

---

# ASH & KO Boutique

## Property Details & Area Overview





## Property Overview

- **Location:** 1534 and 1538 W Osborn Rd, Phoenix, AZ 85015
- **Website:** [www.AshandKo.com](http://www.AshandKo.com)
- **Instagram:** AshKo Rentals has 11,300 followers
- **Management:** Self-managed
- **Property Type:** Luxury Boutique Living and Fully-Furnished
- **Units:** 8 renovated and individually designed units
- **Units:** All units individually metered
- **Units-** 8 new AC's 2024 (installed 8/22/24)
- **Units-** All units have fridges with filters and ice makers
- **Units:** 1534 side has 3 washers (\$2) and 3 dryers (\$1.75)
- **Units:** 1538 side has washer and dryers in the units
- **8 storage units:** Each 4' deep 8'4" long
- **Total Renovation Cost:** \$1,344,000

---

## Location Highlights

- **Downtown Phoenix:** 6 minutes away
- **Biltmore Area:** 8 minutes away
- **Arcadia and Scottsdale:** 18 minutes away
- **State Farm Stadium:** 20 minutes away
- **Phoenix Sky Harbor International Airport:** 9 minutes away
- **Encanto Golf Course:** 2 minutes away
- **Encanto Park:** 2 minutes away
- **Walking Distance Amenities:** Starbucks, Sprouts, Safeway, Jersey Mike's, Press Coffee, Orange Fitness, MOD Pizza, Phoenix Collage, WSS, Jamba Juice, Nail Salon, Hair Salon





## Unit Details

### Unit 1: Old Hollywood Theme

- 
- **Kitchen:**
    - Two-tone quartz countertops
    - Stainless steel sink
    - Full-size stainless steel appliances
    - Pendant lighting and ceiling fan
    - White shaker cabinets
    - Two bar stools, suede green chairs, and a table
  - **Family Room:**
    - Wall-mounted smart TV
    - Ceiling fan and custom-painted designer ceiling
    - Pink and green suede couches, glass and marble tables
    - White gloss storage entertainment center and plant
  - **Hallway:**
    - Storage with open shelves and closed door
  - **Bathroom:**
    - Vanity and walk-in shower with porcelain tile
    - Toilet with storage cabinets above and sink
    - 3 walls tiled floor to ceiling
  - **Bedroom:**
    - Custom-painted ceiling and wall
    - Queen bed, two nightstands, and ceiling fan
    - Two large closets with mirrored sliding doors
  - **Backyard:**
    - Two chairs, one table
    - Turf and rocks

## Unit 2: New Orleans Vibe

- **Kitchen:**
  - Quartz countertop with full-size sink
  - Custom built-in quartz desk and bar stool with two floating terrazzo shelves
  - Stainless steel appliances and porcelain backsplash countertop to ceiling
  - Closed door pantry
- **Studio Area:**
  - Queen size bed, two nightstands, and ceiling fan
  - Pullout sofa with black concrete table
  - Custom wall-mounted floating TV shelf (quartz)
  - Wall-mounted smart TV
  - Porcelain tile accent wall and LED light behind the TV
  - Shiplap ceiling
  - Vintage brick accent wall

- 
- Concrete flooring with natural stain
  - Hallway free-standing mounted mirror, rug, and seating area
  - **Bathroom:**
    - LED-lit mirror, marble walk-in shower
    - New toilet and two floating shelves above it
    - 3 walls tiled floor to ceiling
    - Wall-mounted floating vanity
    - Wall-mounted faucet
  - **Backyard:**
    - Two chairs, one table
    - Turf and rocks

### Unit 3: Vintage Chic

- **Kitchen:**
  - Granite countertops with full-size sink
  - White stove and microwave, stainless steel sink
  - Open pantry area, white shaker cabinets
  - Pendant over island
  - Stainless steel full-size fridge
  - Porcelain tile countertop to ceiling
- **Studio Area:**
  - Two bar stools, two suede chairs, and table
  - Stunning black wood desk with leather custom chair and lamp
  - Queen bed, two wooden nightstands
  - Walk-in closet, floating TV stand below smart TV
  - Full-length mounted mirror and bookshelf
- **Bathroom:**
  - Marble flooring and niche
  - White porcelain tile, new toilet, white sink and LED lit mirror
  - 3 walls tiled floor to ceiling
- **Backyard:**
  - Two chairs, one table
  - Turf and rocks

