

## *STR Specialists We Follow*

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The STR investing community is evolving rapidly so this list is a living document that will grow and change over time. The goal is to connect you with the top thought leaders in each STR niche. If you feel like we've missed a niche leader, please let us know!

#### **Investing**

Richard Fertig of [STR University](#) has a unique market connection due to his previous career working on Wall Street. He grew his STR portfolio from individual units all the way to acquiring boutique hotels and creating a capital fund for investors to join him. Check out his YouTube channel for new content each week.

#### **Arbitrage**

Sean Rakidzich of [Airbnb Automated](#) built an 8-figure revenue stream on the arbitrage model, not owning properties. He has 5 years of videos in his YouTube library and adds new ones regularly.

#### **Design**

Mercedes Brennan and Karen Campbell of [1Chic Retreat](#) bring their interior design backgrounds together to create gorgeous STRs. You'll find great design insights on their blog and some inspiration from their projects page as well.

#### **Hospitality**

Sarah Karakaian and Annette Grant of [Thanks for Visiting](#) manage a small portfolio and focus on hosting "with heart" while also improving processes and systems. Their podcast has over 170 episodes and new ones are added each week.

#### **Direct Booking**

Most experts in the STR community are focused on using platforms such as Airbnb and VRBO but Mark Simpson of [Boostly](#) has dedicated his podcast to enabling and growing your direct booking opportunities. His podcast has over 50 episodes and adds new episodes each week.

#### **Property Management**

Sarah Bradford and Tom Cafferty of [Sarah and T](#) focus "solely on the professional vacation rental manager." They have each owned 2 VRM companies and their podcast is currently in its sixth season. There are over 125 episodes and new ones are added each month.