

PULL UP A CHAIR. LET'S MAKE THIS EASIER.

Price with a plan. Not a panic.

A practical host workbook for understanding costs, comparing demand and choosing your next rate decision.

Meet **ToolBox Jack**, our STR AI assistant. Bring him your figures and questions; he can help you make sense of them.

YOUR MEMORY AID: RATE

R - Review your records. A - Assess the market. T - Test a scenario. E - Evaluate the result. Use our **Revenue Calculator** to compare assumptions, **Smart Pricing Companion** for available rate context and **Dynamic Pricing Simulator** to explore scenarios. Ask **Jack** to explain the numbers; you choose the next step.

INSIDE OUR STR TECH STACK

Mashvisor, PriceLabs and AirDNA provide market context where available; **Revenue Calculator** and **Dynamic Pricing Simulator** help you explore assumptions and make an informed next move.

Bring the numbers. Leave the panic-refreshing behind.

Market Smarter! Price Smarter! Book More!

Free educational resources. Optional app tools have separate plan access. Property-specific facts and decisions stay with you.

STR ToolBox Pricing Strategy for Hosts

Make informed rate decisions without turning every empty night into a crisis

Research checked October 24, 2026 | Feature connections revised October 25, 2026 | Version 2.2 | Warm workbook edition

Your pricing tools inside STR ToolBox

You do not have to work through these decisions alone. Our **Revenue Calculator**, **Dynamic Pricing Simulator** and **Smart Pricing Companion** are pricing features inside the **STR ToolBox app**. **Jack**, helps you understand the figures, organize your questions and draft your next action. We connect the relevant tool to the lesson throughout this guide so you can move from learning to doing.

PUT THE NAMED FEATURE TO WORK

Our **Revenue Calculator** helps you compare room-rate and occupancy assumptions for a defined period. Bring your actual property inputs, inspect the estimate and keep expenses separate from gross revenue. You will use this feature alongside the worked examples below.

PUT THE NAMED FEATURE TO WORK

Our **Dynamic Pricing Simulator** helps you explore weekday, weekend, seasonal and event scenarios. Our **Smart Pricing Companion** helps you review your current rate against pricing suggestions and available context. They help you make a considered rate decision; you approve and apply the change in the system controlling your listing.

PUT THE NAMED FEATURE TO WORK

Our **STR Tech Stack** uses **Mashvisor**, **PriceLabs** and **AirDNA** as third-party market-data resources where available. Check the displayed period, location and comparable fit. **Ask Jack** to explain a term, organize supplied costs or walk through an example. You do not need to become a revenue manager before breakfast to start asking better questions.

Remember it with RATE

PUT THE NAMED FEATURE TO WORK

R - Review your records. A - Assess the market. T - Test a scenario. E - Evaluate the result. Use our **Revenue Calculator** to compare assumptions, **Smart Pricing Companion** for available rate context and **Dynamic Pricing Simulator** to explore scenarios. Ask **Jack** to explain the numbers; you choose the next step.

Our **STR Tech Stack** draws on **Mashvisor, PriceLabs and AirDNA** where available; check dates, definitions, coverage and plan access. RATE is this guide's learning aid, not a new automatic pricing feature.

Start with what you want the property to earn

A full calendar looks wonderful. So does a high nightly rate. Neither tells you what is left after the bills. We want you to understand the money, see what your market is doing and make a decision you can explain. Your pricing strategy should be more detailed than lower it and hope, and calmer than refreshing the calendar seventeen times before breakfast.

This guide teaches you to establish costs, choose comparable properties, set rate boundaries, evaluate booking pace, manage stay restrictions, inspect discounts and review the outcome. It includes original worksheets and calculations. All dollar figures, percentages, targets and example properties are fictional teaching inputs, not market findings, recommended universal rates or promised results. Use your actual records and the market evidence appropriate to your property.

Our **STR Tech Stack** combines the **Revenue Calculator, Dynamic Pricing Simulator, Smart Pricing Companion** and **Jack**, with current market context from **Mashvisor, PriceLabs and AirDNA** where available. Each provider has its own products, definitions, dates and access terms. ToolBox access is not a promise that every separate provider subscription, dataset or function is included. Check the data shown, market coverage and your plan. The host reviews decisions and implements rates in the system that actually controls the listing.

