


FOR CALGARY SHORT-TERM RENTAL OWNERS AND INVESTORS

# The old Airbnb operating model is breaking. We built a better way.

You carry the mortgage, the expenses and the risk. Strong bookings mean little if platform fees, management and markups take the margin first.

### THE PROBLEM

Airbnb now takes a standard 15.5% from the host. A management percentage may not show the full cost. Owners can book well and still keep too little.

### WHAT WE DO

We assess, set up and launch your Calgary rental, manage the first 30 days, then hand over to you and a local team under a direct agreement.

### WHY YOU KEEP MORE

No ongoing Ross Stays management cut. We help negotiate transparent local terms. One illustration leaves the owner $23,000 more a year in management savings (page 5).

**Start with a property assessment.**
Free planning call. Paid work only under a signed scope.

Request an assessment

WHY THE OLD MODEL NEEDS A SECOND LOOK

# Strong bookings. Thin margins.

Revenue is what guests pay. Your return is what is left after everyone is paid.

## 15.5%

**Airbnb's standard single host fee**

It replaces the split model: about 3% from the host plus a separate guest service fee. The guest fee is gone, and the full 15.5% comes out of the payout, cleaning fee included.

Standard for hosts outside Europe from 15 Sep 2026. Source: **Airbnb** , updated 24 Aug 2026.

## 6,089

**Active Calgary STR listings**

September 2026: available or booked in the prior 12 months. This is total active supply, not a count of newly added listings.

Source: AirDNA public supply page, updated 20 Oct 2026.

## -3.65%

**Change in Calgary one-bedroom asking rent**

October 2026 vs a year earlier. Unfurnished average: $1,453. Furnished units fell 7.56%.

Source: **liv.rent** , 6 Oct 2026.

## Why it matters

Long-term renting needs current assumptions too. Short-term rentals compete on guest value and operating execution. Every extra charge reduces what is left for the owner.

## What a management rate may not show

- Cleaning billed above what the cleaner is paid
- Coordination charges on maintenance and repairs
- Upsell revenue, such as early check-in, kept in full
- Setup or onboarding charges
- Exit or termination costs

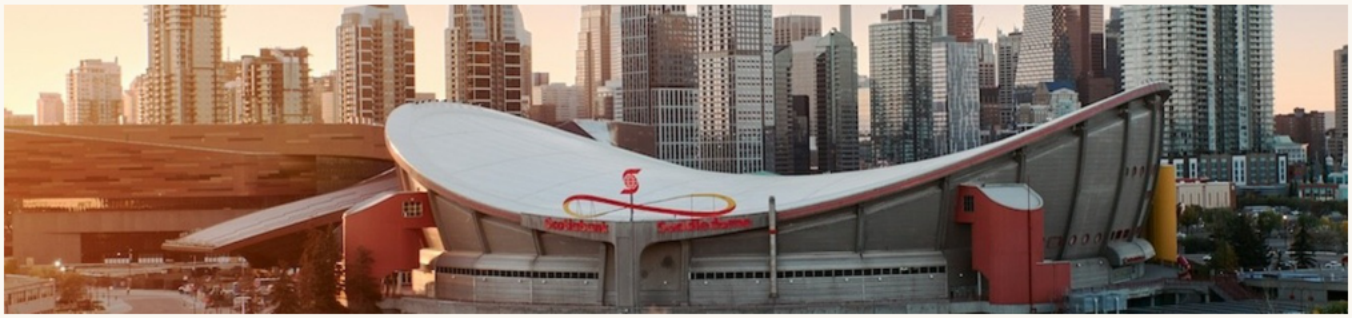
These vary by contract, and many managers charge none of them. Fees taken on different bases cannot simply be added together. Read the contract, then compare what you keep.

> **The question is not what it books. It is what you keep.**

THE CITY BEHIND THE OPPORTUNITY

# Calgary is attracting more reasons to stay.

Record visitor spending, a growing city and major event infrastructure create a meaningful backdrop for well-prepared properties.



