C-SUITES SOLUTIONS

# REGULATION SHIELD

A Memphis Property Owner's Guide to Revenue Stability, Regulatory Trends and Corporate Housing Opportunities

# REVENUE IS ONLY PART OF THE EQUATION


When evaluating a rental property, most owners focus on one question:

## “HOW MUCH REVENUE CAN MY PROPERTY GENERATE?”

While revenue is important, it tells only part of the story. The most successful operators understand that long-term performance is shaped by several factors working all together – including stability, operational demands and regulatory exporsure.

A strategy that produces the highest revenue on paper may also require more turnover, more management and greater compliance oversight. Conversely, a strategy that balances income with predictability can often create a stronger long-term investment.

As Memphis continues to refine its short-term rental landscape, property owners should evaluate housing strategies through a broader lens.

### 3 Factors That Matter Most

#### Revenue Potential

The income a property can generate based on demand, occupancy and pricing.

#### Regulatory Exposure

The level of permitting, compliance, enforcement and policy risk associated with a housing strategy.

#### Revenue Stability

How predictable and sustainable revenue remains over time, regardless of seasonality or market fluctuations.

### A Smarter Way to Evaluate Opportunity

This report compares traditional rentals, short-term rentals and corporate housing across all three categories – hepling property owners understand not only how much they might earn, but how sustainable that income may be over the long run.

***Because the best-performing investment isn’t always the one with the highest revenue – it’s the one that balances opportunity, stability and risk.***

# THE HOUSING SPECTRUM

## Three Strategies. Three Very Different Business Models

Not all rental strategies operate the same way. While each can generate income, they differ significantly in revenue potential, day-to-day management, regulatory considerations and long-term stability.

Understanding these differences can help property owners choose the approach that best aligns with their goals, risk tolerance and desired level of involvement.

### TRADITIONAL RENTAL
**Stable & Predictable**

Traditional rentals typically involve leases of 6 months to a year or longer. They are often the most familiar option for property owners and generally offer predictable occupancy with relatively low day-to-day management requirements.

**Best For:**

Owners seeking stable, long-term income with minimal turnover.

### CORPORATE HOUSING
**Flexible & Balanced**

Corporate housing bridges the gap between traditional rentals and short-term rentals by serving traveling professionals, healthcare workers, relocation clients, insurance-displaced families and project-based employees. Stays often range from one month to several months, reducing turnover while maintaining premium revenue potential.

**Best For:**

Owners seeking higher income potential without the operational intensity of short-term rentals.

### SHORT-TERM RENTALS (STRS)
**The High-Upside Model**

STRs cater to vactioners, weekend travelers and short-stay guests. While STRs can generate strong revenue during peak periods, they also require more frequent guest turnover, ongoing marketing, cleaning coordination and regulatory compliance.

**Best For:**

Owners willing to actively manage operations in pursuit of maximum revenue potential.

# AT A GLANCE

| Factor | Traditional Rental | Corporate Housing | Short-Term Rental |
|---|---|---|---|
| Tyical Stay Length | 12+ Months | 30+ Days | 1-29 Days |
| Revenue Potential | Moderate | High | Highest |
| Turnover Frequency | Low | Low | High |
| Furnished Property Needed | No | Yes | Yes |
| Management Intensity | Low | Moderate | High |
| Revenue Stability | High | High | Moderate |
| Regulatory Exposure | Low | Low | Increasing |

### Key Takeaway

Each strategy offers unique advantages, but the strongest opportunities often come from finding the right balance between revenue, stability and operational demands – not simply pursuing the highest possible nightly rate.

# UNDERSTANDING MEMPHIS STR REGULATIONS

## The Rules Every Operator Should Know

Short-term rentals are legal in Memphis, but they are not unregulated. Property owners who choose to operate an STR must comply with licensing, safety, operational and reporting requirements established by the City of Memphis and Shelby County.

While these requirements are manageable for responsible operators, they also create additional compliance obligations that property owners should understand before entering – or expanding within – the STR market.

## CURRENT REQUIREMENTS AT A GLANCE

### Permit Required
All short-term rental operators must obtain and maintain a valid STR permit before legally operating their property.

### Annual Renewal
Permits must be renewed and remain in good standing to continue operating.

### Insurance Coverage
Property owners are required to maintain appropriate insurance coverage for their STR operations.

### Permit Number Display
Permit numbers must be included on listings and advertisements where applicable.

### Multifamily Restrictions
Apartment and multifamily properties are subject to a 5% cap on the number of units that may be used as short-term rentals.

### Local Responsible Party
Each STR must designate a local contact who can respond to issues, complaints or emergencies.

### Complaint & Enforcement Process
The city maintains a formal complaint process and may investigate violations related to permitting, occupancy, nuisance activity, safety concerns or other ordinance requirements.

