



BUSINESS REPORT

Date: **12th February 2026**
Business Reference: **37838**

About the Business:

Profitable Short-term Rental Management (Garden Route)

Selling price: R13 million Includes all assets, systems, laundromat, contracts, client base Turnover: R7 million Net profit: R3,2 million Projected turnover: R4 million Assets: Approx. R1 million

Profitable Short-term Rental Management (Garden Route)



Sector: **Property**

Asking Price:

R **12,000,000**

Monthly Profit:

R **375,034**

Asset Value:

R 0

Stock Value:

R 1,000,000

Yearly Net Profit :

R 4,500,406



Business Report

How does the business operate on a daily basis?

Daily Operations Overview

They run as a short-term rental and property management company, primarily focused on Airbnb and vacation accommodation across the Garden Route, with a strong presence in George, and Herolds Bay.

The business model combines hospitality, property management, and in-house support services (laundry, cleaning, and maintenance) to provide a complete and seamless operation.

1. Booking & Guest Management

All bookings are managed through Airbnb and other short-term rental platforms, as well as direct referrals.

They handle guest communication, from initial inquiries to check-out.

Daily responsibilities include:

- Confirming reservations

- Coordinating check-ins and check-outs

- Managing guest requests or issues

- Collecting and reviewing guest feedback

The team ensures every guest experience is smooth, professional, and in line with service standards, resulting in high ratings and repeat business.

Cleaning, Laundry & Turnover Services

A dedicated in-house laundromat processes all linens and towels for the managed units.

Cleaning teams are dispatched daily to:

- Prepare units between bookings

- Conduct deep cleans as scheduled

- Restock amenities and supplies

The laundry division is a key income generator, handling around 10,000 kg of laundry annually, and ensures quality control, cost efficiency, and same-day turnaround.

Property Maintenance & Care

Routine inspections are conducted to maintain high property standards.

Coordinates repairs, maintenance, and appliance servicing with trusted local contractors.

Minor fixes are handled in-house by staff to minimize costs and delays.

This ensures all units are in “guest-ready” condition at all times, protecting owner investments and maintaining 5-star guest reviews.

Administration & Financial Management

The management team oversees:

Daily financial tracking (income, expenses, commissions)

Staff scheduling and payroll

Owner statements and reporting

Vendor and supplier management

Cloud-based systems are used for efficient communication, accounting, and booking synchronization.

The business maintains low overheads through automation, streamlined operations, and an experienced, well-trained staff complement.

Staff and Management Structure

Operational staff manage cleaning, laundry, and maintenance tasks.

Management team (led by the owner/manager) oversees:

Bookings and client relations

Marketing and expansion of new listings

Quality control and guest satisfaction

Staff are fully trained and cross-functional, ensuring coverage across all aspects of daily operations.

Client & Owner Relations

Acts as the exclusive management agent for property owners

Daily tasks include:

Communicating with property owners

Providing financial performance updates

Managing pricing and occupancy strategies

The team maintains long-term trust with owners through transparency and consistent profitability.

Growth and Expansion Activities

Daily business activities also involve identifying and onboarding new properties.

Current expansion includes:

Adding 5 new units in George

Finalizing new listings in Herolds Bay

Preparing for increased demand from the Mediclinic development (2026)

In Summary

On a daily basis, they function as a well-structured hospitality and property management operation. It seamlessly integrates guest services, property maintenance, laundry operations, financial administration, and client relations.

The business operates efficiently through:

A trained and reliable staff,

Low-overhead internal systems, and

Multiple income streams (Airbnb management, laundry, property care).

This allows the company to deliver consistent profit margins, high guest satisfaction, and steady growth — all while being scalable and largely self-sustaining.

What Advertising/Marketing is carried out?

This business markets itself through a blend of digital visibility, strong relationships, and consistent service excellence.

By leveraging:

Airbnb algorithms and online exposure,

Partnerships

Reputation-based growth through word-of-mouth,

the business achieves high occupancy and a steady flow of new clients — without needing heavy advertising spend.

This marketing model aligns with overall strategy of low overheads and maximum profitability.

What competition exists?

While competition exists in the Garden Route short-term rental market, this business maintains a distinct competitive advantage through:

Exclusive partnerships

Integrated services (including its own laundromat),

Strong guest satisfaction and brand recognition, and

Proven profitability and scalability.

The market is growing faster than it is saturating, allowing them to continue expanding its portfolio while retaining a dominant position in both the tourism and upcoming medical-stay accommodation sectors.

How could the profitability of the business be improved?

Its earnings can be significantly enhanced through:

Portfolio expansion (increasing managed units),

Growing the laundromat to serve external clients,

Leveraging the Mediclinic-driven market, and

Maximizing revenue per property through tiered services and direct bookings.

