

ANNUAL REVENUE - MAY 2025 - MAY 2026

AIRBNB REVENUE

\$52,707

197 nights · 3.0 avg stay

DIRECT BOOKINGS

\$17,500

After all fees & cleaning

TOTAL REVENUE

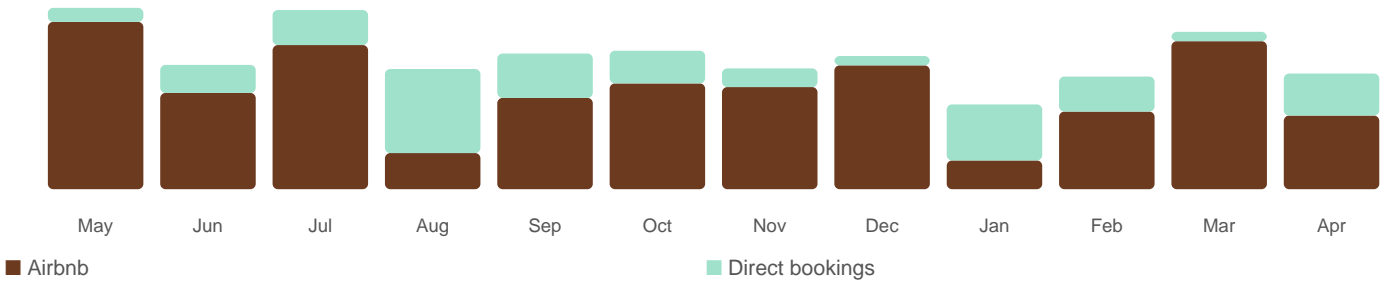
\$70,207

Combined annual

REVENUE CHANNEL MIX



MONTHLY REVENUE BY CHANNEL (TRAILING 12 MONTHS)



ANNUAL EXPENSES

Property taxes	\$7,975
Insurance	\$2,800
Utilities (\$1,000/mo)	\$12,000
Supplies (\$160/mo)	\$1,920
Internet (\$120/mo)	\$1,440
Maintenance (\$300/mo)	\$3,600
CapEx reserve	\$4,500
Total expenses	\$34,235

NET OPERATING INCOME

\$35,972

After all expenses

EXPENSE RATIO

48.8%

Of total revenue

NOI MARGIN

51.2%

Of total revenue

WHY THIS DEAL WORKS

- Portfolio-leading revenue at \$70,207 — the highest-grossing property in the portfolio by a wide margin, driven by a premium price point that a one-of-a-kind lakefront estate commands.
- \$35,972 NOI at a 51.2% margin — even with higher operating costs befitting a large estate (utilities, maintenance, CapEx), the returns are exceptional.
- Multi-structure gated lakefront estate — main lodge, separate bunkhouse (sleeps 12+), game room, and covered upper deck with lake views; no comparable STR in the East Texas market.
- Fully custom hand-crafted log interior — barrel chandelier kitchen, live-edge log beds, cross-section wood walls, and stone fireplace create a truly irreplaceable guest experience that drives repeat bookings.
- Waterfront access with fishing and swimming — East Texas lake activity demand generates strong summer and holiday bookings from families, corporate retreats, and reunion groups.
- Direct booking strength signals loyal repeat guests — \$17,500 in direct revenue represents guests who valued the experience enough to bypass Airbnb entirely on return stays.

PROPERTY PHOTOS - 155 COUNTY ROAD 3504, BULLARD TX 75757





Report generated May 2, 2026 · Host: Chase Robinson · Airbnb ID: 358876187 · All figures verified from platform earnings report and direct booking records