

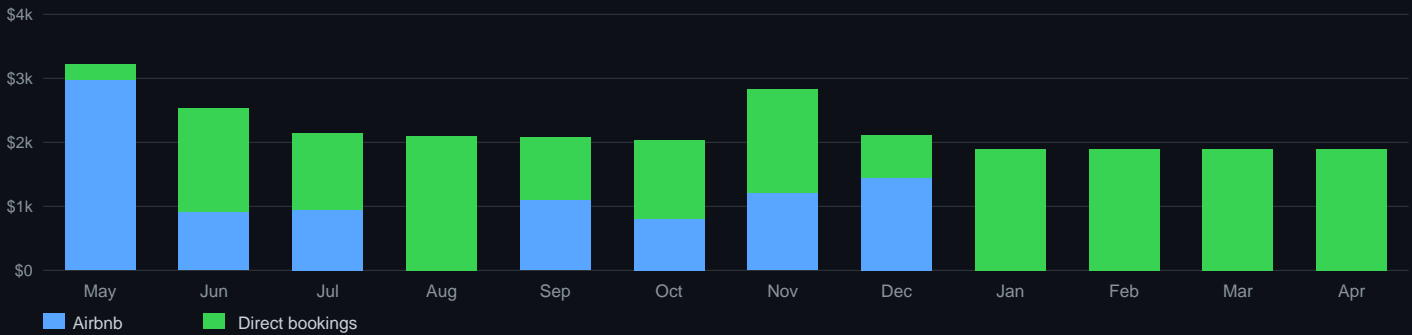
THE HIDEAWAY

AIRBNB REVENUE \$9,421 111 nights · 4.4 avg stay	DIRECT BOOKINGS \$17,240 After all fees & cleaning	TOTAL REVENUE \$26,481 Combined annual
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REVENUE CHANNEL MIX



MONTHLY REVENUE BY CHANNEL (TRAILING 12 MONTHS)



WHY THIS DEAL WORKS

65.1% direct bookings — majority platform-independent \$17,240 of \$26,481 in total revenue bypasses Airbnb entirely. No platform fees, no algorithmic manipulation. 11 months of \$1,900/mo in direct revenue (Jan–Apr) show a mature, growing direct book operation.	111 Airbnb nights at 4.4 avg stay — strong occupancy Over 111 nights booked on Airbnb with consistent demand across May, Jun, Sep, Oct, Nov, and Dec. 4.4 average stay reduces turnover and cleaning costs per dollar earned.
Signature ivy wall + 'The Hideaway' neon — instant brand The gold neon sign against a full ivy wall creates an immediately recognizable, social-media-ready aesthetic that stands out in search thumbnails and earns premium nightly rates.	Dual 3D geometric accent walls — two-bedroom boutique feel Floor-to-ceiling 3D panel feature walls in both bedrooms with contrasting silver and charcoal palettes create a boutique hotel aesthetic that guests photograph and share organically.
Full washer/dryer — top filter for mid-term & corporate guests In-unit Whirlpool washer and Amana dryer is the #1 searched amenity for extended-stay and mid-term guests—a direct driver of the growing \$1,900/mo flat direct revenue in Q1 2026.	Bryan/College Station: durable STR market year-round Texas A&M's 74,000+ enrollment drives demand across graduation weekends, 12 football home games, and corporate travel—a booking calendar that rarely goes dark.

PROPERTY PHOTOS - 800 A NAVIDAD ST, BRYAN TX 77801

Unit 800 A - 'The Hideaway' - Navidad Portfolio

