

## Super Bowl 2008

### Companies in competition to house out-of-towners

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The race to tie up hotel rooms for the 2008 Super Bowl is starting to kick into high gear, and two firms that normally focus on temporary corporate housing are jumping into the fray.

Corporate Housing by Owner, a Denver-based company that markets fully furnished, long-term leases and rentals through its Web site, will offer free listings for Phoenix-area investors and homeowners who want to lease their properties to Super Bowl visitors.

"Our target date for getting the Super Bowl promotion on the Web site is Aug. 1," said CHBO founder Eric Smith. "We think this will be very successful."

CHBO normally charges homeowners and investors \$329 a year to advertise their properties, but the company decided to offer the listings at no charge in anticipation of demand for short-term rentals during the Super Bowl time frame.

Smith said he hopes the free listings will increase traffic on his company's Web site and drive more listings for other properties.

The cost of Super Bowl rentals will vary, depending on each owner's asking price. Properties may range from small condos to palatial estates.

Smith is upbeat about going after the niche business, given that the Phoenix-

Scottsdale area is the company's best-performing market through its conventional listings.



Kimberly & Eric Smith

Plus, the company is looking forward to taking advantage of Super Bowl traffic this time around, having missed out on the action at the last event.

"We visited Miami a week before the Super Bowl, but we didn't get our act together in time. This year, we're on top of it," Smith said.

A Gilbert-based corporate housing company, Phoenix AZ Short-Term Housing, already is advertising its 25

Valley properties – primarily in central Phoenix, Surprise and Tempe.

“They are all gated communities, and the properties are fully furnished. You just have to come in and unpack,” said company owner Natasha Gittens.

“You’ll have more of a family environment. It will be a lot more than just a Super Bowl experience.”

Gittens’ company owns the properties it markets. Most of her clients are companies that need accommodations for out-of-town employees for more than a few days, but she also wants to meet the anticipated need for Super Bowl rentals.

“We don’t have any bookings yet, because no regular person knows what teams are playing. But we wanted to have a presence (on the Web) early on,” she said.

She expects her properties to become hot commodities in early December.

Until then, the company is offering early booking discounts.

Currently, a one bedroom, one-bath condo can be reserved for \$500 a night with a three- night minimum. A refundable \$1,000 security deposit is required. At the high end, a four-bedroom house near the stadium is available for \$950 a night, with a three-night minimum and a \$2,500 security deposit.

“You’ll see a price hike in mid-December,” Gittens said. “That’s when everything will come into play.”

If anything is still available by then, expect to see those advance prices at least double, she said.

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**Corporate Housing by Owner:**

[www.corporatehousingbyowner.com](http://www.corporatehousingbyowner.com)

**Phoenix AZ Short-Term Housing:**

[www.phoenix-az-housing.com](http://www.phoenix-az-housing.com)