

APRIL 2022



Bnb Buyer Biannual STR Market Report

What's in the report

We get asked the same questions all the time. Things like "What cities should I Invest in?" or "What ROI should I be targeting?"

Well, after seeing hundreds of established rental properties sell over the last few months, we decided to look through the data and share our insights with you.

Here are a couple of things we looked at:

- Overall STR Market Trends
- What is a good return?
- Which cities have the highest return?
- Do off-market properties have a better return?

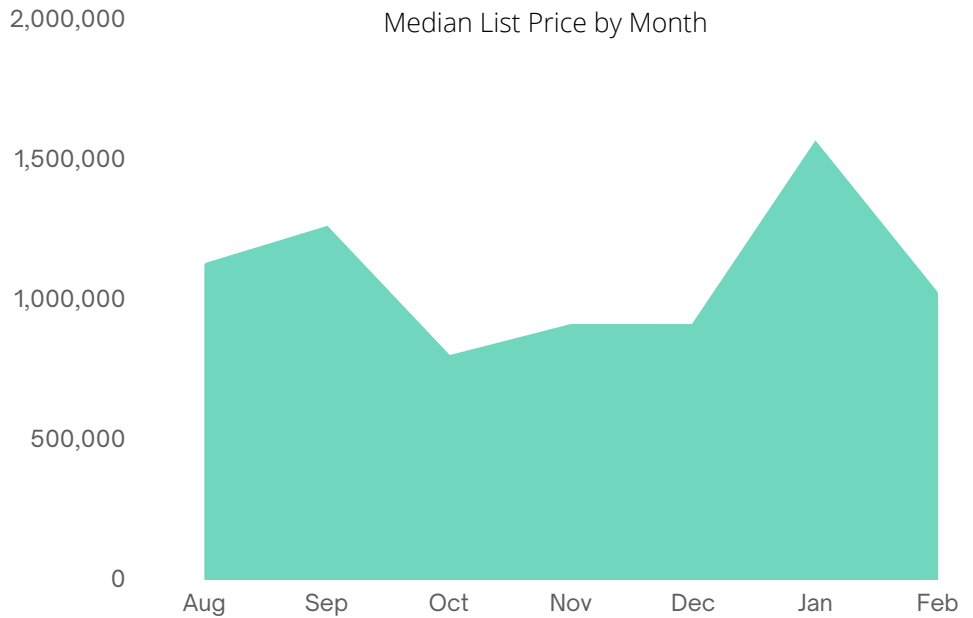
A disclaimer on the data

We don't participate in transactions of these properties, so the actual ROI numbers are estimates based on the list price. The actual sale price may be higher or lower, which would cause the ROI vary. Still, we expect that these estimates should be able to act as a baseline understanding for what makes a good deal.

This report is meant for informational purposes only and is not intended to provide investment or other professional advice. Bnb Buyer LLC does not make any guarantee regarding the accuracy or completeness of this information. We recommend you consult a professional prior to making any investment decisions.

STR Market

At A Glance



*Variability in list price likely impacted by smaller sample sizes in Aug, Sep, and Jan.

