



MadeComfy

**Property profile and
market opportunity for**

49/50-58 Roslyn Gardens, Rushcutters Bay, NSW 2011 |

McGrath

Welcome to MadeComfy!

Thank you for considering MadeComfy as your partner in unlocking the full potential of your property in the short-term rental market. We are dedicated to maximising your returns, maintaining your property to the highest standards, and ensuring you remain in control with the transparency and confidence you deserve when entrusting us with one of your most valuable assets.

Global Recognised Leader

As a globally recognised leader in short-term rental management, our commitment is underpinned by our core values: Trust, Empowerment, Agility, and 'Wow'. With over a decade of expertise, MadeComfy is surrounded and supported by a team of industry pioneers, including Georg Chmiel, former CFO of REA Group and ex-CEO of LJ Hooker; Cliff Rosenberg, former Managing Director of LinkedIn Australia; and our Chairman, Simon Lehmann, the global thought leader in the STR sector.

>\$20m in growth investment

Our significant industry investment, over \$20 million from leading investors like Investec, has enabled MadeComfy to build cutting-edge technology designed to maximise your property potential through intelligent pricing (we collected and deciphered over 80 million data points), tailored marketing and efficient facilitation of professional trades, while providing you with all important information in real-time via our smart property owner dashboard.

Largest Corporate STR Travel Network

Offering one of Australia's most diverse portfolios of professionally managed short-term rentals enabled MadeComfy to create the nation's largest corporate STR booking network, generating over \$10 million annually in corporate bookings, including national insurances, relocation agencies, corporate housing, hospitals and government agencies. Our partnerships with top real estate agencies such as Harcourts, LJ Hooker, Raine & Horne, McGrath, and Ray White, coupled with our innovative technology and enhanced guest experiences, ensure your property is managed with utmost care.

We look forward to the possibility of collaborating with you and turning your property investment into our next success story.

Kind regards,

Sabrina Schwaighofer

MadeComfy's Short-term Rental **Solution**

Property Buying **made** Smart

- Simplify Your Investment Journey
- Accelerate Your Property Search
- Mitigate Investment Risks

Property Setup **made** Easy

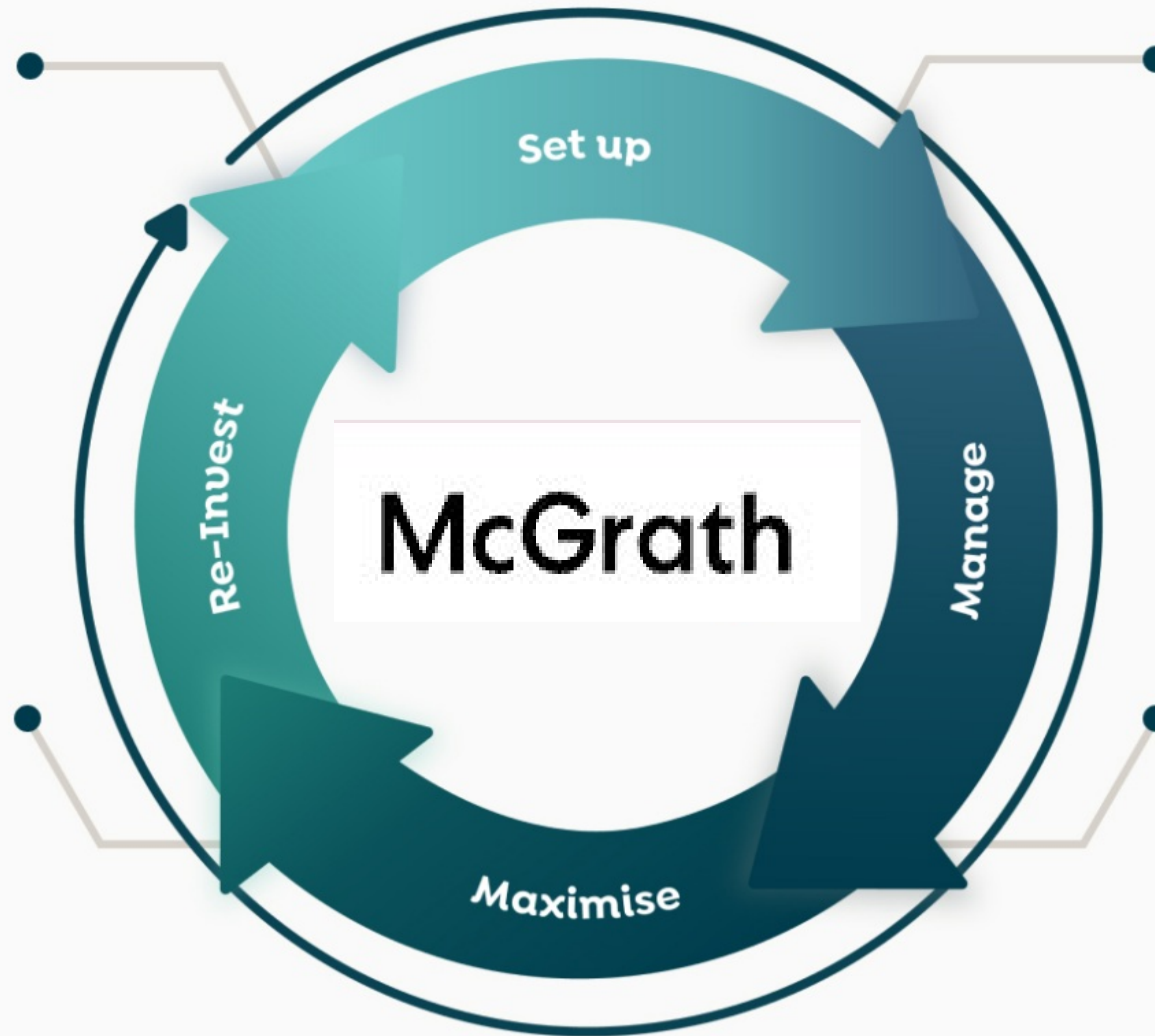
- Streamline Your Property Setup
- Save on Quality Furnishings
- Maximise Your Property's Appeal
- Secure and Recover Your Investment

