

RENTAL OPTIMIZATION & ANALYSIS FRAMEWORK

Client	Sample Client	Report Date	March 31, 2026
Property	412 Maplewood Drive	Type	Single Family Home
Beds/Baths	3 Bed / 2 Bath	Sqft	1,210
Year Built	1931	Condition	Modernized
Furnished	Yes	Lot Size	3,525 sqft
Analyst	Tom Ballard Analytics		

Note: Property details and comparables have been modified for confidentiality while preserving analytical structure.

Subject Property



412 Maplewood Drive

I. CORE OUTPUT — CLIENT-FACING DECISIONS

RECOMMENDED RENT

\$2,525

Tom Ballard Analytics
Rental Optimization Report

LISTING PRICE

\$2,495

STRATEGY

Long-Term Rental

Recommended Rent	\$2,525
Listing Price	\$2,495

Pricing Rationale	\$2,525 represents a weighted average of very close, very similar properties. Unfurnished similar properties tend to rent within days in the \$2,200–\$2,300 range; being furnished, we can push it higher. \$2,495 is an aggressive price (likely under-prices competition) to reduce vacancy, give better applicant choice, and stay below key search filters.
Strategy	Long-Term Rental
Strategy Rationale	Short and medium-term renters seek properties close to core areas but are very sensitive to neighborhood variation, and vacancy risk is a real concern.

II. RENT ESTIMATION ENGINE (SIMILARITY-WEIGHTED MODEL)

Comparable selection uses a KNN-style similarity weighting across key variables: distance (highest weight), beds/baths, square footage, furnished status, condition, and baths. Only recently rented (not just listed) comps are included. Time-to-rent serves as a demand proxy — faster leases signal stronger demand and carry upward rent pressure.

Comparable Properties (Recently Rented)

Address	Bed/Ba	Sqft	Rent	Distance	Condition	Furnished	TTR	Weight
455 Maplewood Dr	3/1	1,180	\$2,680	Same block	Modernized	Yes	17 days	0.238
438 Maplewood Dr	3/1	1,265	\$2,325	Same block	Modernized	No	4 days	0.255
402 Maplewood Dr	4/1	1,540	\$2,175	Same block	Modernized	No	24 days	0.150
390 Oakcrest Ln	3/2	1,360	\$3,450	Nearby street	Modernized	Yes	42 days	0.140
365 Oakcrest Ln	3/2	1,060	\$2,225	Nearby street	Modernized	No	16 days	0.217

Comp Notes

Address	Analyst Notes
455 Maplewood Dr	Appears furnished (not fully confirmed), same block
438 Maplewood Dr	Very fast rental — likely slightly underpriced
402 Maplewood Dr	Larger but layout less efficient
390 Oakcrest Ln	Premium property; flexible lease terms
365 Oakcrest Ln	Similar layout; weaker listing presentation

Comparable Property Photos



455 Maplewood Dr — 3/1, 1,180 sqft, Modernized, Furnished — Rent: \$2,680



438 Maplewood Dr — 3/1, 1,265 sqft, Modernized, Unfurnished — Rent: \$2,325



402 Maplewood Dr — 4/1, 1,540 sqft, Modernized, Unfurnished — Rent: \$2,175



390 Oakcrest Ln — 3/2, 1,360 sqft, Modernized, Furnished — Rent: \$3,450



365 Oakcrest Ln — 3/2, 1,060 sqft, Modernized, Unfurnished — Rent: \$2,225

Model Output

Weighted Rent Estimate

\$2,525

Model Confidence

High

III. MARKET ADJUSTMENTS — REFINEMENT LAYER

Psychological Pricing

List at \$2,495 — stays below key search filter thresholds

Current Vacancy Supply	Moderate demand — comparable properties leasing within 2–4 weeks	Avg. Time on Market	18–25 days based on comparable set
Demand Signal	Strong — multiple comps leased within one week, indicating active demand		
Positive Local Factors	Close proximity to downtown core and employment centers; strong renter pool		
Negative Local Factors	Block-to-block variability in property quality may affect perception during tours		
HUD Section 8 Cap	\$2,760		
Final Adjusted Rent	\$2,495		

IV. STRATEGY LAYER — MAXIMIZING PROFIT

Strategy	Est. Monthly	Est. Annual	Vacancy	Stability	Mgmt Load	Mgmt Fee	Net Monthly
Long-Term Rental	\$2,495	\$29,940	4.2%	High	Low	19.5%	\$1,925
Airbnb / STR	N/A	N/A	N/A	Low	High	40%	N/A
Furnished Finder/MTR	\$2,950	\$35,400	15%	Medium	Medium	20%	\$1,970
Rent-by-Room	\$2,550	\$30,600	10%	Low-Medium	Medium	19.5%	\$1,847

Strategy	Notes
Long-Term Rental	Targeting ~2 weeks vacancy annually
Airbnb / STR	Local restrictions limit viability
Furnished Finder/MTR	Competes well in mid-term furnished market
Rent-by-Room	Higher effort, marginal upside

Recommended Strategy	Long-Term Rental
Justification	Long-term rental offers the most stable income with minimal operational complexity relative to alternatives.

