



PROPERTY EARNING POTENTIAL

Market Analysis

An income & positioning study for a studio short-term rental that sleeps 2, in Boise's Bench — minutes from the airport and BSU.

PREPARED FOR

The Owner of 2101 S Hervey St

Boise, ID 83705 · Studio / 1BA

PREPARED BY

Capital City Comforts

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THE NUMBERS

Earning Potential

Studio · 1BA · Sleeps 2

2101 S Hervey St is modeled against comparable studios and one-bedrooms in the Boise-South / Bench submarket — a location built on airport, BSU, and hospital demand (High Confidence). This unit has a **full kitchen**, and once furnished with an added washer/dryer it gains in-unit laundry too — both rare in this field. To stay conservative, this analysis models AirDNA's **\$86/night**, leaving that amenity edge as upside.

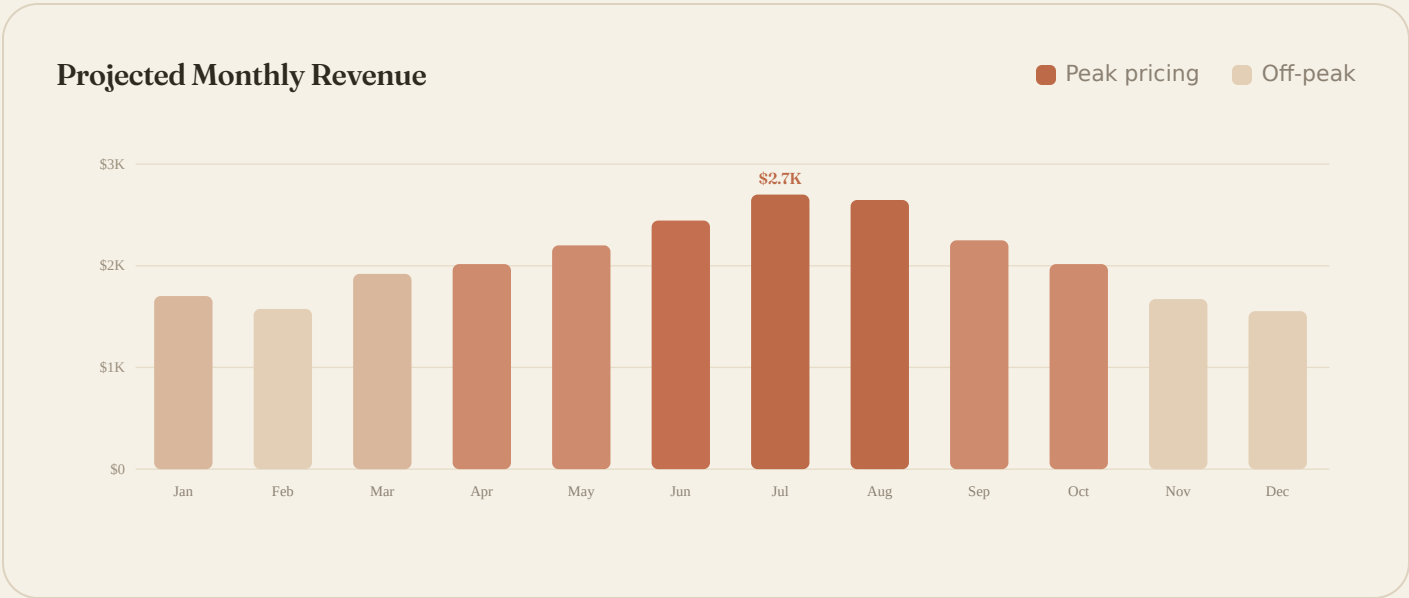


What this means: modeled conservatively at \$86, this studio projects ~\$24.7K gross — already the #3 earner of 13 in its comp set — leaving ~\$24.0K after Airbnb's 3% host fee, before operating costs. Its full kitchen and in-unit laundry (rare in this set) give real room to price higher and beat this number.

