

PROPERTY OPPORTUNITY AUDIT

Sample Audit Report

ILLUSTRATIVE PROPERTY

The Pine Ridge Retreat

North Georgia mountain home
3 bedrooms | Sleeps 8



INCREASE
Bookings



IMPROVE
Reviews



GROW
Revenue

SAMPLE AUDIT REPORT

Property Opportunity Audit

A curated preview of how StayIQ uncovers hidden booking, guest experience, operational, and revenue opportunities.

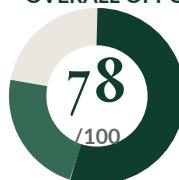
ILLUSTRATIVE PROPERTY

The Pine Ridge Retreat

North Georgia mountain home | 3 bedrooms | Sleeps 8



OVERALL OPPORTUNITY SCORE



HIGH OPPORTUNITY

Strong foundation with meaningful upside.

1

INCREASE
Bookings

2

IMPROVE
Reviews

3

GROW
Revenue

A complete view of property performance

We examine the guest journey from the first listing impression through the post-stay review - then connect the gaps to practical business outcomes.

100+

PERFORMANCE INDICATORS

The audit reviews more than 100 signals across your listing, visual story, guest journey, messaging, operations, experience design, and revenue potential.

01 LISTING + CONVERSION

First image, title, positioning, photo flow, clarity, trust, and booking confidence.

02 GUEST JOURNEY

Discovery, booking, pre-arrival, arrival, in-stay support, and post-stay follow-through.

03 EXPERIENCE + REVIEWS

04 REVENUE + OPERATIONS

THE STAYIQ DIFFERENCE

We do not simply identify what is wrong. We prioritize what matters most, explain why it affects guests and revenue, and show the direction that can create the biggest return.



Performance changes across the stay

A property can look strong on Airbnb and still lose momentum as guests move from discovery to booking, arrival, the stay itself, and the final review.



SAMPLE JOURNEY READOUT

	DISCOVER	BOOK	PRE-ARRIVAL	DURING	POST-STAY
Strengths					
Opportunities					

SAMPLE DIAGNOSIS

The listing creates interest, but the journey loses certainty.

The strongest opportunities appear between booking and arrival, where guest confidence and host efficiency should increase together.

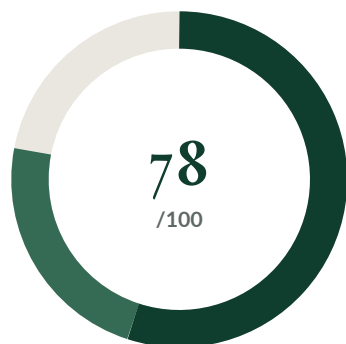
WHY IT MATTERS

When each stage feels connected, guests make decisions faster, arrive more confidently, ask fewer repetitive questions, and remember the stay more positively.

A strong foundation is already in place

The goal is not to rebuild what is working. It is to protect the strongest assets and make sure the listing and guest journey communicate their value more effectively.

OVERALL OPPORTUNITY SCORE



High Opportunity

A strong property with meaningful room to improve performance, guest confidence, and revenue.

Listing + Conversion 74

Guest Journey 82

Experience 76

Revenue + Operations 70

PROPERTY HIGHLIGHTS



Strong curb appeal



Inviting gathering space



Memorable outdoor setting

1

GREAT LOCATION

The property already benefits from a desirable mountain setting and strong trip-purpose appeal.

2

APPEALING AMENITIES

The deck, gathering areas, and flexible sleeping capacity support family and group stays.

3

SOLID GUEST SENTIMENT

The visible guest experience appears reliable, giving StayIQ a strong base to refine rather than repair.

The property is not the problem.

The main opportunity is how the value is framed, sequenced, and delivered.

A beautiful property without a clear story

The listing shows a capable home, but it does not yet create one distinctive reason for the ideal guest to choose this property over similar options.

CENTRAL DIAGNOSIS

The listing documents rooms.
It should sell the stay.

CURRENT IMPRESSION

"A nice mountain home"

Guests see bedrooms, a deck, and standard amenities. The property appears suitable, but the emotional reason to book remains generic.

OPPORTUNITY DIRECTION

"Reconnect in the pines"

Frame the property around warm gathering spaces, peaceful outdoor moments, and an effortless group retreat - then carry that promise through the entire guest journey.

1 BOOKING CLARITY

Guests understand who the stay is for and why it is worth choosing.