Properties **made** Profitable

- Maximise Your Returns
- Reduce Cashflow Uncertainty
- Enjoy Exclusive Member Perks

STR Management **made** Professional

- Managing STR Efficiently
- Access Expert Care and Oversight
- Expect Control and Transparency
- Mitigate STR-Related Risks



Properties **made** Profitable

Your property profile and positioning in the market



Your property

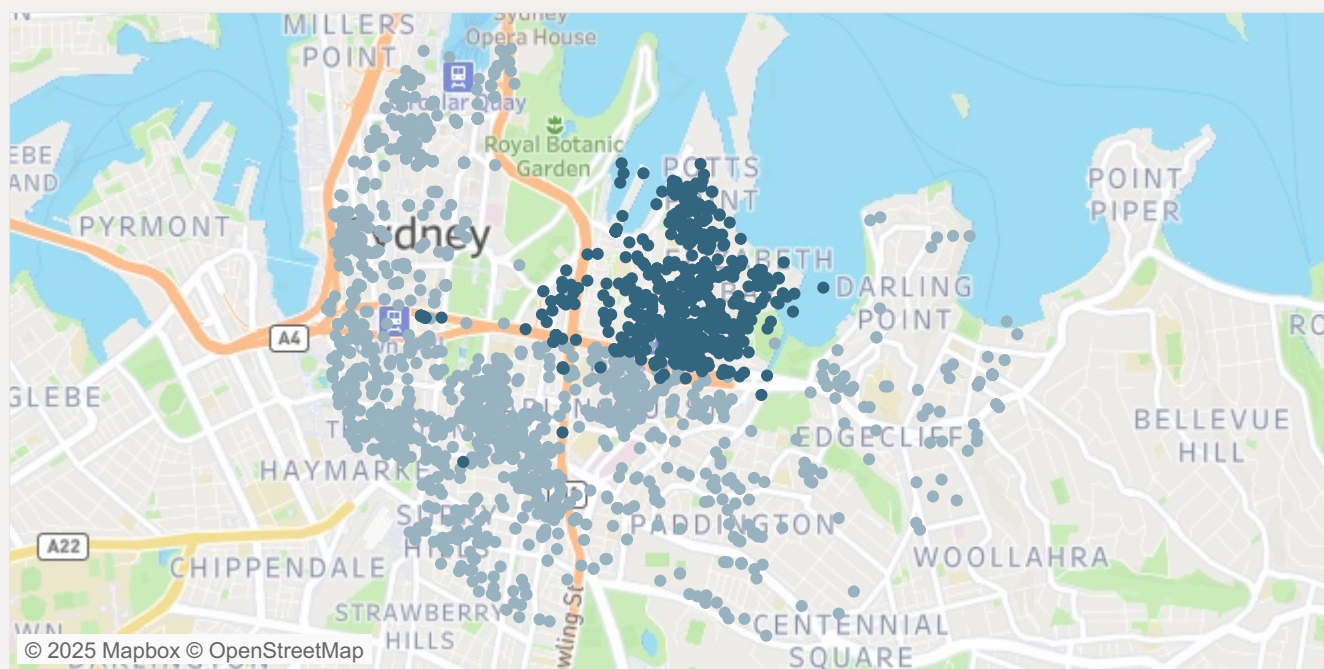
📍 49/50-58 Roslyn Gardens, Rushcutters Bay, NSW 2011

