



BUYING PROPERTY. UNDERSTANDING GUESTS.

Buy the right Airbnb property.

Research-led buying.
Guest-focused property selection.

Find, assess and secure a property with capital growth,
Airbnb income and guest appeal in mind.

Australia's only buyer's agent optimising Airbnb properties worldwide.

Years of research. Daily Airbnb optimisation.
Guest knowledge applied before you commit to a property.

How do you know what to buy if you do not know what guests want?

A growth area is only the beginning. Choosing an Airbnb also means understanding who will book, what they value, what stops them booking and which features can support stronger income.

Buy with guest demand in mind

We bring years of guest psychology research and daily optimisation work into the search. We assess layout, location, amenities and competing listings before recommending a property.

Make the big decisions early

After purchase, the location, outlook, footprint and many layout constraints are already fixed. Involving us before you buy lets us select for guest appeal from the outset.

Our advantage starts before the purchase.

We connect property research with what we learn from optimising Airbnbs worldwide, so the buying brief reflects how guests actually choose a stay.

Buyer's agent comparison.

The difference is how far the research goes: from choosing an area to selecting, setting up and optimising an Airbnb.

WTP's illustrative estimate of the market split - not verified industry statistics.



The half-filled Airbnb-data block represents limited research. Service scopes vary by provider; the diagram expresses WTP positioning, not a survey or measured research score.

Our data focus continues beyond the purchase.
Setup guidance, management and ongoing optimisation are available by agreement.

From your first brief to collecting the keys.

We manage the work and bring key decisions to you with the research, context and guidance to make an informed choice.

- 01 Define your buying brief**
Budget, funding, income goals, growth objectives, timeframe and non-negotiables.

- 02 Appoint WTP and agree the strategy**
Complete the engagement, choose a payment option and set the search criteria.

- 03 Research markets and shortlist areas**
Assess current pressure, long-term growth, Airbnb demand, costs and rental fallback.

- 04 Find and assess properties**
Search listed stock and seek off-market and pre-market opportunities through agents.

- 05 Inspect and complete pre-purchase checks**
Test Airbnb suitability and coordinate legal, finance and inspection checks before commitment.

- 06 Negotiate or bid on your behalf**
Develop offers and terms. Attend and bid at NSW auctions under your authority.

- 07 Finalise contracts and conditions**
Coordinate with your broker and legal adviser on the contract and any agreed conditions.

- 08 Settle and prepare for ownership**
Support settlement, handover and the next steps in preparing the property for guests.

Buy in a hotspot now.

Short-term pressure, long-term growth.

We look for suburbs showing growth now: high-pressure markets where buyers are active, homes are selling faster and demand is putting pressure on available supply.

WHY SHORT-TERM PRESSURE MATTERS

Buy into momentum that is already happening.

We use data and trends to find suburbs where demand is rising, homes are selling faster and prices are already moving. We want evidence of growth in recent months and continuing pressure today.

More buyers competing for fewer properties creates upward price pressure. A hotter suburb can be harder to negotiate in, but the opportunity is to benefit from its growth as an owner.

Looking for potential growth of 10-30% over the next one to two years.

This is the opportunity we look for when short-term pressure and the wider research line up. The aim is to buy while the suburb is already gaining momentum and participate in further capital growth.

WHY LONG-TERM GROWTH MATTERS

Jobs, wages, affordability and owner-occupier demand help us assess why people will keep wanting to live there after the current surge. Current pressure informs when to buy; the fundamentals support the longer-term case.

The 10-30% figure is a potential capital-growth range before selling costs and tax, not annual rent or a demonstrated likelihood. Recent growth does not establish future growth; property values can fall.

Read the trends. Understand the risk.

We connect the wider economy with suburb-level evidence, then test whether the market fits our investment criteria.

40%

INVESTOR SHARE / MAXIMUM

Seek markets with an established owner-occupier base.

2%

RENTAL VACANCY / BELOW

Test the strength of the long-term rental fallback.

WTP screening criteria. These thresholds guide selection; they do not guarantee growth or eliminate risk.