2 PHOTO PURPOSE

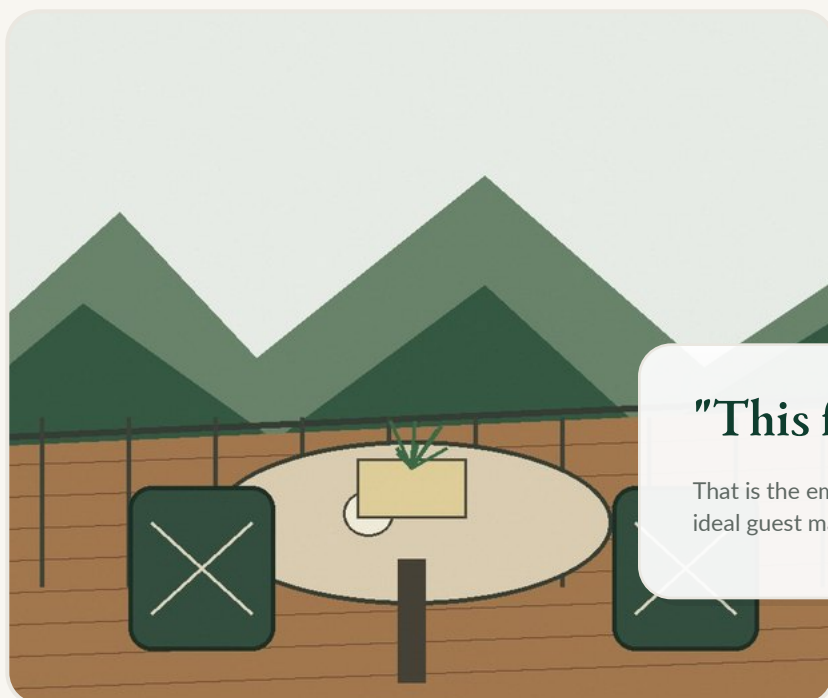
Every image supports a story instead of simply proving that a room exists.

3 REVIEW LANGUAGE

Guests are more likely to mention the moments the property was designed to create.

Sell the feeling, not only the features

Features help guests compare. Feelings help them choose. The property should quickly communicate the kind of time guests can imagine having here.



"This feels like our weekend."

That is the emotional decision the listing should help the ideal guest make before they compare price alone.

1

MORNING

Coffee on the deck while the trees wake up.

2

TOGETHER

Long meals and relaxed conversation around one table.

3

EVENING

A fire, a drink, and nowhere else the group needs to be.

THE DESIRED SHIFT

From: "Does this home have enough beds?"



To: "This is where we want to stay."

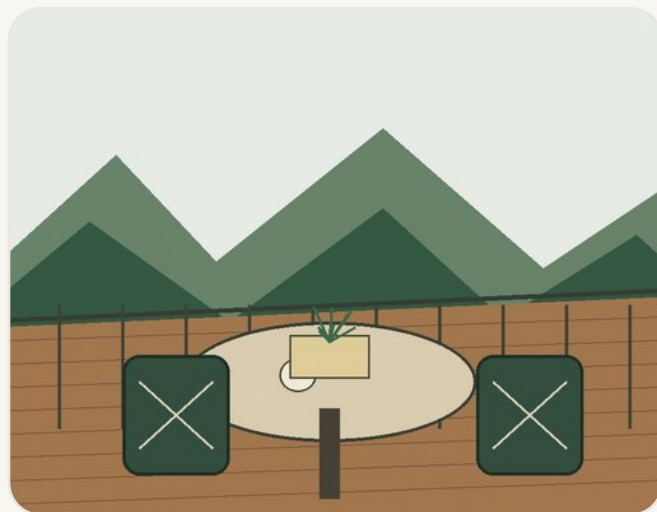
Create a Scroll Stopper

The first image has one job: stop the right guest, create desire, and earn the next click. A technically good exterior photo is not always the strongest emotional first impression.



CURRENT DIRECTION

Clear property proof, but the image reads as informational rather than emotionally distinctive.



STRONGER DIRECTION

Lead with the most compelling experience moment, then quickly prove the home and setting.

FIRST-IMAGE TEST

1

IMMEDIATE DESIRE

Does the image make the guest pause?

2

CLEAR IDENTITY

Does it communicate what is special here?

3

GUEST FIT

Does the ideal guest recognize their stay?

