

LINE ST · STR ANNUAL REVENUE · MAY 2025 – MAY 2026

1215 E Line St, Tyler, TX 75702

SHORT-TERM RENTAL

AIRBNB REVENUE

\$8,987

140 nights · 10 avg stay

DIRECT BOOKINGS

\$16,010

After all fees & cleaning

TOTAL REVENUE

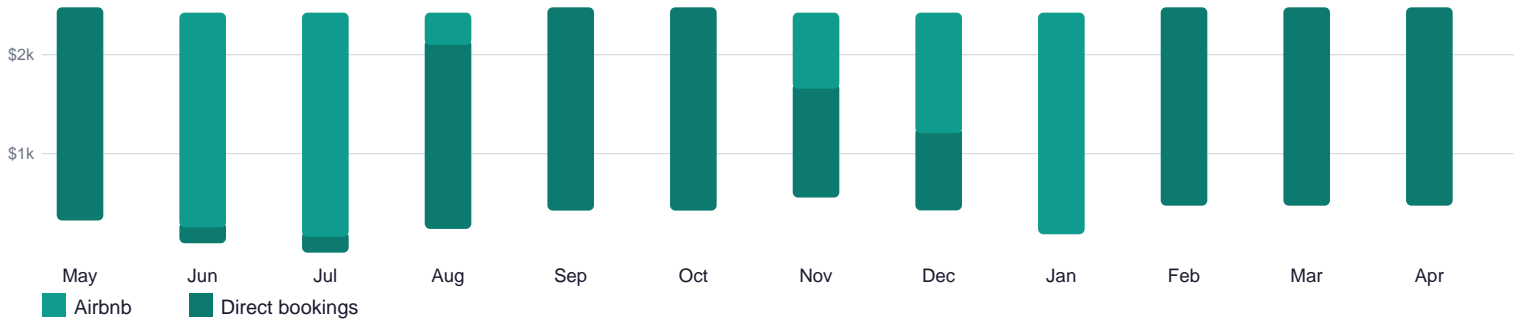
\$24,997

Combined annual

REVENUE CHANNEL MIX



MONTHLY REVENUE BY CHANNEL (TRAILING 12 MONTHS)



ANNUAL EXPENSES

Property taxes	\$1,628
Insurance	\$1,800
Utilities (\$160/mo)	\$1,920
Supplies (\$100/mo)	\$1,200
Internet (\$85/mo)	\$1,020
Maintenance (\$120/mo)	\$1,440
CapEx reserve	\$1,200
Total expenses	\$10,208

LINE ST · NET OPERATING INCOME

1215 E Line St, Tyler, TX 75702

NET OPERATING INCOME

\$14,789

After all expenses

EXPENSE RATIO

40.8%

Of total revenue

NOI MARGIN

59.2%

Of total revenue

WHY THIS DEAL WORKS

- **Dual-channel revenue model**
\$8,987 from Airbnb (140 nights) plus \$16,010 in direct bookings demonstrates consistent, diversified demand across the full year.
- **59.2% NOI margin with \$14,789 net operating income**
Lean expense structure with all taxes, insurance, internet, CapEx, and maintenance fully baked in.
- **Branded 'The Retreat' with signature hedge wall + neon sign**
A memorable, Instagram-worthy STR aesthetic that drives social media sharing, organic word-of-mouth, and repeat direct bookings.
- **Fire pit backyard with string lights**
Highly sought outdoor amenity in the Tyler STR market that extends guest time outdoors, encourages group bookings, and justifies premium nightly pricing.
- **Strong direct booking engine at 64% of revenue**
A thriving direct booking channel means lower platform dependency, higher margins, and a growing base of repeat guests.
- **Tyler, TX market fundamentals**
Growing East Texas hub with consistent year-round demand from corporate travelers, medical visitors (UT Health), and weekend leisure guests driving high occupancy.

PROPERTY PHOTOS · 1215 E LINE ST, TYLER TX 75702

Line St · 'The Retreat'