01 Market momentum

Days on market, available stock and sales evidence. We look for sustained trends, including falling selling times, rather than a single favourable month.

02 Jobs, wages and households

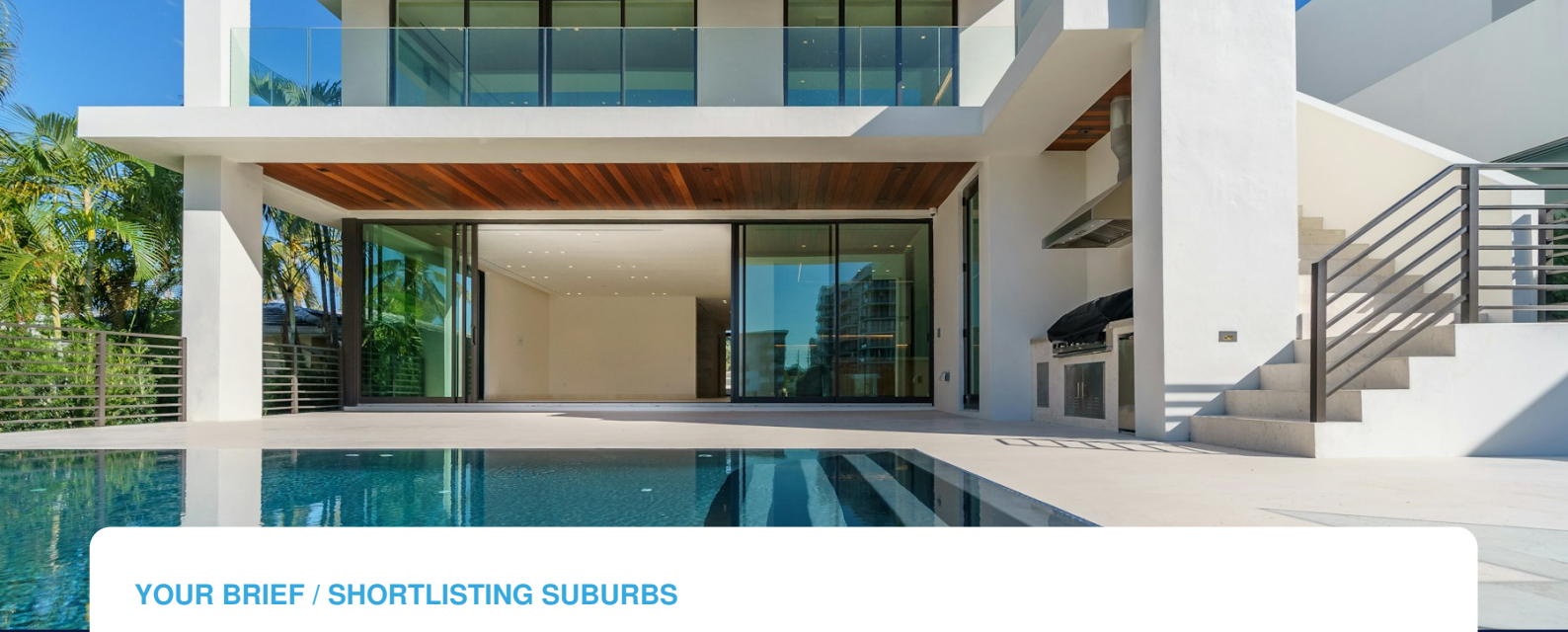
Employment opportunities and diversity, local wages, population trends and household profiles. Who lives here, who is moving in and what can they afford?

03 Housing costs and financial pressure

Rent relative to income, mortgage repayments relative to income and available mortgage-stress indicators. We assess affordability pressures using area-level evidence.

04 Macro conditions, local consequences

Interest rates, credit conditions and wider economic trends, alongside local supply, infrastructure and amenity. We test how the bigger picture affects this suburb.



YOUR BRIEF / SHORTLISTING SUBURBS

Where would you like to go on holiday?

Tell us what you want and where you want to go.

If you want to enjoy the property as a holiday home, our suggestion is to look up to four hours from where you live. Tell us whether you prefer north, south, east or west, the places you enjoy and the type of holiday you want.

