REAL ESTATE EDUCATION SERIES

RE/MAX Properties

Ski-Area Investment Pros and Cons

Colorado mountain property: lifestyle benefits and ownership trade-offs

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Thinking about buying a second home or rental property in a Colorado ski town? Whether it's for family getaways, rental income, or long-term appreciation, ski-area real estate can be incredibly appealing. But it's not for everyone. Let's break down the real pros and cons so you can decide if it makes sense for you.

THE UPSIDES

1. Strong demand

Colorado ski towns attract visitors year-round - skiing in winter, hiking and festivals in summer - so short-term rentals often book well.

2. Premium rental rates

Ski-season nightly prices can be very strong, especially near lifts or walkable village areas.

3. Lifestyle value

You're not just buying an investment; you're buying access to world-class skiing, mountain views, and a place your family can enjoy for decades.

4. Long-term appreciation

Limited land, strict zoning, and high demand have historically supported property values in many ski markets.

THE TRADE-OFFS

5. Purchase prices and costs

Ski properties are expensive, and expenses like HOA fees, maintenance, snow removal, and insurance add up fast.

6. Seasonal income swings

Winters can be great, but shoulder seasons may be slow, especially if tourism dips or weather underperforms. Additionally, some winter seasons have warm weather and not much natural snow. This can affect your own usage and rental rates.

7. Regulations

Many Colorado ski towns limit or regulate short-term rentals, and rules can change.

8. Management complexity

If you don't live nearby, you'll need property management, which cuts into profits.

The bottom line

Ski resort-area property can be a fantastic lifestyle investment, but it works best for buyers who plan long-term. Run the numbers conservatively and value personal use as much as cash flow. If you're clear on your goals, it can be an incredible addition to your portfolio.

I am Doug Petersen at RE/MAX Properties and I have lived, developed, and sold real estate in some of the most desirable ski resorts in Colorado over the years. Reach out for some real-life insight.

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