

ANNUAL REVENUE - MAY 2025 - MAY 2026

AIRBNB REVENUE

\$18,653

129 nights · 4.4 avg stay

DIRECT BOOKINGS

\$20,220

After all fees & cleaning

TOTAL REVENUE

\$38,873

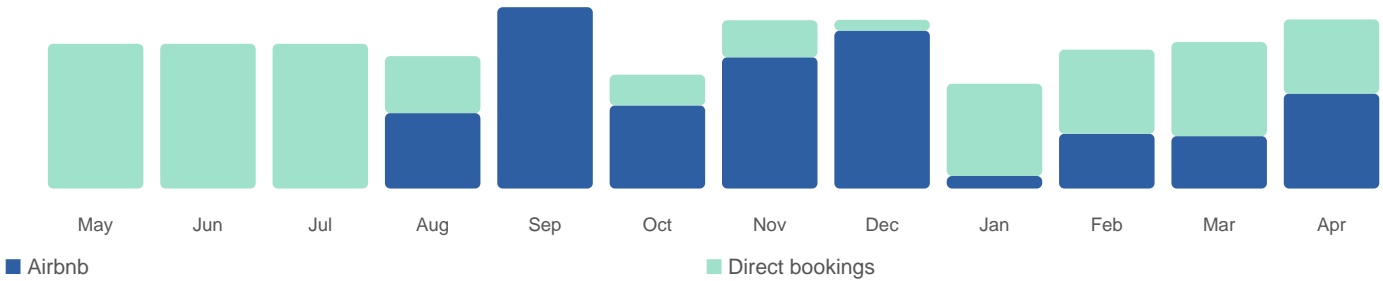
Combined annual

REVENUE CHANNEL MIX



Direct bookings account for 52% of revenue — a rare competitive advantage that reduces platform dependency and demonstrates an established repeat-guest base.

MONTHLY REVENUE BY CHANNEL (TRAILING 12 MONTHS)



ANNUAL EXPENSES

Property taxes	\$4,860
Insurance	\$1,800
Utilities (\$250/mo)	\$3,000
Supplies (\$100/mo)	\$1,200
WiFi (\$80/mo)	\$960
Maintenance	\$1,800
CapEx reserve	\$2,000
Total expenses	\$15,620

NET OPERATING INCOME

\$23,253

After all expenses

EXPENSE RATIO

40.2%

Of total revenue

NOI MARGIN

59.8%

Of total revenue

Est. cap rate 9.3% · NOI \$23,253 · Implied value ~\$250,000 at 9.3% cap

WHY THIS DEAL WORKS

- Direct bookings outpace Airbnb (52% vs. 48%) — an exceptionally rare split that signals a loyal repeat-guest base and pricing power independent of platform algorithms.
- Strong 9.3% cap rate with a 59.8% NOI margin — conservative expenses already include insurance, CapEx reserve, and full taxes.
- Community pool + private patio — amenities that command premium nightly rates and drive longer average stays (4.4 nights on Airbnb alone).
- Bryan/College Station growth market — driven by Texas A&M; University demand, making this a recession-resilient STR location.
- Turnkey operation — fully furnished, professionally staged, and actively cash-flowing from day one of acquisition.

PROPERTY PHOTOS · 2912 CHERRY CREEK CIR, BRYAN TX 77802