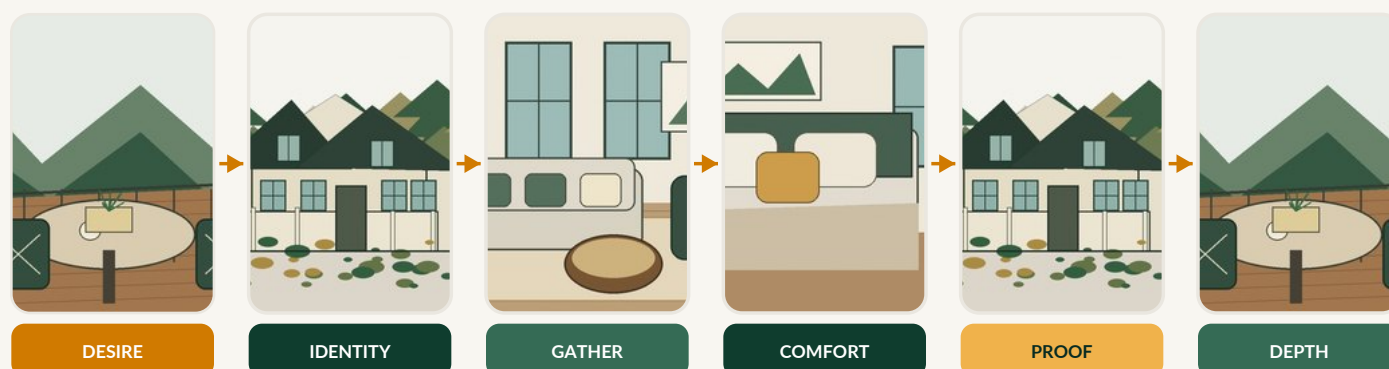
SAMPLE PREVIEW: This audit shows the strategic direction. Exact image selection and photo ordering are finalized in the full implementation process.

Turn the first photos into a story

Guests do not experience listing photos as isolated images. The first 5-8 photos should build desire, reduce uncertainty, and make the property easier to understand.

CURRENT ISSUE

The sequence jumps between rooms and amenities without a clear visual rhythm, so the strongest moments compete with routine proof images.



WHY THIS WORKS

The opening sequence first creates desire, then establishes identity, shows how guests gather, confirms comfort, and adds the proof needed to book with confidence.

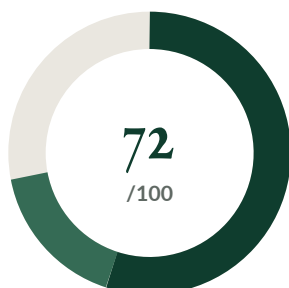
AUDIT DIRECTION

Rebuild the opening flow around one intentional story arc. The complete audit identifies the exact first-photo and early-sequence recommendations.

Make the first ten minutes feel effortless

Guests judge the stay before they unpack. Clear directions, parking expectations, entry steps, Wi-Fi access, and first-use guidance create confidence and reduce avoidable host questions.

ARRIVAL CONFIDENCE



Information exists, but guests must assemble it from multiple messages and listing sections.

OK

PARKING

Where exactly should each vehicle go?

!

ENTRY

Which door, keypad, and backup method?

!

WEATHER

What changes in rain, ice, or darkness?

OK

WI-FI

Where is the network information found?

!

FIRST 10 MINUTES

What should guests do first?

OPPORTUNITY DIRECTION

Build one connected pre-arrival and arrival system.

Use timed messaging to prepare the guest, then move the full details into a guest-facing Experience Guide that remains easy to access throughout the stay.

Guide behavior, not just deliver reminders

The strongest messaging system sends the right prompt at the moment a guest is most likely to act - without forcing one message to carry every operational detail.

1

AFTER BOOKING

Confirm the decision, set expectations, and introduce the guest journey.

2

3-5 DAYS BEFORE

Prepare for parking, timing, weather, and property-specific needs.

3

CHECK-IN DAY

Deliver a simple arrival path and one clear place for details.

4

DURING STAY

Prompt key moments, support, and appropriate add-on opportunities.

5

CHECKOUT + AFTER

Reduce checkout friction and encourage a meaningful review.

