

The Comp Set Worksheet

Find out who you're actually competing against.

Your Property

Fill this in first. Everything else compares back to this.

Bedrooms: _____

Bathrooms: _____

Property type (condo, cabin, house, etc.): _____

What's actually driving demand in your area (downtown, a lake, a trailhead, an event venue, a beach, etc.):

Your current nightly rate: _____

Section 2: The Basics

Find 4 to 6 listings near you that match your bed/bath count. For each one, check whether it's actually a real comp, not just something a pricing tool guessed at.

Listing name / link	Bed	Bath	Property type	Distance from demand driver	Min. stay	Real comp? (Y/N)
1.						
2.						
3.						
4.						
5.						
6.						

A listing with a 7-night minimum isn't really competing with you for a weekend guest, even if everything else matches. In the "Real comp?" column, mark it "N" and move on.

Section 3: Go Deeper (Optional)

Only fill this in for the listings you marked “Y” above. This is where you find out where you actually stand, not just whether these are the right comps.

Listing name	Nightly rate	Reviews / Rating	Their standout amenity	What they have that you don't	What you have that they don't
1.					
2.					
3.					
4.					

Section 4: The Gut Check (Optional)

- If a guest only saw the cover photo, would they click your listing over these 4 to 6? Yes / No / Not sure
- Do any of these comps have 1 clear thing they're known for, a hot tub, a view, a specific amenity, that you don't have an answer to?

What To Do With This

Once your tables are filled in, you're looking for 2 things.

First, where your rate actually sits. If your current nightly rate is below what your real comps are charging, you likely have room to raise it. If it's above them and you're not booking as often as you'd like, that gap is probably why.

Second, what's missing. Look down the “what they have that you don't” column. If the same amenity keeps showing up across multiple comps, a hot tub, a specific view, a game room, that's not a coincidence. That's the market telling you what guests expect at this price point.

THE REMINDER

Your comp set isn't fixed. New listings are still showing up, just slower than they used to. Recheck this worksheet every few months, not just once when you first list.

Want a second set of eyes on this?

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