

BUILT BY OWNERS, FOR OWNERS

Your next holiday. At a place you own.

Imagine it's December. It's freezing at home in Canada. You're scraping ice off the car, and your family is ready for a break.

A few days later, you're opening the door to your own place in Mexico. The kids drop their bags and race to pick their rooms. You open the windows, feel the warm air and think: **'This is ours.'**

Your family has a place to return to. A favourite beach. A breakfast spot. Traditions that grow with every visit. Between your stays, guests can book the home. That income can help cover its costs and support your plans for the future.

Portfolio Builder helps you turn that idea into a real business. The hard part is knowing what to buy, whether the numbers work and who to trust. That's where we come in.

We use lessons and systems from properties we own and run ourselves. With Full Turnkey, we help find the right property, check the numbers and coordinate the setup, from furniture and photos to listings and a local team.

Then we run the first 30 days with **no Ross Stays management fee**, with team support through day 90 from launch.

Once it's ready to hand over, you choose. Run it with the systems we built, or have us help find a trusted local manager and negotiate their rate.

You own the home. You control the business. We take no equity and no ongoing management cut.

There are still costs, decisions and work involved. Income is never certain. But you have a clear plan and experienced people helping you get started. Start with one property that makes sense. Build from there when you're ready.

**A place to make memories.
A business to build on.
A future that feels like yours.**

YOUR PREPARATION

Make the call count.

Please complete these three steps before meeting Braydon. The call remains free.

1 Watch the short film

Allow 3 minutes 38 seconds. Note the keyword shown at the end. Braydon will ask for it at the beginning of the call. If video is inaccessible, use the written summary on the preparation page.

Watch the film or read the alternative ↗

2 Read this guide

Review the process, scope, separate costs and handover choices. Mark anything you want to discuss. This is a service guide, not an investment forecast or signed agreement.

3 Explore the evidence

Review Tuxedo Park, Casa YYC and the interviews. Consider the work behind the results, not just the headline numbers.

Open case studies and interviews ↗

Bring four things

Your target market or property link; a realistic purchase and setup budget; financing status; and your preferred level of day-to-day involvement.

No bank statements, identity documents or account details are needed in the booking form. Discuss any secure document exchange with the team.

BEFORE PAID WORK BEGINS

Plan first. Commit later.

Pre-approval is preferred. You can still book if you have not started.

1

Free alignment and game-plan call

We discuss the property or market, your budget, timing, service level and operating plan. You leave with a clear next step. No payment is due on the call.

2

Confirm funding and feasibility

If financing is needed, we coordinate the next steps with your lender. A lender decides approval and terms. Cash buyers and existing owners follow the relevant funding checks.

3

Separate onboarding and agreement

You approve the written scope, responsibilities, budget and payment schedule. Only after signing does the first service payment become due, or the eligible full upfront payment.

4

Property work begins

For buyers, we coordinate the search and assessment. Existing owners begin with the agreed property assessment and setup scope. Start and launch dates depend on the property, approvals and delivery work.

Acceptance is limited to protect delivery attention. Acceptance is not a guarantee of a particular launch date, financing approval or financial return.

FULL TURNKEY DELIVERABLES

Find the right fit. Know the numbers.

Buyer acquisition support is included in the \$25,000 Full Turnkey scope. Owners use the \$20,000 version without a property search.

Our proprietary underwriting software.

Built in-house. Used within our service. Not sold separately.

01 Search and shortlist

Property search against your budget, target market and agreed rental strategy. Identify practical constraints before progressing.

02 Professional-grade underwriting

Analysis using our proprietary software to assess revenue assumptions, costs, operating scenarios and risks. Underwriting supports a decision; it cannot promise income.

03 Realtor and lender coordination

Coordinate with the licensed professionals involved in the purchase and financing. They retain their professional responsibilities and fees.

04 Offer guidance

Help evaluate what to offer and the conditions to discuss with your realtor. You make the purchase decision and sign purchase documents.

05 Licensing process

Coordinate the licensing process and operating requirements within the agreed scope. Local authorities determine approval; permissions must be confirmed before launch.

Property purchase, down payment, inspections, legal work, taxes, permits and financing costs are separate from the service fee.

FULL TURNKEY DELIVERABLES

Prepare a place guests want to book.

Design and operational readiness are part of the same plan.

06 Design and furnishing coordination

Coordinate the property's design direction, furnishings and amenities around the target guest and agreed budget. Furniture and purchases are owner-funded.

07 Vendor management and staging

Coordinate the agreed vendors, delivery, setup and staging. Labour, trades and third-party invoices remain separate unless expressly included in your signed scope.

08 Professional photography

Coordinate professional photography of the launch-ready property. Confirm the shoot scope, deliverables and any separate travel or specialist costs in the agreement.