These lessons are free. Optional paid tools are separate from access to learning. You can complete the worksheets using your own records and an ordinary calculator. This guide is educational and does not replace accounting, tax, lending or local legal advice for your specific business.



1 Define the goal and the available inventory

Write a goal that states the period, the measure and the constraint. For example: "For November, improve operating contribution while keeping two maintenance days blocked and accepting only stays we can reliably service." That is usable. "Charge more" is a wish wearing a business hat.

List each night you are genuinely offering for sale. Separate booked nights, open nights, owner-use nights, maintenance closures and legally unavailable nights. For a multi-unit property, count unit-nights: ten units offered for thirty nights create 300 unit-nights. Do not compare a single home's calendar directly with an entire building's room total.

Choose a reporting period and stick to it. Use stay dates to evaluate operating performance; use booking dates to study pickup and cash receipts separately. Record cancellations and refunds so yesterday's apparent progress does not become today's mystery. Distinguish an accepted reservation from a completed stay and a projected payout from money actually received.

Your goal should include constraints: maximum legal occupancy, minimum economical stay, staffing capacity, personal use and any safety or access limitation. A pricing strategy that sells a turnover your team cannot deliver is not a bargain. Never open unsafe or legally unavailable inventory merely to improve an occupancy figure.

PUT THE NAMED FEATURE TO WORK

Set up your decision in our STR ToolBox app. Start a scenario in our **Revenue Calculator** with the property, period and supported inputs you are evaluating. Keep your actual offered-night count beside it. Ask **Jack** to turn your business goal into a short review checklist using only the constraints you supply.

PRO TIP

Count only the nights you can genuinely offer before judging occupancy.

Try it before you move on

Your question	You offer 25 nights and sell 18. Which occupancy calculation matches that inventory?
A sound next step	18 divided by 25, or 72%.
Why it matters	The offered-night denominator and the reporting period must match the question.

You offer 25 nights and sell 18. Which occupancy calculation matches that inventory?

Answer: 18 divided by 25, or 72%.

Why: The offered-night denominator and the reporting period must match the question.

Shortcut to avoid: 18 divided by 365.

MEMORY TIP • TAKE THIS WITH YOU

Goal, period, offered nights: start with the same frame.

2 Understand the numbers before comparing them

PUT THE NAMED FEATURE TO WORK

Average daily rate or ADR means room revenue divided by sold room- or unit-nights for the same period. Decide whether your room-revenue figure excludes cleaning fees, tax and extras, then label it. Use the same definition every time. A booking subtotal is not automatically room revenue.

Occupancy means sold nights divided by the inventory offered for that calculation. State the denominator. In a thirty-night month, eighteen booked nights out of thirty offered nights is 60%. If five nights were blocked and excluded, eighteen out of twenty-five is 72%. Both calculations can be mathematically correct while answering different questions.

Revenue per available night combines rate and occupancy: room revenue divided by offered nights. When the definitions match, it also equals ADR multiplied by occupancy expressed as a decimal. In multi-room hospitality this is commonly called RevPAR. Do not confuse a vendor's estimated market figure with your reconciled accounting result.

Booking window is the time between booking and arrival. **Pickup** is the change in bookings or booked revenue between two observation dates. **Booking pace** compares how much is on the books at a comparable point before arrival. A cancellation can create negative pickup. Airbnb, Vrbo and direct bookings may have different patterns.

AirDNA's published occupancy methodology uses active available nights and explains its treatment of blocked nights. That is why a provider's occupancy number may differ from a simple annual nights-booked divided by 365 calculation. Read the definition and reporting window before treating a difference as a performance problem. [P1]

Operating contribution in this guide means revenue collected for the stay minus the explicitly listed channel and variable stay costs. It is not final profit. **Operating income** here

deducts the defined fixed operating costs too. **Cash remaining after debt service** also deducts financing payments. Keep these labels distinct; principal repayments and depreciation are not interchangeable accounting concepts.

PUT THE NAMED FEATURE TO WORK

Ask Jack to explain your numbers. Supply the period, room revenue, offered nights and sold nights. Ask him to show ADR, occupancy and revenue per available night with the denominator written out. Compare the room-revenue assumptions in our **Revenue Calculator** and check every calculation before relying on it.

PRO TIP

Write the period and denominator beside every rate or occupancy comparison.