# WHAT THIS MEANS FOR PROPERTY OWNERS

For many operators, compliance is simply part of doing business. However, permits, renewals, inspections, documentation and complaint management all require time and attention. As the STR market matures, successful operators should view compliance not as a one-time task, but as an ongoing responsibility.

The key questions isn't whether STRs are allowed – they are. The question is whether your chosen rental strategy aligns with your desired level of operational involvement, compliance obligations and long-term investment goals.

## REGULATION SNAPSHOT

| Requirement | Traditional Rental | Corporate Housing | Short-Term Rental |
|---|---|---|---|
| Permit Required | No | No (30+ Days) | Yes |
| Annual Renewal | No | No (30+ Days) | Yes |
| Furnished Property | No | Yes | Yes |
| Local Contact Requirement | No | No | Yes |
| Compliance Monitoring | Low | Low | Moderate |

### IMPORTANT:

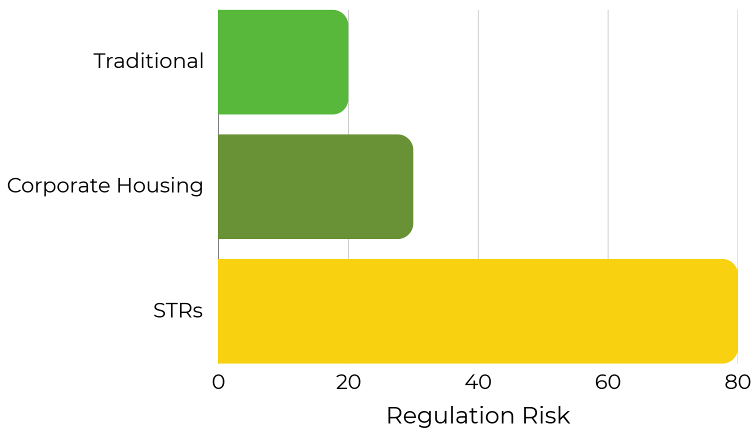
Memphis currently permits short-term rentals and has established a framework for responsible operators. Understanding today's requirements is essential – but staying informed about future policy discussions and enforcement trends is equally essential.

# REGULATION RISK SCORE

## Understanding Regulatory Exposure

Not all rental strategies face the same level of regulatory oversight. Some operate within long-established frameworks, while others are subject to permitting requirements, enforcement activity and evolving policy discussions.

Regulation risk doesn't mean a strategy is bad – it simply means operators should understand the rules, monitor changes and plan accordingly.




As Memphis continutes to refine its approach to short-term rentals, property owners should evaluate not only revenue potential, but also the level of compliance and oversight associated with each housing strategy.

## Traditional Rental

### Regulation Risk: Low

Traditional rentals operate within a well-established framework with relatively few ongoing compliance requirements beyond standard landlord responsibilities.

### What Owners Manage:

- Lease agreements
- Property maintenance
- Tenant relations
- Fair housing compliance

## Corporate Housing

### Regulation Risk: Low

Corporate housing generally operates through extended stays and business-related accommodations rather than nightly rentals. As a result, it typically avoids many of the permitting and operational requirements associated with short-term rentals.

### What Owners Manage:

- Furnished accommodations
- Guest turnover between assignments
- Corporate or agency relationships
- Property maintenance

## Short-Term Rentals

### Regulation Risk: Higher

Short-term rentals require ongoing compliance with permitting requirements, operational standards, local ordinances, renewal deadlines and enforcement prodcedures. They are also more likely to be affected by future policy discussions and regulatory updates.

### What Owners Manage:

- Permit renewals
- Listing compliance
- Local contact requirements
- Occupancy standards
- Complaint response
- Monitoring regulatory changes

# CURRENT TREND: INCREASED OVERSIGHT

Over the past several years, Memphis has transitioned from a relatively unregulated STR environment to a structured system that includes permits, inspections, compliance reviews, enforcement procedures and ongoing policy discussions.

Recent proposals and compliance initiatives suggest the city is placing greater emphasis on monitoring, transparency and accountability within the STR market.

This does **not** mean short-term rentals are under threat. It does mean operators should remain informed and prepared for a more actively managed regulatory environment.

## Key Questions Every Owner Should Ask

Before choosing a rental strategy, consider:

- How much time do I want to spend on compliance?
- Am I comfortable adapting to future policy changes?
- How important is long-term revenue predictability?
- Do I prefer maximizing revenue or balancing revenue with stability?

**The highest-earning strategy isn't always the lowest-risk strategy.**

Smart investors evaluate revenue potential, operational demands and regulatory exposure together when deciding how to position a property.

# THE STR LANDSCAPE IS CONTINUING TO EVOLVE


Memphis has already established a permitting and compliance framework for short-term rentals. More recently, city officials have explored additional tools to improve monitoring, enforcement, transparency and accountability within the STR market.

