STR Deal & Numbers Analyzer

Jacksonville Historic Homes & Investment Properties

Run every property through this sheet before you write an offer. Fill in your best estimates, then update with real numbers once you have quotes. If the bottom line doesn't work on paper, it won't work after closing either.

1. Property & Purchase

Property address	
Purchase price	$
Down payment (%)	%
Down payment amount	$
Loan amount	$
Interest rate	%
Closing costs (3–6% of price)	$

2. One-Time Startup Costs

Repairs & renovation	$
Furnishing (whole property)	$
Smart locks / thermostat / cameras	$
Photography for listing	$
Licenses & permits (DBPR, STVR, BTR)	$
Cash reserve (3–6 months expenses)	$
TOTAL STARTUP CASH NEEDED	$

Amanda Searle
Broker Associate | Realtor®, Cowford Realty & Design

3. Projected Monthly Revenue

Average daily rate (ADR)	$ / night
Estimated occupancy rate	% (aim 60%+)
Nights booked per month (occupancy × 30)	nights
GROSS MONTHLY REVENUE (ADR × nights)	$

4. Monthly Operating Expenses

Mortgage (principal + interest)	$
Property management (if used, ~20–30%)	$
Cleaning & turnover	$
Utilities (power, water, internet)	$
Supplies & restocking	$
Landlord / STR insurance	$
Property tax (monthly share)	$
HOA dues (if applicable)	$
Airbnb/VRBO host fee (~3%)	$
Tourist development & sales tax (~13.5%, Duval Co.)	$
Maintenance reserve (5–10% of revenue)	$
TOTAL MONTHLY EXPENSES	$

5. The Bottom Line

Monthly cash flow (Revenue – Expenses)	$
Annual cash flow (× 12)	$
Annual net operating income (before mortgage)	$
Cap rate (NOI ÷ purchase price)	%
Cash-on-cash return (annual cash flow ÷ cash invested)	%

General benchmarks: a cap rate above 8% is considered strong by many investors, and a property with negative cash flow at your realistic (not best-case) occupancy number is one to walk away from or renegotiate. Run these numbers at a conservative *occupancy estimate, not the number a listing agent hands you.*