09 Digital systems and launch

Set up the agreed listing, pricing and operating systems, and prepare the local team for guest-ready delivery. Software subscriptions and platform fees remain operating costs.

10 Exclusive Mr Airbnb brand feature

A brand feature is included in Full Turnkey. Format, timing and placement are defined in your engagement; audience reach or bookings are not guaranteed.

Acquire & Launch does not include complete design/furnishing coordination. The property must still meet our design, furnishing and guest-readiness standards before launch.

FULL TURNKEY DELIVERABLES

Launch with help. Take over with clarity.

Support runs for 90 days total from launch, including the first 30 days.

1

11 First 30 days operated

We run the agreed launch operation for the first 30 days with no Ross Stays management fee. Guest service and review-building focus on the experience. Positive reviews are never guaranteed.

2

12 Systems and team handover

Receive control of the agreed listings, systems and local-team arrangements, with responsibilities explained before transition. You retain the property and its operating income, subject to costs.

3

13 Team support through day 90

Access team support in the group chat from launch through day 90. This includes the first 30 days; it is not 30 days plus another 90. Support is distinct from ongoing day-to-day management.

Owner control, from the start

No equity partner. No continuing Ross Stays revenue share. You approve the setup budget, ongoing operator, scope and rate.

AFTER THE FIRST 30 DAYS

Choose how your property runs.

The business still requires day-to-day work. Choose the route that suits your time and budget.

Option 1 Self-manage

Use the systems and local team in place. You take responsibility for guest communication, pricing, listing updates, licensing and compliance, AirCover claims, maintenance coordination and service quality.

Option 2 A credible local operator

Where available, we match you with an operator we have personally taught who runs an established business local to your property.

Or a reputable local management company

We assess local businesses and negotiate on your behalf using our reputation, relationships and volume in the space. You approve the provider, contract and rate before handover.

A better-fit operator. A negotiated rate.

Availability and savings depend on the property and market. Ongoing management, software and any separately agreed placement fees are not included in the setup fee.

Compare the full contract: fee base, cleaning, maintenance, upsells, cancellation terms, reporting and responsibilities. A lower percentage alone is not the whole cost.

CLEAR SERVICE FEES

Pay by milestone. Or save 10% upfront.

All figures on this page are USD service fees. Canadian clients receive a CAD quote plus applicable tax.

Full Turnkey | buying: \$25,000

\$5,000 after signed onboarding · **\$5,000** at closing · **\$10,000** at launch · **\$5,000** after the 30-day managed launch.
Upfront: \$22,500. Save \$2,500.

Full Turnkey | already own: \$20,000

No property search. Owner milestones are agreed in writing.
Upfront: \$18,000. Save \$2,000.

Acquire & Launch | buying: \$15,000

\$5,000 after signed onboarding · **\$5,000** at launch · **\$5,000** after 30 days.
Upfront: \$13,500. Save \$1,500.

Acquire & Launch | already own: \$10,000

Owner milestones are agreed in writing. **Upfront: \$9,000.**

Optimize | existing rental: \$5,000

One listing; \$1,500 per additional listing. No 10% upfront discount. No property sourcing, licensing or managed launch.

Fees are separate from the purchase, furnishing, labour, financing, tax and ongoing operation. No automatic service-fee credit from booking revenue. The signed agreement controls scope, timing and refund terms.

COMPARE THE ACTUAL SCOPE

Setup partner. Ongoing manager. Or do it yourself.

These are different jobs. Compare deliverables and total costs, not a blanket claim that every manager offers the same service.

Find and assess a property

Full Turnkey buyer: included

Manager: contract-dependent

DIY: coordinate your own specialists

Design, setup and launch

Full Turnkey: coordinated

Manager: may be an extra service

DIY: coordinate vendors and standards

First 30 days of operation

Full Turnkey: included, no management fee

Manager: ongoing contracted fee

DIY: your time and responsibilities

After the handover

Self-manage or engage a separate operator

Manager: continues under its contract

DIY: your ongoing responsibility

Ownership and control

You retain title; no Ross Stays equity share

Management does not usually transfer title

You retain title and responsibility

Some managers offer setup and owner-controlled listings. Ask rather than assume. Evolve publicly lists 10% Core and 15% Plus management plans, plus onboarding and separate on-site costs. [1]

VALUE, WITHOUT INFLATED NUMBERS

What would the pieces cost separately?

Published provider examples help you compare. They are not market averages or identical scopes, and should not be added into a promised package value.

Rental design and launch coordination | \$3,800+

Toscano Interiors publishes a launch package covering design, sourcing and a styling day. Furnishings are separate. Photography is an add-on. This overlaps several Turnkey tasks, so do not count each task again. [2]

Rental photography | \$350-\$525

Rayolight's 2026 guide lists these prices across 1-6 bedrooms depending on size and photography method. Regional travel and extras can add cost. [3]

Dynamic-pricing software | \$19.99/month

PriceLabs lists this starting price for one US/Canadian listing, before tax. Five years at an unchanged price is \$1,199.40. This is one software subscription, not implementation or a full system stack. [4]

Search, underwriting, coordination and handover

These scopes vary materially by property and market. Obtain comparable written quotes. We do not assign invented retail values to our proprietary work or brand feature.

