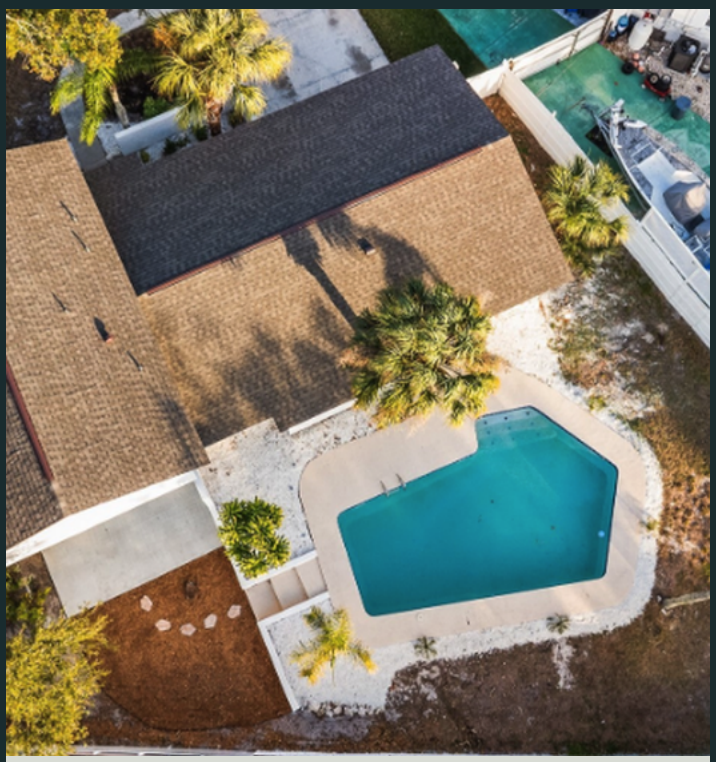
THE WOODDALE TRANSFORMATION

A real-world look at Lumina's done-for-you investment approach



BEFORE / ACQUISITION



AFTER / LUMINA

ONE PROPERTY. REIMAGINED.

A traditional Tampa home transformed into a highly visual, group-oriented short-term rental with standout outdoor amenities and cohesive interior design.

THE INVESTMENT

Designed for guests. Built for ownership.

PURCHASE PRICE

$590,000

ANNUAL GROSS REVENUE TARGET

~$160,000

ESTIMATED ANNUAL RANGE

$140K-$180K

GUEST SLEEPING CAPACITY

18-20*

WHY THIS PROPERTY?

A spacious home, an existing pool and outdoor area, and the opportunity to create a more distinctive group-stay experience through thoughtful design and amenity upgrades.

*Sleeping capacity is owner-reported; confirm local limits and platform listing.
Revenue estimates are projections, not guaranteed results or profit.

THE BACKYARD

A major differentiator for larger groups



BEFORE



AFTER

An underused yard was transformed into an outdoor recreation destination featuring a colorful pickleball court, turf, mini golf and room to gather. The design creates a memorable visual identity for the property.

PHOTOGRAPHY: ORIGINAL PROPERTY & LUMINA LISTING

THE POOL EXPERIENCE

From functional outdoor space to guest attraction



BEFORE



AFTER

The existing pool was incorporated into a cohesive outdoor experience with refreshed surroundings, bright visual details and additional amenities that support group travel.

