

## Hogar Gucci Home



**Hogar's** second property, a uniquely themed 6/3.5 in Miami's Shenandoah area, made a very strong turnaround from its prior year's performance.

The January 2025 onboarding process took 2½ weeks due to the condition in which the home was inherited. Scratched and marked walls, torn and stained bed sheets, a green pool... the list goes on. Prior management had all but abandoned the house, ignoring missing items, consumable amenities, and other important aspects of the short term rental.

In the interest of time, the property was launched ahead of onboarding completion and began getting booked *immediately*. Additionally, **Hogar** was able to capture 67% of pre-existing bookings onto the new listing by proactively reaching out to soon-to-be guests ahead of their stay.

## Context

The investment property was purchased for \$1.4M in 2022, partially renovated, themed 'Gucci' with an artist's work, and debuted in early 2023 as a short term rental on Airbnb & VRBO under an established Miami STR manager (departed in 2024). The high returns experienced by our investor in 2023 faded the following year.

From 2023 → 2024, net annual income plummeted 57% to \$50,757 and provided lower monthly payout stability. Occupancy dropped to 35% and guest satisfaction soared from 3.10★ to 4.85★ on Airbnb.

Poor returns, lack of payout predictability, disappointed guests and a much worse year than the prior – what happened? To the owners, it was a mystery why the property's performance had sunk so low in less than a year.

## Prior Management

After signing with **Hogar**, an on-site revealed the home's issues were clearly due to poor management. A lack of focus and a sprawling international portfolio, neglect, and a 'bigger fish to fry' mindset resulted in this property being let down. The management team did not leverage optimization tools, hid costly maintenance issues from investors, insulted guests for poor reviews, lied about amenities... the list goes on. A nightmare! The final straw, as shared with **Hogar** by the owners, was an episode in which the manager allegedly made insulting remarks to a guest – yikes.



Kala

Indianapolis, Indiana

★★★★★ · 3 weeks ago · Group trip

Our experience at this property was completely unacceptable and disturbing. The place looked nothing like the photos, and to make matters worse, it was infested with live, crawling cockroaches. The host's response to our concerns was racist, telling us, "You're Black, you should be used to roaches." The bedding and furniture were filthy and soiled, adding to the unsanitary conditions.

With absolutely no room for surprise, this led to higher operational costs for owners, basically 0 listing visibility thanks to horrid reviews, and a quickly diminishing bottom line. **Hogar** had fortunately already connected with the owners and quickly transferred management and all other operations to minimize off-market time; especially keeping in mind the transfer was occurring right before Miami's hottest season.

**Hogar Management**

Upon signing, Hogar immediately course-corrected the property. Maintenance issues were dealt with, supplemental pictures added, missing items replaced, and a new advertising strategy was developed with leading market-study tools to beat competitors. A team member was consistently on site spot checking cleanings and property attributes, and in-person check in became frequent to show guests how much we care.

Fast forward through onboarding and the first year with Hogar as the investors' management partner – it's night and day change for them. Chris & Shane now have a single POC, eyes in Miami, transparent monthly reporting, and a focused and invested extension of themselves in Miami.

This is all great, but means nothing without results. Let's discover Hogar's highlights:

**Results (2025 vs 2024)**

- In February 2025, investors received their biggest ever monthly payout from the house, beating the next best (previous manager) by over 33%.
- 2025 1H ended with \$56.500 netted by owners, *surpassing* 2024's FY income in the first half of the year.
- Investors have profited at a 23.5% higher margin thanks to Hogar's variable management rates – we eat how much we capture.
- Even with 3 weeks of the year closed, occupancy rates have shot up 24%.
- New listings average a 4.9★ rating across platforms (up 60%) with great reviews constantly mentioning our team and its attention.

Manager Year	OurHaus 2024	Hogar 2025
Gross Revenue	\$132,162.00	\$195,966.77
Management Fee	\$30,236.00	\$38,268.64
OpEx & Maintenance	\$51,169.00	\$55,805.67
Owner Net Income	\$50,757.00	\$101,892.46

**This is what happens when you partner with a dedicated team that's hyper focused on your property and your returns. Your visibility increases, your profit increases, and it's all done in a financially sustainable way.**

**Let's chat, we'd love to learn more about your situation.**