Try it before you move on

Your question	A scenario shows \$3,600 of room revenue. Is that the amount left after bills?
A sound next step	No. Costs still need to be deducted and labeled.
Why it matters	Revenue, operating contribution and final cash answer different questions.

A scenario shows \$3,600 of room revenue. Is that the amount left after bills?

Answer: No. Costs still need to be deducted and labeled.

Why: Revenue, operating contribution and final cash answer different questions.

Shortcut to avoid: Yes. Room revenue is final profit.

MEMORY TIP • TAKE THIS WITH YOU

Same period, same definitions, same denominator.

3 Build a cost sheet that includes the unglamorous things

Gather bills, booking statements and turnover invoices. Separate fixed monthly costs, variable nightly costs, per-stay costs and percentage charges. Do not count an expense twice because it appears in both a payout report and your bank feed.



Fixed operating costs can include property tax, insurance, association charges, licenses, base utilities, internet, software and routine contracted services. Variable nightly costs can include usage-based utilities, consumables and wear allowance. Per-stay costs can include cleaning, laundry, restocking and inspections. Percentage charges can include channel fees, payment processing or a management fee. Each charge may use a different fee base.

Track financing cash payments separately from operating costs. Add an explicit reserve for repairs or replacements when planning cash, without pretending that every reserve transfer is an immediate accounting expense. Record owner labor even when no invoice is paid; it helps you see whether the property is earning enough for the work involved.

For tax collected and remitted, identify who collects, who remits and whether the amount is revenue or a liability in your records. A platform collecting one accommodation tax does not establish that all local obligations are handled. Use your own applicable requirements and accountant's treatment. For longer stays, investigate tax and occupancy rules before assuming a discount improves the deal.

PRO TIP

A cleaning charge collected is not the same as cleaning profit.

A worked three night stay

Suppose room revenue is $3 \times \$210 = \$630$, and the guest cleaning charge is \$120. The modeled fee base is \$750. For this illustration only, assume a 15.5% host fee applies to that entire base. The fee is \$116.25 and the payout before other adjustments is \$633.75.

Actual turnover cost is \$145, variable stay costs are $3 \times \$18 = \$54$, and a per-stay wear reserve is \$25. The modeled contribution after these items is $\$633.75 - \$145 - \$54 - \$25 = \mathbf{\$409.75}$. Fixed costs, financing, income tax and any unmodeled charge still need to be paid. The \$120 cleaning charge did not create \$120 of profit; it helped cover a \$145 service before fees.

Airbnb's fee transition is not identical for every booking. Its current Help Center describes the transition to single fees, regional differences and the treatment of reservations made before migration. Read a real transaction's fee line instead of assuming every reservation costs 3% or 15.5%. [P2]

PUT THE NAMED FEATURE TO WORK

Let Jack organize the cost sheet. Give him your non-sensitive cost categories and amounts, then ask for fixed, nightly, per-stay and percentage-charge groups. Ask him to flag missing items rather than estimate them. Use the resulting worksheet beside our **Revenue Calculator** so a revenue estimate is not mistaken for money left after bills.

Try it before you move on

Your question	In the worked three-night stay, what does \$409.75 represent?
A sound next step	Contribution after the specifically modeled stay costs.
Why it matters	The example still excludes fixed commitments, financing, income tax and unmodeled items.

In the worked three-night stay, what does \$409.75 represent?

Answer: Contribution after the specifically modeled stay costs.

Why: The example still excludes fixed commitments, financing, income tax and unmodeled items.

Shortcut to avoid: Final profit after every annual and financing cost.

MEMORY TIP • TAKE THIS WITH YOU

What comes in minus the listed stay costs is contribution, not final profit.

4 Calculate a tactical floor and a sustainable target

A tactical floor asks whether an additional stay contributes after its incremental costs. A sustainable target asks whether the business can also cover its fixed commitments and desired return over time. They are different calculations. The floor should not quietly become your annual strategy.

For a simplified stay, let N be nights, R be nightly room rate, C be the cleaning charge collected, f be a single percentage fee applied to room revenue plus that charge, V be variable cost per night, T be turnover cost, W be a stay-level reserve, and A be the contribution you want toward fixed costs and return.

$$\text{Contribution} = (N \times R + C) \times (1 - f) - N \times V - T - W.$$

Required nightly rate = $\{[(N \times V + T + W + A) / (1 - f)] - C\} / N$.

