

# BOHO BUFORD HOUSE CASE STUDY



HOW I BUILT A \$47,000  
A YEAR AIRBNB,  
PERFORMING IN THE  
TOP 90TH PERCENTILE

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## HI. I AM PEDRO ROSICH

CPA, AIRBNB SUPERHOST, ENTREPRENEUR, REAL ESTATE INVESTOR

Pedro Rosich has combined his expertise as a CPA and real estate investor to create a thriving portfolio of Airbnb properties.

With a background in accounting and a passion for hospitality, Pedro has developed Terminus Hospitality, specializing in maximizing revenue and guest experience. Since entering the short-term rental market, Pedro has optimized his properties for top-tier performance, achieving impressive results. Through careful management and strategic enhancements, he has elevated properties like Boho Buford House to operate in the 90th percentile of Lake Lanier rentals, generating \$47,000 annually and maintaining a 97% occupancy rate.

Pedro shares his insights on Airbnb success, offering hosts strategies to build wealth, increase revenue, and ensure guest satisfaction, all while empowering them to make their properties work as profitable investments.

*Pedro Rosich*  
PEDRO ROSICH



# THE PURCHASE

In June 2022, the Boho Buford House came onto the market, listed at \$295,000 in Buford, GA. With the area experiencing high demand and competitive bidding, properties like this one were drawing immediate interest. Pedro Rosich, an emerging Airbnb investor, acted swiftly when his realtor identified the house's potential as a profitable short-term rental. Although Pedro had never set foot in the property, his realtor sent a video tour via text message, showcasing its layout and appeal. Based on this video alone, Pedro placed a bid. Amidst the fierce competition and multiple offers, his bid of \$300,000 ultimately secured the property.

Pedro's decision to purchase Boho Buford House was undoubtedly a bold one, given the market conditions and his limited firsthand knowledge of the property. The June 2022 real estate landscape saw an unprecedented number of bidding wars as demand outpaced supply, driving up prices and encouraging quick sales. Many buyers were facing stiff competition, particularly for properties in prime locations, and it wasn't uncommon for homes to go under contract in days or even hours. This intense market, combined with Pedro's lack of prior experience with Airbnb properties, made his decision a high-risk move—especially since no formal market research had been conducted prior to the purchase.

One of the property's most attractive features was its strategic location near Interstate 85 and the Mall of Georgia, two popular points of interest in the Buford area. Proximity to these landmarks meant the Boho Buford House could appeal to a diverse range of guests, from travelers seeking convenient interstate access to shoppers and visitors drawn to the region's largest shopping destination. With this advantage and a unique bohemian-inspired design, the property quickly proved itself a promising Airbnb venture, defying the odds despite the initial risk.

# THE CHALLENGE

Pedro Rosich entered the Airbnb market with a passion for hospitality and design, viewing Boho Buford House as a chance to create an inviting guest experience. With minimal real estate experience, he believed that crafting a unique, bohemian-inspired space would attract guests. Despite skepticism from friends about buying sight unseen, Pedro trusted his vision, pushing through doubts to make the property stand out in Buford. His commitment to quality and design ultimately validated his approach, transforming Boho Buford House into a success and overcoming initial challenges.

# THE GAME PLAN

Pedro Rosich transformed Boho Buford House from a first-time Airbnb into a top-performing property by dedicating hours to learning from industry leaders. He implemented advanced property management tools like Guesty for streamlined operations, keyless smart locks for secure, flexible check-ins, and dynamic pricing software (PriceLabs) to maximize revenue. Emphasizing hospitality, Pedro introduced hotel-quality amenities—plush towels, cotton linens, and curated welcome baskets—to elevate guest experiences. Strategic design enhancements, including accent walls and an electric fireplace, added cozy charm, establishing Boho Buford House as a guest favorite and revenue powerhouse.

# THE RESULTS

Since its purchase in June 2022, Boho Buford House has achieved impressive financial results, generating \$47,336.17 in revenue in 2023 alone. Starting with minimal experience, Pedro managed to secure 103 reservations in one year, demonstrating the property's strong appeal and high occupancy rates. The property consistently performed in the 90th percentile for revenue within the Lake Lanier market, achieving an average nightly rate of \$144.22 and a revenue per reservation of \$459.57.

One of Boho Buford House's most impressive metrics is its 97% occupancy rate for available nights, a testament to Pedro's skillful management and guest-focused approach. With 261 booked nights in 2023 and an average stay length of 2.91 nights, Pedro has created a successful model that keeps guests returning. These numbers reflect not only the property's high revenue-generating potential but also its standout position within a competitive market.



# THE KEY TAKEAWAYS

- **Revenue Growth:** Increased total revenue from \$12,765.01 (Sep-Dec 2022) to \$47,336.17 in 2023.
- **Implemented property management software (Guesty)** for streamlined operations, bookings, and guest communication.
- **Increased the ADR** from \$130.75 (Sep-Dec 2022) to \$144.22 in 2023, enhancing nightly earnings by 10%.
- **Revenue Per Available Night (RevPAN):** Boosted RevPAN from \$150.17 to \$175.97, increasing profitability per available night by 17%.
- **Occupancy Rate:** Maintained a strong occupancy rate with 97% occupancy on available nights in 2023.