Modeled at AirDNA's \$85.5 ADR (~\$86) and ~79% occupancy, reconciling to its \$24.7K projection. Figures are shown before operating expenses (taxes, insurance, utilities, supplies, cleaning), and assume the buyer adds an in-unit washer/dryer combo and fully furnishes the unit. Source: AirDNA Rentalizer — 2101 S Hervey St, Boise, ID 83705 · Submarket: Boise - South.

Revenue by Season

Dynamic pricing flexes the nightly rate from roughly **\$74 in winter to \$100 at summer peak**, blending to \$86 — while the airport, BSU, and hospitals keep occupancy high year-round. The model spreads ~\$24.7K across the year.



Peak season (Jun-Aug) delivers roughly **\$7.8K** — about a third of the year — as summer pricing climbs toward \$100.

Steady off-season: airport crews, traveling medical staff, BSU visitors, and extended-stay guests keep this studio booking right through winter.

Monthly distribution modeled at an \$86 blended ADR (winter ~\$74 to peak ~\$100), reconciling to ~\$24.7K at ~79% occupancy. Actual results vary with pricing, reviews, and calendar management.

How It Stacks Up

15 active comparables

Trailing-12-month revenue for the closest comparable studios and one-bedrooms in the Boise-South / Bench submarket. This unit's projected position (a conservative \$86/night) is highlighted — already the #3 earner.

Boise Bird House · Dogs Welcome		\$27.1K
PJ's Heaven Away From Home #2		\$26.1K
► 2101 S Hervey St (projected)		\$24.7K
The Barbershop · Private Studio · 2 mi do...		\$24.2K
The Crofty Cottage Bench Charmer · fenc...		\$24.1K
Cozy Boise Getaway · Near Airport & Do...		\$22.1K
Boise Bench Minimalist Private 1-Bedroom		\$20.8K
Modern Boise Bench Suite · Bakery Nearby		\$17.4K
1Rm Suite · Private Entry · Near Airport		\$17.1K
2Rm Private Entry Suite · Near Airport		\$15.9K
Blessings Up · Quaint & Beautiful		\$15.5K
The Art Nook · 3 Min Airport · 5 Min BSU		\$14.9K
The South Atlantic · Unit B		\$12.7K

COMP MEDIAN	COMP AVERAGE	THIS UNIT	TOP COMP
\$19.1K	\$19.8K	\$24.7K	\$27.1K

Even modeled conservatively at \$86, this studio is the #3 earner — above the median (~\$19.1K) and average (~\$19.8K). The earners above it win on occupancy (83-91%), not rate. Its full kitchen and in-unit laundry (rare here) support holding that high occupancy — and give room to beat this figure.

Comp revenue figures are trailing-12-month actuals reported by AirDNA for the default comp set (12 of 15 shown).

Your Competitive Edge

Comp-set prevalence

What the booked comparables offer — and where this studio can pull **ahead**. Much of the comp set is thin on the basics: only ~two-thirds have a full kitchen and roughly half have in-unit laundry. This unit has a **full kitchen**, and adding a washer/dryer combo gives it **in-unit laundry** too — both rare here, and a real edge for longer, higher-value stays.



What sets it apart

A full kitchen — already in place. Only ~67% of the comp set offers one, and yours does. It's what wins extended stays: traveling nurses, airport crews, and relocating families who need to cook and settle in, not just crash for a night.

In-unit laundry — a quick add. Just ~55% of comps have a washer/dryer, so a stacked washer/dryer combo is a fast, low-cost upgrade. Paired with the kitchen, it turns this studio into a genuine mid-term / extended-stay option and lets you price above the nightly-only crowd.

The essentials, plus the extras. Wi-Fi, AC, heat, and parking are universal across the set — and paired with a full kitchen and an added in-unit washer/dryer, this studio steps above the nightly-only crowd into mid- and extended-stay demand.