Use decimals for percentages: 15.5% becomes 0.155. If different charges have different bases, expand the worksheet with separate fee lines. Do not force your actual contract into this simplified formula.

Using the three-night example above, with $A = \$0$, the mathematical rate is about **\$48.36** per night. That covers only the modeled incremental items, not fixed bills or a sustainable business. With $A = \$400$ toward fixed costs and return, the required modeled nightly rate becomes **\$206.15**. This example shows why an incremental floor alone can be dangerously comforting.

For monthly planning, assume fixed operating costs of \$2,100, debt-service cash of \$1,200 and an additional cash goal of \$600. At twenty sold nights, the required contribution after the modeled variable stay costs is $\$3,900 / 20 = \textbf{\$195 per sold night}$. At fifteen sold nights it is \$260. This is a cash-planning hurdle, not a prediction that the market will pay it. If achievable demand does not support it, examine the business plan rather than simply typing a higher rate.

PUT THE NAMED FEATURE TO WORK

Work through the floor with Jack. Supply your verified fee bases, costs, stay length and target contribution. Ask him to explain the formula step by step and identify omitted costs. Use our **Dynamic Pricing Simulator** for the rate scenarios your actual tool supports, then apply the separate cost worksheet to judge whether each scenario works for you.

PRO TIP

Use the floor as a tactical check, not your entire annual strategy.

Try it before you move on

Your question	The tactical floor covers the modeled extra stay. Can it become the annual pricing target?
A sound next step	Only after separately evaluating the sustainable business requirement.
Why it matters	A floor and a sustainable target serve different purposes.

The tactical floor covers the modeled extra stay. Can it become the annual pricing target?

Answer: Only after separately evaluating the sustainable business requirement.

Why: A floor and a sustainable target serve different purposes.



Shortcut to avoid: Yes. Covering incremental costs means every other bill is paid.

MEMORY TIP • TAKE THIS WITH YOU

Floor covers the modeled extra stay; target plans for more of the business.

5 Choose comparable properties that really compete

Start with properties a guest would reasonably choose instead of yours for the same trip. Filter by location and travel access, accommodation type, bedrooms, actual sleeping capacity, bathrooms, amenities, quality, reviews, minimum stay and cancellation terms. A luxury waterfront home is not a useful direct rate benchmark for a roadside studio because both have a coffee maker.

Build a practical working set, for example five to ten close matches if available, and document why each belongs. This is a research starting point, not a minimum statistical sample. Keep aspirational properties separate. Record observation date, stay dates, guest count, length of stay, total guest price and the relevant differences. Compare a midweek three-night stay with the same pattern elsewhere.

An advertised rate is an asking price, not evidence someone paid it. An unavailable calendar date can be a booking, an owner block, a restriction or another limitation. Do not manually label every unavailable night as sold. Provider models help interpret market evidence, but estimates still require attention to their definitions and coverage. [P1, P3]

Mashvisor offers comparable-property and expense/financing scenarios in its own published product documentation. Use it as an informed comparison framework where the relevant data is available, not proof a particular property's projected income will occur. [P4] **AirDNA** can help frame market and property performance; **PriceLabs** can inform rate boundaries and dynamic-pricing decisions. Record which source supports each decision instead of blending every number into one unexplained average.

PUT THE NAMED FEATURE TO WORK

Use the market context in our STR Tech Stack. Review the relevant **Mashvisor**, **PriceLabs** and **AirDNA** information available for your property and dates. Our **Smart Pricing Companion** helps put your current rate beside pricing guidance. Record why the comparable properties fit before you accept a recommendation.

PRO TIP

Compare your property with real alternatives a similar guest would consider.

Try it before you move on

Your question	Your two-bedroom cabin is compared with a large hotel suite in another destination. What first?
A sound next step	Check whether the properties compete for a similar trip and guest.
Why it matters	Useful comparables need relevant location, type, capacity, amenities, period and guest purpose.

Your two-bedroom cabin is compared with a large hotel suite in another destination. What first?

Answer: Check whether the properties compete for a similar trip and guest.

Why: Useful comparables need relevant location, type, capacity, amenities, period and guest purpose.

Shortcut to avoid: Average their rates without checking the fit.

MEMORY TIP • TAKE THIS WITH YOU

Compare like with like before comparing price.

