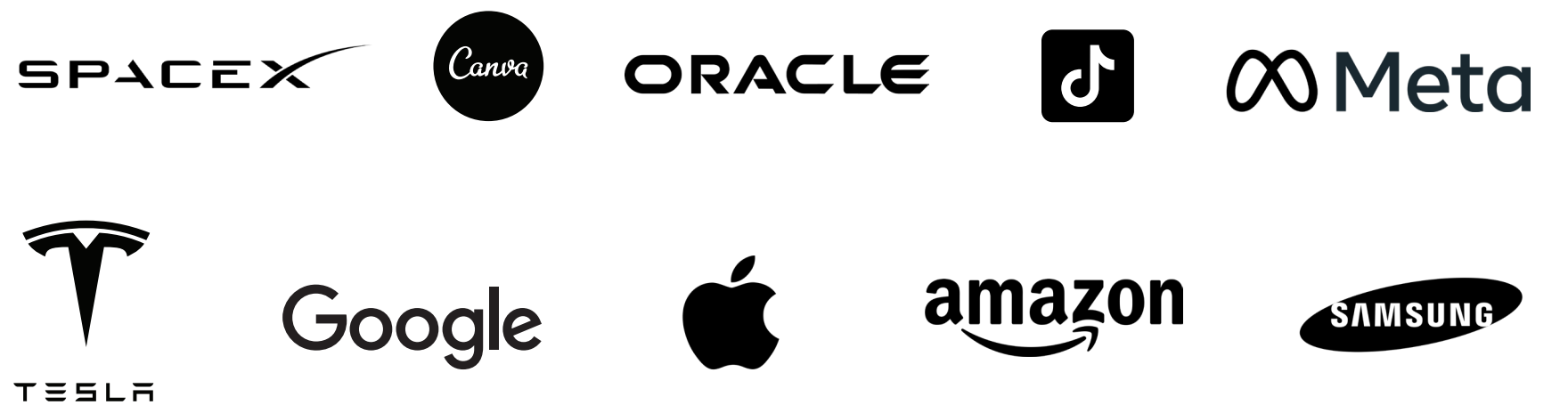
Austin's Dynamic Job Market

For the past few years, Austin has seen significant growth and positivity in the technology space. Major company announcements to increase their Austin footprint has and will continue to bring an increased number of C-level positions to the area.

Austin Job Statics by the Numbers:

- From 2020-2030 jobs in the Austin metro are expected to increase by 26%, the city of Austin is expected to see a 23% increase.
- 71,000 jobs were added in Austin - a growth of 5.8%, in the 12 months ending in January 2023, making it the third-best performing among the top 50 metros in the U.S
- Austin was the second-best labor market in 2022 among regions with at least one million people, according to The Wall Street Journal

SOURCE: TEXAS WORKFORCE COMMISSION, AUSTIN BUSINESS JOURNAL AND THE WALL STREET JOURNAL





About Dripping Springs

A few years ago, Dripping Springs started to become known as “The Wedding Capital of Texas”, hosting on average, 4,000 weddings per year. While there are so many weddings per year, the city only has 3 small hotels, with rural B&Bs and STRs filling in the lodging gaps.

Dripping Springs has a very robust tourism industry with dozens of wineries, breweries, distilleries, and state parks that draw millions of visitors annually. This little town is also considered the Gateway to the Hill Country and is known for its beautiful vistas and breathtaking sunsets.





Lodging Options

- There are currently 6 existing structures used for short term rentals (STR)
- Existing Structures and cabins are “moveable”, meaning that the units are built on a trailer with wheels or are considered a portable building for flexibility of expansion or other development.
- This allows for the property to return to as close to its natural state as possible, while leaving the sewage and utility infrastructure improvements in place.