Calgary skyline: Patrik Jensen / Unsplash, via Calgary Guardian. Supplied Tuxedo materials.

**10.5M**

**visitors in 2025 [1]**

**$3.3B**

**2025 visitor spending [1]**

**+7%**

**Q1 2026 spending YoY [1]**

## + 48,900 residents

City estimate, April 2024 to April 2025, up 3.2%. Population: 1,558,700. [2]

## 19.4M passenger journeys

YYC in 2025, above 1 8.9M in 2024. Includes residents and connections, not unique tourists. [3]

## Investment in the visitor economy

BMO Centre: $500M expansion already open. Scotia Place: under construction, targeting fall 2027. CMLC also reports Truman's programme of over $2.5B across six hotel projects, with more than 1,200 rooms planned. Projects are at different stages. [4, 5]

**Our response : choose the right guest, property, design and operating cost structure. City growth supports the market story, not a promise of bookings. New hotels also add competing supply.**

[1] Tourism Calgary, June 4, 2026

[2] City population outlook, Spring 2026

[3] YYC, February 5, 2026

[4] CMLC: BMO Centre and hotel programme

[5] City: Scotia Place target, checked Oct 20, 2026

HOW PORTFOLIO BUILDER WORKS

# We build the business. Then we hand you the keys.

Ross Stays quarterbacks every step to launch. Then you take full control.

**1 Assess and underwrite**
We review the property, your goals and the numbers first.

**2 Acquire, where included**
We coordinate the search with your licensed professionals.

**3 Furnish, set up and launch**
Furnishing, setup, systems and launch for your package.

**4 Manage the first 30 days**
Complimentary with launch packages. We run every detail.

**5 Hand over**
You take control. Team support continues through day 90.



**After day 30, Ross Stays does not manage your property.**

Self-manage, or contract directly with the local operator responsible for ongoing management.

## In Calgary, a local team that does the work itself

We trained a local team that handles guest communication and runs its own cleaning operation. Minor maintenance and hot tub cleaning, balancing and drains are in-house. They know the properties and do the work directly.

Depending on property and agreed scope:

- Lower ongoing management costs
- Cleaning and maintenance at true cost
- No hidden markups or kept upsells
- Direct local accountability
- Negotiated preferred rates

Your ongoing management contract is directly with the local operator. We currently take no commission on negotiated discounts. The agreed operator scope defines responsibilities, services and charges.

A CALGARY MANAGEMENT COMPARISON

# $23,000 a year that stays with the owner.

Same bookings. Same cleaning bill. A different management arrangement.

| Annual, CAD | Illustrative 25% manager | Existing Calgary local team |
|---|---|---|
| Gross booking revenue | ~ $200,000 | ~ $200,000 |
| Payout after platform fees<br>Rounded scenario input | ~ $165,000 | ~ $165,000 |
| Cleaning costs | -$25,000 | -$25,000 |
| Management fee base<br>Payout less cleaning | $140,000 | $140,000 |
| Management cost | $35,000 | $12,000 |

**$23,000**
less in management cost each year

**~ $1,917**
per month, on average

**66%**
lower management cost

### What that money can do

$23,000 is roughly five months of payments on a $4,500 monthly mortgage. It can build reserves, absorb a slow season or go toward the next property.

### No revenue assumption needed

The bookings are identical in both columns. The difference comes from what the operation costs, not from a forecast that the property will earn more.

### How to read this example

Illustrative management-cost comparison only. Savings vary by property, market, operator, scope and fee base. The $12,000 Calgary arrangement is not a quote. Setup and other operating costs are separate. The $165,000 payout is rounded, not exactly $200,000 less 15.5%. The 25% rate is illustrative.

