
Property Appraisal
LITTLE CITY

General data/pricing

Understanding seasonal demand is key to maximizing the potential of your short-stay property. Booking platform demand often peaks during holiday periods, major events, and favourable weather, while quieter months may present opportunities to attract long-term bookings or offer special deals to maintain steady income. By analysing market trends and seasonal fluctuations, we tailor pricing strategies and marketing efforts to help optimise occupancy year-round.

We pride ourselves on managing a high-quality portfolio of properties, with a selection highlighted throughout this brochure. Quality styling can boost nightly rates and overall occupancy, and we're available to assist with this service if required.



Appraisal information

At Little City Group, our appraisals provide prospective clients with valuable insights into their property's potential in the short-stay market. Drawing on data from our extensive portfolio and broader market intelligence sourced through AirDNA, we deliver estimated averages tailored to comparable listings. These projections offer a realistic overview of potential occupancy rates, nightly rates, and annual revenue. However, actual returns may vary depending on factors such as the final presentation of your property and fluctuations in the tourist economy. Our expertise ensures you have a solid foundation to make informed decisions about optimising your investment.

Property address

24 Glovers Road, Deep Bay

Estimated annual net return*

$50,000 p/a

**Return after all operating expenses*

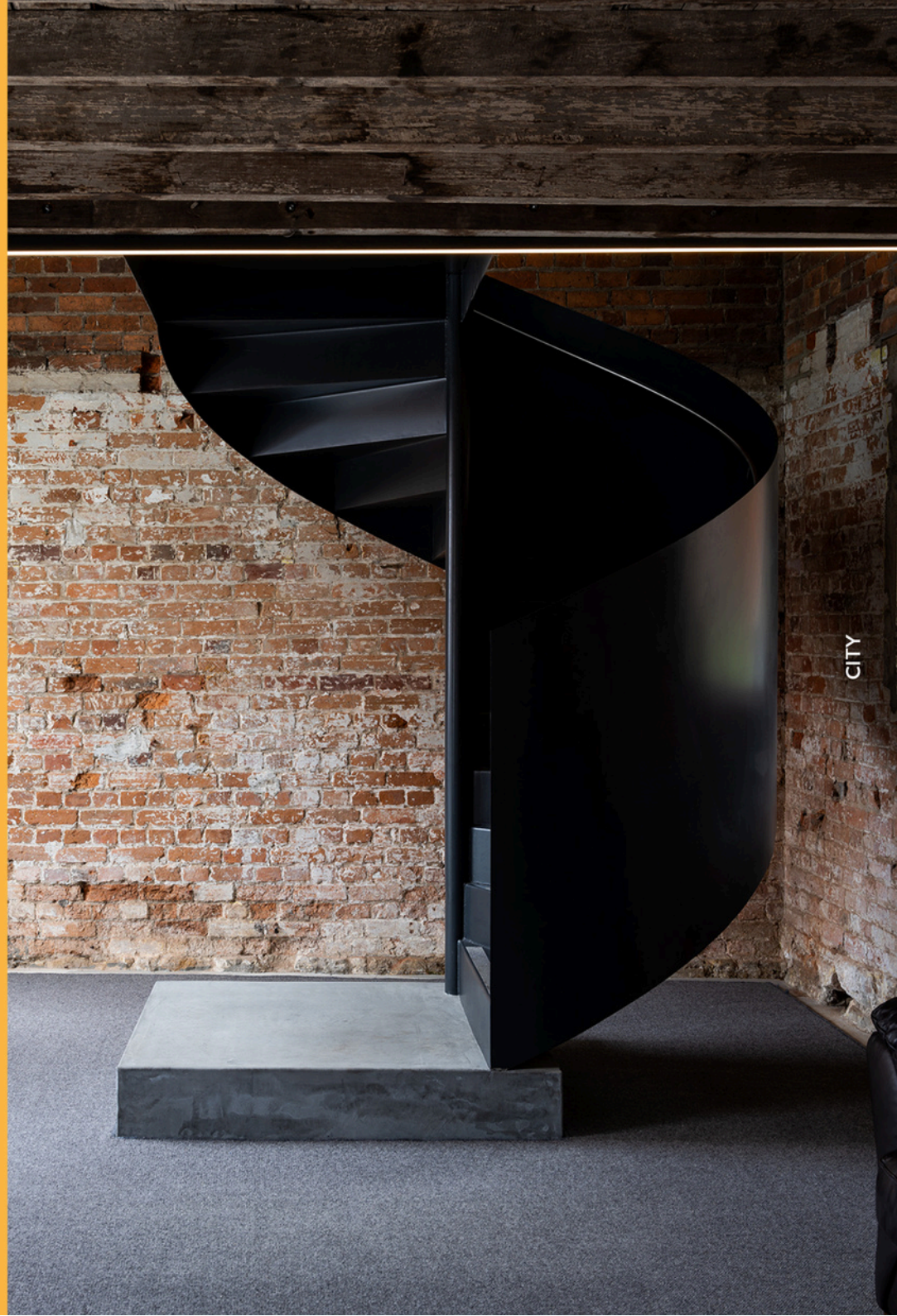
Average nightly rate*

$440 p/n

**Calculated off occupancy rate of 50%*

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FAQs

How do I interpret the property appraisal?

The appraisal provides an overview of your property's earning potential, with the annual net income projection as the key figure to focus on. The net return is the figure an owner can expect to receive after operating expenses are paid (i.e. management fees, cleaning, linen hire and consumables). Short-term rentals often experience seasonal variations, so it's important to consider the annual revenue projection rather than weekly income.

Why choose Little City Group for short-term property management?

As specialists in the short-stay market, we bring a deep understanding of its unique demands to help maximize your property's potential. Our tailored marketing strategies ensure your property stands out across multiple platforms, including extensive social media exposure to reach a broader audience. With professional photography and carefully crafted profiles, we highlight your property's best features to attract high-quality guests. Combined with our local market expertise and hands-on approach, we take the stress out of management while optimising your returns.

Is landlord insurance required for property owners?

Yes, insurance is essential for listing your property online. At Little City Group, we recommend securing holiday rental insurance, which provides coverage for third-party injury and property damage. Having the right insurance ensures peace of mind and protects your investment in the short-stay market.

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How is the cleaning fee determined by Little City Group?

The cleaning fee is based on factors such as the property size, location, bed configuration, and any additional services required to maintain a high standard of cleanliness. Our fees are standardised, ensuring clients always know what to expect for the labour component of the cleaning cost.

Is Little City Group able to organise maintenance for properties?

Yes, we can arrange a variety of maintenance services, including ongoing pool and garden upkeep, obtaining quotes for repairs, and managing larger repair projects when necessary. We work with a trusted network of highly responsive tradespeople who are familiar with our properties and provide efficient service due to our ongoing business relationships.

What is the advantage of short stay over long stay?

Short stay rentals offer higher flexibility and potential for increased revenue compared to long-term leases. With short stays, you can adjust pricing based on demand, capitalize on peak seasons, and maintain control over your property. Additionally, you have the freedom to use the property yourself or host your own guests when it's not booked.

How does Little City set minimum length of stay for guests?

We generally set a minimum stay of 2 nights for most dates. However, during peak periods, this may be extended to 3-5 nights. In high-demand areas, particularly urban centers, a 3-4 night minimum may apply for advance bookings. This approach helps secure more profitable stays and optimises your property's calendar.



LET'S

TALK

Let's do this

Level 2/153 Macquarie Street
Hobart TAS 7000

0457 691 868
hello@littlecitygroup.com.au
www.littlecitygroup.com.au

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