

JULY  
2023



**HOMEGROWN  
TEAM**  
EDUCATE • PROTECT • SUCCEED



YOUR MONTHLY REAL ESTATE UPDATES



## 32-YEAR-OLD SPENT \$2,000 SETTING UP AN AIRBNB IN HER NEIGHBOR'S BARN—NOW HER RENTALS BRING IN \$2.88 MILLION A YEAR

Jamie Inlow, the CEO and founder of Be Still Getaways, identified an opportunity in 2019 when she noticed her neighbor's vacant apartment. She proposed a partnership where she would furnish and list the apartment on Airbnb in exchange for a \$2,000 investment. This marked the beginning of Be Still Getaways, which grew to manage 119 vacation rentals in Virginia by partnering with others. Inlow employed strategies like SEO and influencer marketing to attract customers, utilizing social media platforms and collaborating with local influencers.

While building Be Still Getaways as a side hustle, Inlow continued her full-time job as

a student program director, often working long hours while taking care of her child. She juggled multiple responsibilities and employed various strategies to grow the business. Despite the challenges posed by the COVID-19 pandemic, Inlow secured a \$110,000 investment to build a tiny home, following the same profit-sharing model. The tiny home listing proved successful, further expanding Be Still Getaways.

By the end of 2020, Inlow managed 20 properties, but she faced challenges in terms of time management and income. She paid herself only \$10,000 that year. However, she made strategic investments by acquiring Cape Charles Escapes,

a property management company, and co-founding Carriage House with a local realtor. These ventures paid off, allowing Inlow to quit her full-time job and establish a \$72,000 per year salary. Currently, both Inlow and her husband work for Be Still Getaways, earning a combined income of \$150,000 per year. Inlow's focus is on expanding her team, streamlining workflows, and achieving a better work-life balance.

[FULL ARTICLE HERE](#)



## WHAT REPLICATING THIS PROCESS MIGHT LOOK LIKE FOR YOU:

1. Look for vacant or underutilized properties in your area that have the potential for short-term rentals. Reach out to property owners and propose partnerships where you handle furnishing, listing, and managing the property while splitting the profits.
2. Utilize search engine optimization (SEO) techniques to improve your property's online visibility. Create an engaging online presence through platforms like Instagram and a dedicated website. Consider collaborating with local influencers to promote your listings and attract a larger audience.
3. As you gain momentum and generate revenue, consider forming partnerships with additional property owners. This allows you to scale your business without bearing the full financial burden.
4. Successful Airbnb management requires thorough research, including market analysis, property evaluation, and staying informed about industry trends. Allocate sufficient time to manage bookings, guest communication, property maintenance, and other operational aspects of the business.
5. As your business expands, prioritize hiring capable team members to support daily operations, freeing up your time for strategic decision-making and reducing personal workload. Seek professional guidance or business therapy to develop effective leadership skills and streamline workflows.

*From the Desk of:*



MCMANAMY | MCLEOD | HELLER

## UNDERSTANDING YOUR ANNUAL NOTICE OF ASSESSMENT

### **Why did I receive a Notice of Assessment?**

Under Georgia law, each county's board of assessors is required to annually assess each property's fair market value and issue a notice of assessment to property owners no later than July 1.

### **Why does the notice of assessment show a fair market value and an assessed value?**

Georgia law requires the county to appraise your property at fair market value as of January 1 of the current tax year. The assessed value is 40% of the fair market value, and your actual tax amount due is calculated by multiplying the 40% assessed value by the tax rate, or millage rate.

### **What should I do if I disagree with the county's assessment of fair market value?**

You should file an appeal if you disagree with the current year assessment of fair market value. You may file any appeal in person, online or by mail within 45 days from the date provided on the notice of assessment. You cannot wait until you receive your final tax bill to file an appeal, and any appeals not timely filed within 45 days of the date shown on the notice of assessment will be automatically denied. For 2023, the deadline to file a property tax appeal in Fulton County is July 24, 2023 and the deadline to file a property tax appeal in DeKalb County is July 10, 2023. Please check with your county tax assessor's office to confirm the actual deadline!

### **Do I need to pay the estimated tax amount shown on the notice of assessment?**

The Notice of Assessment is NOT a tax bill and NO payment is due! Georgia law requires that an estimate of taxes be provided and the estimate generally does not reflect the current year's millage rates that will be used to calculate the actual tax amount due.

### **What is the millage rate shown on the notice of assessment and how is the estimate of taxes calculated?**

The tax rate, or millage, in each county is set annually by the board of county commissioners, or other governing authority of the taxing jurisdiction, and by the Board of Education. A tax rate of one mill represents a tax liability of one dollar per \$1,000 of assessed value. The average county and municipal millage rate is around 30 mills. The assessed value (40% of the fair market value) of a house that is worth \$100,000 is \$40,000. In a county where the millage rate is 30 mills the property tax on that house would be \$1,200 (i.e., \$30 for every \$1,000 of assessed value or \$30 multiplied by 40 is \$1,200)



# NON PROFIT SPOTLIGHT

# GROVE PARK RENEWAL



## THEIR STORY:

Grove Park Renewal was started as an effort to empower neighbors through quality, dignified housing. Much of the housing in Grove Park was dilapidated and owned by absentee landlords who had little interest in fostering community. Grove Park Renewal is developing these properties for the benefit of the current neighbors.

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"Our neighbors consist of a large range of people. We hope to not only provide quality housing for financially insecure families, but we also prioritize creating social and emotional capital as well for those neighbors. So we value supporting a range of neighbors to enter our Grove Park community to support the renewal.

We need your support to continue providing quality homes for our Grove Park residents."

[STORIES OF RENEWAL](#)

[THEIR WEBSITE](#)



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**BOLST AND HOPE ATLANTA**

We are excited for your team to join us as we help PREPARE and SERVE a hot meal to the 30-40 food insecure women and children that join us each day. After the meal service, your team will help us play BINGO!! Please review the available slots below and click the button to sign up!

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