Modern Hill Country Cabin



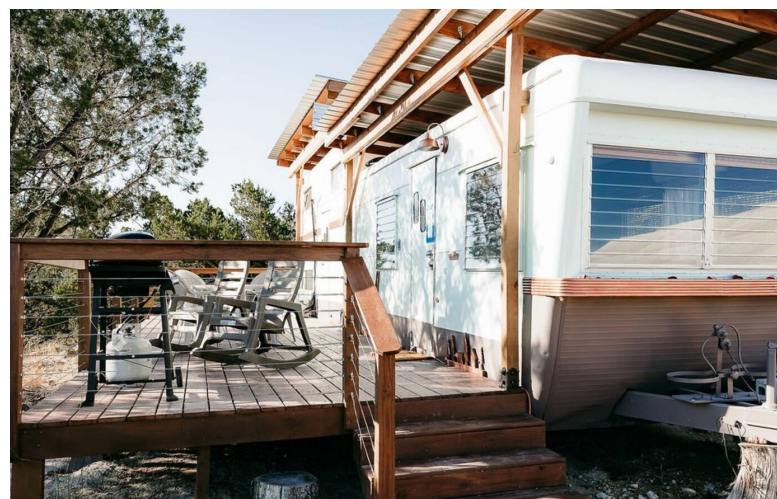
The WanderBus Cabin



Succulent Sanctuary Studio Cabin



Vintage Glamping Trailer



Mid Century Pacemaker Trailer



Vintage Spartan Trailer



By the Numbers

10
UNRESTRICTED
ACRES

50 Min
to Downtown Austin

6 Existing
Short term rentals

Current monthly revenue:
Approx. \$5,500

Plus:

- Incredible views from multiple sites
- Hiking/walking trails
- Secluded from noise and light pollution
- Rich native plants and wildlife
- Commercial and residential with little to no building restrictions
- Ag exempt: Wildlife Management - low taxes





Revenue
Projection



Current Estimated Valuation



LAND

- \$900,000 - \$1,100,000

UTILITIES AND LAND IMPROVEMENTS

- Land clearing, site work, road work, and water well (2022)
- 3k gallon water storage
- 400 amp. electrical
- Commercial Septric System (2019)
- Structures: \$325,000

CURRENT REVENUE

- Approximately \$5,500/mo

CURRENT EXPENSES

- Approximately \$1,500/mo



Monthly/Annual Revenue Projection



	MONTHLY	ANNUAL
Cabin 1 (\$150/night)	\$1,200	\$14,400
Cabin 2, 3, 4 (\$125/night)	\$3,000	\$36,000
Bus (\$125/night)	\$1,000	\$12,000
Glamping Units	\$1,000	\$16,200
Event Space (not built)	\$10,000	\$120,000
TOTAL REVENUE:	\$16,200	\$194,400



Marketing
Strategy



Marketing Strategy & Objectives



Connecting buyers with their dream properties is core to the mission of Douglas Elliman. From marketing to advertising and beyond, Elliman cuts through the clutter to deliver in an ever-changing real estate market.

Strategy

The Nature Haus will be launched and marketed through an omnichannel approach leveraging digital and print across Douglas Elliman's extensive network. Photography and videography will showcase the uniqueness of the property

Objectives

POSITION

Using our best-in-class marketing across multiple channels to garner exclusive visibility and engagement amongst only the most relevant prospective buyers, we will position The Nature Haus as a rare opportunity to own an income-producing property in one of the most sought-after areas in the Texas Hill Country.

ACTIVATE

Capitalize on the market with engaging and luxurious collateral and content that encourages buyers to see the boundless potential The Nature Haus has to offer.

CONNECT

Activate Todd Burgener's impressive network of contacts, and the Elliman nationwide network.



Marketing Launch Activations



LAUNCH ACTIVATIONS

- Douglas Elliman Network: distribution to all office's elite lists
- Editorial photography
- Property video
- One to one Broker pitching
- Live On: MLS, Elliman.com, and additional syndication sites
- Announcement across the Douglas Elliman network
- Email blast
- Social media
- Property website
- Announcement across Douglas Elliman's, and Todd Burgener's extensive networks:
 - Email blast
 - Social media
- Broker to Broker pitching
- Targeted print + digital advertising
 - Tribeza, Business Journals, and paid social
- Targeted direct mail
 - Send elevated mailers to targeted neighborhoods in Austin and Dripping Springs



Marketing Ongoing Activations



ONGOING ACTIVATIONS

- Ongoing social media content
- Ongoing advertising strategy:
 - Business Journals
 - Tribeza
 - Paid social
- Reinforcement and ongoing storytelling/pitching across to the Douglas Elliman network on email, and social
- Ongoing email campaign to all Brokers and prospects
- Refresh listings quarterly by changing the following:
 - Photography
 - Hero images
 - Property description



About
Douglas Elliman



Our Scale Is Your Strength



With direct access to more than 6,900 agents in approximately 120 offices in key markets across the country, we have the reach and resources to promote your property from coast to coast.