THE FIVE-YEAR VIEW / CAD

# Lower costs keep working. Year after year.

The page 5 Calgary example leaves $23,000 more with the owner each year in management costs alone. If that difference held for five years:

| At year-end | Cumulative management-cost savings |
|---|---|
| Year 1 | **$23,000** |
| Year 2 | **$46,000** |
| Year 3 | **$69,000** |
| Year 5 | **$115,000** |

**$115,000**

**Assumed five-year cost difference. Before your one-time service fee.**

### No ongoing Ross Stays fee or management cut.

Your operator and property costs remain. Subtract your quoted CAD service fee and any incremental costs to assess the net benefit. We calculate your own cost comparison before paid work starts.

## The other ownership levers

Cash flow: money left after operating costs and debt payments. Management savings already improve this line. Mortgage principal repaid can build equity, but is not spendable cash. Appreciation can add value, or reverse. Taxes and selling costs affect what you retain.

Illustration, not a forecast or investment return. Assumes the same $23,000 annual difference for five years. Savings vary by property, scope, operator and fee base. Excludes the service fee, other incremental costs, tax, inflation and discounting. No guaranteed revenue, savings or appreciation.

THE BUDGET BEYOND THE SERVICE FEE

# A launch budget that covers the details.

Our launch standard combines durable furnishings, considered design, professional photos, guest-relevant amenities and reliable operations. We budget the full setup first.

## Furnishing planning benchmark / CAD

**$10-$20** per square foot

A starting allowance for furnishing the property. Your final budget depends on size, guest capacity, finish and agreed scope. Design, delivery, installation, photography, amenities and tax are confirmed in your quote.

| | |
|---|---|
| **Furnish and equip** | Beds, mattresses, seating, dining, lighting, window coverings, decor, linens, kitchenware, safety items and starter supplies. |
| **Design and install** | Full Turnkey includes agreed design and furnishing coordination. Furniture, freight, assembly, labour, taxes and vendor invoices remain separate. Avoid counting coordination twice. |
| **Photograph and present** | Professional listing photography is part of our launch standard. A Calgary supplier advertises basic rental HDR from CAD $120 + GST, and full media from $599 + GST, up to 2,000 sq ft. Editorial work is quoted separately. |
| **Select amenities and operations** | Choose amenities for the target guest and comparable properties. Hot tubs, electrical work, permits and ongoing care need separate quotes. Plan reliable cleaning, pricing and guest service, whether self-managed or operated locally. |

Property-specific budget confirmed by quote.

Airbnb guidance: amenities and professional photos

Photography: Corsion Studio

REAL WORK, TRACEABLE NUMBERS

# Built by an operator. Proven on a real property.



## Braydon Ross, founder

Known online as Mrairbnb

Nearly 10 years operating short-term rentals, from Calgary homes to larger hospitality projects. Portfolio Builder packages what that work taught him: what to check before you buy, how to set a property up to earn, and which local people to trust with it.



TUXEDO PARK, CALGARY

## One house. Three ways to book.

The full home, the upper suite or the lower suite, with design, hot tub, pricing and local operations working together.

**$182,654.63**

Gross booking earnings

**$159,958.59**

Platform payout, before property costs and financing

Reporting period: July 2025 to mid-July 2026. More than 12 months, including two Calgary Stampedes. Not a standard annual result. CAD, company-reported across Airbnb, Vrbo and direct bookings, not independently audited. Payout is before property costs and financing. Past results do not predict future performance.

**“Very professional approach, clear communication, and all deliverables were exactly as promised.”**

Dmitri B., Tuxedo Park owner

Read the case studies

THE COSTS AND HOW WE ADDRESS THEM

# The costs behind the headline rate.

Owners can lose money in places the management percentage never shows. We help put the full arrangement in writing.

| WHERE MONEY CAN GO | HOW OUR MODEL HELPS |
| --- | --- |
| **Cleaning markups**<br>The guest pays more than the cleaner receives. | Agree the actual cleaning cost and disclose any markup before signing. |
| **Maintenance extras**<br>Repairs can carry markups or coordination charges. | Agree what is included and how additional work is priced. |
| **Retained upsells**<br>Early check-in and late checkout revenue may stay with the manager. | Specify who receives each upsell and any service cost. |
| **Setup and furnishing**<br>Purchasing, labour and onboarding charges can stack up. | Separate our agreed service fee from furniture, labour and third-party bills. |
| **Fee bases and extras**<br>Gross bookings, cleaning revenue, software and admin can change the bill. | Negotiate a discounted rate with a defined fee base and an explicit list of extras. |
| **Exit and account control**<br>Leaving can mean termination costs or rebuilding accounts and systems. | Agree exit terms. You retain your title, accounts and payouts. |