🛏️ 1 Bedroom(s) 🚿 1 Bathroom(s) 🚗 Yes

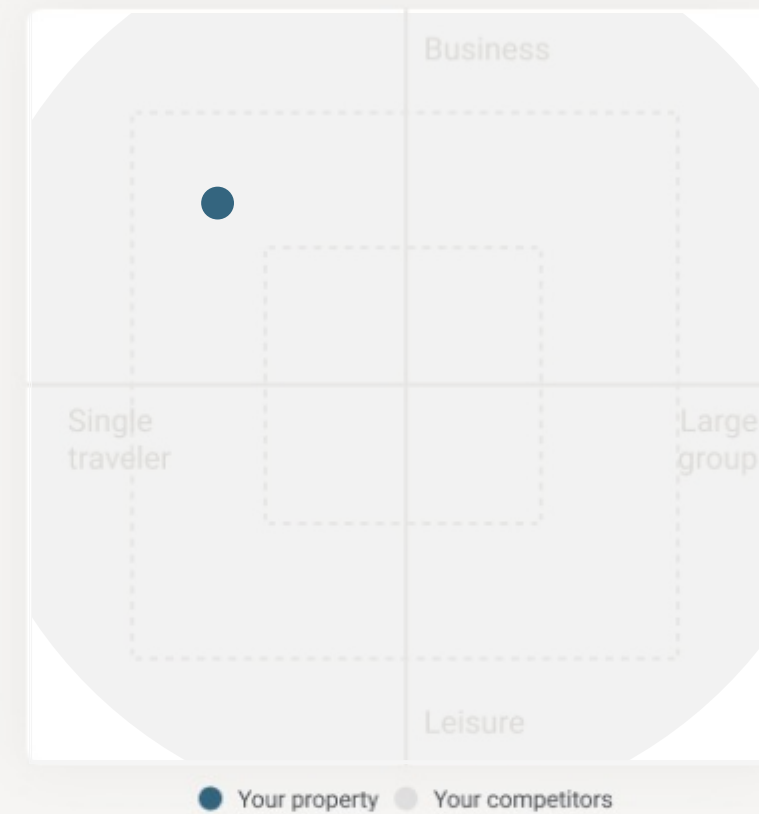
🏠 Apartment 💰 \$575 per week

📍 200 Comparable properties analysed in this report

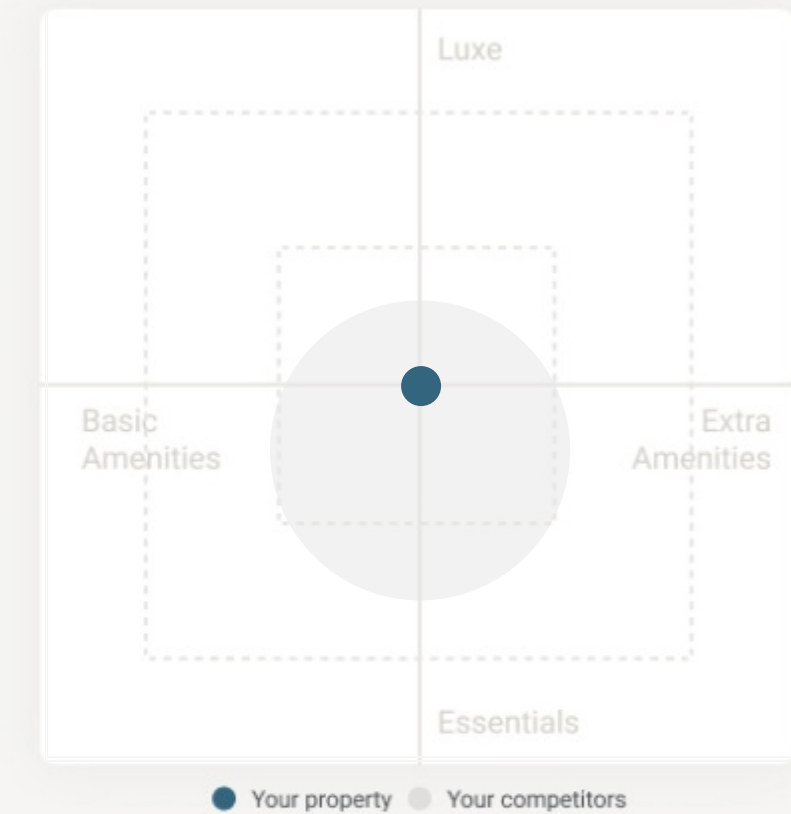
Your Competition on Airbnb, Booking.com...



Your guest target



Your positioning



MadeComfy's data

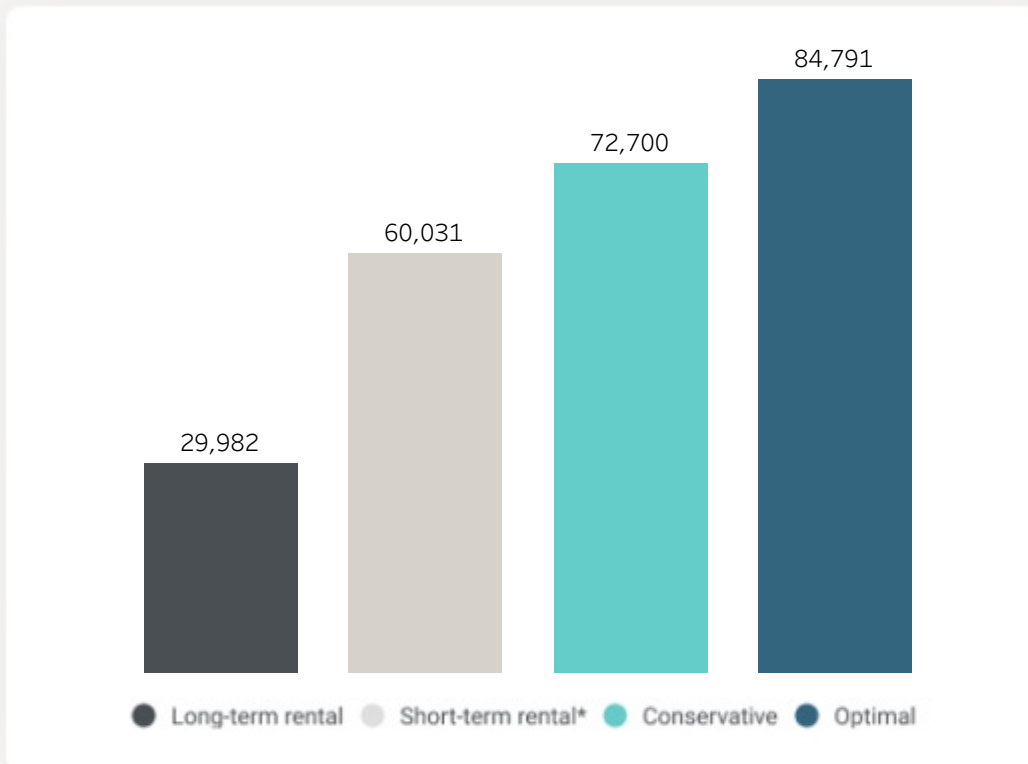
At MadeComfy, we leverage cutting-edge analytics, extensive market data and almost 10 years of expertise to ensure that the appraisal of your property is as accurate as possible. Our approach involves analysing over 80 million data points, allowing us to accurately understand the competitive landscape of the location your property is situated in. This depth of insight enables us to understand your property's guest target and strategically position it in the market, optimising it for maximum visibility and revenue. Trusting our data-driven methodologies, in the last 12 months, more than 90% of MadeComfy property owners have reached or over-achieved their revenue expectations.

