StayValet

Sample Personal Direct Booking Plan · Fictional example

Bayview Retreat, Downtown Miami

Prepared for Daniel, November 2026. A 1-bedroom apartment with a bay-view balcony and pool, booked on Airbnb and through the owner's own site.

At a glance

- **Direct-Ready Score: 70 out of 100, "Ready to grow."** Your direct setup is strong (35 of 40). Listing and pricing is the weakest area (15 of 30).
- **You already book 20% direct.** That is about 9 of 46 stays a year, and it puts about **$1,630 a year** in your pocket after direct costs.
- **Airbnb still takes about $14,340 a year** in fees on your other 37 stays. Each stay you move to direct saves about **$301**.
- **Likeliest problem: Listing.** Guests rate you highly, but your listing contradicts itself in three places and your cover photo doesn't show the view you sell.
- **Inside this plan:** your numbers, ready-to-paste listing and website text, a slow-season plan, 3 channels to grow, a 5-email campaign for direct guests, your card and magnet designs, and a 30-day checklist.

01 Your fee exposure

From your numbers

Item	Your numbers
Average stay	5 nights at $450, plus a $250 cleaning fee = **$2,500**
Stays per year	46 (about 37 on Airbnb, 9 direct)
Gross bookings per year	About $115,000
Airbnb host-only fee	15.5%, or about **$388 a stay**
Airbnb fees per year today	About **$14,340** on 37 stays
If every stay were on Airbnb	About $17,825 a year

02 Does direct booking pay for you?

Yes, and it can pay more

Item	Your numbers
Savings per direct stay	About $388 Airbnb fee, minus about $73 card processing (2.9% + 30¢) and $14 verification and damage cover = **about $301**
Fixed direct costs	$40 booking site + $50 marketing = $90 a month, or $1,080 a year
Direct stays to break even	**4 a year.** You are well past it with 9.
Pricing room	You can price direct 5% below Airbnb ($125 off a $2,500 stay) and still keep about $175 more than on Airbnb

03 Your scenarios

What you keep at each direct share

Direct share	Direct stays a year	Airbnb fees still paid	Net gain from direct
20% (today)	9	About $14,340	About $1,630
25%	12	About $13,180	About $2,530
30% (your goal)	14	About $12,400	About $3,130
40%	18	About $10,850	About $4,330

What this means: Each 5% you move to direct is worth about **$900 a year**. Because your listing already converts well and guests come back, the fastest gains come from repeat guests and referrals, not paid ads.

04 Your first read: Price, Listing or Visibility

Where bookings stall

Area	What we see	Read
Listing	4.78 from 64 reviews, but Accuracy is your lowest score (4.7). The listing uses three different names, calls the pool "rooftop" and "9th floor," and lists the living-room bed as both a "double bed" and a "sofa bed." The description cuts off mid-sentence, there is no carbon monoxide alarm, and the cover photo shows the lobby, not the bay view.	**Likeliest problem**
Price	Value is 4.8 and occupancy is steady outside August and September. At $450 a night, pricing looks right for a bay-view 1-bedroom.	Fine for now
Visibility	Guests find you: 46 stays a year and 20% direct from repeat guests and Instagram. Google Vacation Rentals is not connected yet.	Good, with one gap

05 Your top 3 fixes

In this order

- [ ] **Make the listing match itself everywhere.** Section 6 has your new title options, opening paragraph and photo order.
- [ ] **Turn your direct site into your best booking page.** Section 7 has your checklist and the text to paste in.
- [ ] **Grow repeat and referral bookings.** Section 9 has your 3 channels and section 10 your 5-email campaign.

06 Listing fixes, written for you

Paste these into Airbnb and your site

Title options (Airbnb allows 50 characters):

- [ ] **Bay View 1BR + Pool, Downtown Miami Balcony** (43 characters) Leads with the view.
- [ ] **Downtown Miami Balcony w/ Bay View, Pool, Gym** (45) Leads with the location and building.
- [ ] **Brand-New 1BR, Bay + Skyline Views, Pool** (40) Leads with the newness.

> **New opening paragraph (the lines guests read first):**
> Wake up to Biscayne Bay from a brand-new 1-bedroom in Downtown Miami. Sleep in a king bed, cook in a full kitchen and end the day on your private balcony with skyline views. The building has a pool, a gym and a co-working space, and South Beach is a 15-minute drive.

Fix	Change it to
Property name	Use "Bayview Retreat" everywhere: title, description, house manual and your site
Pool	"9th-floor pool," in every section
Living-room bed	"Queen sofa bed," in the amenities and the description
Description	Finish the cut-off sentence, and replace emoji lists with short lines of plain text

Photo slot	Show	Why
1 (cover)	The balcony with the bay at sunset	The view is what guests pay for
2	The skyline from the king bed	Shows the view from inside
3	Living room and kitchen	Space and the new finish
4	The 9th-floor pool	Your top building amenity
5	Co-working space	Wins remote workers and longer stays

07 Your direct site checklist

Item by item

Item	Today	What to add
Booking engine with payments	Done	Keep.
Rental agreement and guest verification	Done	Keep. Say on the site that verification protects every guest.
Reviews	Few	Add every direct guest's review. Ask in email 1 of your campaign.
Same name and details as Airbnb	No	Copy the fixed text from section 6.
A reason to book direct	Missing	Paste the block below.
Google Vacation Rentals	Not connected	Connect through your booking software.
Prices 3% to 5% below Airbnb	No	Set a direct rate rule in your booking software.