V. PROPERTY IMPROVEMENT ANALYSIS

Improvement	Est. Cost	Rent Impact/mo	Payback (yrs)	ROI Rating
Large patio space in backyard	\$5,000	+\$125/mo	3.3	High
Colorful plants / shrubbery in front	\$1,000	+\$50/mo	1.7	High
New driveway in front	\$9,600	+\$50/mo	16.0	Low

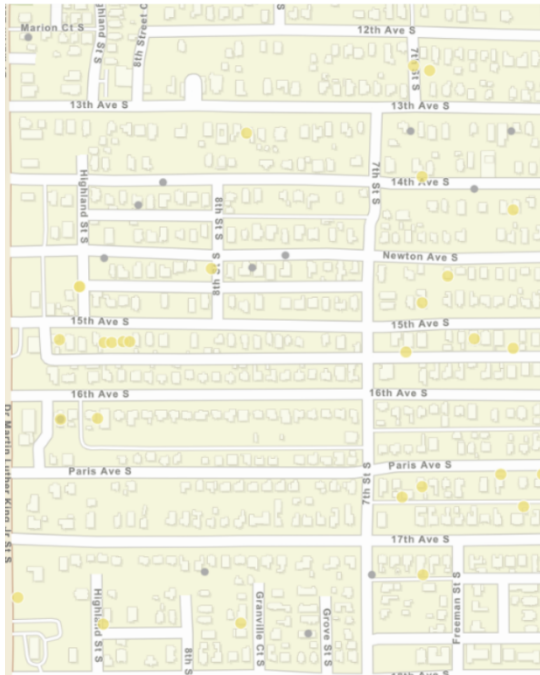
Improvement	Notes
Large patio space in backyard	Strong differentiator vs. top-tier comps
Colorful plants / shrubbery in front	Improves curb appeal significantly
New driveway in front	Primarily resale-focused

ADU Potential	Lot size (~3,525 sqft) likely below typical ADU thresholds
PadSplit Notes	Not recommended — layout constraints
Layout Optimization	Efficient layout for size

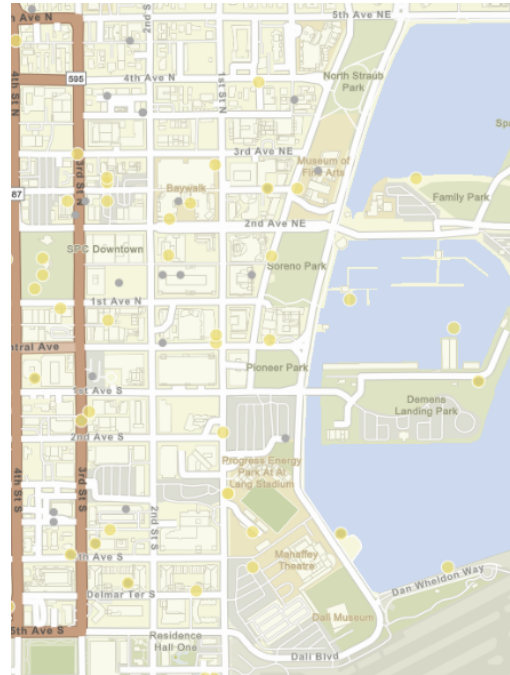
VI. RISK & CONTEXT LAYER

Crime Level	Moderate	Crime Notes	Comparable to nearby urban areas; no major anomalies
Flood Zone	Not in flood zone	Flood Notes	Elevation provides strong protection
Rent Heatmap	Not available	Neighborhood Trend	Gentrifying
Trend Notes	Improving area with increasing rental demand		

Crime Maps — Burglaries 2025



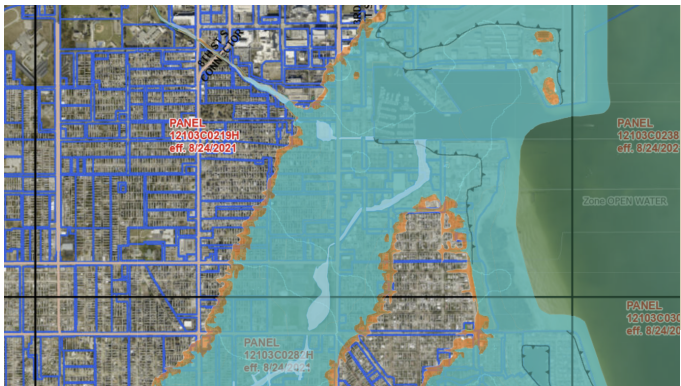
Bartlett Park / Property Area



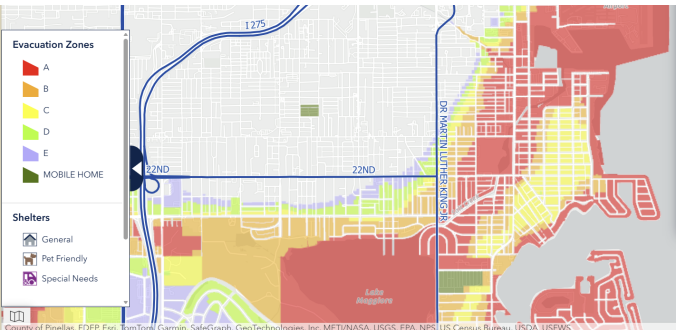
Downtown St. Pete (Comparison)

Yellow dots = burglaries. Grey dots = other property crimes. Property area shows comparable or lower incident density vs. downtown.

Flood & Evacuation Zone Maps



Flood Plains — property is outside all flood zones



Evacuation Zones — property is not in an evacuation zone

Note: Maps available in full report