WHICH BUDAPEST RENTAL MODEL WORKS BEST?

Short term • Mid term • Long term - a practical comparison

SHORT TERM

- Highest revenue potential
- Dynamic pricing and daily operations
- Strongest in tourist locations
- Ideal: stylish city-centre apartment

MID TERM

- 1-11 month rental period
- Balanced returns
- Fewer tenant changes
- Ideal: near a university or office district

LONG TERM

- Stable, predictable cash flow
- Less daily administration
- Local tenants and families
- Ideal: a good residential apartment

WHAT REALLY DETERMINES THE RIGHT MODEL?

1. **Location**
2. **Size and layout**
3. **Condition and furnishing**
4. **Building rules**
5. **Owner objective**
6. **Tax structure**

There is no universal best model: the right strategy depends on the property and your objectives.

REALISTIC BUDAPEST EXAMPLE - DETAILED COST LOGIC

45 sqm • District VII • renovated 1 bedroom + living room • lift • premium furnishing

SHORT TERM

AVERAGE RATE

HUF 25,000 / night

OCCUPANCY / PERIOD

80% / 292 nights

ANNUAL GROSS REVENUE

HUF 7.3M

ESTIMATED NET RESULT

HUF 3.4-3.6M / year

MID TERM

AVERAGE RATE

HUF 480,000 / month

OCCUPANCY / PERIOD

11 months

ANNUAL GROSS REVENUE

HUF 5.28M

ESTIMATED NET RESULT

HUF 2.8M / year

LONG TERM

AVERAGE RATE

HUF 290,000 / month

OCCUPANCY / PERIOD

11.5 months

ANNUAL GROSS REVENUE

HUF 3.34M

ESTIMATED NET RESULT

HUF 2.1M / year

Figures are indicative Budapest estimates for early 2026. Location, condition, seasonality, tax and financing all affect the result.

WHERE DOES EACH MODEL WORK BEST IN BUDAPEST?

1

DESIGNER CITY-CENTRE APARTMENT

Districts V, VI, VII • 30-50 sqm • strong tourist appeal

SHORT TERM

High nightly rate, strong tourist demand and excellent visual appeal.

2

MODERN URBAN APARTMENT

Districts IX, XI, XIII • 35-60 sqm • near offices or universities

MID TERM

Ideal for expats, students and project-based corporate tenants.

3

LARGER RESIDENTIAL APARTMENT

Districts XI, XII, XIV • 55-80 sqm • quiet residential setting

LONG TERM

Local tenants and families, with more predictable cash flow.

The building, street, floor, lift, parking and property condition can significantly affect revenue.

DECISION MATRIX - WHICH MODEL SUITS WHICH OWNER?

CRITERION	SHORT TERM	MID TERM	LONG TERM
Maximum revenue potential	✓	✓	
Best balance of return and stability		✓	
Most stable cash flow			✓
Flexibility for personal use	✓	✓	
Lowest daily workload			✓
Expat / student / corporate tenants		✓	
Making use of a tourist location	✓	✓	
Family apartment in a residential area			✓

Leave the entire process to us - from selecting the model to daily operations.

WHAT IS IT LIKE TO WORK WITH US?

FULL-SERVICE MANAGEMENT

- Dedicated personal contact
- Professional guest and tenant management
- Regular, transparent reporting
- Cleaning and maintenance coordination
- Dynamic pricing for short-term rentals

TRANSPARENT PRICING

AIRBNB MANAGEMENT

20% net fee + cleaning

LONG-TERM MANAGEMENT

8% net / month

WHY DOES THIS MATTER TO THE OWNER?

Time saved
1

Safer operations
2

Better visibility
3

Less stress
4

THE NEXT STEP IS SIMPLE

ONE PROPERTY. THE RIGHT STRATEGY. COMPLETE MANAGEMENT.

1

CONSULTATION

We learn about the property
and your objectives.

2

ASSESSMENT

We prepare a recommendation
for the model and pricing.

3

LAUNCH

We prepare the listing
and the operations.

4

MANAGEMENT

You follow the results,
while we handle the details.

MAXIMISE YOUR RETURNS.

WE'LL MANAGE THE REST.

Request a tailored proposal for your Budapest property.

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