It is your brief. The travel time and location are your choice.

(If you would not want to holiday there, why would your guests?)

01 You set the brief

Your budget, preferred direction, travel time, holiday preferences and investment goals.

02 We shortlist suitable suburbs

Within your brief, our data removes areas that do not meet the research criteria.

03 We test the Airbnb opportunity

Research the remaining suburbs for guest demand, competition and income potential, then rank them.

Your brief shapes our property search.

Tell us what you want to buy. We work around your priorities and keep refining the brief with you as the search progresses.

How would you like us to choose the area?

Your preferred areas

Tell us the areas you want us to search and we test their suitability.

Let the data lead

Give us your goals and budget, and let our research identify suitable areas.

A shortlist from you

Give us a range of areas and we use data to compare and rank the best fit.

What should we know about your ideal property?

Budget & buying plans

Preferred spend and absolute maximum; funds for furnishing or improvements; income goals, personal use, finance readiness and buying timeframe.

Property type & appearance

House, unit, townhouse or duplex? Tell us the style, look and condition you prefer, and whether you are open to renovations.

Rooms, layout & capacity

Bedrooms, bathrooms and living areas; guest capacity, parking, accessibility and the indoor or outdoor entertainment spaces you want.

Location & must-haves

Distance from home (we suggest up to four hours for personal holiday use); proximity to beaches, shops or other amenities; specific features and deal-breakers.

How many properties will you show us?

There is no limit.

We show you as many as needed to understand your brief and help you feel comfortable buying. Early suggestions help us learn what you like and dislike. Your feedback continually updates the brief, so the search becomes more focused as we go.

A brief that works with your budget.

If the brief exceeds what your budget can buy, we explain the trade-offs and refine it with you. Location, size, condition or features may need to change to make the search achievable.

Airbnb data research. Understand the market.

We research each shortlisted area for saturation, seasonality, guest demand and income trends, then rank the opportunities.

Saturation & competition

How many active listings compete for the same guests? Assess their quality, availability and performance to identify crowded segments and gaps.

Peak & quieter seasons

Identify peak months, school holidays, events and low-season demand. Test occupancy and achievable rates across the year, not just peak weekends.

Demand by bedroom count

Compare studios / 0-bedroom stays through to 6-bedroom properties. Match listing supply, occupancy and revenue with guest demand for each size.

New listings versus income

Track growth in active Airbnbs alongside total market revenue and revenue per listing. More listings are acceptable when guest demand and income keep pace.

Booking & revenue trends

Review occupancy, nightly rates, booking lead time and length of stay. Check whether income growth reflects stronger demand, higher rates or extra supply.

The opportunity to compete

Study what current listings offer, what guests value and what a new property would need. Allow for setup costs, operating costs and short-stay rules.

We compare like-for-like periods and property types. Listings, market datasets and revenue estimates are checked together; a blocked calendar alone does not prove a paid booking.

Airbnb data research.

Airbnb data is different from normal property data. We study when guests book, what they choose and whether demand is keeping pace with supply before selecting a property.

Seasonality

Compare peak, shoulder and low seasons, monthly occupancy and nightly rates. Check school holidays, events and how much annual income depends on a short peak.

Booking lead time

Measure how far ahead guests reserve, by season and property type. Separate when bookings are made from when guests actually stay.

Length of stay & demand

Review typical stay lengths, booked nights and forward booking pace against the same period last year. Test weekend reliance and midweek demand.

Saturation & scarcity

Compare active listings and available nights with guest demand. Look for undersupplied property types or amenities; few listings alone do not prove opportunity.

Property mix: 0-6 bedrooms

Compare studios through six-bedroom homes by listing count, occupancy, nightly rate and revenue. Identify which size and guest capacity the market supports.

Market growth vs income

Track growth in Airbnb supply alongside booked nights and revenue per comparable listing. More Airbnbs are only helpful if demand and income can keep pace.

Rates & revenue quality

Compare average daily rate, occupancy and revenue per available night together. Check annual revenue and comparable properties, rather than relying on a headline average.

