

Customer story:

Unlocking Profit Potential: A Short Term Rental Success Story



LAVANDA

Elevating Revenue and Redefining Guest Experiences:

Discover How Lavanda's Award-Winning Solutions Leverage Short-Term Rentals to Create High-Performing Assets.

The challenge

Property owners frequently face the complex challenge of maximizing the performance of their properties. This task becomes increasingly difficult due to a combination of factors, such as the growing issue of underutilized spaces, declining occupancy levels, missed income opportunities, and shrinking profit margins.

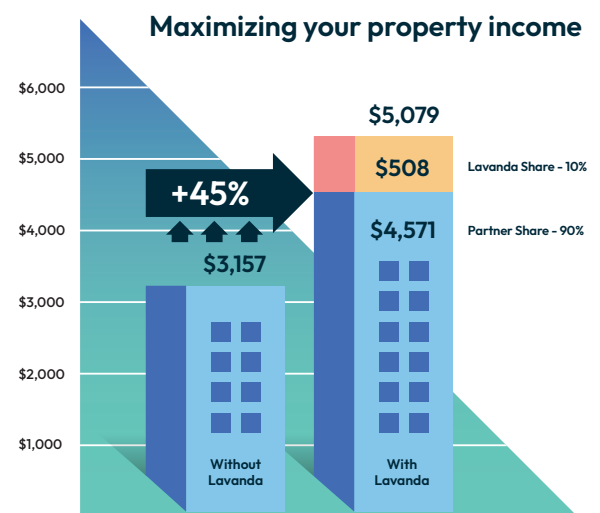
These interconnected issues not only hinder the potential profitability of their properties but also demand strategic and effective management to optimize performance and financial returns. Addressing these challenges requires innovative solutions and adaptive strategies to turn underperforming assets into profitable ventures.

A Lavanda client, already earning a commendable \$3,157 in monthly revenue per unit, sought to further enhance their income by minimizing vacancies. Eager to optimize revenue, this property owner actively pursued a fresh strategic approach to achieve their objective.

The solution

Lavanda's Short-Term Rental solution was the answer. It integrated smoothly with the client's daily operations to amplify results.

Here's how Lavanda made the difference:



Reported revenue (assuming \$240 ADR & 63% occupancy)

Results

With Lavanda as their strategic partner, the property owner witnessed an impressive increase in revenue, with monthly rates rising from \$3,157 to \$5,079. This marked an outstanding 45% increase in revenue. Importantly, even after accounting for Lavanda's 10% share (\$508), the owner's net income still stood significantly higher at \$4,571 compared to before leveraging Lavanda's services.

The property owner successfully unlocked the full potential of their asset by blending long-term leases with seasonal stays and mid-term rentals. This wasn't just a strategy for generating higher returns, it also significantly elevated their guest experience by offering increased flexibility. This approach attracts a previously overlooked segment of the market: diverse guests who seek varied lengths of stay and different types of accommodation experiences. By catering to this broader range of preferences, our client can now tap into new revenue streams while simultaneously enhancing the satisfaction and engagement of their guests.

Intelligent, dynamic pricing

The property owner quickly acknowledged the proficiency and effectiveness of Lavanda's dynamic pricing strategies, appreciating how they brought concrete benefits to their assets. At the core of our transformative approach is our sophisticated dynamic pricing algorithm, which astutely adjusts prices in real-time in response to fluctuating market demand.

This innovative pricing strategy was instrumental in optimizing the owner's revenue streams. It significantly boosted the occupancy rate of their property, which in turn, led to a marked increase in income. This not only demonstrates the power of intelligent pricing but also highlights how data-driven solutions can lead to tangible improvements in property performance.

Why choose Lavanda?

This case study exemplifies the transformative power of short term rentals and their ability to maximize property income within the multifamily housing market.

Through leveraging our innovative tools and data-driven strategies, property owners can significantly increase their income, optimize operations, and deliver a superior experience for their valued guests.

If you, too, seek to fully harness the income potential of your properties, Lavanda is the partner you need. Reach out to us at hello@getlavanda.com or visit www.getlavanda.com to embark on your journey towards unprecedented revenue growth.



For further information visit: getlavanda.com
or email us: hello@getlavanda.com

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