Market & Property Comparison Worksheet

Jacksonville Historic Homes & Investment Properties

Comparing two or three properties side by side is the fastest way to see past a pretty listing photo to the actual investment. Fill in one column per property and let the numbers make the case.

	Property 1	Property 2	Property 3
Address / neighborhood			
Asking price			
Zoning — STR allowed? (Y/N/verify)			
In historic overlay? (COA required?)			
HOA restrictions on rentals?			
Est. average daily rate (ADR)			
Est. occupancy rate (%)			
Est. gross monthly revenue			
Est. monthly expenses (total)			
Est. monthly cash flow			
Cap rate (%)			
Cash-on-cash return (%)			
Roof age / condition			
Flood zone (Y/N)			
Distance to downtown / walkable district			
Overall notes			

How to Use This

Pull your ADR and occupancy estimates from short-term rental data tools (like AirDNA) or from comparable active listings in the same neighborhood. Use the STR Deal & Numbers Analyzer (Worksheet 1) to calculate cash flow, cap rate, and cash-on-cash for each property, then transfer the results here so you can compare them at a glance.

A property that looks cheaper up front isn't automatically the better investment if it needs a new roof, sits outside an STR-eligible zone, or has an HOA that caps rentals. Let this sheet catch that before you're under contract.