

# HAMPTONS

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# SUMMER RENTALS

It is said “the only thing constant is change”.

For those of us in the industry, it is as though Summer Rentals have continued to morph since the crash of '08. Prior to the collapse of Bear and Lehman the standard was Memorial Day to Labor Day. July and/or August were the exception to the rule and didn't pick up until after Memorial Day. The evolution, which began Summer of '09 and continues to take form, is more “resort-like” than “summer in the Hamptons.”

Keep in mind, for hundreds of years the rich and famous made their way out east for R & R. Does anyone remember what R & R means.... Rest & Relaxation. Two foreign terms to the latest

generation of visitors. To them, it is more like F & F... Fast & Furious. Is this a function of the digital age? Or a generation of consumers who have been trained to book vacations just a week or so prior? Or is it a bi-product of the Great Recession, with the masses believing less is more. Ordinarily, rentals and sales are conversely related but frankly even that has changed to an extent.



The end result is maxed out usage of more homes than ever before — creating a severe strain on the infrastructure of our pristine hamlets and more than ever, the feeling that our friends are only fair weather friends.

What does the future hold for Hamptons Summer Rentals? I'm hanging my hat on the fact that everything is cyclical.

Weigh in at [TownAndCountryHamptons.com/Reports](http://TownAndCountryHamptons.com/Reports). Let us know about your summer rental experience.

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