Rank the markets. Then choose the property.

We combine these findings with your brief to rank areas, define the right property type and test the income opportunity against its competition.

Research framework; not a live market report. Compare like-for-like periods and available data. References: AirDNA booking lead time / AirDNA market research.

Airbnb income potential.

We assess the income opportunity alongside the purchase price, setup budget and ongoing costs of operating the property.

20-33.3% gross annual yield

On a \$1.2 million purchase: \$240,000-\$400,000 annual gross revenue.

Illustrative revenue scenarios to test with property-specific research.

Worked example: \$400,000 annual gross revenue

Gross booking revenue	\$400,000
Platform fees: 15.5% + GST = 17.05%	\$68,200
Cleaning: 60 cleans at \$1,000	\$60,000
Net revenue used for management fees	\$271,800
WTP Tier 4 + Accelerate: 6.89% effective	\$18,714
Remaining after these three costs	\$253,086

T4 calculation: \$22,650 monthly net. \$1,000 covers \$8,000; the next four \$500 bands cost \$160; the remaining \$12,650 at 3% costs \$379.50. Add \$20 Accelerate = \$1,559.50/month, or \$18,714/year including GST.

Effective rate: \$18,714 / \$271,800 = 6.89%. Total costs above: \$146,914 (36.7% of gross).

Planning allowance: 40-45% operating costs

At \$400,000 gross, this allowance leaves \$220,000-\$240,000 before finance and tax. The three costs above use 36.7%; allow for the remaining operating expenses in the full property budget.

All amounts AUD. Assumes even monthly revenue, T4 for 12 months, Accelerate included and no introductory offer. The \$253,086 balance excludes other operating expenses, finance and tax. Setup and buying costs require extra capital. Gross yield uses purchase price only; income is not guaranteed. WTP fee calculator.

Finding and buying your Airbnb.

You receive a structured search, evidence behind recommendations and support through the decisions that matter.

Off-market opportunities

Alongside listed stock, we seek off-market opportunities, including properties shared only with buyers agents through agent networks. Availability is not guaranteed.

Assess value and suitability

Compare sales evidence, property condition, location, layout and Airbnb suitability. Consider setup costs, rental fallback and factors affecting resale.

Inspect and coordinate checks

Arrange the inspection pathway, including in-person property inspections in NSW where applicable. Coordinate building and pest checks with appropriate specialists.

Negotiate on your behalf

Prepare an offer strategy, communicate with the selling agent and negotiate price and terms within your instructions.

Attend and bid at NSW auctions

We can attend auctions and bid for you in New South Wales, with your authority and an agreed bidding limit.

Support contracts and settlement

Keep the buying process coordinated with your broker, solicitor or conveyancer and other advisers through conditions, settlement and handover.

You approve the property and buying limits. Specialist legal, lending and inspection advice remains with the relevant qualified providers.

A clear service. A supported buying decision.

Your engagement brings together the research, sourcing, assessment and representation needed to buy with a defined strategy.

Buying & representation

- Dedicated buyer's agent
- Property search and assessment
- Unlimited property reviews and negotiations within the agreed engagement
- Off-market and pre-market enquiries
- NSW auction attendance and bidding under your authority

Research & guidance

- Area and investment property research
- Airbnb demand and property data
- Strategy session / 20-year plan
- Research education session
- Complimentary Airbnb course access
- Guest-focused setup guidance

You do not have to do the research yourself.

We do the work, explain the findings and bring the key choices to you. The signed agreement confirms scope, location arrangements and third-party costs.



**Designed
around
the guests.
Planned before
the spending.**

FURNISHING AND SETUP

Airbnb design guidance.

**Your taste. Your designer.
Our guest-focused input.**

We are not interior designers.

You can furnish the property yourself or appoint an interior designer. While you are our client, you can draw on our guest psychology research and practical setup experience to guide the choices.

Plan for real guest use

We help assess flow, seating, dining, bedding, furniture, fabrics and materials for guest appeal, comfort, durability and cleaning.