Our scale enables your agent to leverage a powerful network of referrals and services that puts our national strength to work for you.

Direct Access to
6,900
Agents Nationwide

Strategic
Partnerships

\$42.9
Billion in Sales

One of
the Largest

Independent Residential
Real Estate Brokerages
in the U.S.



We Are Where
Our Clients Are



**APPROXIMATELY 120 DOUGLAS ELLIMAN OFFICES
IN KEY LUXURY MARKETS**

- California
- Colorado
- Connecticut
- Florida
- Massachusetts
- Metro D.C.
- Nevada
- New Jersey
- New York
- Texas



We Open a World of Opportunities



Our exclusive partnership with Knight Frank makes us the largest interactive and connected network of prime and super prime residential agents and properties around the world, with the stature and presence that attracts global ultra-high-net-worth buyers.

The annual Douglas Elliman | Knight Frank *Wealth Report* provides comprehensive and in-depth analysis of the prime properties, major investments, high-net-worth individuals (\$1M+) and ultra-high-net-worth individuals (\$30M+) at the top tier of global real estate.

1.5 Million
Clients Within Our Database

20,000
Agents Worldwide

487
Offices in 53 Countries

15,000
Affluent Individuals Profiled
in Our *Wealth Report*



We Bring Buyers To Sellers



Douglas Elliman works within every facet of the real estate industry, with visibility and insight into how each one supports our core commitment: connecting buyers with sellers.

Each of our specialized divisions provides high-level buyers that your agent can bring to your property.

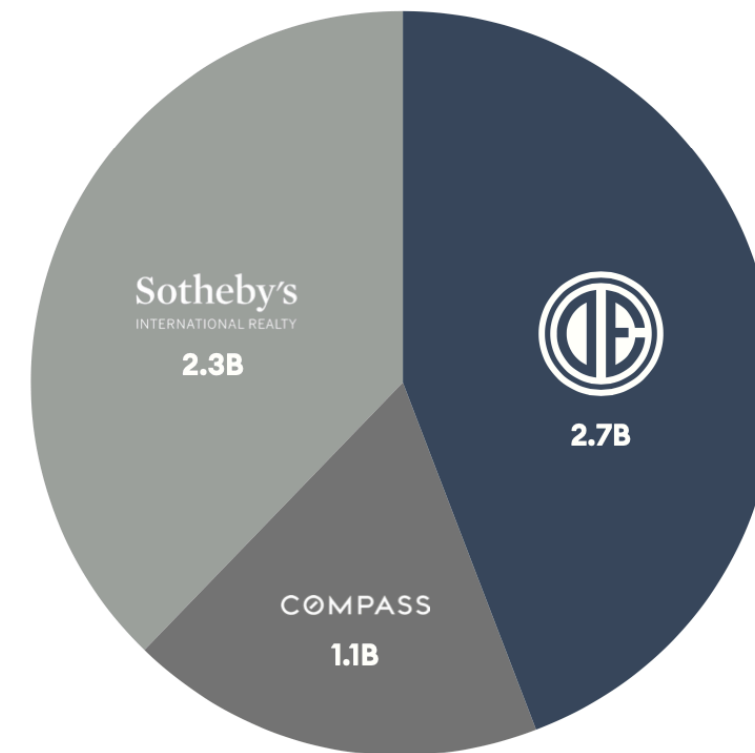
OUR DIVISIONS

- Commercial Sales & Leasing
- DE Title Services
- Development Marketing
- Farm & Ranch
- Global Markets
- Relocation
- Residential Leasing
- Residential Sales
- Property Management
- Sports & Entertainment



Public Relations #1 in Texas

By reach, article volume and ad value,
Douglas Elliman is the leading name in real estate news.



Total Reach of all articles that mentioned the brokerage.

By The Numbers - Editorial - January 1, 2023 - June 30, 2023



The Leading Name in Real Estate News



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[elliman.com](https://www.elliman.com)