6 Set a base rate and deliberate boundaries

A base rate is a starting anchor, not the final rate for every date. Minimum and maximum settings are boundaries in the pricing workflow. **PriceLabs** documents these settings and notes that recommendations about the base or minimum still require user decisions. Its own controls must not be assumed to exist in the same places inside ToolBox. [P5]

Choose your initial anchor from matched market observations, your property's positioning and actual achieved performance where available. Check ordinary weekdays, ordinary weekends, quiet seasons and peak dates separately. If you change the base to fix one exceptional weekend, you may unintentionally change the rest of the year.

Create a simple rate plan with columns for date range, demand reason, base assumption, minimum, maximum if used, stay restriction and review date. Every boundary needs a reason. A maximum that is too low can constrain an unusual high-demand date; a minimum based only on a mortgage payment may ignore incremental costs or market reality.

PriceLabs documentation identifies exceptions where fixed overrides can bypass its usual minimum/maximum range. A minimum in one system also does not prove that a channel-level discount cannot reduce the final effective rate. Inspect the exact dates and final booking quote after changes. [P6]

PUT THE NAMED FEATURE TO WORK

Review your rate with our Smart Pricing Companion. Bring your current rate, dates, actual amenities and the cost boundaries you have worked out. Compare the suggested rate and its available context, then explore an alternative in our **Dynamic Pricing Simulator**. The final choice stays with you.

PRO TIP

Set your rate boundaries before a quiet calendar tempts you to improvise.

Try it before you move on

Your question	A rate recommendation is below your reviewed boundary. What next?
A sound next step	Investigate the recommendation, costs and boundary before choosing.
Why it matters	Your pricing settings need a reason; suggestions do not remove that review.

A rate recommendation is below your reviewed boundary. What next?

Answer: Investigate the recommendation, costs and boundary before choosing.

Why: Your pricing settings need a reason; suggestions do not remove that review.

Shortcut to avoid: Accept it without reviewing the business reason.

MEMORY TIP • TAKE THIS WITH YOU

Base rate plus reasoned boundaries gives each change a purpose.

7 Plan the calendar by season and demand

Build a dated demand calendar from official event organizers, school calendars, local venues and your own booking history. Identify weekday and weekend differences, holidays, access/weather constraints, school breaks and any verified major event. Include the event date, evidence, expected guest fit and review point. A concert in the region does not automatically create demand for every property in it.

For an illustrative property, you might test a \$190 quiet-period weekday, \$235 ordinary weekend and \$310 verified event night. Those figures are scenarios, not a universal rate ladder. Compare total stay price and contribution, then look at actual pickup. Keep event overrides narrow enough that normal surrounding nights are not accidentally priced like the main event.

PriceLabs' seasonal guidance recommends checking the results of base and season settings against the relevant calendar periods. [P7] **AirDNA's** dynamic-pricing education describes responding to demand rather than holding one rate unchanged. [P8] Use these concepts with your property's actual data, not automatic percentage increases copied from another host's destination.

Watch event changes and cancellations. Schedule a review before the typical booking window and another nearer arrival. Record the source rather than relying on an old festival blog. For unsupported specialty property types or markets, use your own records and appropriate sector data; do not assume STR home estimates cover RV sites, campground pitches or every boutique hotel room.

PUT THE NAMED FEATURE TO WORK

Explore the season in our Dynamic Pricing Simulator. Compare an ordinary weekday, weekend and verified event period using the scenarios available in your build. Check available **Mashvisor**, **PriceLabs** and **AirDNA** context for those dates. Ask **Jack** to help explain the difference between the options using the inputs you provide.

PRO TIP

Verify the event and the dates before building a premium around it.

Try it before you move on

Your question	A possible festival appears in a social post. Should you build an event premium immediately?
A sound next step	Verify the actual event, dates and relevance first.
Why it matters	An event is a scenario input after verification, not proof of a booking outcome.

A possible festival appears in a social post. Should you build an event premium immediately?

Answer: Verify the actual event, dates and relevance first.

Why: An event is a scenario input after verification, not proof of a booking outcome.

Shortcut to avoid: Assume every nearby event guarantees demand.

MEMORY TIP • TAKE THIS WITH YOU

Season, date, verified event: give each scenario its context.