PHOTOGRAPHY: ORIGINAL PROPERTY & LUMINA LISTING

THE INTERIOR

A more intentional hospitality aesthetic



BEFORE



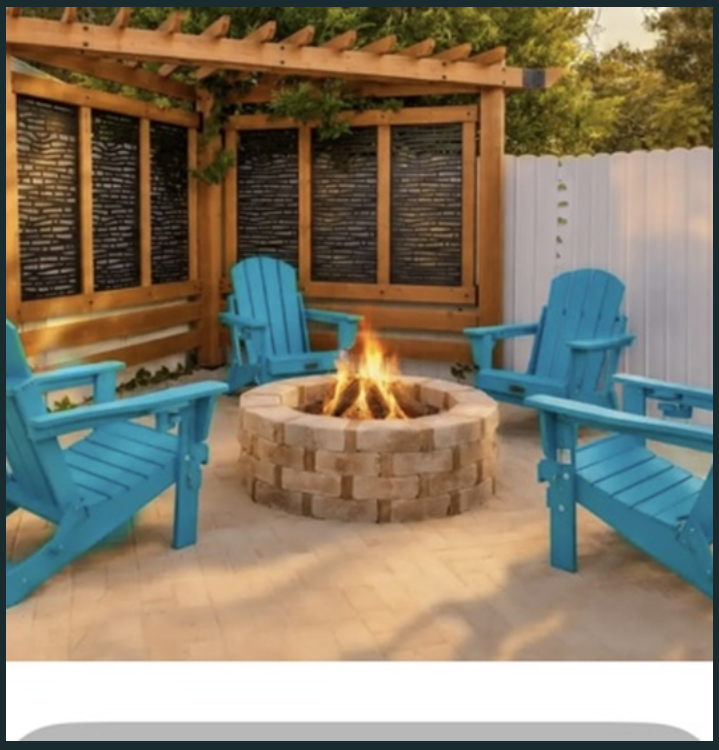
AFTER

Lumina coordinated a new furnishing and design direction focused on comfortable shared spaces, warm textures, cohesive styling and professional presentation for the listing.

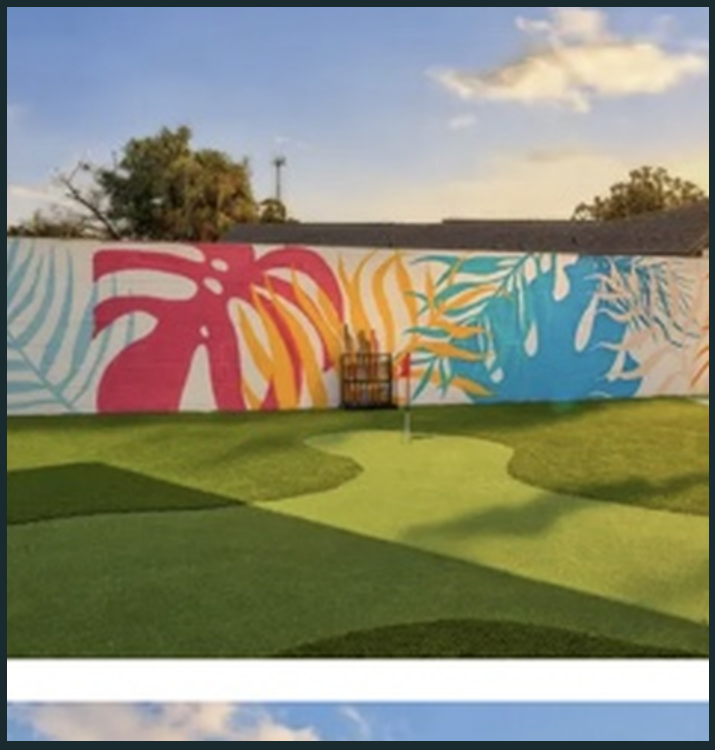
PHOTOGRAPHY: ORIGINAL PROPERTY & LUMINA LISTING

MORE THAN A STAY.

A destination designed for people to gather.



FIRE PIT



MINI GOLF



GUEST ROOMS



OUTDOOR LOUNGING

FROM IDEA TO INCOME

A coordinated, done-for-you real estate experience.

01 FIND & ANALYZE

Property sourcing, market research and acquisition coordination.

02 DESIGN & PLAN

Interior design, guest-focused amenities and improvement planning.

03 EXECUTE & LAUNCH

Vendor coordination, furniture installation, setup, photography and launch.

04 OPERATE & OPTIMIZE

Ongoing pricing, guest communications, maintenance coordination and management.

Owners fund property purchases and third-party project costs.

Tax planning referrals available; individual eligibility varies.



YOUR NEXT PROPERTY. OUR ENTIRE TEAM.

Whether you are purchasing your first short-term rental or expanding your portfolio, Lumina helps you move from acquisition to a professionally managed, guest-ready property.

LET'S TALK ABOUT YOUR NEXT INVESTMENT

staylumina.com | Lumina Corporate Housing