One proposal under consideration would fund a 15-month stabilization pilot administered by SafeWays, a third-party organization specializing in STR compliance monitoring and community reporting. The goal is not to eliminate short-term rentals, but to improve visibility into permit compliance, complaint activity and neighborhood impacts while supporting responsible operators.

For property owners, the takeaway is simple: operating an STR may require increasing attention to compliance, documentation and ongoing regulatory developments.

# WHAT IS BEING PROPOSED?

**The SafeWays pilot would help the city:**

- Verify active permits and registrations
- Identify potentially unlicensed STRs
- Monitor neighborhood complaints and nuisance activity
- Track public safety and enforcement trends
- Review multifamily STR concentration limits
- Provide district-level reporting to City Council
- Support outreach and compliance efforts

# WHAT PROPERTY OWNERS SHOULD WATCH

### Permit Compliance

Maintaining accurate registrations, renewals and required documentation may become increasingly important as compliance efforts expand.

### Complaint Activity

Neighborhood complaints and nuisance reports may receive greater visibility and tracking through formal reporting systems.

### Multifamily Restrictions

Apartment and multifamily operators should continue monitoring compliance with the city's existing 5% STR cap.

### Future Policy Discussions

The pilot may influence future conversations around STR oversight, enforcement priorities and compliance standards.

### The Investor Perspective

Most investors focus on revenue. Experienced investors focus on revenue **and** resilience.

When evaluating a housing strategy, consider:

- Revenue potential
- Operational workload
- Regulatory exposure
- Long-term stability

**Memphis is not moving away from STRs – it is moving toward greater accountability and oversight.**

Property owners who stay informed, remain compliant and evaluate their options will be best positioned to adapt as the market evolves.

# THE HIDDEN COST OF TURNOVER

## Revenue Doesn’t Tell the Whole Story

When comparing rental strategies, most property owners focus on top-line revenue. But revenue is only one side of the equation.

Ever time a guest checks out and a new guest checks in, additional work is created. Some of these costs are obvious, while others quietly reduce profitability over time through increased management, maintenance and operational demands.

The more frequently a property turns over, the more frequently these tasks repeat.

# EVERY NEW GUEST CREATES WORK

### Cleaning & Turnover Preparation

Properties must be cleaned, inspected, restocked and pepared before the next arrival.

### Linen & Supply Replacement

Towels, bedding, toiletries, kitchen essentials and consumables require ongoing replacement and replenishment.

### Guest Communication

Questions, check-in instructions, issues and support requests all require time and responsiveness.

### Maintenance & Wear

Frequent occupancy often accelerates wear and tear on furniture, appliances, flooring and household items.

### Vacancy Gaps

Even strong-performance properties experience periods between bookings that can impact monthly revenue.

### Reputation Management

Reviews, listing updates, pricing adjustments and platform management become ongoing responsibilities.

# TURNOVER COMPARISON

| Housing Strategy | Typical Stay Length | Turnover Frequency |
|---|---|---|
| Traditional Rental | 12+ Months | Low |
| Corporate Housing | 1-6 Months | Low - Moderate |
| Short-Term Rental | Days to Weeks | High |

### Why Stability Matters

A property that generates slightly less revenue but experiences fewer turnovers, fewer vacancies and lower operational demands may ultimately provide a more predictable ownership experience.

For many investors, the goal isn't simply maximizing revenue – it's maximizing sustainable revenue.

## Investor Insight:

The question isn't just:

**"How much can this property make?"**

It's also:

**"How much time, effort and uncertainty am I willing to accept to earn it?"**

# WHAT'S BENEATH THE SURFACE


# BEYOND REVENUE

## Evaluating the Complete Investment

The most successful property owners don't evaluate opportunities based on revenue alone. They consider how a strategy performs across three key areas:

### Revenue Potential

How much income can the property generate?

### Revenue Stability

How predictable and sustainable is that income over time?


### Operational & Regulatory Exposure

How much management, turnover, compliance and uncertainty comes with earning that income?

When viewed through this lens, each housing strategy offers a different balance of opportunity and responsibility.

# HOUSING STRATEGY SCORECARD

| Category | Traditional Rental | Corporate Housing | Short-Term Rental |
|---|---|---|---|
| Revenue Potential | Moderate | High | Highest |
| Revenue Stability | High | High | Moderate |
| Turnover Frequency | Low | Low | High |
| Management Intensity | Low | Moderate | High |
| Regulatory Exposure | Low | Low | Increasing |
| Furnished Property Required | No | Yes | Yes |
| Typical Stay Length | 12+ Months | 30+ Days | Days-Weeks |

# STABILITY SNAPSHOT

## Corporate Housing

*Best for balance*

Corporate housing combines premium revenue potential with longer stays, fewer turnovers and lower regulatory exposure than short-term rentals.