AIRBNB MESSAGING = PUSH

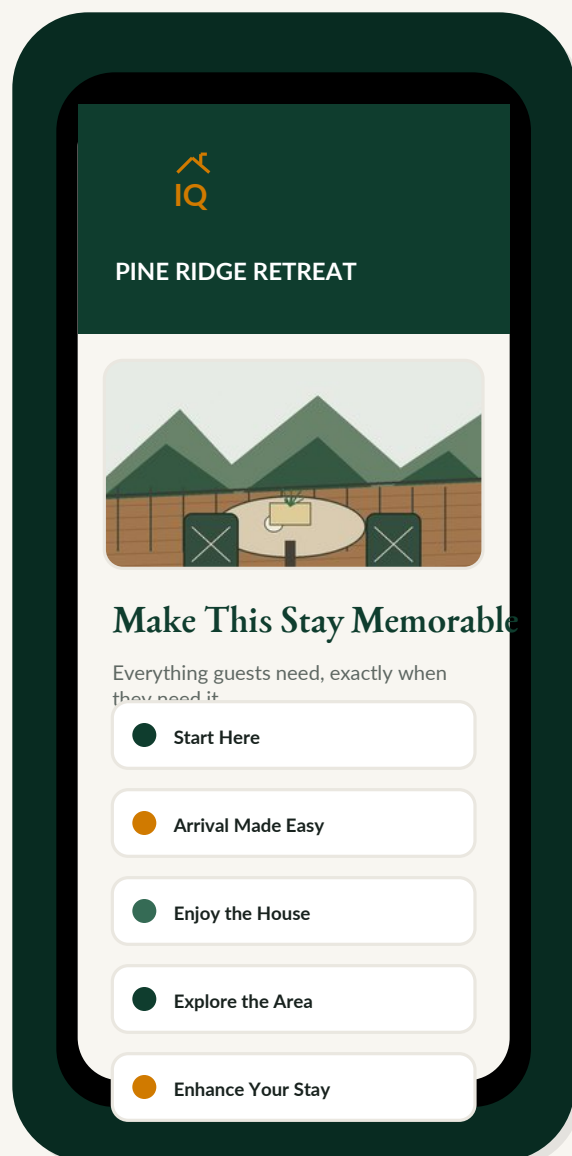
Timed prompts that prepare guests and shape behavior.

EXPERIENCE GUIDE = PULL

The guest opens one trusted hub whenever details are needed.

More powerful than a house manual

The Experience Guide becomes the guest-facing hub for arrival, property use, local discovery, memorable moments, support, and appropriate revenue opportunities.



One trusted place for the entire stay.

- 1 FEWER QUESTIONS**
 Guests find answers without searching old messages.
- 2 SMOOTHER ARRIVAL**
 Parking, entry, Wi-Fi, and first steps stay easy to find.
- 3 BETTER EXPERIENCE**
 Curated guidance helps guests use the property and area well.
- 4 MORE OPPORTUNITY**
 Appropriate add-ons can appear where guests are ready to act.

[EXPLORE THE LIVE DEMO](#)

Design the moments guests will mention later

The property already has the ingredients for a memorable visit. StayIQ helps turn those ingredients into intentional moments that guests notice, use, and remember.



THE DECK MORNING

A simple coffee cue invites guests to slow down and enjoy the setting.

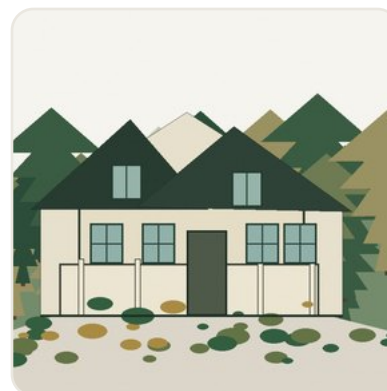
STAYIQ MOMENT



THE GATHERING HOUR

Position the main room as the natural place for conversation, games, and shared time.

STAYIQ MOMENT



THE FIRESIDE EVENING

Make the evening ritual easy with clear instructions and an optional ready-to-use setup.

STAYIQ MOMENT

THE REVIEW DRIVER



A memorable stay is not created by adding more information. It is created by helping guests notice and use what makes the property special.

Every booking can create more value

The best add-ons improve convenience or deepen the stay. They should fit the property, be operationally practical, and appear at the right point in the guest journey.

CONVENIENCE

EARLY ARRIVAL + LATE CHECKOUT

Offer only when the calendar and turnover schedule allow.

ADOPTION POTENTIAL: MEDIUM

EXPERIENCE

FIREWOOD + S'MORES SETUP

A property-aligned add-on that supports the fireside story.

ADOPTION POTENTIAL: HIGH

ARRIVAL

LOCAL WELCOME BASKET

Create a premium first impression with curated regional items.

ADOPTION POTENTIAL: MEDIUM

OCCASION

CELEBRATION SETUP

Support birthdays, anniversaries, and small group milestones.

