

INVESTMENT OPPORTUNITY

# 2236 Whites Creek Pike

Nashville, TN 37207

MLS# 3131346 | Listed at \$675,000

<b>\$675,000</b> List Price	<b>4 BD / 4 BA</b> Bedrooms / Baths	<b>2,497 Sq Ft</b> Living Area	<b>2023</b> Year Built
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<b>\$48,400</b> Projected Annual Revenue*	<b>\$316</b> Average Daily Rate*	<b>47%</b> Adjusted Occupancy*	<b>12</b> Max Guests
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\*Revenue projections powered by market data. See full analysis inside.

Presented by

## Grand Welcome Vacation Rental Management

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### 1. Property Overview

2236 Whites Creek Pike is a NOO STR-approved (Non-Owner Occupied Short-Term Rental) new construction townhome built in 2023 and listed at \$675,000. Located just minutes from downtown Nashville, this property is purpose-built for short-term rental investment and is move-in ready with no zoning approvals required.

#### Key Features

- 4 bedrooms, 4 full baths — sleeps up to 12 guests
- 2,497 sq ft of living space across multiple stories
- Private rooftop terrace with downtown Nashville skyline views — a major guest differentiator
- Designer kitchen: quartz countertops, white cabinetry, stainless steel appliances
- Open-concept layout ideal for group entertaining
- 2-car garage — rare for this price point
- Modern finishes selected for durability in high-use STR environments
- Quick access to Downtown Nashville, Germantown, The Nations, and Midtown

#### Location Advantage

Whites Creek Pike sits in one of Nashville's fastest-growing corridors. Guests booking Nashville STRs prioritize proximity to Broadway, live music venues, and dining — all within a short drive. The neighborhood's access to I-65 and I-24 makes the property highly bookable for bachelorette parties, corporate retreats, and group travel — Nashville's highest-value STR segments.

## 2. Revenue Projections

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### Annual Revenue Scenarios

Scenario	Occupancy	ADR	Occupied Nights	Gross Annual Revenue
Conservative (25th Pctile)	~35%	\$240	~128 nights	\$30,800
Baseline (50th Pctile)	47%	\$316	~172 nights	\$48,400
Strong (75th Pctile)	~60%+	\$380+	~220+ nights	\$72,600

### Monthly Revenue Breakdown (Baseline)

Month	Projected Revenue	ADR	Occupancy %
January	\$2,200	\$258	36%
February	\$2,300	\$227	40%
March	\$4,500	\$315	52%
April	\$4,200	\$349	47%
May	\$5,400	\$374	55%
June	\$4,700	\$341	55%
July	\$4,100	\$284	53%
August	\$4,300	\$332	50%
September	\$4,100	\$340	44%
October	\$5,800	\$406	52%
November	\$3,900	\$311	48%
December	\$3,000	\$261	43%
Annual Total	\$48,400	\$316 avg	47% avg

*Peak months are October (CMA Fest shoulder, fall events), May-June (peak travel), and March (spring break). Summer months remain strong. January-February are softer but manageable with competitive pricing strategy.*

### 3. Investment Analysis

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Below is a simplified investment summary based on the baseline revenue projection and Grand Welcome's management model.

#### Return on Investment Summary

Metric	Conservative	Baseline	Optimistic
Gross Annual Revenue	\$30,800	\$48,400	\$72,600
Management Fee (20%)	(\$6,160)	(\$9,680)	(\$14,520)
Cleaning / Supplies (~\$6K)	(\$6,000)	(\$6,000)	(\$6,000)
Utilities / Insurance (~\$7K)	(\$7,000)	(\$7,000)	(\$7,000)
Net Owner Income (est.)	\$11,640	\$25,720	\$45,080
Gross Revenue Yield	4.6%	7.2%	10.8%
Net Cash Yield (est.)	1.7%	3.8%	6.7%

Note: Figures above assume 100% cash purchase. Leveraged returns (with financing) will vary based on loan terms. Owner is responsible for property taxes, insurance, utilities, and major maintenance. Management fee structure is 20% of gross rental revenue with no hidden fees.