### Unit 4: Eclectic Vibe

- **Kitchen:**
  - Quartz countertop with full-size sink
  - Porcelain backsplash countertop to ceiling
  - Floating shelves, stainless steel appliances
  - White shaker cabinets, green porcelain tile backsplash
  - Pendant lighting and ceiling fan

- 
- Wood table with two chairs
  - **Living Room:**
    - Designer wall, ceiling fan, wall-mounted smart TV with LED backlit light
    - Suede and leather couch, glass, wood, and gold tables
    - Porcelain tile flooring
    - Reading lamp
    - Wall-mounted mirror
  - **Hallway:**
    - Two storage areas: one open and one with doors
  - **Bathroom:**
    - Marble tile on shower pan and long wall
    - Porcelain tile, new sink, and toilet
    - 3 walls tiled floor to ceiling
    - Floating shelves
  - **Bedroom:**
    - King-size bed, bookshelf, two nightstands, and one lamp
    - Ceiling fan, large mirrored closet doors
  - **Backyard:**
    - Turf and rocks

## **Unit 5: Cosmopolitan Vibe**

- **Kitchen:**
  - Marble backsplash countertop to ceiling, **exotic quartzite (natural stone)**
  - Full-size stainless steel sink and appliances
  - White shaker cabinets, Kraus faucet, LED pendant lights
  - Floating shelves
  - White table with two side chairs and a lamp, two bar stools
  - Quartzite floating island with waterfall edge
- **Family Room:**
  - Shiplap wall
  - Electric fireplace and smart TV above it with porcelain tile beside it floor to ceiling
  - LED light, ceiling fan, side couch
  - Marble tables, plant, rug, vaulted ceilings
  - Porcelain tile flooring
- **Hallway:**
  - Washer, dryer, and storage
- **Bathroom:**
  - Zero edge walk-in shower with hidden drain
  - Black and white marble tile, floating quartz vanity
  - Wall-mounted faucet, LED-lit mirror, new toilet

- 
- Floating shelves and pendant light
  - **Bedroom:**
    - King-size bed, rug
    - Pendant lights above nightstands, chair, footrest
    - Mirrored closet doors
    - Designer wall
  - **Backyard:**
    - Three chairs, one table
    - Turf and rocks

## **Unit 6: New York Vibe**

- **Kitchen:**
  - Carrera quartz countertop with waterfall edge
  - White shaker cabinets, stainless steel sink
  - Stainless steel appliances, vintage brick backsplash that covers the entire back wall
  - LED pendant light, black Kraus faucet
  - Table with two chairs, two bar stools
  - Flooring runs up the back of the island (porcelain tile)
  - Wall-mounted mirror
  - Sliding glass back door
- **Studio Area:**
  - Vintage brick backdrop for TV, table below
  - Porcelain wood tile flooring, vaulted ceilings
  - Leather queen-size bed frame, green side couch
  - Two nightstands, lights, and ceiling fan
- **Bathroom:**
  - Zero edge walk-in shower with 4' drain
  - Three niches, LED-lit mirror, new toilet
  - Floating shelves, vanity, wall-mounted faucet
  - 3 walls tiled floor to ceiling
  - Niche behind the door for extra storage
- **Hallway:**
  - Washer and dryer
- **Backyard:**
  - Two chairs, one table
  - Turf and rocks

## **Unit 7: Fun and Risqué Vibe**

- **Kitchen:**
  - Black leather granite countertop, stainless steel farmhouse sink

