
Host Guide

How to Price Your Mid-Term Rental

A step-by-step pricing guide for Hosts on MidiStays

Getting the Price Right

Pricing a mid-term rental is not the same as pricing a short-term holiday let or setting a long-term lease rate. It sits in its own category, and it needs its own approach.

Price too high and your listing sits empty. Price too low and you attract the wrong Guests, undermine your returns, and create problems that cost more to manage than the income justifies.

This guide walks you through a practical, step-by-step pricing strategy for mid-term rentals in the Australian market. The goal is a rate that is competitive, sustainable, and genuinely profitable.

Understand What You Are Offering

Mid-term stays run from 30 days to 6 months. They are furnished. They include utilities, Wi-Fi, and the comforts of home. Guests are not holidaymakers and they are not long-term tenants. They are people in motion.

Your typical Guest might be:

- Relocating for work and needing somewhere to land while they find their feet
- Renovating their own home and needing a temporary base nearby
- A student or healthcare worker on clinical placement
- A digital nomad working remotely for a season
- Someone navigating a life transition who needs stability without a long-term commitment

These Guests are comparing your property not just to other rentals, but to hotels, serviced apartments, and long-term leases. Your pricing needs to make sense against all three.

What Your Rate Needs to Cover

Before you set a number, work out your actual costs. Your monthly rate needs to cover all of the following:

- Mortgage repayment (if applicable)
- Utilities: electricity, gas, water, and council rates
- Internet and any streaming subscriptions included in the listing

- Wear and tear on furnishings and appliances
- Cleaning costs at the end of each stay, and any mid-stay cleans you offer
- A vacancy buffer: plan for 10 to 15 percent downtime between Guests

Once you understand your costs, you can set a rate with confidence. Guessing your costs and working backwards from a round number is how Hosts end up losing money without understanding why.

Step-by-Step Pricing Strategy

Step 1 Research Your Local Market

Start by understanding what comparable furnished properties are achieving in your area. Search Airbnb filtering for stays of 28 days or more to see monthly rates for similar properties. Look at Booking.com and Stayz for medium-term furnished listings in your suburb.

You are looking for properties with similar bedrooms, comparable furnishings, and a similar location. Do not just look at asking prices — look at reviews and recent activity to gauge what is actually booking.

Step 2 Adjust for What You Include

Not every property includes the same things. Each inclusion adds genuine value and justifies a higher rate. Work through the following questions:

- Are all utilities included in your rate?
- Is the property fully furnished to a good standard?
- Is there a proper workspace with fast, reliable Wi-Fi?
- Are pets permitted?
- Is parking included?

As a rough guide, each significant inclusion — utilities, parking, a quality workspace — can justify an additional \$30-\$50 per week on your rate. Do not leave value on the table by not communicating what is included.

Step 3 Factor in Stay Length

Longer stays reduce your turnover costs. Fewer changeovers mean less cleaning, less administration, and less time with the property sitting empty between Guests.

Consider offering a modest discount for extended bookings. A reduction of 5 to 10 percent for stays of 60 days or more can improve your occupancy rate significantly without meaningfully reducing your net return. The maths usually works in your favour.

Step 4 Adjust for Seasonality

Demand for mid-term rentals in Australia varies by location and season. University towns see spikes at the start of each semester. Coastal markets have strong summer demand. Cities with major hospitals or corporate hubs tend to have more consistent year-round demand from healthcare workers and project professionals.

The goal is consistent income, not the highest possible rate in peak months followed by extended vacancy.

Pricing in Practice: A Worked Example

To make this concrete, here is an example based on a two-bedroom furnished unit in an Australian city where comparable short-term rental rates run around \$120 per night.

Rental type	Monthly rate	What that means in practice
Short-term (nightly platform)	\$3,600/month	High turnover, frequent cleaning, more wear and tear
Long-term lease	\$1,800/month	No furnishings required, no flexibility, lower net return
Mid-term rental (MidiStays)	\$2,400 – \$2,800/month	Furnished and inclusive, stable income, quality Guests

Mid-term pricing sits intentionally between the two. It delivers more than a long-term lease while avoiding the constant churn and cost of short-term hosting. That is the gap MidiStays is built for.

Common Pricing Mistakes

These are the errors that appear most often — and the ones that are easiest to avoid once you know to look for them.

- Using nightly short-term rates to estimate monthly income, without accounting for gaps, cleaning, and platform fees
- Ignoring the value of what you include — utilities, Wi-Fi, parking, and a well-furnished space all justify a higher rate
- Not adjusting for seasonal demand, leaving money on the table in peak periods and sitting empty in quiet ones
- Burying cleaning fees or security deposits in fine print — build them into your rate or disclose them clearly upfront
- Setting a rate and never revisiting it — the market moves, and your pricing should too

Frequently Asked Questions

Should I offer a discount for longer stays?

Generally yes. A reduction of 5 to 10 percent for stays of 60 days or more tends to improve occupancy without significantly reducing your net return. The savings in turnover costs, cleaning, and vacancy time usually more than offset the reduction in rate.

Should I include utilities or charge separately?

Including utilities in your rate simplifies things for both you and your Guest. It removes friction at the booking stage and reduces the likelihood of disputes. If you are concerned about high usage, set a reasonable monthly cap and disclose it clearly in your listing.

How often should I review my pricing?

At minimum, review your rate every year. Check what comparable properties are achieving and adjust for any changes in local demand. If your listing has been sitting without enquiries for more than two to three weeks, that is a signal your pricing or presentation needs attention.

What if I am not sure what the market rate is in my area?

Start by searching Airbnb for 28-plus day stays in your suburb. That will give you a useful baseline for furnished accommodation in your immediate area. Alternatively if you are using a real estate agent to facilitate your lease they will be a great source of advice.

Getting It Right From the Start

Mid-term hosting done well delivers stable income, quality Guests, and far less of the administrative load that comes with constant short-term turnover. But it depends on getting your pricing right from the outset.

Know your costs. Research your market. Price for what you actually offer. And revisit your rate regularly as the market changes around you.

A well-priced listing does not just earn more. It attracts better Guests, fills faster, and gives you fewer problems to manage over the course of a stay.

If you want help thinking through your pricing or are not sure how your property compares to others in your area, consider speaking with a local agent as they will be the experts in your area.

midistays.com.au | info@midistays.com.au