

LONG TERM RENTING VS HOLIDAY-LET

- ✓ Own a holiday unit or AirBnB?
- ✓ Worried about loss of income?
- ✓ Fed up with cancellations & uncertainty?

39

long term properties
leased by our agency from
October 2021 to
December 2021

\$540

average per week rental
income for properties
managed by our agency

**WE ARE
PROPERTY
MANAGEMENT
EXPERTS**

What is your current income for your holiday unit investment?

If the answer is 'not enough', then let's talk.



Short-term holiday rentals vs long term rentals

We are currently helping dozens of short-term holiday unit owners convert to long-term residential properties, as holiday unit owners face the prospect of months of vacant investments.

Consider the difference between guaranteed income per week compared to a volatile holiday let market. In reality, even when the COVID-19 pandemic is over, it is likely it will still take months for the Gold Coast tourism market to bounce back and for people to gain confidence in travelling again.

A standard holiday let unit may achieve \$120 per night in an ordinary market, but you will be lucky to guarantee a guest in this climate. Alternatively, for the same unit you could achieve \$540** per week in steady rent for the next 6 months, which can see you through this difficult time. Plus, you won't have any of those additional expenses that come with maintaining a short-term rental.

In addition, holiday letting is under the control of the City Plan so if you don't have existing use rights to holiday let your investment, you will need to apply to the Gold Coast City Council for a Material Change of Use development approval (MCU). With no guarantee of success, and a hefty price tag in excess of \$8,000, the prospect of renting out your property now seems a lot more complicated than it used to.

** average residential rental price Mermaid Beach/Miami area

COST OF SHORT TERM RENTAL VS LONG TERM RENTAL

COSTS	SHORT TERM RENTALS	LONG TERM RENTALS
Furnishing the property	✓	-
Booking Platform Fees	✓	-
Management Fees	✓	✓
Strata Fees	✓	✓
Water & Council Rates	✓	✓
Electricity	✓	-
Gas	✓	-
Internet	✓	-
Cable TV & Streaming Services	✓	-
Maintenance & Repairs	✓	✓
Garden Maintenance	✓	-
Cleaning	✓	-
Laundry	✓	-
Consumables (such as tea, coffee, toilet paper, soap)	✓	-
Landlord Insurance	-	✓
Council MCU Approval (if required)	approx. \$8,000 minimum for approval	

WHY LONG-TERM RENTALS

- No seasonal variations
- Highly vetted rental prospects
- More predictable, reliable income
- Generally lower weekly running costs
 - Less wear & tear
- No requirement to furnish property
 - No maintenance of linen
- No dependence on availability of cleaners
- No holiday letting agent fee (up to 20%)
 - People can postpone travelling, but they will always need somewhere to live

Call or email to chat more about how we can achieve the same positive outcome for you as we have for many other holiday unit owners to give you peace of mind in unprecedented times.

ABOUT PROFESSIONALS MERMAID BEACH

- Locally family owned & operated since 1973
- Award winning Mermaid Beach & Miami market experts
- Number one leasing & managing agents in the local area
- 4.7 star Google Review Rating, from 190 genuine reviews
- Competitive rates
- Rigorous vetting of qualified tenants
- Dedicated property Management Team of 6

