

SHOWPLACE CASE STUDY

Professional Design Increases
Monthly Revenue



OVERVIEW

Showplace answers the ultimate question that short and mid-term rental investors have when deciding if they should work with a professional interior designer:

“Is professional design worth the investment?”

APPROACH

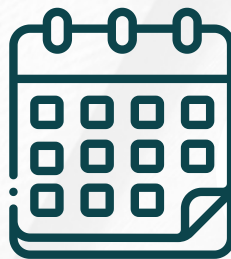
We reached out to our customers and gathered the following information:



Market Averages
From AirDNA



Average
Nightly Rate



Average
Occupancy Rate



Compared To
Market Averages

THE RESULTS

We surveyed Showplace customers to find out the impact design services had on their rental properties.

OCCUPANCY RATE

↑ 30%

Showplace surveyed customers had 30% higher occupancy on average than their competitors.

YEARLY REVENUE

↑ 32%

Showplace surveyed customers earn 32% more on yearly revenue than their competitors.

ADR

↑ 3%

Showplace surveyed customers charged 3% more on average than their competitors.

ADRs are determined by owners and typically align with market rates.



“We felt we made the right decision in using Showplace to set us up for success!”

MATT
Pittsburgh, PA

EXAMPLE RESULT

PROJECT DETAILS



Kathleen, GA



1920 sq ft
3 Bed/2.5 Baths
11 Guests



\$2,400
Design Fee



DATA COMPARISON

	Nightly Rate	Occupancy Rate	Est Yearly Revenue
Kathleen Market Avg	\$232	58%	\$49,114
Kathleen Property	\$238	77%	\$66,889
Difference	2.55%	28.15%	30.65%

PROFESSIONAL DESIGN ROI

By investing \$2,400 in professional design, this Showplace customer earned an additional \$17,775 per year compared to not using professional design.

CONCLUSION

It's time to focus on enhancing your property! While increasing your nightly rate depends on market factors, professional design can significantly boost your occupancy rate and, in turn, your yearly revenue. Customers seek homes with the best amenities and design to get the most value for their money.

THE PROOF

Backed by data on short-term rentals, our expert design team creates spaces that resonate with guests, boosting bookings and exceeding expectations.

