
MARKET FACTS!

MARKET FACT #41

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

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25%

**of hosts on the Airbnb platform own
nearly 2/3 of the listings**

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COMMENT: Once again, why is that important? Simple: because it shows a rising trend: **traditional rent is not that strong anymore; now people rent apartments and houses for a very short amount of time and keep moving around with their paycheck-to-paycheck lifestyle.** This reality took a few years to mature, which creates a crisis on its own. How? Because this ends up killing the traditional rental market since home owners who are renting their property for a 12-36 month period, can't compete properly. All an investor has to do is buy a few properties and place them all on Airbnb for short-time renting, and spend time managing these properties. Although he may make less, he'll take a big piece of demand, giving him a good ROI after a few years. Hence why [cities like San Francisco, New York and Paris are cracking down on the service.](#)

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