Properties **made** Profitable

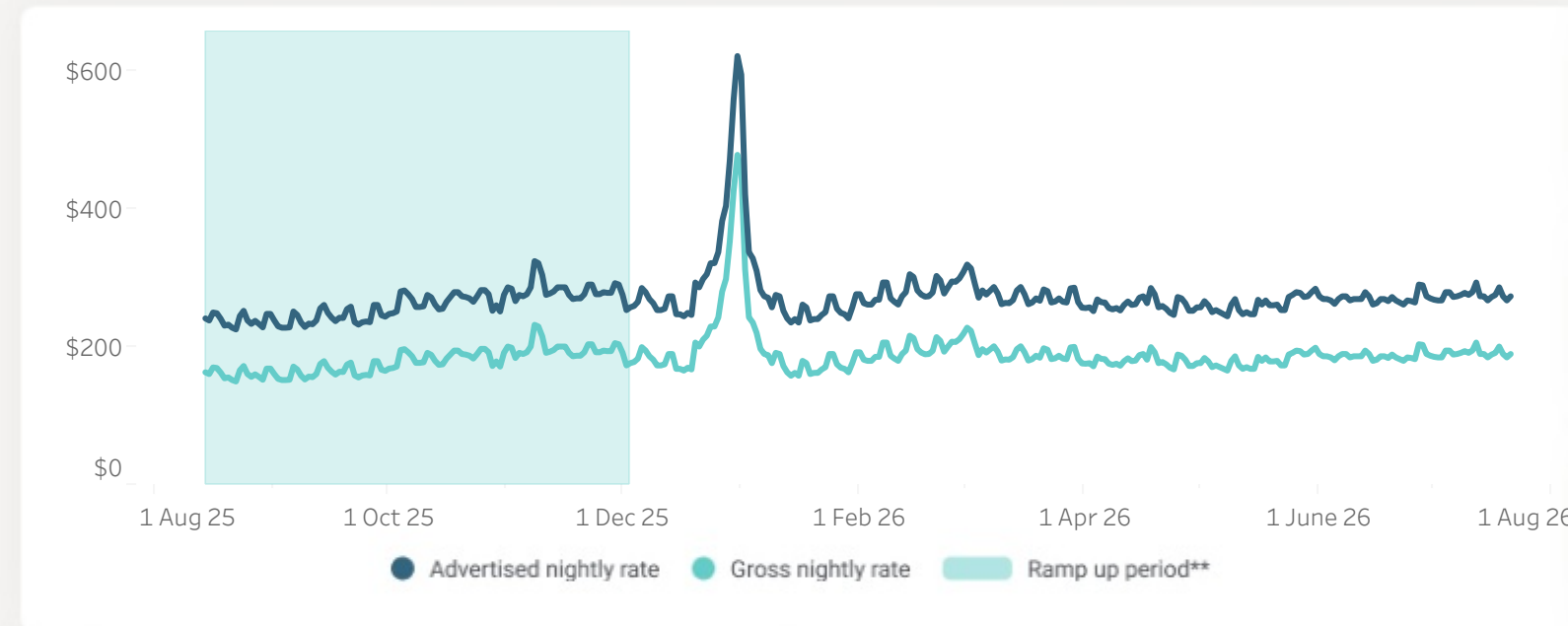
Your MadeComfy revenue analysis



Annual booking value

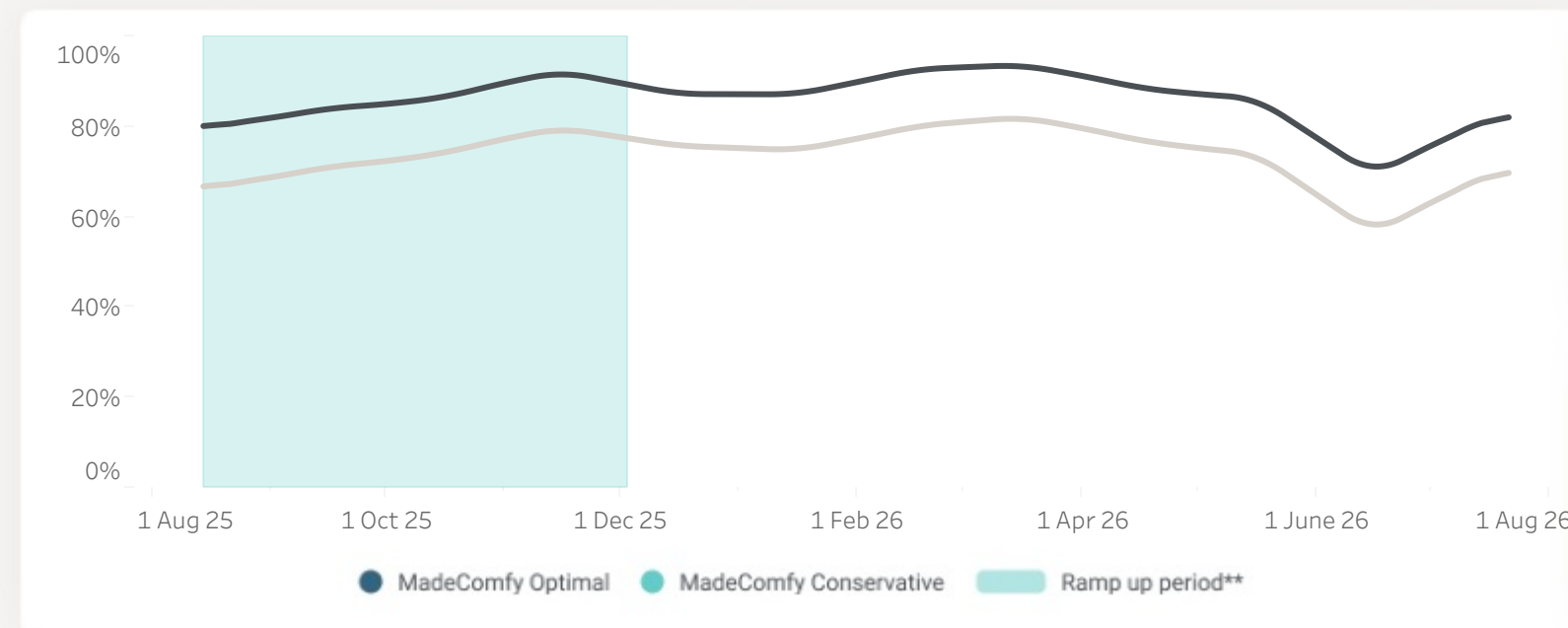


Nightly rate forecast



High season <small>(highest month average)</small>	\$290
Shoulder season <small>(average month average)</small>	\$266
Low season <small>(lowest month average)</small>	\$237

Occupancy



MadeComfy Optimal	87%
MadeComfy Conservative	74%

What is **Smart Pricing**?

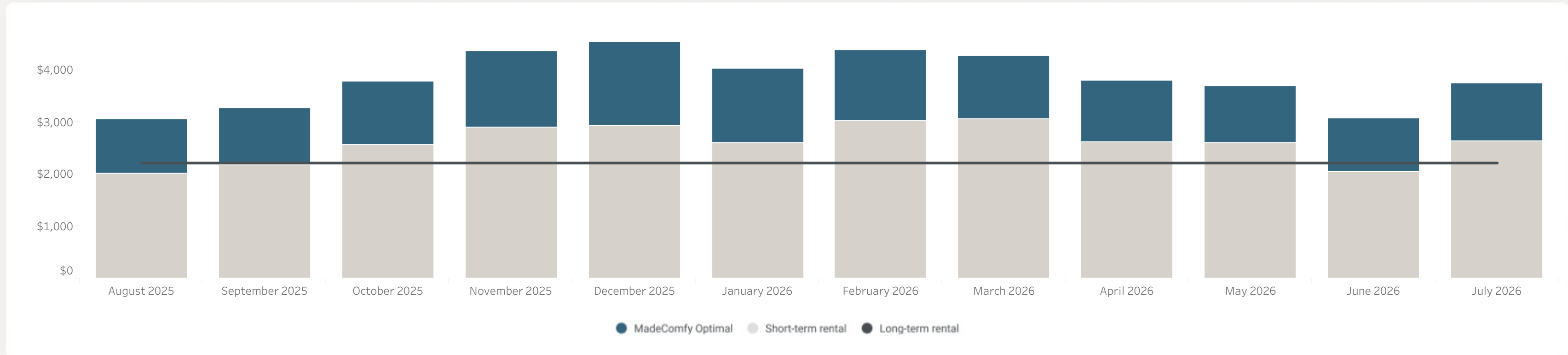
Travel demand is influenced by various factors, including seasonality, local events, and market trends. At MadeComfy, our 'Smart Pricing' strategy utilises Dynamic Pricing combined with bespoke revenue maximisation techniques to navigate these variables effectively. By adjusting prices in real-time, we ensure your property leverages peak demand periods and adapts quickly to market changes. This strategy is crucial for maximising your short-term rental returns, maintaining your investment's competitiveness and profitability in a dynamic travel market.

*Represents the median performance of comparable short-term rental properties in the same location.

** The 'ramp-up period' refers the first 2-3 months, during which your property progressively builds its booking pipeline and guest reviews to reach its full revenue potential. During this time, MadeComfy employs a dynamic pricing strategy to fast-track this process, ensuring you start seeing the benefits of your investment sooner.

