



Short Stays Canberra

Turner Case Study: Flexibility and Unlimited Property Access
Property Under Airbnb Management

Short Stay in Turner - Property Context



What was the owner's situation?

The owners had originally listed the property for sale and had previously had it fully furnished and prepared. However, as the right buyer had not yet been secured, they did not wish to compromise on price by accepting an offer out of market scarcity and current market conditions. Instead, they made the strategic decision to reopen the property as an Airbnb to help offset holding costs and ongoing outgoings while continuing their sales campaign.

Why did they choose to short stay their property?

They chose the short-stay strategy primarily for the flexibility it provided throughout the sales campaign. By operating the property as a short-stay accommodation, they were still able to accommodate two open homes per week, along with private inspections at times convenient to prospective buyers. This approach also allowed them to block out specific nights as required, without the limitations that can arise under a traditional tenancy arrangement where a tenant may reasonably restrict frequent property access.

What did Short Stays Canberra do for them?

Short Stays Canberra managed the day-to-day operation of the property, including guest communication, booking management, and calendar coordination. They also coordinated cleaning and maintenance services, consumables management, assisted with upfront operational costs, and provided bookkeeping and reporting to support the owners with ongoing management and oversight of the property.

How did this meet their goals?

They were able to cover costs while having as much or as little access to the property as they would like!

What are the biggest benefits to this strategy?

Increased seasonal rates, full time flexibility/access, minimum involvement

Case Study - Turner

Short Term vs. Long Term Rental



Case Study: 12/02/2026
Real Estate.com Source

- Long-term tenancy (gross): \$4,000
- Less typical leasing/management (~10%): ~\$900 per week
- Long-term net estimate: ~\$3,400

2/12 Hartley Street, Turner, ACT 2612

[Share](#) [Hide](#) [Save](#)

3 2 2 • Townhouse

\$900 per week

To demonstrate the income potential of short-stay accommodation compared to a traditional tenancy, the following case study is based on a comparable property in Turner, ACT. This example provides a real-world comparison between a standard long-term lease arrangement and a professionally managed short-stay model over the same period.

February was selected as the reporting month as it represents a clean calendar period consisting of exactly four weeks, making it an effective and transparent benchmark for monthly income comparison and reporting consistency.

Long-Term Tenancy Estimate (Traditional Leasing)

Based on current market expectations, the property would be likely to achieve approximately \$1,00 per week under a standard long-term tenancy arrangement.

This equates to:

- \$4,000 gross income (4-week period)
- Before agent commission and management fees - approx 10% + gst
- Before outgoings and maintenance allowances
- Fixed income with minimal flexibility to adjust to market demand

While long-term leasing provides stability, it does not allow owners to capitalise on peak demand periods or adjust pricing based on seasonal market conditions. It also means you have more parties to satisfy and **less access on short term notice.**

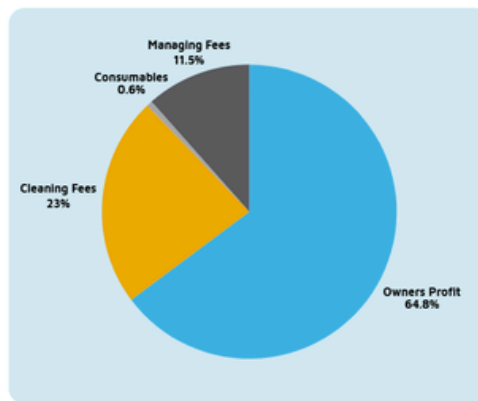
Case Study - Turner

Short Term vs. Long Term Rental



Source: Extracted from real current client future performance financial report, with real and accurate bookings.

- February 2026



Gross Income: \$7,813
Net Income: \$5,062

Occupancy Rate: 79%
Nights Book: 22 Nights

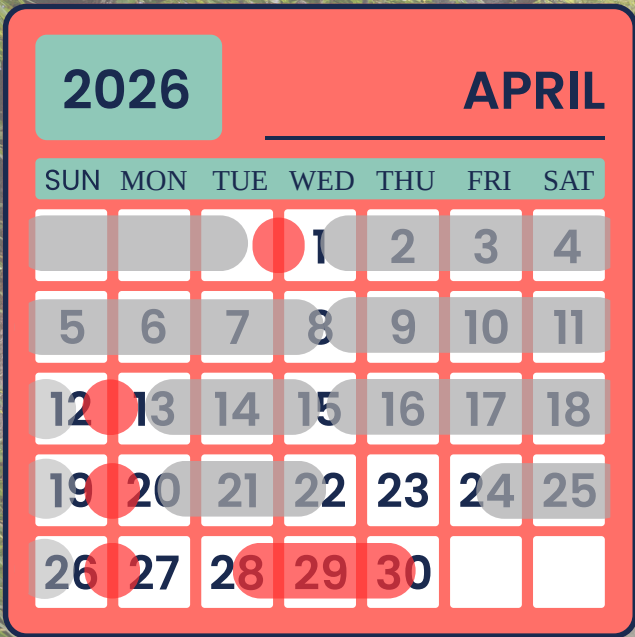
Short-Term Accommodation Performance (Short Stays Canberra)

Under the short-stay model, the same property generated a significantly higher return through professional pricing, guest management, and booking optimisation. Over the same four-week period, the property achieved approximately \$5,000 net income, after operational expenses such as consumables, management commissions and cleaning-related costs.