## Traditional Rental

*Best for predictability*

Traditional rentals offer dependable occupancy and relatively low management requirements, though income growth may be more gradual.

## Short-Term Rental

*Best for maximizing revenue potential*

STRs can generate strong returns but often require more active management, more frequent turnovers and greater attention to compliance and market conditions.

**The strongest investment isn't necessarily the one that generates the most revenue.**

It's the one that aligns with your goals, risk tolerance and desired level of involvement while creating sustainable returns over time.

# IS YOUR PROPERTY READY?


## Not Every Property is Positioned the Same

Some properties are naturally suited for corporate housing. Others may require strategic upgrades, furnishings or repositioning to unlock their full potential.

The good news? Many of the characteristics that make a property attractive to corporate travelers can be identified and evaluated before making significicant investments.

That's why we created the **Hidden Leaks Calculator** – a simple tool designed to help property owners estimate revenue opportunities and assess their property's readiness for corporate housing.

# WHAT MAKES A STRONG CORPORATE HOUSING CANDIDATE?

## Location

Properties located near major employers, hospitals, universities, logistics hubs and business districts often see stronger demand from traveling professionals.

## Size & Layout

One- and two- bedroom properties tend to perform well, though larger homes may appeal to relocating families and project teams.

## Furnishings

Corporate travelers expect a move-in-ready experience, including furniture, kitchen essentials, Wi-Fi and dedicated workspaces.

## Amenities

High-speed internet, in-unit laundry, parking and convenient access to dining, shopping and transportation can significantly increase appeal.

## Property Type

Apartments, condos, townhomes and single-family homes can all succeed when properly positioned for the right audience.

# What the Hidden Leaks Calculator Evaluates

- Property Type
- Bedrooms & Bathrooms
- Furnished or Unfurnished Status
- Neighborhood & Market Demand
- Estimated Revenue Potential
- Corporate Housing Readiness Score
- Potential Revenue Opportunity

# Your Next Step

Understanding your property's potential doesn't require guesswork.

Use our complimentary assessment to discover:

- **Corporate Housing Readiness Score**
- **Revenue Opportunity Analysis**
- **Furnishing & Positioning Recommendations**
- **Market Fit Evaluation**
- **Suggested Next Steps**

## A property doesn't have to be perfect to succeed in corporate housing.

Sometimes a few strategic improvements can move a property from a good opportunity to a great one.

# Corporate Housing Readiness Score

**Property Profile**: 2 Bed / 2 Bath Apartment | Medical District

**Readiness Score**: 55

**Premium Opportunity**

**Potential Revenue**: $2,400 - $3,000/mo

**Potential Annual Increase**: $10,000 - $18,000

# REQUEST YOUR COMPLIMENTARY PROPERTY ASSESSMENT

Receive a personalized review of your property's corporate housing potential, including:

## Revenue Opportunity Analysis

Explore potential income scenarios and identify areas where additional revenue may be available.

## Corporate Housing Readiness Score

Understand how your property compares to common characteristics found in successful corporate housing accommodations.


## Property Positioning Recommendations

Learn which upgrades, amenities or improvements could increase your property's appeal to corporate travelers.

## Market Demand Insights

Discover how your location, property type and features align with common corporate housing demand drivers.

## Next-Step Action Plan

Walk away with practical recommendations tailored to your property and investment goals. Access the **Hidden Leaks Calculator** here!

# WHO WE SERVE

**Property Managers/Apartment Owners**

**Single-Family Home Owners**

**Small Multifamily Investors**

**Existing STR Hosts**

**Real Estate Investors Exploring New Strategies**

### Before You Go, Ask Yourself:

- Is my property reaching its full earning potential?
- Am I comfortable with the operational demands of my current strategy?
- How important is stability compared to maximizing revenue?
- Could corporate housing be a better fit for my goals?

**The answers may be worth more than you think.**

# READY TO TAKE THE NEXT STEP?


## C-SUITES SOLUTIONS

Helping property owners reduce revenue leaks, increase stability and unlock new opportunities through corporate housing.

***Because the goal isn't just earning more – it's earning smarter.***

# DISCOVER YOUR PROPERTY'S POTENTIAL

## Stop Guessing. Start Positioning.

Every property has a unique opportunity profile. The key is understanding where it stands today – and what it may be capable of tomorrow.

Whether you're currently operating as a traditional rental, considering short-term rentals, or exploring corporate housing for the first time, having the right information can help you make more confident investment decisions.

At C-Suites Solutions, we help property owners evaluate demand, identify revenue opportunities and position their properties to attract longer-stay, professionally vetted travelers.


**PHONE :**

901-445-7188

**WEBSITE :**

www.csuitessoln.com

**EMAIL :**

info@csuitessoln.com


# THANK YOU!