Properties **made** Profitable

Monthly net revenue comparison

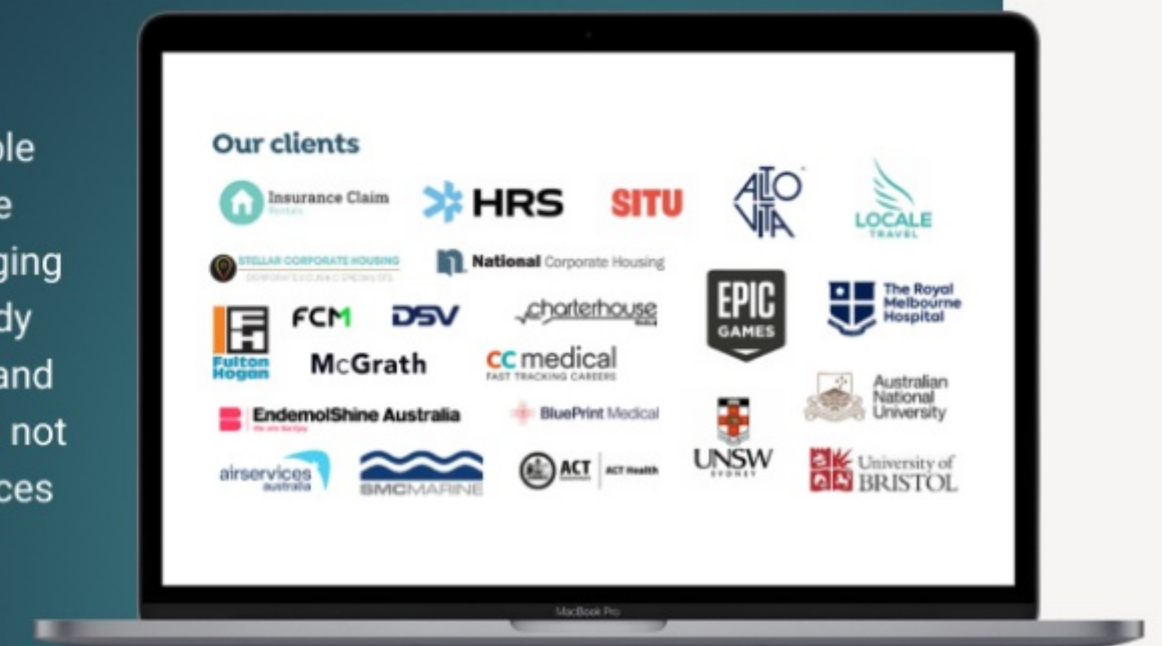


Managing **seasonality**

At MadeComfy, we ensure consistent profitability for your property during the low season by strategically adjusting nightly rates and securing longer bookings. Leveraging Australia's largest corporate travel network in the short-term rental industry allows us to tap into a steady stream of business travellers. This approach increases occupancy and stabilises your income, optimising returns on your investment year-round.

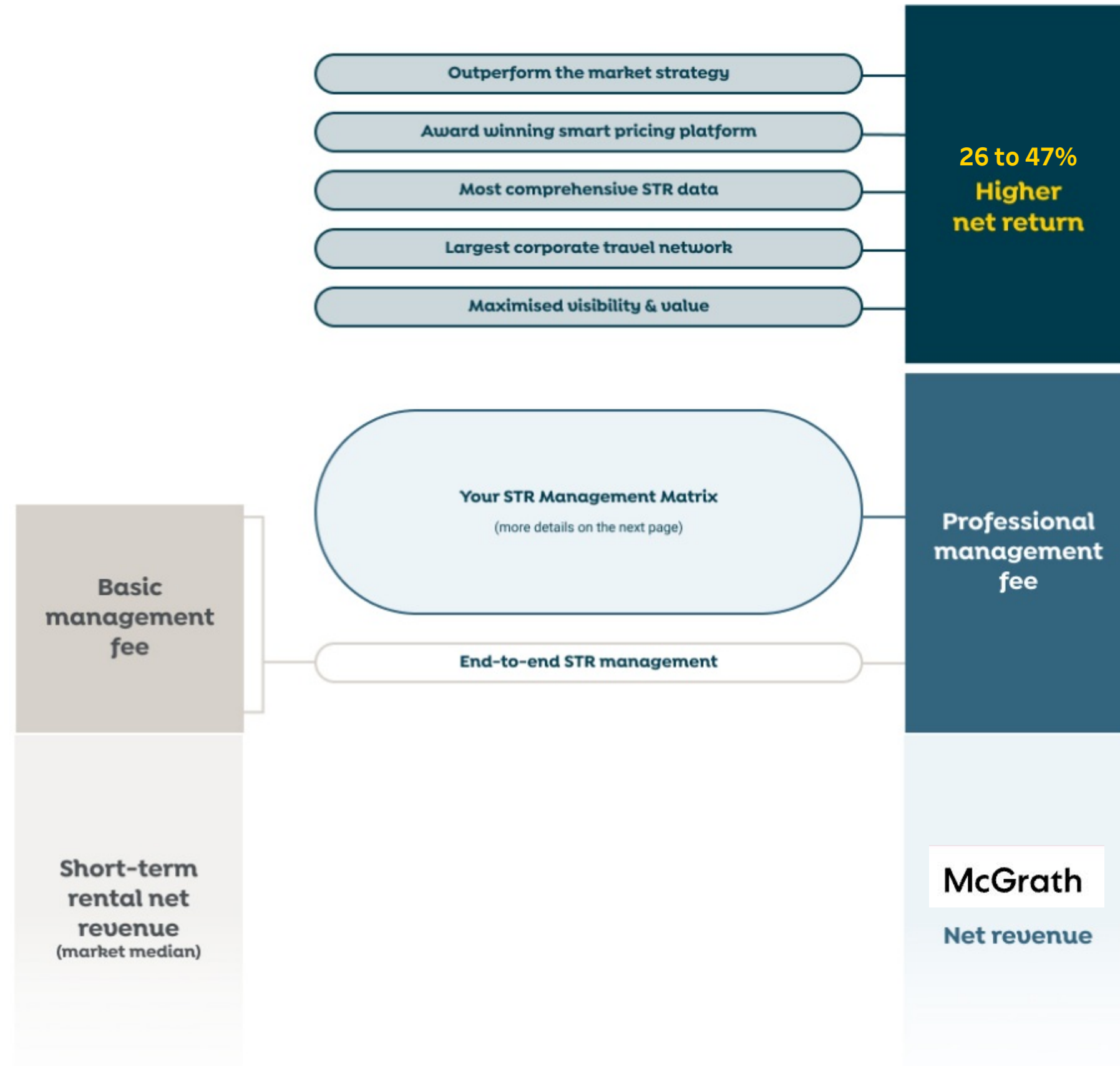
Corporate travel network

With the largest corporate travel network in the short-term rental industry in Australia, our extensive connections enable us to maintain high occupancy rates and maximise revenue throughout the year, even during the low season. By leveraging our wide-ranging corporate partnerships, we ensure a steady stream of bookings, providing you with consistent returns and peace of mind. Our innovative approach to corporate travel not only fills your property with reliable tenants but also enhances the overall profitability of your investment.