Bring your designer into the process

Your designer can work directly with us. Together, we can align their design with the target guests, the property's function and the Airbnb strategy.

Review choices before committing

Personal taste and a designer's preferred style may differ from what guests value. Seek our input before committing to a layout, furnishing or major spend.

Avoid preventable setup mistakes.

Choices made without our review can increase the risk of costly rework, weaker guest appeal and lost booking income. We cannot promise better results from a setup we have not reviewed.

Management fees. Compare the three models.

The fee basis matters. Compare two traditional 20% plus GST commissions with the actual T4 calculation for this example.

Annual example / AUD	Traditional 20% + GST gross	Traditional 20% + GST net	WTP Tier 4 Including GST
Gross booking revenue	\$280,000	\$280,000	\$280,000
Platform allowance: 17.05%	\$47,740	\$47,740	\$47,740
Cleaning: 60 cleans at \$750	\$45,000	\$45,000	\$45,000
Net after platform + cleaning	\$187,260	\$187,260	\$187,260
Revenue used to calculate the fee	\$280,000	\$187,260	\$187,260
Annual fee incl. GST	\$61,600	\$41,197.20	\$16,177.80
Effective management rate on net	32.90%	22.00%	8.64%
Remaining after management	\$125,660	\$146,062.80	\$171,082.20

This property falls into Tier 4 in this example.

At \$187,260 net per year, the monthly average is \$15,605.00. T4 covers the first \$8,000 for \$1,000, then charges only the extra revenue through declining bands.

First \$8,000 net / T4 base	\$1,000.00
Next \$500 at 11% / next \$500 at 9%	\$55.00 + \$45.00
Next \$500 at 7% / next \$500 at 5%	\$35.00 + \$25.00
Remaining \$5,605.00 at 3%	\$168.15
Management \$1,328.15 + Accelerate \$20	\$1,348.15 / month

\$1,348.15 x 12 = \$16,177.80 / \$187,260 net = 8.64% effective rate.

Assumes one property, even monthly revenue, T4 for 12 months and optional Accelerate included. No introductory offer. Actual monthly results vary. Balances exclude other operating costs, finance and tax. Fee bands: WTP management calculator.

Clear fees. Flexible payment options.

Plan for your buying service alongside the property purchase, furnishing and setup costs.

\$18,000

For purchases up to \$1.8 million

Above \$1.8 million: add 1% of the amount above that threshold.

Your retainer and remaining balance

\$5,000 retainer

Paid upfront. Refundable under any circumstances.

Balance on unconditional

The remaining fee is payable when your purchase becomes unconditional. For an \$18,000 fee, the balance is \$13,000.

Choose how you would like to pay

Pay in full upfront

Pay the full agreed fee upfront if that suits you.

Retainer + balance

Pay the \$5,000 retainer upfront and the remaining fee on unconditional.

Payment plan

Arrange an instalment schedule. Make extra payments or pay it off at any time.

Your retainer forms part of the total fee.

It is not an additional charge. Your payment schedule is agreed before you start.

Fee examples: \$1.8m purchase = \$18,000; \$2m = \$20,000; \$2.5m = \$25,000. GST treatment and any payment-plan charges are confirmed in your agreement.



YOUR NEXT AIRBNB PROPERTY

Buy with a clear plan. Choose with confidence.

Let's discuss what you want to buy.

Bring your budget, funding position, preferred locations and income goals. We will help define the brief and explain how our research, property search and buying support fit your plans.

Book a 15-minute call

0434 211 016

info@wealth-through-property.com.au

Can you help interstate?

Yes. We can agree a targeted or broader Australian search. In-person auction attendance is offered in NSW.

How long can buying take?

A search may take one to three months. Timing depends on your brief, available properties and competition.

Buy on evidence. Understand the assumptions.

Revenue, occupancy and capital growth are not guaranteed. All income examples are illustrative and require property-specific research. Confirm legal, planning, tax and lending matters with your qualified advisers. Exact service inclusions and payment terms are set out in your agreement.

[Service details](#) / [Fees & agreement](#) / [Airbnb fee reference](#) / [Photography: Unsplash](#)