8 Read booking pace at the same distance from arrival

Compare like with like. How many nights were booked for this arrival month thirty days before it began, versus the equivalent observation point last year or a suitable current benchmark? Final occupancy last year compared with today's early on-the-books occupancy is an unfair contest. One number has finished the race.

Example: for thirty offered nights, you have twelve booked at a \$220 ADR thirty days out. At the comparable observation point last year, there were fifteen at \$205. You are three nights behind in volume, but your booked room revenue is \$2,640 versus \$3,075. Then examine cancellations, day mix, events and the open dates before deciding whether a rate change is appropriate. **AirDNA**'s pacing explanation supports comparing booking progress over time; no fixed lead time fits every market. [P9]

Keep separate horizons such as the next seven, thirty and ninety days for operational review. These are convenient planning views, not universal trigger windows. A last-minute urban market and an advance-booked family holiday market can look very different. Thirty-day lead time alone does not establish underpricing.

Do not react to one quiet morning. Look for a meaningful pattern given your booking volume. If the whole comparable market is slow, your question differs from a situation where similar listings are selling while yours remains empty. Document what changed and when you will reassess.

Bring the pace comparison to Jack. Supply both observation dates, the matched arrival period, booked nights and achieved rates. Ask him to explain what changed and what information is still missing. Use our **Smart Pricing Companion** to review a possible rate response; do not ask **Jack** to invent live pickup data.

PRO TIP

Compare booking pace at the same number of days before arrival.



Try it before you move on

Your question	One month is measured 30 days before arrival and another seven days before. Is that a fair pace comparison?
A sound next step	Match the distance from arrival before drawing the conclusion.
Why it matters	Booking pace needs a comparable lead time, as well as the relevant period and definition.

One month is measured 30 days before arrival and another seven days before. Is that a fair pace comparison?

Answer: Match the distance from arrival before drawing the conclusion.

Why: Booking pace needs a comparable lead time, as well as the relevant period and definition.

Shortcut to avoid: Yes. Any two booked-night totals are comparable.

MEMORY TIP • TAKE THIS WITH YOU

Same lead time makes a fair pace comparison.

9 Fix restrictions before discounting the impossible

Check whether your open nights are actually bookable. Review minimum stay, allowed arrival/departure days, advance notice, preparation time, guest count, blocked nights and channel availability. Test a real guest search for the exact stay. A cheap rate for a stay the system will not accept is not a promotion.

For a two-night gap between reservations, a three-night minimum prevents an ordinary two-night booking. If cleaning capacity and applicable rules permit, compare a gap-specific minimum with leaving the restriction in place. Calculate the whole-stay contribution before opening it. Do not reduce every future minimum because one gap needs attention.

A one-night booking may be profitable, unsuitable or impossible to service. The decision depends on costs, logistics, rules and displacement of other demand. Neither reject nor accept it based on stereotypes about people who book late or seek a lower price. Use consistent booking requirements permitted by the platform and law.

PRO TIP

Check whether a stay can be booked before discounting it.

Compare a one night and a three night option

At \$150 room rate plus a \$90 cleaning charge, a one-night stay produces $\$240 \times 0.845 = \$202.80$ after the modeled fee. Subtract \$120 turnover and \$20 variable cost: contribution is **\$62.80** before fixed costs and other items.

At three nights of \$140 plus the same \$90 cleaning charge, the modeled payout is $\$510 \times 0.845 = \$430.95$. Subtract \$120 turnover and \$60 variable costs: contribution is **\$250.95**. Lower ADR produced a larger total contribution, but it also used three nights. Compare alternatives for those same nights and the likely demand you might displace.

PUT THE NAMED FEATURE TO WORK

Compare the possible stay with our Revenue Calculator. Model the room-rate and occupancy inputs supported by the tool, then use your cost worksheet for the whole-stay contribution. **Jack** can help explain the one-night versus three-night arithmetic. Minimum-stay settings still need to be checked in the system that controls reservations.

Try it before you move on

Your question	A two-night gap has a three-night minimum. What should you check before lowering the price?
A sound next step	Whether the stay rules make the gap bookable.
Why it matters	A price change cannot by itself solve an incompatible minimum-stay rule.

A two-night gap has a three-night minimum. What should you check before lowering the price?

Answer: Whether the stay rules make the gap bookable.

Why: A price change cannot by itself solve an incompatible minimum-stay rule.

Shortcut to avoid: Only how large a discount looks attractive.