Properties **made** Profitable

How we achieve higher net returns?



	Long-term rental	Short-term rental (market median)	McGrath	
			Your Conservative Estimate	Your Optimal Estimate
Booking value		60,032	72,700	84,792
Government Tax /Levy*		0	0	0
Platform fee**		9,005	10,905	12,719
Cleaning & other fees***		11,222	11,491	13,402
Gross revenue	29,982	39,804	50,304	58,670
Management fee	2,309	8,757	11,067	12,908
Advertisement fee	1,154	0	0	0
Net revenue	26,519	31,047	39,237	45,763

* Tax / Levy applied to short-term rental accommodation

** Platform fees are fees charged by OTAs such as Airbnb, Booking.com, VRBO or Marriott.

*** Operational fees charged by third party service providers including housekeeping and linen suppliers.

All fees include GST.

STR Management **made** Professional



Standard STR Management

Our professional STR management solution is designed to streamline operations for busy investors.



+ Regulatory Compliance
Ensure your property meets all regulatory and legal standards with our comprehensive compliance checks.

+ 24/7 Property Care
Your investment is meticulously looked after around the clock.

+ Certified Housekeeping
Every housekeeper attending your property has completed MadeComfy's training and certification program.

+ Live Benchmarking
Utilise our Live Performance Benchmarking Dashboard to gauge your property's performance against market standards.

+ Protection Programs
Benefit from full access to MadeComfy's guest claim, fraud, and claw back protections.

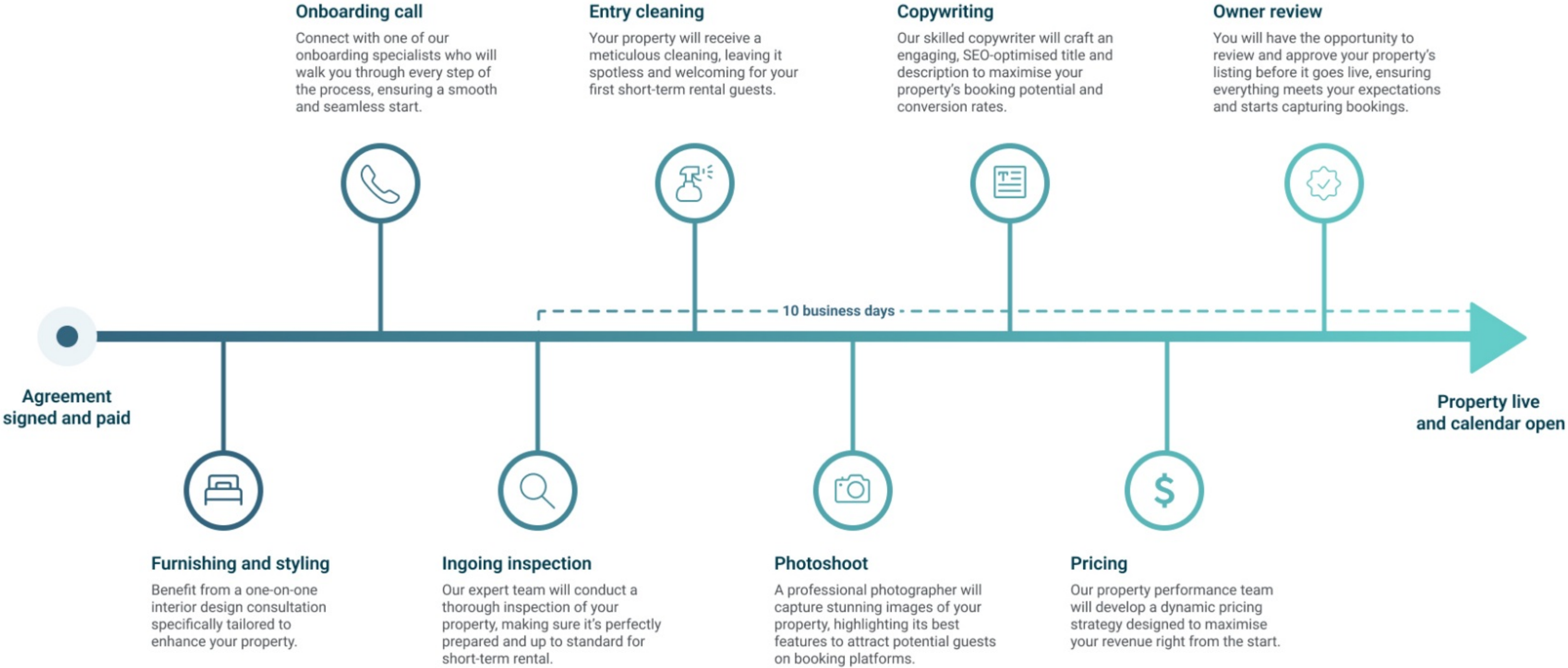
+ Control at Your Fingertip
Enjoy complete oversight with 'Your STR in Your Palm' dashboard, providing critical information easily.