- Purple porcelain tile backsplash that covers the whole back wall
- **Exotic quartzite (natural stone)** with waterfall edge, stainless steel appliances
- White shaker cabinets, LED pendant light
- Table with two suede chairs, two bar stools
- Floating wooden shelf above table
- Black Kraus faucet, purple porcelain tile
- Sliding glass back door
- **Studio Area:**
  - Black couch, black marble stands
  - Free-standing mirror, black wood queen-size bed
  - Ceiling fan, TV with designer wall backdrop and LED backlit TV
  - Vaulted ceilings, floating shelf
- **Hallway:**
  - Washer and dryer
- **Bathroom:**
  - Floating **quartzite (natural stone)** vanity, shelves
  - Zero edge walk-in shower, new toilet
  - Porcelain tile, LED-lit mirror
  - All 3 walls tiled floor to ceiling
- **Backyard:**
  - Two chairs, one table
  - Turf and rocks

## Unit 8: Presidential Suite

- **Kitchen:**
  - Quartz countertop, stainless steel sink
  - Kraus faucet, stainless steel appliances
  - Vaulted ceilings, table with two chairs
  - Floating shelves, white shaker cabinets, white marble backsplash countertop to ceiling
  - Pendant lights
  - Island with waterfall quartz edge
- **Living Room:**
  - Vaulted ceilings, herringbone designer wall (each piece was hand cut, real wood)
  - Stainless steel electric fireplace with porcelain tile backdrop for smart TV
  - Porcelain tile flooring, ceiling fan, sliding glass door
  - Plant, rug, unique leather couch (collector item) and blue suede couch (collectors item), two vases
- **Flex Room:**

- 
- AC, couch, designer wall (stunning porcelain tile wall), pendant light
  - Marble top with chair
  - **Bathroom:**
    - Zero edge walk-in shower, herringbone porcelain flooring
    - Floating quartz vanity, storage, new toilet
    - LED-lit mirror
  - **Hallway:**
    - Washer and dryer, storage
  - **Bedroom:**
    - Vaulted designer ceiling with LED lights, ceiling fan
    - Leather king-size bed, lights, marble nightstands
    - Mirrored closet doors, wall-mounted mirror
  - **Backyard:**
    - Two chairs, one table
    - Turf and rocks
  - **Front Porch:**
    - Two chairs, one table

### **Courtyard and Front Area**

- **Irrigation System:** New with over 200 low-drip plants and trees
- **Amenities:**
  - 6-hole putting green
  - Premium cooling turf
  - Custom pergola with natural gas fire grill and granite countertop
  - Pavers and chandelier under pergola
  - Natural gas fire pit with LED lights
  - Custom waterfall
  - LED landscaping lights (front of building and courtyard)
  - Custom gated dog play/relief area in the front of the building
  - New concrete wall enclosing the courtyard with two custom steel doors with smart commercial locks
  - LED blue lights on trees and palm trees in the front of the property
  - Pet poop garbage
  - Large (front of building) and small custom planters (carport entrance)
  - Connecting carports with custom stylish steel overhead black rails
  - Large table with 4 chairs under the pergola
  - 4 dusk-dawn LED lights under the carport and 2 on each side of the building in the alley making it very bright at night.
  - 4 umbrellas, 8 chairs, 4 tables, white outdoor couch and seats
  - Black steel sofa seats by the waterfall

- 
- Black steel sofa by the gas firepit

### Extra Renovations

- **Plumbing:** New underground sewer and plumbing lines
- **Exterior:** New paint, glass front doors, dual-pane windows
- **Landscaping:** Full landscaping remodel. Everything new
- **All CUM Fencing New**

### Investment Potential and ROI

- **High Occupancy Rates:** Consistently high occupancy rates demonstrate profitability.
- **Revenue Streams:** Documented revenue from multiple booking platforms.
- **Flexible Usage:** Options for short-term rentals, long-term leases, or event space.

### Location Benefits

- **Prime Location:** Proximity to Downtown Phoenix, key attractions, business districts, and transportation hubs.
- **Nearby Attractions:**
  - Encanto Park and Golf Course: Offers boating, fishing, and a sports complex.
  - Phoenix Art Museum: Features contemporary and classic art exhibitions.
  - Heard Museum: Renowned for its extensive collection of Native American art.
- **Nearby Restaurants:**
  - Taco Guild: A modern taqueria in a historic church.
  - Durant's: Classic steakhouse with a vintage vibe.
  - Ocotillo: Offers contemporary American cuisine in a stylish setting.
- **Airport Proximity:** Only 9 minutes from Phoenix Sky Harbor International Airport.
- **Growing Market:** Phoenix's real estate market is thriving, especially in Midtown and Downtown.