Amenity prevalence reflects the AirDNA comparable short-term rental set for this address. Parking at 2101 S Hervey St is on-street. Projections in this report assume the buyer adds an in-unit washer/dryer combo and fully furnishes the unit.

The projections in this report assume a fully furnished unit. This is the design direction — a warm, modern space built for comfortable short- and mid-term stays, with a full kitchen and a queen sleeper for flexible occupancy.



LIVING & SLEEPING

Queen sofa bed, reading nook, and layered lighting under the vaulted ceiling — a flexible living and sleeping space.



KITCHEN & DINING

Full galley kitchen with gas range and full-size refrigerator, plus a two-top dining nook by the window.

Design concept for 2101 S Hervey St. Furnishings shown are illustrative of the furnished configuration the projections assume.

YOUR PAYOUT

Owner Pro Forma

Self-managed · Airbnb 3%

Month-by-month payout for this **self-managed** studio, at a conservative \$86/night. On Airbnb's split-fee model, the only deduction is the **3% host platform fee** — no management fee. Everything after that is yours.

Gross bookings → - 3% Airbnb host fee → You keep the rest (self-managed · 97%)

MONTH	NIGHTS	GROSS BOOKINGS	AIRBNB (3%)	YOUR NET
January	23	\$1,702	-\$51	\$1,651
February	21	\$1,575	-\$47	\$1,528
March	24	\$1,920	-\$58	\$1,862
April	24	\$2,016	-\$60	\$1,956
May	25	\$2,200	-\$66	\$2,134
June	26	\$2,444	-\$73	\$2,371
July	27	\$2,700	-\$81	\$2,619
August	27	\$2,646	-\$79	\$2,567
September	25	\$2,250	-\$68	\$2,182
October	24	\$2,016	-\$60	\$1,956
November	22	\$1,672	-\$50	\$1,622
December	21	\$1,554	-\$47	\$1,507
Total / Avg.	289	\$24,695	-\$740	\$23,955

YOUR NET INCOME

\$24.0K

AIRBNB FEE (3%)

\$0.7K

YOU KEEP

97%

AVG / MONTH

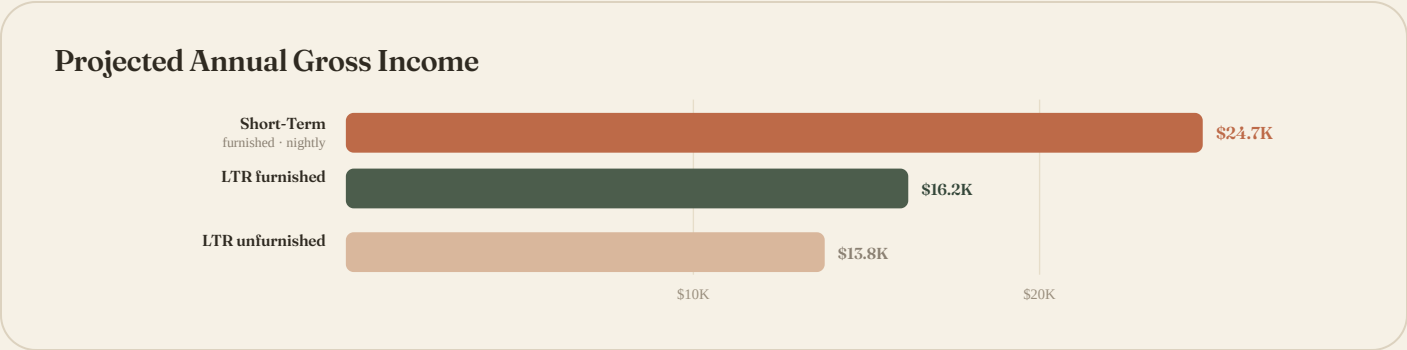
\$1,996

Gross reconciles to AirDNA's \$24.7K projection at an \$86 ADR. Assumes self-management on Airbnb's split-fee model — the guest pays the larger service fee and the host pays ~3%; no management fee. Your net is before your own costs (mortgage, utilities, insurance, supplies, cleaning if not billed to the guest). Estimates, not a guarantee.

