BENSTAY LLC · KYOTO

# Kyoto property management

Services and prices for machiya and licensed guesthouses, for owners in Japan and overseas

Registered residential lodging manager (MLIT F05226) · benstay.jp

Prices as of October 2026. All prices exclude 10% consumption tax.

WHO WE ARE

# Local, bilingual and hands-on

## 2018

Running our main guesthouse in Kyoto since 2018

## 3 cities

We run stays in Kyoto, Kobe and Tokyo (Gotanda)

## JP · EN

A native bilingual team for guests, paperwork and owner reporting

In Kyoto, we work across the city centre from our base on Senbon-dori (Kamigyo). Machiya are a specialty: we look after several, with the care that tatami, woodwork and delicate finishes need.

WHAT WE DO

# What we take care of

## Operations

- Calendar and pricing
- Reservations
- Guest messaging in English and Japanese
- Reviews
- Monthly report and settlement

## Cleaning

- Turnover cleaning after every stay
- Linen change, washed in-house
- Amenity restocking
- Inventory and supply reports

## Front desk

- Off-site front desk at our reception
- Guest check-ins
- Guest registry
- On-site help within 10 minutes

You can build the Airbnb and Booking.com listings on your own accounts and hand us the day-to-day, or we can set them up for you.

PRICING

# Running costs

| Item | Price | Notes |
|---|---|---|
| Management | 15% of net revenue with our front desk; 20% without | Gross revenue minus OTA commissions |
| Cleaning | from ¥11,000 per turnover | By ward and house size (next slide) |
| Off-site front desk | from ¥50,000 per month | Includes check-ins 9:00–18:00; other hours cost extra |
| Emergency call-outs | from ¥5,500 / ¥10,000 | Day 10:00–22:00 / night 22:00–10:00 |

Also paid by the owner: internet, utilities and any channel manager's monthly fee.

PRICING

# Cleaning, by ward

| Ward | Per turnover |
|---|---|
| Kamigyo-ku | from ¥11,000 |
| Nakagyo-ku | from ¥12,000 |
| Shimogyo-ku | from ¥13,000 |
| Minami-ku, Higashiyama-ku | from ¥15,000 |
| Kita, Sakyo, Yamashina, Ukyo, Nishikyo, Fushimi | Please ask |

## How the price is set

- Larger machiya (around 90–150 m²): from about ¥20,000
- Final price after a visit: size, parking nearby and same-day turnovers
- Premium over New Year, Golden Week, Obon and Silver Week

PRICING

# One-off setup

| Item | Price | What it covers |
|---|---|---|
| Base setup | ¥100,000 | Registering our reception as your front desk (an on-site inspection is likely), system and camera links, first cleaning assessment |
| Listings (optional) | ¥50,000 per channel | Airbnb, Booking.com or a channel manager. Not charged if you build them yourself |
| Licence changes | Quoted per case | For example a new facility name, through our scrivener, or you can do it yourself |
| Grey linen stock | about ¥5,000 per set | About 4 sets per guest (≈ ¥160,000 for 8) |

A standard start-up package comes to around **¥200,000–250,000**.

LISTINGS AND CHANNELS

# Short on time? Start on Airbnb only.

Add Booking.com later, together with a channel manager that keeps both calendars in sync. We don't recommend iCal calendar sync: it isn't reliable and risks double bookings.

You can build the listings on your own accounts, or we set them up at ¥50,000 per channel.

LINEN

# Grey or white linens



## Our grey linens (recommended)

- Included in the cleaning price
- Upfront: about 4 sets per guest, at about ¥5,000 per set (≈ ¥160,000 for 8 guests)
- Washed in-house, and in use at several machiya we look after

## White ryokan-style linens

- Through a linen company: about ¥800–1,000 per guest per stay, depending on towels
- Usually no upfront fee; some companies set a monthly minimum

GOOD TO KNOW

# Owner stays and extras

## Personal stays

Only the cleaning after you leave, at the normal rate. No management fee; the monthly front-desk fee continues.

## Internet

You provide the line. We can help with installation and Wi-Fi for the whole house, as one router rarely covers a machiya.

## Bicycles

Regular bikes suit an unstaffed house. The bike shop across from our guesthouse handles maintenance, registration and insurance, at about ¥4,000–7,000 per bike per year.

GOOD TO KNOW

# Kyoto's rules, briefly

## Today

Staff must be able to reach the house within about 10 minutes (roughly 800 m) while guests stay. Simple lodging permits also need a front desk, which small houses can have off-site within that distance. Our reception in Kamigyo covers both for houses nearby.

## Under discussion

Kyoto is consulting on stricter rules that would require staff in or next to each lodging (draft, August 2026). Nothing is decided yet; we will advise as it develops.

NEXT STEPS

# How it works

### 1 Get in touch

Send the address, floor plan and licence status to info@benstay.jp

### 2 Viewing

Our team visits the house before you decide anything

### 3 Proposal

A written quote for your house and plans

### 4 Setup and launch

Front desk registration, linens, listings and the first clean

**info@benstay.jp** · benstay.jp · +81 75-468-1000

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