On top of this, the owners had 3 open homes through out the month and family members could also stay in Canberra on a as-needed basis.

This reflects:

- Strong demand within the inner-north Canberra market
- Higher revenue potential driven by nightly pricing and occupancy
- A professionally managed system that improves efficiency and guest experience
- **Control, access and flexibility**



The owner's goal was not profit, it was sales campaign property maintenance...

During certain periods of the sales campaign, the owners elected to increase the frequency of open homes and private inspections, which is reflected by the red highlighted dates within the calendar. One of the key advantages of the short-stay strategy was the ability to maintain this level of flexibility without the restrictions commonly associated with a traditional tenancy arrangement.

Operating the property as a short-stay accommodation also created opportunities to provide prospective buyers with an overnight experience in the home where appropriate. This allowed buyers to experience the property beyond a standard inspection, helping them better understand the lifestyle, functionality, and overall appeal of the residence helping them fall in love with the property.

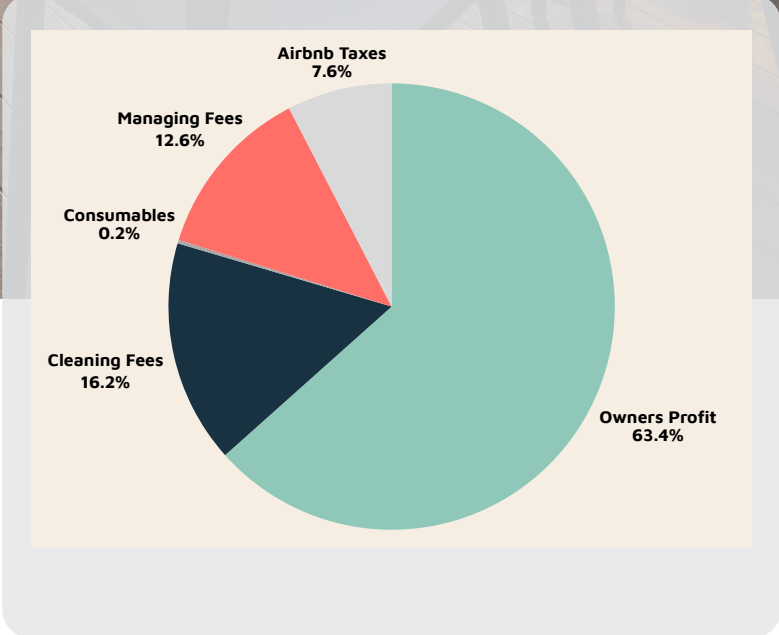
In addition, Airbnb's built-in guest verification and insurance measures provided an added layer of protection for the owners while the property remained active within the short-stay market, without compromising on security or operational oversight.

This is all achievable under self-managed airbnb's also. What isn't achievable is the ability to convey concerns and requests and switch off. The owner's never had to review cleaning standards, cleaning times, lawn maintenance, consumable restocks or screen guest history.

As an additional benefit of the strategy, the property has performed strongly within the short-stay market, delivering periods of particularly high occupancy and income. The flexibility of the model not only supported the owners throughout the sales campaign, but also allowed the property to generate meaningful returns while remaining fully furnished and available for inspections when required.

The March performance demonstrated the strength of the property’s short-stay appeal, achieving a high occupancy rate and consistent nightly returns. This assisted in offsetting holding costs and maintaining the presentation of the home without the need to secure a long-term tenancy during the campaign period.

Importantly, the strategy provided the owners with both financial support and operational flexibility at the same time – enabling them to continue pursuing the right buyer outcome while maximising the property’s earning potential in the interim.



Gross Income: \$10,034.73
Net Income: \$6,351.73

Occupancy Rate: 93.75%
Nights Booked: 30 Nights

Consumables: \$25.00
Management Costs: \$1,260

Cleaner Bookings: 9 x \$180.00
Cleaning and Laundry: \$1,620.00

April Confirmed Bookings:
 25 nights confirmed

Average Nightly Gross Rate: \$334.49
Average Nightly Net Rate: \$211.72