---

## Unique Selling Points

- **Sustainability:** Eco-friendly features like LED lighting, low-water-use landscaping, new AC's and energy-efficient appliances.
- **Technology:** Integrated smart home features, high-speed fiber optic internet, and security cameras.
- **Custom Design Elements:** Unique luxury design elements in each unit attract guest looking for bespoke interiors.
- **Gated Community:**Enhanced security and exclusivity. Very peaceful at night

## Amenities and Features

- **Guest Amenities:** Communal lounge areas, putting green, gas fire pit, gas grill, and stunning waterfall to enhance guest experiences. Stunning accent landscaping lights at night.
- **Convenience:** Ample parking 10 spaces (8 covered 2 uncovered), secure access, on-site laundry facilities, and storage spaces.Additional public parking on the residential street.
- **Future Potential:** Full-year rental potential for all units, indicating massive earning potential.

## Phoenix, AZ Real Estate Market Analysis: Multifamily and Short-Term Rentals

### Current Market Overview (2024)

#### 1. Strong Population Growth and Demand:

- **Population Growth:** Phoenix is one of the fastest-growing cities in the United States, with a population growth rate of approximately 1.7% annually. The city's population now exceeds 1.7 million residents, driven by migration from other states due to its favorable climate, job opportunities, and relatively lower cost of living.
- **Housing Demand:** This population growth has spurred strong demand for housing, particularly multifamily properties, as new residents seek rental

---

accommodations. The multifamily market remains robust, with occupancy rates averaging around 95% in the Phoenix metropolitan area, reflecting high demand.

## 2. Economic Resilience and Job Market:

- **Diverse Economy:** Phoenix has a diversified economy with strong sectors in healthcare, technology, manufacturing, and finance. The city's unemployment rate is currently around 3.5%, below the national average, indicating a healthy job market.
- **Income Growth:** Median household income in Phoenix has been rising steadily, contributing to increased purchasing power and a stronger rental market.

## 3. Short-Term Rental Market:

- **Tourism Growth:** Phoenix is a major tourist destination, attracting millions of visitors annually. The short-term rental market, particularly through platforms like Airbnb and VRBO, has seen significant growth. As of 2024, Phoenix has active short-term rental units, with occupancy rates hovering around 70% and average daily rates (ADR) of \$150 to \$250 depending on location and amenities.

## 4. Multifamily Property Performance:

- **Rental Rates:** The average rent for multifamily units in Phoenix has increased by approximately 6% year-over-year, driven by high demand and limited supply.
- **Cap Rates:** Cap rates for multifamily properties in Phoenix have compressed to around 4.5% to 5.5%, reflecting strong investor interest and the perception of Phoenix as a stable and growing market.

## Future Market Outlook (2024-2030)

### 1. Continued Population and Economic Growth:

- **Sustained Growth:** Phoenix is expected to continue its population growth trajectory, with projections indicating that the metropolitan area could reach 6 million residents by 2030. This growth will maintain strong demand for multifamily housing.
- **Job Market Expansion:** With ongoing investments in infrastructure, technology, and healthcare, Phoenix's job market is expected to expand further, attracting more residents and supporting a robust rental market.

---

## 2. Real Estate Development and Supply Dynamics:

- **New Construction:** The multifamily construction pipeline in Phoenix remains active, with thousands of units expected to be delivered over the next few years. However, supply constraints, including rising construction costs and labor shortages, may limit the number of new units, keeping vacancy rates low and rent growth strong.

## 3. Evolving Short-Term Rental Market:

- **Market Maturation:** The short-term rental market in Phoenix is expected to mature, with increased competition leading to a focus on quality and differentiation. Properties offering unique experiences, premium amenities, and professional management will likely outperform.
- **Long-Term Appreciation:** Phoenix's real estate market is poised for long-term appreciation, driven by its strong fundamentals. Investors who enter the market now can benefit from both income generation and capital appreciation over the next decade.