#### Why This Property Performs

- NOO STR zoning already approved — eliminates regulatory risk for buyers
- New construction (2023) means minimal near-term capex or maintenance surprises
- Rooftop terrace is a proven top amenity for Nashville STR bookings
- Sleeps 12 — positions property in Nashville's lucrative group/bachelorette segment
- 2-car garage is a differentiator that supports premium ADR
- 407 comparable active listings in the market validate strong demand

## 4. Grand Welcome Management Services

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Grand Welcome is a veteran-owned professional short-term rental management company operating 450+ properties across eight markets, including Nashville. We handle everything from listing setup to guest checkout so the owner never has to lift a finger.

### Full-Service Platform

Service	Included
Dynamic pricing optimization	✓
Multi-channel distribution (Airbnb, VRBO, Booking.com & more)	✓
Professional photography & listing optimization	✓
24/7 guest communication & support	✓
Housekeeping & linen management	✓
Maintenance coordination	✓
Owner portal with real-time reporting	✓
Revenue management & market analytics	✓

### Fee Structure

Item	Detail
Management Fee	20% of gross rental revenue
Setup / Photography	Included — no upfront fees
Booking Platform Fees	Covered by management structure
Hidden Fees	None
Owner Responsibilities	Utilities, property taxes, insurance, major repairs

### Technology Stack

Grand Welcome uses Guesty PMS for reservation management, Breezeway for operations and housekeeping coordination, and PriceLabs for real-time dynamic pricing. Owners receive access to a real-time reporting dashboard with booking calendars, revenue statements, and expense summaries.

### Performance Advantages

- Listed on Airbnb, VRBO, Booking.com, and direct booking channels
- Dynamic pricing updated daily — maximizes revenue across seasonality swings
- 4.8+ average guest rating across our Nashville portfolio
- Dedicated Nashville market manager with local vendor relationships
- No long-term contracts — management agreement with 30-day notice flexibility

## 5. Nashville STR Market Context

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Nashville remains one of the top short-term rental markets in the United States. It is consistently ranked as a top destination for bachelorette parties, corporate events, and music tourism — all high-value, high-frequency travel segments that favor properties exactly like this one.

### Market Highlights

- 407 active comparable listings identified in the PriceLabs competitive set
- Top nearby comps generating \$5K+ per month in peak season
- October and May are the highest revenue months — local events like CMA Fest, Nashville PrideFest, and NFL season drive premium booking rates
- Group-focused properties (10-16 guests) consistently outperform standard 4-8 guest listings
- Rooftop amenities are the #1 search filter for Nashville STR guests

### Competitive Positioning

This property's combination of new construction quality, rooftop terrace, 12-guest capacity, and NOO STR zoning places it in the top tier of the Nashville STR market. With professional management and dynamic pricing, it is well-positioned to operate at or above the 50th percentile baseline from day one.

## 6. Next Steps

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Ready to move forward? Here is how quickly we can get this property earning revenue:

Step	Timeline	Detail
1. Contract & Close	Buyer Timeline	Work with listing agent Leslie Li (CB, 615-908-3642)
2. Onboarding Call	Within 48 hrs of closing	Grand Welcome team walkthrough and setup plan
3. Photography & Staging	Days 1–3	Professional STR photography, listing copy, amenity audit
4. Listing Live	Days 4–7	Live on Airbnb, VRBO, Booking.com, and direct channels
5. First Booking	Within 2 weeks	Typically within 10–14 days of going live
6. First Owner Statement	End of Month 1	Detailed revenue and expense breakdown

### Contact Grand Welcome

Contact	Steven Brown, Owner
Email	steven.brown@grandwelcome.com
Market	Nashville, TN
Portfolio Size	450+ properties across 8 markets
Property Reference	2236 Whites Creek Pike, Nashville TN 37207   MLS# 3131346

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### Grand Welcome — Veteran-Owned Vacation Rental Management

*Revenue projections are estimates based on PriceLabs comparable market data and do not constitute a guarantee of income. Actual performance may vary based on market conditions, property condition, pricing strategy, and management execution.*