With these strategies in place, profitability could increase by 40–60% over the next 18–24 months, solidifying them as the leading short-term rental management company in the Garden Route region.

Give a breakdown of staff/ functions/ length of service?

Total Staff Complement: 11 (7 full-time, 4 seasonal/part-time)
Average Length of Service: 15 months
Core Departments: Management, Admin, Cleaning, Laundry, Maintenance
Cross-Training Implements: staff can assist across divisions
Staff Turnover: Extremely low
Supervision & Quality Control: Owner-managed, daily reporting system

How involved is the Owner in running the business?

The Owner is actively involved in running the business, overseeing all key business functions — from strategy and financial control to staff management and client relations.

However, due to the company's efficient structure, trained staff, and established systems, operations run smoothly even in her absence.

This balance of hands-on leadership and autonomous operations makes this business both profitable and easily transferable, allowing a new owner to choose between active management or a more semi-passive oversight role.

When does the current lease end?

each unit is different

What are the trading hours?

Operates 7 days a week, with flexible trading hours tailored to the needs of short-term rental guests and property owners.

This round-the-clock operational structure supports the company's reputation for responsiveness, professionalism, and guest satisfaction, which directly contributes to its strong occupancy rates and profitability.

What are the main assets of the business?

The main assets include:

Tangible operational equipment worth approximately R1 million,

Valuable intangible assets such as contracts, brand equity, and digital systems, and

A fully trained team and established client base that drive consistent revenue.

Combined, these assets make this a turnkey, high-value, and low-risk business — one that can be taken over and continued seamlessly with strong growth potential.

Strengths?

Financially strong, well-established, and scalable short-term rental management company with:

A proven profit record,

Low overheads,

Diverse revenue streams, and

A prime strategic location poised for continued growth.

Its combination of reputation, partnerships, and systemized operations gives it a clear competitive edge and makes it a rare, high-value investment opportunity in South Africa's thriving hospitality sector.

Financial - Proven profitability & strong margins: Sustainable income

Location - Prime Garden Route positioning: Year-round demand

Diversity - Multiple income streams: Revenue stability

Partnerships - Exclusive 1 on York Estate relationship: Guaranteed pipeline

Infrastructure - In-house laundromat & efficient systems: Low overheads

Reputation - Strong brand & 5-star guest reviews: Repeat business

Team - Trained, loyal, motivated staff: Consistent quality

Growth Outlook - Mediclinic & regional expansion: Scalable potential

Compliance - Fully registered and transparent: Low operational risk

Weaknesses?

Exceptionally well-structured and profitable business, its few weaknesses are largely operational or structural, not financial.

They reflect a business that has grown rapidly and successfully, now ready for the next stage of professional expansion.

Each identified weakness has a clear, actionable solution, and most can be addressed quickly through:

Minor investment in automation and systems,

Expanding geographic reach, and

Delegating more operational duties to trained senior staff.

Overall, these are not limiting weaknesses — they are growth opportunities that make the business even more scalable, stable, and attractive to future investors or buyers.

Opportunities?

It stands at an exceptional growth point — a profitable, systemized business in a booming region with multiple expansion avenues.

Key opportunities include:

Leveraging the Mediclinic development for year-round bookings,

Expanding the management portfolio and laundry division,

Developing a direct booking platform, and

Scaling the brand regionally through new partnerships.

With minimal additional investment, these opportunities can increase turnover by 50–70% within the next 24 months and firmly position them as the leading property management brand along the Garden Route.

Threats?

Tourism market dependency: Reduced occupancy in downturns Expand into medical and corporate accommodation

Regulatory changes: Potential restrictions or fees Full compliance with PPRA and municipal laws

Increased competition: Price pressure Focus on service quality, exclusivity, and reputation

Rising operational costs: Profit margin reduction Adjust pricing and maintain low fixed overheads

Equipment downtime: Operational delays Preventative maintenance and backups

Owner turnover: Portfolio shrinkage Strong client relationships and referral pipeline

Economic downturns: Reduced travel spending Diversify guest types and markets

Load-shedding: Service interruption Backup power and flexible scheduling

What is the reason for the sale?

The sale is driven by the owner's need for balance, not business decline.

She has built a thriving, reputable, and profitable enterprise but now seeks to transition from owner-operator to a supporting operational role within the company.

Her ongoing involvement after the sale ensures:

A smooth, risk-free handover,

Retention of institutional knowledge and client trust, and

Continued growth under new leadership.

This presents an ideal opportunity for a buyer or investor to acquire a turnkey, high-performing business with the original founder still available to guide and support its next phase of expansion.