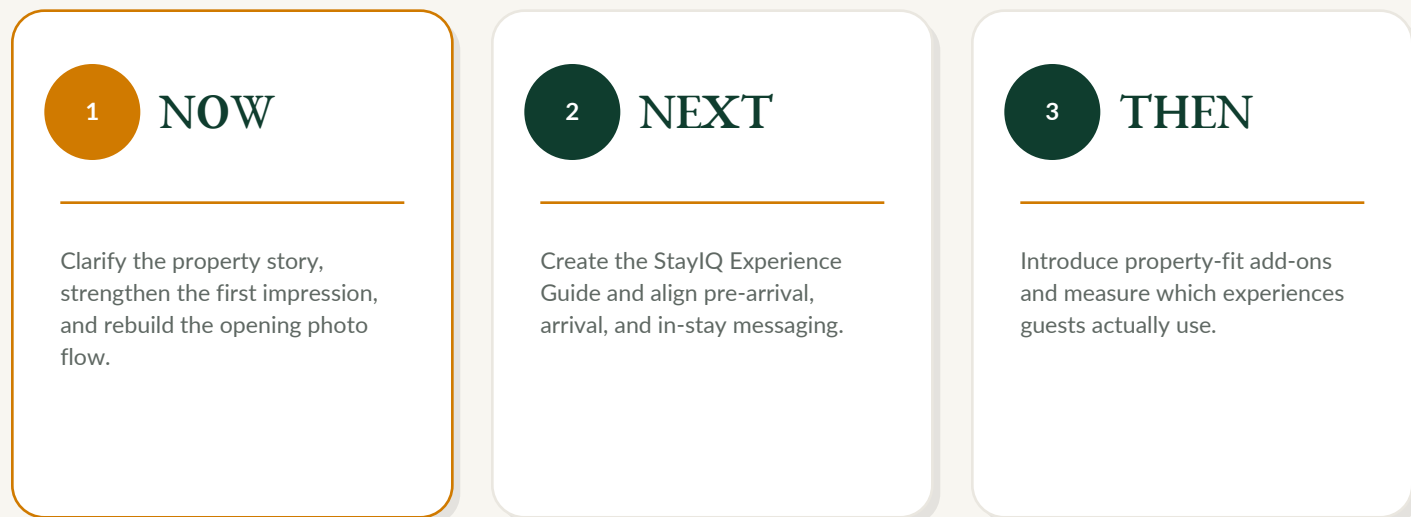
ADOPTION POTENTIAL: MEDIUM

Revenue follows relevance.

StayIQ does not recommend random upsells. The audit identifies the offers that naturally fit the property, guest profile, timing, and operating capacity.

Prioritize the highest-return changes

The sample property does not need a full reinvention. It needs a focused sequence that strengthens the listing first, then connects the guest journey and revenue opportunities.



SAMPLE RECOMMENDATION

Growth Path Best fit for a property that already has a strong foundation but needs listing strategy, guest journey improvement, and a custom Experience Guide working together.

THIS SAMPLE REVEALS

The opportunity, why it matters, and the direction of the solution.

THE FULL WORK ADDS

Exact recommendations, final sequencing, copy, guide structure, and implementation priorities.

About this sample

This document is an illustrative, curated preview created to demonstrate the StayIQ Property Opportunity Audit experience. It is not an assessment of a real property.

SAMPLE PROPERTY PROFILE

PROPERTY	The Pine Ridge Retreat
MARKET	North Georgia mountains
TYPE	Entire home
CAPACITY	3 bedrooms Sleeps 8
PRIMARY GUEST	Families and small groups
OPPORTUNITY SCORE	78 / 100

AUDIT SCOPE

- Listing and conversion
- Visual story and photo flow
- Guest journey and arrival confidence
- Messaging and Experience Guide
- Memorable-stay drivers
- Revenue and operational opportunity

CURATED PREVIEW

The website sample intentionally shows the quality of StayIQ thinking without disclosing the complete scoring model, internal prompts, production workflow, or the full implementation plan used for an individual client.

A real audit uses the actual listing, first image, early photo sequence, amenities, guest journey, messaging, operational details, and revenue facts supplied by the host.

IMPORTANT

No performance outcome is guaranteed. Recommendations depend on market conditions, property quality, pricing, execution, operations, and guest demand.

See what is possible for your property.

Your free Property Opportunity Audit can reveal the hidden gaps between how your property performs today and what it could become.

START HERE

Get Your Free Audit

Paste your Airbnb URL and let StayIQ identify the highest-value opportunities.

[VISIT STAYIQPARTNERS.COM](https://stayiqpartners.com)



Explore the StayIQ Experience Guide

Scan the code or use the live-demo link to see how StayIQ turns property information into a polished guest experience system.

[OPEN THE LIVE EXPERIENCE GUIDE](#)

BETTER BOOKINGS. HAPPIER GUESTS. MORE REVENUE. LESS WORK.

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