

708 D - STR ANNUAL REVENUE - MAY 2025 - MAY 2026

708 D Navidad St, Bryan, TX 77801

SHORT-TERM RENTAL

AIRBNB REVENUE

\$20,067

301 nights - 6.7 avg stay

DIRECT BOOKINGS

\$8,040

After all fees & cleaning

TOTAL REVENUE

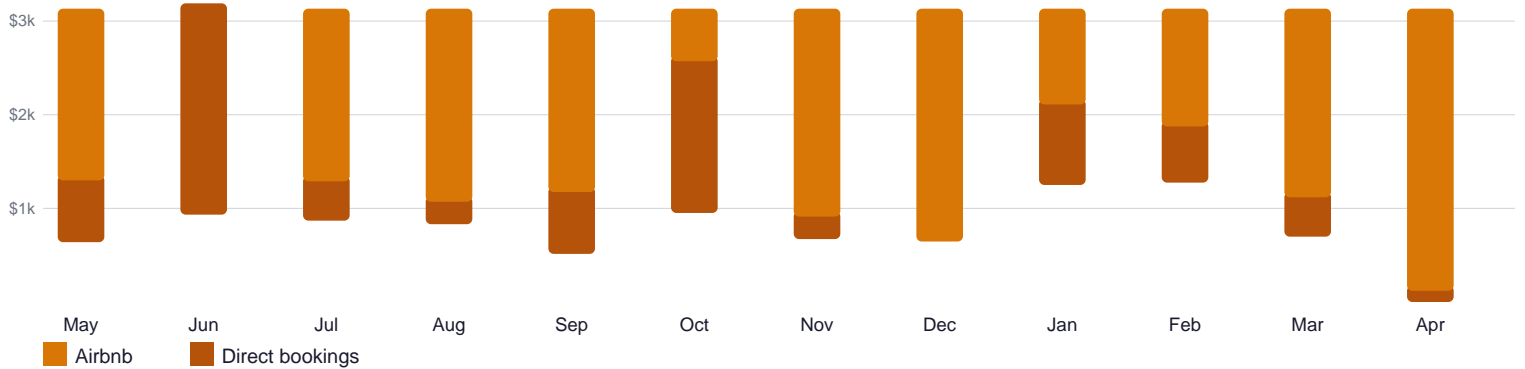
\$28,107

Combined annual

REVENUE CHANNEL MIX



MONTHLY REVENUE BY CHANNEL (TRAILING 12 MONTHS)



WHY THIS DEAL WORKS

- **301 nights booked — most in the entire portfolio**
The highest night count of any unit across all of 706 and 708 Navidad. At 301 booked nights and a 6.7 avg stay, this unit operates at near full occupancy with minimal vacancy.
- **Strong April close — \$3,013 in a single month**
The most revenue generated in any single month across all portfolio units, signaling growing demand, improving pricing power, and strong spring seasonality in the Bryan/College Station market.
- **71.4% Airbnb / 28.6% direct split**
\$20,067 from Airbnb anchored by high search visibility, with \$8,040 in direct bookings adding margin-enhancing channel diversification.
- **Signature ivy wall + 'The Grove' neon — standout brand**
Full ivy wall coverage with a custom neon sign creates an immediately recognizable, social-media-ready aesthetic that stands out in search thumbnails and drives click-through rates.
- **Black & white chalkboard kitchen — bold design statement**
The two-tone painted cabinet finish is a rare, memorable design choice that guests photograph and share — turning the kitchen itself into a marketing asset and booking differentiator.
- **LED mirror + blue ambient lighting throughout**
Cohesive blue LED ambiance in bedrooms, closets, and common areas creates a premium boutique-hotel feel that justifies higher nightly rates and earns consistent 5-star reviews.
- **Bryan/College Station market**
Proximity to Texas A&M drives year-round demand from graduation weekends, football season, campus visitors, and corporate travelers.

PROPERTY PHOTOS · 708 D NAVIDAD ST, BRYAN TX 77801

Unit 708 D · Navidad Portfolio