\$253,168,778

Total value of properties listed on Bnb Buyer in the last 6 months



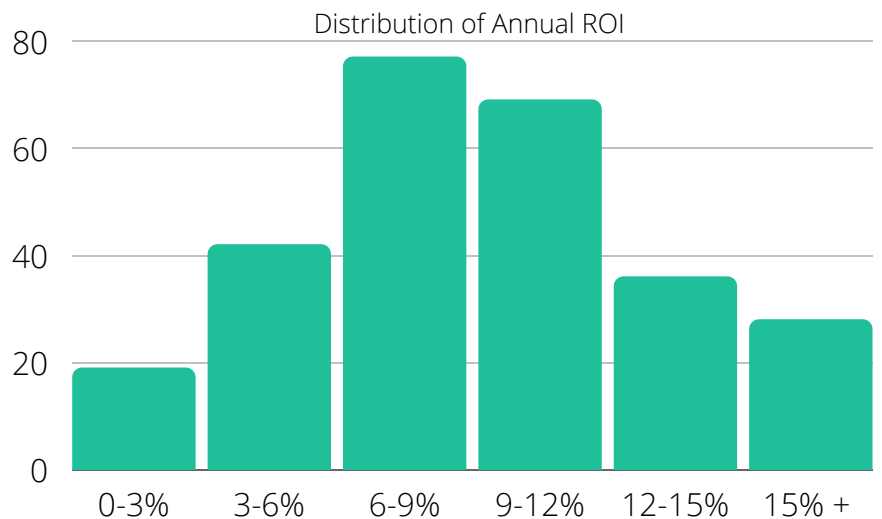
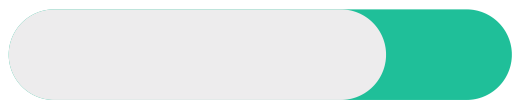
271 HOMES REPORTED



AVG. ROI

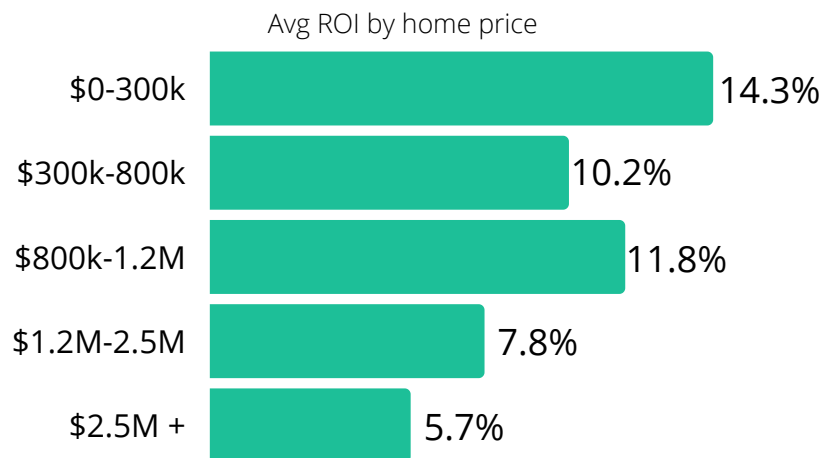
What is considered a good return?

