



The owner guide.

What a house earns, what the licensing takes, and your first 30 days with us.

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What a house earns, by tier

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The Fort Lauderdale licensing year

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Your first 30 days with us

A note before you start.

Most owners who call us ask the same three things. What will the house earn. What does the city need from me. And what actually happens once I hand it over.

This guide answers all three with our own numbers: the rates our houses run at, the licensing dates from the tracker we keep for every house, and the first month as it really goes.

Holdfast Stays is family owned and run out of Fort Lauderdale. I started it and I still run it day to day. I am a third generation South Floridian, and we stay small on purpose. Fewer houses, looked after closely, by people you can reach by name.

If you read this and want to talk about your house, my number is on the last page. If you read it and decide to run the house yourself, it should help with that too.

Pierce Gainey

Founder, Holdfast Stays



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1,654

stays hosted across every house we run

1,407

five star reviews

\$2,484,918

earned by the houses we run, paid out by the platforms before our percentage

I was managing my rental property myself and I was doing good, but it got to the point where I didn't have the time to be as involved anymore. Holdfast stepped in and took over seamlessly.

Joey S., owner review on Google, as written

Counted from our booking system on October 2, 2026, including houses currently off the calendar for work.

Most managers move your house onto their account. We work the other way around.

You add us as a co-host on your own Airbnb account. We run the house from underneath it, and nothing you have built moves. If you ever leave, you leave with all of it.

Yours	The Airbnb and VRBO accounts, in your name
Yours	Every review you have earned, and every one we earn for you
Yours	Your Superhost status, uninterrupted
Yours	The direct relationship with your guests
Ours	Pricing, guest messaging, turnovers, maintenance, licensing and the phone call at 2:00AM

- 1 You add us**
Co-host access on your Airbnb and VRBO accounts. The account and the reviews stay in your name.
- 2 We connect it**
The house goes onto our pricing, messaging and cleaning, and onto our own site for direct bookings. Booking.com and Google where the house suits them.
- 3 You can leave**
No long contract. You remove us as co-host and there is nothing to hand back, because nothing ever moved.

How payouts reach you

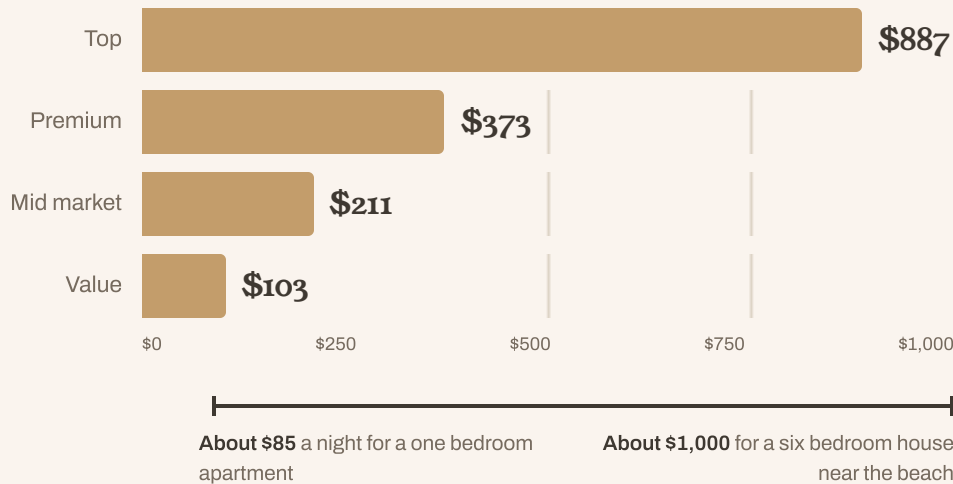
Guests pay through Airbnb, VRBO or our own site, and the money comes to us. We take out our management fee and any house expenses, which are passed through at cost with no markup. You are paid the balance the following month, with an owner statement that has every receipt attached.



What a house earns.

Rates and occupancy from the houses we run, and a yearly estimate built from our bookings and market data. Your house will differ on condition, layout, photography and how it is priced.

Average nightly rate by tier, trailing twelve months



Near 70%

occupancy across the houses we run, trailing twelve months.

A year of nightly revenue in Fort Lauderdale, typical home and range

	Near the beach	Inland
1 bedroom	\$35k \$27k to \$65k	\$29k \$24k to \$38k
2 bedrooms	\$70k \$50k to \$100k	\$48k \$38k to \$66k
3 bedrooms	\$112k \$78k to \$211k	\$68k \$52k to \$102k
4 bedrooms	\$152k \$121k to \$211k	\$92k \$72k to \$131k
5 bedrooms	\$190k \$144k to \$290k	\$142k \$110k to \$228k
6 or more	\$236k \$168k to \$354k	\$184k \$132k to \$272k

Estimates, not a guarantee. Nightly revenue before platform fees, our fee and expenses, with cleaning fees and taxes left out. Rates and occupancy above are from our own bookings. The yearly figures are built from our own booking records plus AirDNA, PriceLabs and AirROI market data for the twelve months to September 2026. Other towns, and your own home, on holdfastfl.com/estimate.

What moves the number

The house

Condition and layout. A six bedroom house near the beach and a one bedroom apartment are different businesses.

The pricing

Rates and minimum stays managed daily against real demand, rather than set once and left alone.