> **"Why book direct" block:**
> **Best rate when you book here,** 5% below other sites. **Early check-in when available,** just ask. **Talk to Daniel directly,** with no middleman. **Returning guests get first pick** of Art Basel and holiday dates.

08 Your slow-season plan

August and September

Month	What to do	Direct offer
August	Miami Spice restaurant months run in August and September (check this year's dates). Lead with food in your posts and emails.	4+ nights: a Miami Spice dining guide and late checkout, direct only
September	Hurricane season peaks. Flexible rebooking is the strongest reason to book direct.	7+ nights: 10% off, with free date changes if a storm hits
Year-round	Remote workers fill weekdays. Your co-working space is the hook.	14+ nights: a monthly rate on your site only

> **Rule:** Put each offer on your own site and your Google Vacation Rentals rate, never as a message to Airbnb guests.

09 Your 3 channels

Grow what already works

- [ ] **Repeat guests.** Load the 5-email campaign in section 10. Most of your 20% direct comes from people who already know you.

- [ ] **Referrals.** Give every direct guest a referral perk: their friend gets late checkout, they get $50 off their next stay.
- [ ] **Instagram.** Post the view at sunset twice a week with your booking link in your bio, and use a link in every story. About 30 minutes a week.

10 Your direct-guest email campaign

5 emails, ready to load

Who gets these: Send these only to guests who booked on your own site or signed up there. Never to Airbnb guests. Every email needs your mailing address and an unsubscribe link.

1 · DAY AFTER CHECKOUT

Thanks for staying at Bayview Retreat

Hi {first name}, thank you for staying with us. A short review on our site helps other travelers find us. Next time, book direct for our best rate. Daniel

2 · TWO MONTHS BEFORE ART BASEL

Your first pick of Art Basel dates

Hi {first name}, December fills fast in Miami. As a past guest, you can book before dates open anywhere else. Daniel

3 · THREE MONTHS LATER

Know someone who'd love the view?

Hi {first name}, if a friend books direct, they get late checkout and you get $50 off your next stay. Just ask them to mention your name. Daniel

4 · JULY, BEFORE THE SLOW SEASON

A Miami Spice week, 10% off

Hi {first name}, August and September are Miami Spice months. Book 7+ nights direct and save 10%, with free date changes if a storm hits. Daniel

5 · ONE YEAR AFTER THE STAY

A year ago you were on Biscayne Bay

Hi {first name}, planning a return? Your returning-guest rate is waiting on our site. Daniel

11 Your card and magnet designs

Set up in Canva with your details





Included: a business card (front and back) and two fridge magnets, a die-cut 3 x 4.5 in and a square 3.5 in, sized for printing.

Hand them to direct guests and local partners, or mail them with a thank-you note after a direct stay. Don't place them in the apartment during Airbnb stays.

Bay-view photo

DOWNTOWN MIAMI

Bayview Retreat

Bay and skyline views, pool and balcony

Book your next stay direct

Best rate, 5% below other sites

[your site]

Daniel · Superhost

QR code to your site

12 Your Pricing & Revenue sheet

Yours to keep

Tab	What it does
Monthly numbers	Enter nights, earnings and fees each month. It shows your occupancy, nightly rate and fee rate.
Direct vs Airbnb	Shows what each direct stay saved and your running direct share.
Slow season	Tracks August and September nights against last year.
Breakeven	Your section 2 math, updated when your costs change.

Setup: Pre-filled with your numbers. Update it once a month in about 10 minutes.

Your 30-day plan

- **Week 1:** Add the carbon monoxide alarm. Fix the three contradictions and the cut-off sentence. Pick a new title.
- **Week 2:** Reorder your photos so the bay view leads. Copy the fixed text to your site and add the "Why book direct" block.
- **Week 3:** Connect Google Vacation Rentals. Set your direct rate 5% below Airbnb and your August and September offers.
- **Week 4:** Load the 5 emails and the referral perk. Order your cards. Fill in your Pricing & Revenue sheet.

13 How we will measure it

Check these monthly

Number	Today	90-day target
Airbnb Accuracy score	4.7	4.9
Direct share of stays	20%	25%, on track for 30% in 12 months
Direct stays per year	9	14
Net gain from going direct	About $1,630 a year	About $3,130 a year
August and September booked nights	Below other months	Up on last year

Want this plan for your rental?

The $49 Direct Booking Starter gives you this full plan for your own listing, with the email campaign, card and magnet designs, and your Pricing & Revenue sheet. **See the Starter**

This is a fictional example. The property, owner and numbers are made up to show what a plan looks like. Event dates change each year. This plan is general guidance, not financial, legal or tax advice. © 2026 StayValet.