HORTON RETREATS

AIRBNB REVENUE AUDIT, SAMPLE EXCERPT

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FICTIONAL LISTING USED FOR THIS EXAMPLE

The Willow Lake House

A 3-bedroom lakeside house in Willow Bend, a fictional suburb in the Dallas-Fort Worth area. This listing was invented for the sample. It is not a client property, and the figures below are example data only, not results from a real stay.

30-day pricing calendar snapshot

Example 30-day window starting on a Friday. The current listing uses $189 on weekdays, $349 on weekends, and a 3-night minimum every night. The markers below highlight weekday underpricing, an orphan night, and short gaps that the minimum stay leaves unbookable.

FRI	SAT	SUN	MON	TUE	WED	THU
1 $189	2 $349	3 $349	4 Booked	5 Booked	6 Booked	7 $189
8 $189	9 Booked	10 Booked	11 Booked	12 $189	13 Booked	14 Booked
15 Booked	16 $349	17 $349	18 Booked	19 $189	20 $189	21 Booked
22 Booked	23 Booked	24 Booked	25 $189	26 $189	27 $189	28 $349
29 $349	30 $189					

Booked · Open weekend · Weekday underpriced · Orphan night · Blocked by 3-night minimum

Comparable listings (example data)

These five rows are invented for the sample, to show how a comps table appears in a report. They are not live listings and not client results.

LISTING (EXAMPLE)	BEDS	DISTANCE	WEEKDAY	WEEKEND	MINIMUM STAY
The Willow Lake House (this listing)	**3**	**Subject**	**$189**	**$349**	**3 nights**

LISTING (EXAMPLE)	BEDS	DISTANCE	WEEKDAY	WEEKEND	MINIMUM STAY
Shoreline Cottage	3	1.2 miles	$245	$355	2 nights
Dockside House on Elm	4	2.0 miles	$259	$389	2 nights
Pecan Court Lake House	3	2.4 miles	$239	$329	2 nights
Cypress Point Retreat	3	3.1 miles	$229	$339	2 nights weekends, 3 midweek

Title and photo order

CURRENT TITLE

Beautiful Lake House!! 3BR Close to Everything

RECOMMENDED TITLE

3-Bedroom Willow Lake House with a Dock, Yard, and Screened Porch

CURRENT FIRST FIVE PHOTOS

1. Sunset over the water, with the house out of frame
2. Aerial view of the neighborhood
3. Interior hallway
4. Hall bathroom
5. Living room facing the lake

RECOMMENDED FIRST FIVE PHOTOS

1. Living room opening to the lake, so a guest arrives in the space
2. Dock and water at dusk
3. Primary bedroom
4. Kitchen and dining table
5. Screened porch and yard

Prioritized fixes

This list shows the order we would recommend working in. It does not project bookings or revenue, and it is not a result from a real property.

RECOMMENDED FIX	WHY	IMPACT	EFFORT
Drop the everyday 3-night minimum to 2 nights, and fill or close the orphan night on day 12.	**Two-night gaps between stays cannot be booked under the current rule, and the single open night between stays is hard for a guest to use.**	**High**	**Low**
Lift weekday rates closer to nearby comps, while keeping a clear weekend premium.	Weekdays are listed at $189 against nearby 3-bedroom houses in the mid-$200s, which is a wider gap than the weekend difference.	High	Medium
Replace the title and reorder the first five photos as shown in the title and photo order section.	The current title is generic, and the first photos delay a clear view of the house and the water.	Medium	Low
Add dock access, parking, and a workspace note to the opening paragraph and the amenity list.	Those details are easy to miss in the current copy and help a guest understand the stay.	Medium	Low