Most properties have an ROI between **6 and 12%**



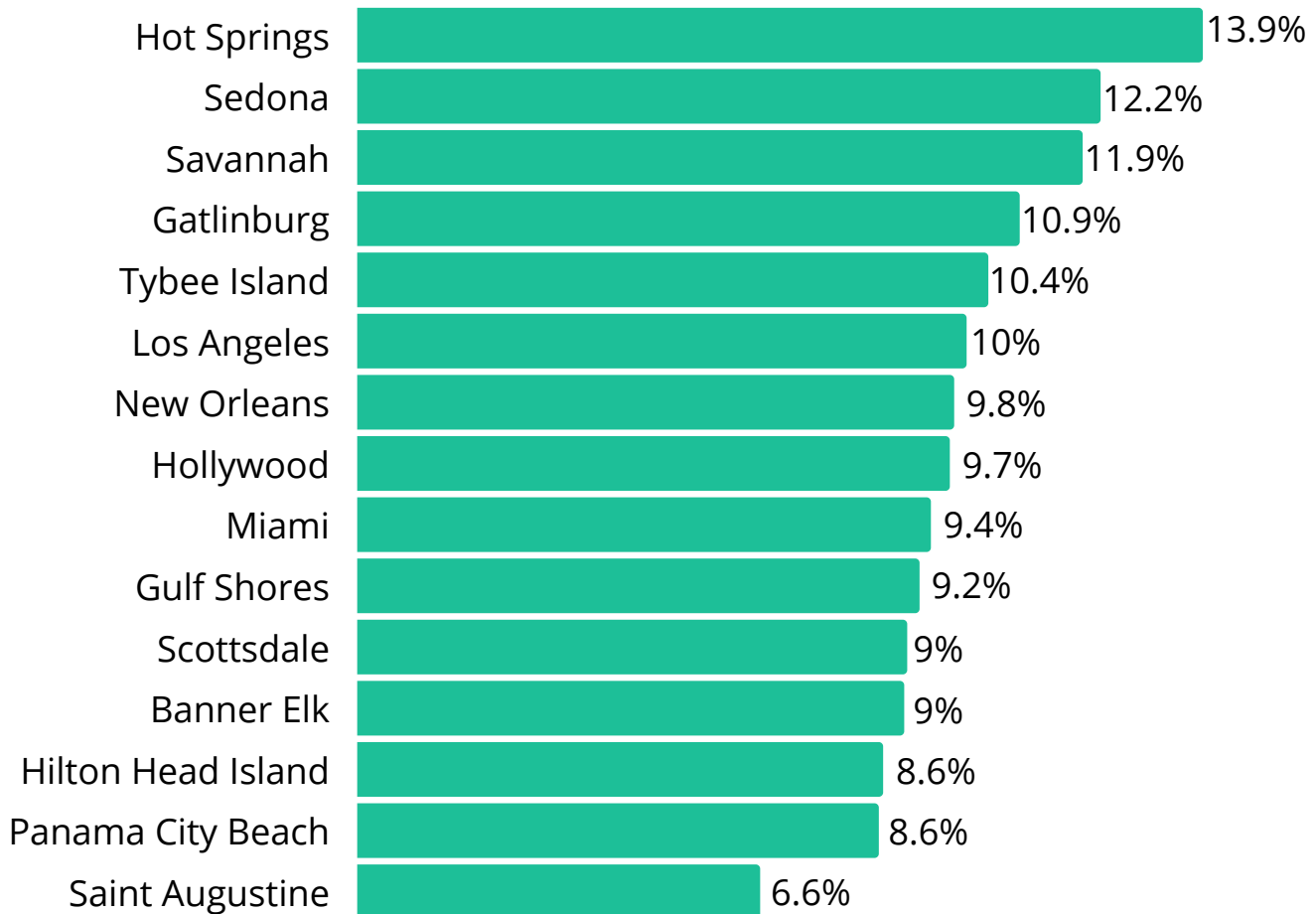
Properties with an **ROI greater than 12%** are in the top 23% of all properties.

Properties that are **less than \$300k** have a better average ROI



Which cities have the highest return?

Avg ROI by City



Even less performing cities can have great deals. **34 of the cities we track have had a property with a 12% + ROI**

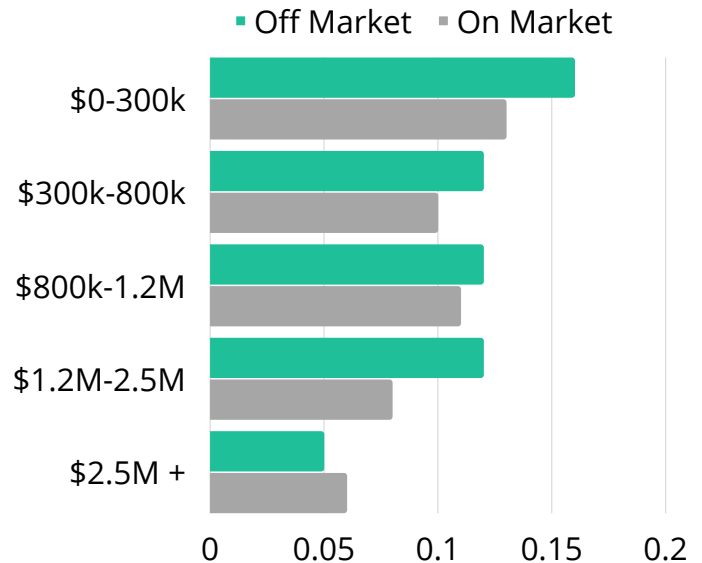
Do off-market properties have a better return?

Avg ROI by On/Off Market



Properties on the MLS generally have a **lower return** than properties sold by owner.

This is generally consistent across price ranges, with the biggest difference **between \$1.2M and \$2.5M**



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