All benchmarks above are USD, checked 12 October 2026. Regional provider quotes, not national averages. Furniture, third-party invoices and subscriptions remain separate from Ross Stays service fees.

AN ILLUSTRATIVE FIVE-YEAR COMPARISON

Keep the maths honest.

Same \$100,000 annual fee-base revenue for five years. No assumed revenue increase, setup-error saving, inflation or property appreciation.

Illustrative difference: \$41,000

At an assumed 25% ongoing management rate.

Percentage manager: \$125,000

$25\% \times \$100,000 \times 5$ years. Assumes \$0 setup and \$0 extras for a conservative comparison.

Ross Stays route: \$84,000

Full Turnkey buyer fee \$25,000 + an assumed \$1,000/month all-in external management and required software budget for 59 months after the included first month. This is a budgeting assumption, not a negotiated quote.

The rate changes the answer.

10% manager: \$50,000

Ross route costs \$34,000 more

15% manager: \$75,000

Ross route costs \$9,000 more

25% manager: \$125,000

Ross route costs \$41,000 less

This compares management/setup cash outlays, not profit, cash flow or equivalent service scope. Acquisition, financing, cleaning, repairs, tax and other property costs are excluded from both sides. Fee bases vary by contract. Self-management uses owner time. Actual results may be better or worse.

INSIDE A REAL TUXEDO REPORT

What the operation reported.

Internal July 2026 report excerpt. CAD. Private details removed.

\$182,654.63

Reported gross booking earnings

Airbnb gross	\$168,853.03
Vrbo gross	\$12,801.60
Direct booking	\$1,000.00
Less platform fees and adjustments	-\$22,696.04
Reported payout before property costs	\$159,958.59

A payout is not profit.

Cleaning, maintenance, utilities, insurance, taxes, management and financing still come off the payout. This excerpt does not calculate an owner return.

Read the period correctly.

July 2025 to mid-July 2026: more than 12 months, including two Stampede periods. The cover says July 12; monthly detail runs through July 14. This is not a standard 365-day annual result.

Source: internal July 2026 Combined Earnings Report, summary and monthly detail. Channel and monthly sums reconcile. Company-reported, not audited. Bank settlement and expense completeness are not verified here. Future reservations excluded.

INSIDE THE UNDERWRITING

The questions behind the headline.

Internal Tuxedo buyer model, July 2026. Historical assumptions, not current financing terms.

01 Acquisition and cash required

The \$1.25M scenario separates a \$250,000 down payment, \$1,000,000 loan and assumed \$5,000 closing costs. Tax, reserves and additional setup also need a budget.

02 Revenue and operating costs

The model works from platform payouts, then lists cleaning, the local team, fixed property costs and debt service. It separates the income line from the cash an owner can actually keep.

03 Different outcomes

Three revenue scenarios show debt coverage and cash-on-cash calculations. Before deciding, refresh costs and financing and align the revenue and expense periods.

04 Equity and exit

Purchase price, residential value, loan paydown and selling costs belong in separate lines. Appreciation is an assumption. Adding projected cash flow and appreciation does not establish realised profit.

The value is in the decision process.

Our proprietary software supports our analysis within the service. It is not sold separately.

Source: July 2026 Tuxedo \$1.25M Buyer Package, Buyer P&L; and Assumptions. Original return labels mix history and future bookings; those claims are omitted. Redrawn explanatory excerpt, not a software screenshot or audited report.

QUESTIONS AND NEXT STEP

Know what happens before you say yes.

Will I be charged for the call?

No. The call and any next-step financing discussion are free. Payment begins only after you choose to sign the separate onboarding agreement.

How do I pay?

E-transfer or wire. For international clients, an optional \$1,000 card payment may be credited toward the service fee. Any permitted surcharge, up to 2.4%, and applicable tax are disclosed before payment.

Can I use a HELOC?

Discuss available equity, borrowing costs and affordability with your lender. Borrowing against your home adds debt and risk. Financing approval and repayment remain your responsibility.

Are income, licensing or timing guaranteed?

No. Markets, permits, financing and execution affect the outcome. Setup standards and deliverables are defined in the agreement; we do not sell an income promise.

What about cancellation or changes?

Refunds, changes, cancellation, timing and any third-party commitments follow the written engagement. Review those terms before signing.

Book your free game-plan call ↗

Benchmark sources

1 Evolve · 2 Toscano Interiors · 3 Rayolight 2026 pricing · 4 PriceLabs