+ Access to Experts
Connect with Australia's largest team of STR experts and local property managers who are fully trained, STR certified, and licensed - available nationwide.

+ Financial Security
Secure your earnings with MadeComfy's 'Money Protection and On-Time Payment Guarantee'.

Property Setup **made Easy**

Onboarding timeline



Property Setup **made** Easy

Upgrade your property & your returns

Professional furnishing & styling

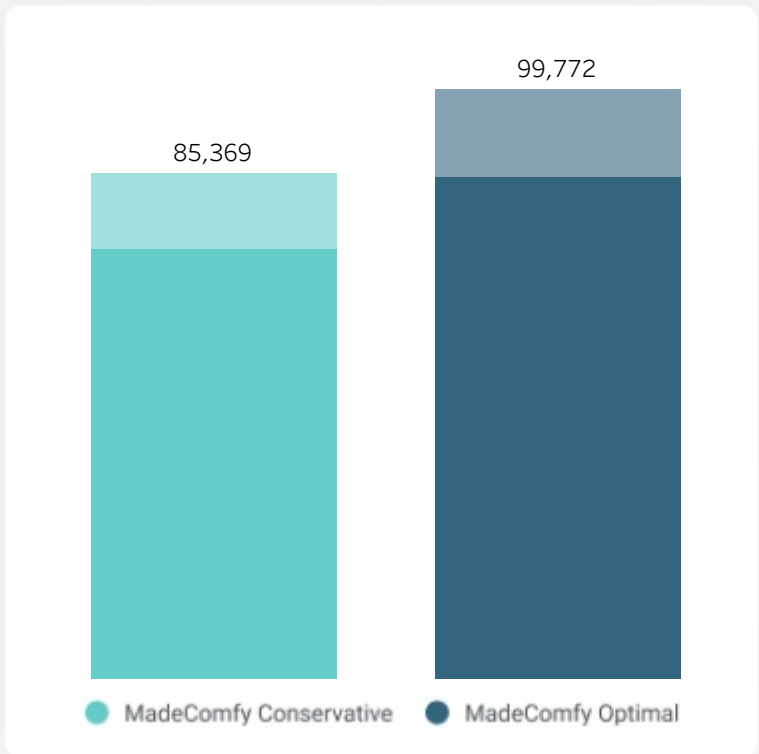
MadeComfy collaborates closely with expert interior designers to ensure your property stands out in the competitive short-term rental market. This partnership offers you professional design consultations and access to wholesale discounts, which allow for the procurement of high-quality and durable furnishings at reduced costs. Such strategic enhancements not only enrich the guest experience but also contribute to the durability and appeal of your property, maximising your short-term rental returns.

Upgraded positioning



● Before upgrade ● After upgrade ● Your competitors

Upgraded booking value



● MadeComfy Conservative ● MadeComfy Optimal



Why does it matter?

Over the last 12 months, properties that were professionally furnished have achieved, on average, 22% higher returns than those that were not. This demonstrates that investing in professional furnishing can yield significant long-term benefits, enhancing both the appeal and profitability of your rental property. This strategic approach not only attracts more guests but also maximises your investment returns over time.

Summary

Long-Term Rental

\$27K

Up to -42% or \$96K lower net returns over 5 years

Included:

- ✗ Property Buying made Smart
- ✗ Property Setup made Easy
- ✗ STR Management made Professional
- ✗ Properties made Profitable

Other Short-Terms

\$31K

Up to -32% or \$74K lower net returns over 5 years

Included:

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McGrath

\$39K - \$46K

Net Annual Revenue

Included:

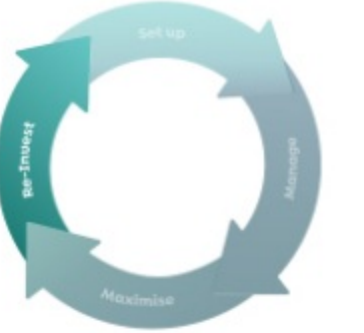
- ✓ Property Buying made Smart
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~~\$1,999~~ **\$999** Setup fee (+GST)

~~25.5%~~ **20%** Management fee (+GST)

**Sign up before 11 September 2025
to unlock this exclusive offer.**

Property Buying **made** Smart



Simplify Your Investment Journey

- ✓ Streamline Your Purchase: Our five-step process demystifies buying high-yielding STR properties
- ✓ Expert Guidance: Benefit from a personal consultation with one of Australia's leading STR Property Buyers Agents

Accelerate Your Property Search

- ✓ Exclusive Market Insights: Gain access to comprehensive performance data for all STR properties across ANZ
- ✓ Off-Market Opportunities: Tap into off-market property deals offering exceptional value
- ✓ Network Advantage: Leverage our extensive network of specialised STR buyers agents and the largest STR sales agent network

Mitigate Investment Risks

- ✓ Informed Decisions: Receive a detailed revenue forecast and market analysis before purchase, ensuring you make informed decisions

Save & Earn with MadeComfy

- ✓ Better Together
Refer a friend and earn \$1,000 for every property
- ✓ Unlock the potential of thousands of properties
Earn 3% affiliate returns of referred bookings
- ✓ Travel Comfy
Save 10% on all your MadeComfy reservations
- ✓ Discounts on third party service providers

- Landlord Insurance
- Depreciation Schedules
- MadeComfy Connect (utility and internet connections)
- Instant Homes Furnishing Packages
- Smoke Alarms
- Mortgage Brokers
- Buyers Agent
- Accountants, Tax & Financial Services