## Your agreement. Your savings.

You sign directly with the operator responsible for ongoing management. We negotiate transparent terms and pass negotiated discounts to you without commission. Any placement fees are agreed separately. Multiple properties may also support better operator rates, quoted separately.

CHOOSE THE SCOPE THAT FITS

# One agreed service fee. Clear costs from the start.

Exclusive Canadian rates, quoted in CAD. The USD package fees below are reference prices, not your Canadian quote. We confirm your CAD fee, applicable tax, scope and payment terms in writing.

| Service | Buying | Already own |
|---|---|---|
| Full Turnkey | $25,000 | $20,000 |
| Pay upfront, save 10% | $22,500 | $18,000 |
| Acquire & Launch | $15,000 | $10,000 |
| Pay upfront, save 10% | $13,500 | $9,000 |
| Optimize, existing rental | $5,000 for one listing, plus $1,500 per extra listing | |

**Full Turnkey**

Assessment, buyer search where included, underwriting, professional and licensing coordination, design and furnishing coordination, vendor staging, photography coordination, systems, a complimentary Mrairbnb launch post, 30-day managed launch and team group-chat support through day 90.

**Acquire & Launch**

For owners: Set Up & Launch. Acquisition where included, underwriting, licensing coordination, systems, launch and handover. You arrange design and furnishing to our standards. Includes 30-day management and team support through day 90.

**Optimize**

Listing, pricing and channel relaunch, operations and guest-experience audit, plus 90 days of support. No sourcing, licensing or managed launch. No upfront discount.

## A tailored fee for more than one home.

Shared design, purchasing and setup may lower your combined fee. Smaller properties may qualify too, while complex work may cost more. We confirm a fixed fee and scope first. Custom quotes specify savings and payment terms. Discounts do not automatically combine.

Service fees exclude purchase, furniture, labour, photography and other vendor bills, licensing costs, software and ongoing operations where applicable. No automatic booking-revenue fee credit. Launch-post format and timing are agreed. Exposure does not guarantee bookings. Signed terms govern scope, changes and refunds.

WHY NOW

# Every month on old numbers has a cost.

### The bill keeps running

An unexamined operation keeps charging. In the page 5 illustration, the management difference averages about $1,917 a month.

### Preparation takes time

Assessment, furnishing, licensing and photography finish before the first guest arrives. A strong season starts months before it.

### Capacity is real

We take up to three new launch clients a month so the team can deliver. Readiness and operator capacity set your launch date.

## Selective, on purpose.

We accept properties and clients selectively. The goals, standards, budget and economics must work for both you and our operating team.

The planning call is free. Paid work starts only under a signed scope. We do not guarantee revenue or investment returns.

**1**

### Send the details

Property details, photos, tenant status, budget, timeline and goals.

**2**

### We review fit and numbers

We check whether the property and the plan work, and what is missing.

**3**

### One focused call

Agree the scope and pricing in writing before anything is paid.

### Payment and onboarding

Free call, with no card or deposit. Financing pre-approval before paid onboarding where required. Standard USD buyer milestones: Full Turnkey $5K signing / $5K closing / $10K launch / $5K after 30 days; Acquire & Launch $5K signing / $5K launch / $5K after 30 days. Canadian CAD pricing and all owner milestones are agreed separately in writing.

### Request your property assessment

rosstays.com/str

After handover, property costs, licensing, claims and daily duties remain with you or your operator. No guaranteed income or returns. Capital is at risk. Ross Stays is independent of booking platforms and provides no brokerage, lending, legal, tax or investment advice.