

708 C - STR ANNUAL REVENUE - MAY 2025 – MAY 2026

708 C Navidad St, Bryan, TX 77801

SHORT-TERM RENTAL

AIRBNB REVENUE

\$21,650

272 nights · 6.8 avg stay

DIRECT BOOKINGS

\$5,640

After all fees & cleaning

TOTAL REVENUE

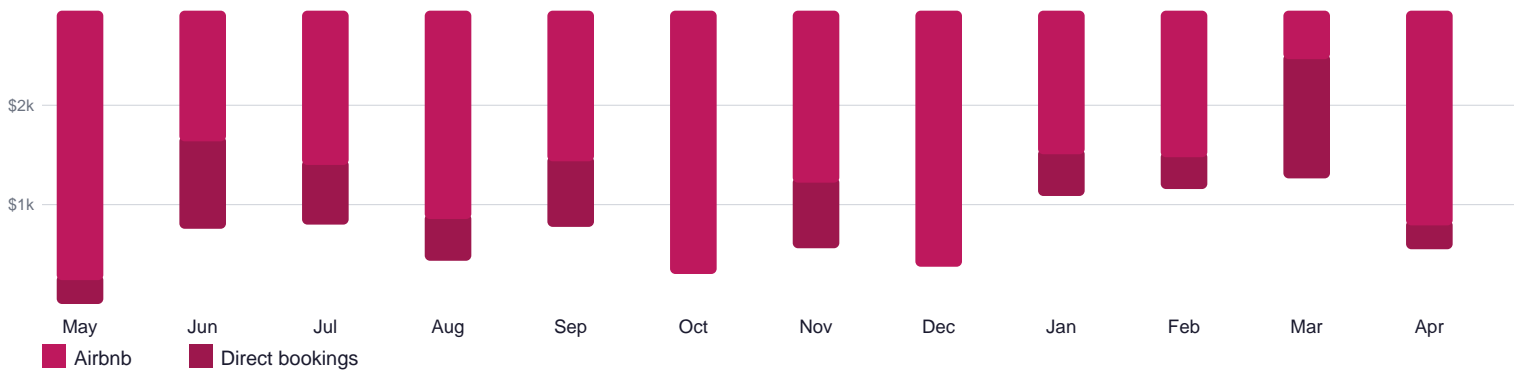
\$27,290

Combined annual

REVENUE CHANNEL MIX



MONTHLY REVENUE BY CHANNEL (TRAILING 12 MONTHS)



WHY THIS DEAL WORKS

- **272 nights booked at 6.8 avg stay — highest in the portfolio**
The longest average stay of any unit across the entire Navidad portfolio. Longer stays mean fewer turnovers, lower cleaning costs per dollar earned, and a more stable guest relationship.
- **Strong Airbnb dominance at 79.3% of revenue**
\$21,650 from Airbnb across 272 booked nights demonstrates deep platform demand and consistent year-round search visibility in the Bryan/College Station market.
- **Boho macrame + ivy wall corner — most photogenic unit**
Floor-to-ceiling ivy covering two full corner walls with a macrame headboard and LED accent lighting creates an aspirational, magazine-worthy space that stands out in search results.
- **Maytag in-unit washer/dryer — premium extended stay amenity**
Full-size Maytag washer/dryer is the #1 filter for mid-term and corporate travelers. With a 6.8-night avg stay, in-unit laundry is a key driver of both bookings and guest satisfaction.
- **Consistent revenue across all 12 months**
Strong bookings in May, Aug, Oct, Dec, and Apr show a property with broad seasonal appeal — not dependent on a single demand driver like football season alone.
- **Part of 708 Navidad — shared operational infrastructure**
Managed under the same on-site team as the broader Navidad portfolio, 708 C benefits from zero-overhead cleaning, maintenance, and guest management built into the building.
- **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 C NAVIDAD ST, BRYAN TX 77801

Unit 708 C · Navidad Portfolio