Short-Term vs Long-Term

Three ways to run it

The same studio can be run three ways, each with a different balance of income, effort, and stability. The figures below are for comparison — the right fit depends on the owner's goals. Projected annual gross income for each:



STRATEGY	SHORT-TERM	LTR FURNISHED	LTR UNFURNISHED
Monthly income	~\$2,058 avg	\$1,350	\$1,150
Annual (gross)	~\$24.7K	\$16.2K	\$13.8K
Turnover	High (nightly)	Low	Lowest
Operating cost & effort	High	Low-moderate	Low
Furnishing needed	Yes	Yes	No

Short-term shows the highest gross, but carries the highest operating costs and turnover and requires furnishing plus active management (or a manager's fee). A furnished long-term lease sits in the middle. An unfurnished lease is the lowest and most predictable, with the least effort and no furnishing cost. Each row is a tradeoff to weigh against your own goals.

Market reference: Boise studio rents run roughly \$860–\$1,300/mo across sources, and the Bench is among the city's more affordable submarkets. Furnished units typically carry a ~15–25% premium over unfurnished. The long-term figures above are consistent with these ranges.

Long-term figures are owner estimates for 2101 S Hervey St, cross-checked against Boise studio rent data (Rent.com, Zumper, RentHop, ApartmentAdvisor, RentCafe; Aug 2026). The short-term figure is the \$86-ADR gross projection from this report. All figures are gross of each strategy's operating costs.

The Location

2101 S Hervey St sits in Boise's **Bench** — a central, high-demand pocket off the S Vista Avenue corridor. The airport is about five minutes away, Boise State roughly six, and downtown eight. That convenience is why this submarket's occupancy runs among the highest in the city.

Guests come for airport layovers and crew stays, hospital and Micron-corridor work trips, BSU visits, and budget-friendly access to downtown — steady, year-round demand rather than pure summer seasonality.

SIGNATURE DRAW

Minutes from the airport & BSU.

The airport, Boise State, and downtown are each under ten minutes — and Vista Avenue's cafes and shops are a short walk.

 DINING ON VISTA

Willowcreek Grill & Sushi	0.7 mi
Big Bun Drive In	0.8 mi
Red Bench Pizza	1.0 mi
Quinn's Restaurant	1.2 mi

 COFFEE

Bikes and Beans	0.9 mi
Push & Pour	2.1 mi
Primal Coffee	2.2 mi

 GROCERIES

Jacksons (24 hr)	0.5 mi
Albertsons (Vista)	0.9 mi
WinCo Foods (Overland)	1.4 mi

 AIRPORT & CAMPUS

Boise Airport (BOI)	~5 min
Boise State University	~6 min

 GETTING AROUND

Downtown Boise	~8 min
Boise River Greenbelt	~1.6 mi
Warm Springs Golf	~2.3 mi

 WIDER BOISE

St. Luke's Medical (dtwn)	~8 min
Bown Crossing dining	~2.4 mi

Distances are approximate driving distances from 2101 S Hervey St, Boise, ID 83705.

THE BOTTOM LINE

A high-occupancy studio, ready to earn

Self-managed on Airbnb's split-fee model, 2101 S Hervey St projects **\$24.7K gross** and **~\$24.0K in your pocket** after the 3% host fee — a top-three earner in its comp set, minutes from the airport, BSU, and downtown. And it's modeled conservatively: the full kitchen and in-unit laundry most of the field lacks give real room to beat this.

1 • Price to your amenities

Full kitchen + laundry let you price above the nightly-only studios.

2 • Target extended stays

Nurses, airport crews, and relocations — longer bookings, less turnover.

3 • Price dynamically

Flex rates for airport crews, BSU weekends, and summer peaks.

Self-managed analysis for **2101 S Hervey St** · prepared by **Capital City Comforts**

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Ready to list

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