The photographs

A house photographed badly earns less, no matter how good it is.

The rules

Some towns cap occupancy, so a house earns at the number the city allows rather than the number of beds.

The Fort Lauderdale licensing year.

Five licenses and accounts, renewing on different dates. That is where most owners come unstuck. These dates come from the tracker we keep for the houses we already run here.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
20	20	20	20	20	20	20	1 20	30 20	20	20	1 20

● Renewal and expiry dates □ Broward tourist development tax return, due the 20th of every month

1 August

Submit the city renewal

On LauderBuild. Late or incomplete on that date costs \$100 per property.

30 September

Everything expires

The vacation rental certificate, the city business tax receipt and the county one, all on the same day.

1 December

State license renews

The Florida DBPR vacation rental license. Broward sits in District 2.

What it costs

Certificate renewal, not owner occupied	\$650 a year
Certificate renewal, your homestead	\$200 a year
New registration, up to four units on one folio, first inspection included	\$880
Renewal after 30 September, reprocessed as new	\$880
Reinspection	\$100

Budget for a non owner occupied house, before the county receipt, reinspections, late fees or insurance **about \$987.50 a year**

What the inspector looks for

- Smoke and CO alarms hard wired and interconnected. Battery or wireless units are not accepted
- A 2A:10B:C fire extinguisher on every floor, wall mounted
- A landline that can call 911
- A noise monitoring device that keeps 180 days of data
- An evacuation map in every bedroom
- Pool barrier and alarm, where there is a pool
- Required notices posted by the main entrance

Since 15 September 2026 a complete renewal filed on time is protected while it waits on the city. The responsible party must be reachable around the clock and able to be at the house within one hour; we are that person for the houses we run. Pompano Beach and Wilton Manors run their own rules. Fees and dates are what we hold as current and the city does change them, so confirm anything you are about to pay.

Your first 30 days with us.

What happens, in the order it happens. You get a portal login in the first week and a statement at the end of the first month.

Before day one

Walk the house, then sign

- We tour the house and the block around it. Nothing is quoted before that
- Numbers and a plan: what it should earn, what the licensing takes, what we would change
- Management agreement signed. Nothing starts before it

Week 1

Accounts and the paperwork

- You add us as co-host on Airbnb and VRBO. No Airbnb account yet? We set one up for you, in your name
- Your owner portal login
- Licensing checked for your city. If you want us to handle it, we file it (one time \$500)
- Smart lock installed

Week 2

Make it look right

- Photography, where the current set needs it
- Listing copy rewritten
- Digital guidebook written for the house
- Cleaning team scheduled against the calendar

Week 3

Price it and prepare

- Rates and minimum stays set up by our revenue manager
- Your booking page on our website
- Guest messaging moved over to us
- House prepared for inspection, and we attend

Week 4

Live

- First guests and first turnovers, with a damage check on every one
- Rates reviewed daily from here on
- Your first monthly owner statement after the month closes

A house that is already licensed and listed moves faster. A new Fort Lauderdale registration waits on the city's inspection, and the house cannot legally take bookings until the certificate is issued.

What we handle, and what you handle.

The short version: we run the house, you own it.

We handle

- Pricing and revenue management
- Guest messaging, every hour of the day
- Listing copy and channel setup
- Professional photography
- Cleaning scheduled around every checkout
- Paying cleaners and vendors for you
- Maintenance and repairs, coordinated
- Quality checks between stays
- Smart lock setup
- Setting up your Airbnb account, if you do not have one
- Licensing, renewals and inspections, if you choose us for it
- Local emergency cover, 24/7
- Digital guidebook for every stay
- Direct bookings through our own site
- Monthly owner statements

You handle

- Owning the Airbnb and VRBO accounts, which stay in your name
- Government license, permit and tax fees, which belong to the house
- Repairs, supplies and furniture, billed to the house at cost
- Saying yes or no to any spend over the limit we agree
- Your own stays, booked straight from the portal
- Insurance on the house
- Utilities, internet, pool service and the like



What it costs.

One management percentage, and no fee to get started. We set the exact percentage after we have walked the house.

15 to 20%

of nightly revenue, depending on the property. If the house earns nothing, we earn nothing.

Management	15 to 20% of nightly revenue, depending on the size and scope of the house
Licensing	\$500 one time, only when we obtain the licenses for you. The government fees themselves are paid by the house
Onboarding	None

What we do not charge

- No onboarding fee
- No photography fee
- No maintenance coordination charge
- No platform or software fee
- No long contract

The questions owners ask

Is the percentage negotiable?

Yes. We will not name one before walking the property, because a number given before seeing the house is a guess.

Why a range?

A four bedroom house with a pool takes more work than a one bedroom apartment, and the number reflects that.

Am I locked in?

No. There is no long contract, and nothing to unwind if you leave. The listing was always yours.

Repairs, supplies and furniture are billed to the house at cost, and we ask before spending over an agreed limit.



Next step: a walkthrough of your house.

Start with a 15-minute call, then we walk the house. We come back with real numbers for your house, not a market average. If you are better off as you are, we say so.

[Book a 15-minute call](#)

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My ratings and revenue have never been higher. They are super quick to respond and they helped me increase my revenue through their pricing strategy.

Rochelle C., owner review on Google

