



## 1. Local Demand

- Are there existing short-term rentals in your area?
- Do platforms like Airbnb or Booking.com show high occupancy for your postcode? - Is your area popular with tourists, contractors, or corporate travelers?
- Tip: Use tools like AirDNA, Lighthouse, or Mashvisor to check occupancy and nightly rates.

## 2. Council Rules & Regulations

- Is your local council STR-friendly or restrictive?
- Do you need planning permission, registration, or licensing?
- Are there caps on annual nights?
- Ignoring this can lead to fines or forced delisting.

## 3. Seasonality

- Are there big seasonal dips in demand?
- Can your income still cover costs during low months?
- You're not just earning in July - you need a full-year plan.

## 4. Average Nightly Rate (ANR)

- What's the going rate for properties like yours in your area?
- Is that rate high enough to beat long-term rent?
- If your ANR x expected occupancy doesn't outperform traditional rent, it might not be worth it.

## 5. Expected Occupancy Rate

- Is the average occupancy rate above 50% in your area?
- Can you keep your property booked 15+ nights a month?
- Anything below 40% can be risky.

## 6. Guest Appeal

- Is your property close to key locations?
- Is it clean, well-lit, and secure?
- Can you offer parking, fast WiFi, or self check-in?
- If you'd feel awkward recommending it to a friend, guests will feel the same.

## 7. Initial Setup Costs

- Can you budget for furnishing, photos, smart locks, etc.?
- Are you financially prepared for a few quiet months?
- Setup can cost £2-10k depending on property size.

## 8. Management Time or Support

- Do you have time to handle guests, cleaners, issues?
- Or will you outsource it?
- Self-management takes ~10-15 hrs/week per property.

## 9. Cleaning & Maintenance Plan

- Do you have reliable STR-ready cleaners?
- Is your property easy to maintain?
- Reviews depend heavily on cleanliness.

## 10. Exit Strategy

- What will you do if STR becomes unviable?
- Could you convert to long-term let or sell profitably?
- A smart landlord always has a Plan B.

### Want a Custom Analysis?

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Get real numbers before you spend time or money.

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