MEMORY TIP • TAKE THIS WITH YOU

Bookable first, discount second.



10 Audit discounts using the final guest quote

Make a discount register. Record each active offer, eligibility, dates, source system, fee base and interaction with other offers. Include a rule for who may change it and a review date. A promotion should not live forever because nobody remembered where it was switched on.

Airbnb's current help page states that only one of its listed main home offers applies per reservation, while a top-rated guest discount may combine with one of those. Other pricing rules and vendor adjustments can complicate the result. Check current eligibility and the actual booking quote rather than adding every displayed percentage together or assuming nothing combines. [P10]

Illustrative arithmetic only: if two discounts apply sequentially to \$200, first 10% and then 15%, the result is $\$200 \times 0.90 \times 0.85 = \textbf{\$153}$, a 23.5% combined reduction. That is not \$150 and not proof any specific channel uses that sequence. Platform calculations, rule priority and fee bases must be verified in the actual quote.

For a weekly or monthly offer, calculate the room revenue, actual turnover frequency, utilities, replenishment, fees and cancellation exposure for the entire stay. Longer bookings can reduce turnovers but tie up inventory. Check whether they cross a peak event or create difficult surrounding gaps. Confirm local longer-stay obligations before accepting them. A platform's monthly discount definition does not settle tenancy law.

Use Jack for a discount check. Supply the actual starting rate, eligible offers, fee bases and final quote. Ask him to show the effective discount and compare contribution with your undiscounted example. Then use our **Dynamic Pricing Simulator** to explore the resulting rate scenario where supported. The channel quote is the final check on how its discounts actually apply.

PRO TIP

Test the final guest quote because discounts can stack in surprising ways.

Try it before you move on

Your question	A 10% discount is followed by 15% off the reduced amount. Is that simply 25% off?
A sound next step	No. Check the sequence and the final quote.
Why it matters	The lesson's example uses $0.90 \times 0.85 = 0.765$, a 23.5% reduction before other changes.

A 10% discount is followed by 15% off the reduced amount. Is that simply 25% off?

Answer: No. Check the sequence and the final quote.

Why: The lesson's example uses $0.90 \times 0.85 = 0.765$, a 23.5% reduction before other changes.

Shortcut to avoid: Yes. Always add the percentages.

MEMORY TIP • TAKE THIS WITH YOU

The final quote reveals what the discounts really did.

11 Inspect the total price and the payout separately

Compare the guest's total for identical dates and party size. Include mandatory charges shown in the booking path and examine the host payout separately. A lower nightly price with a high per-stay charge can look expensive on a short stay. Do not move charges around merely to make a headline number seem cheaper.

In a simplified example, two nights at \$200 plus \$120 cleaning is a \$520 subtotal before any additional guest fees and taxes. Two nights at \$225 plus \$50 cleaning is \$500. The higher nightly rate produced the lower subtotal. Real guests see the applicable final total; real hosts also need to compare their payout and actual service costs.

If a booking previously yielded \$194 from a \$200 fee base at 3%, preserving that same amount under a 15.5% modeled fee would require $\$194 / 0.845 = \textbf{\$229.59}$ for the same fee base. The increase is about 14.8%, not simply 12.5%. This arithmetic does not mean the market will accept the increase. Cleaning charges, taxes, regional fees and earlier reservations can change the actual calculation. [P2]

For direct bookings, include payment processing, legitimate advertising acquisition costs, fraud/chargeback exposure and the actual booking-service costs. Do not call them fee free. Respect platform rules about where a platform-originated booking must be completed; do not use an inquiry to evade a channel's terms.

Compare the two sides with Jack. Give him the guest total and the itemized host payout calculation; ask him to explain the difference and flag missing charges. Use our **Revenue Calculator** to compare room-revenue assumptions, keeping channel fees and operating costs clearly labeled in your separate worksheet.

PRO TIP

Review the guest total and your payout as two separate numbers.

Try it before you move on

Your question	The traveler's total and your payout differ. What should you examine?
A sound next step	The itemized charges, taxes and fee bases on both sides.
Why it matters	Different charges and deductions can explain the difference; the actual quote and payout provide the evidence.

The traveler's total and your payout differ. What should you examine?

Answer: The itemized charges, taxes and fee bases on both sides.

Why: Different charges and deductions can explain the difference; the actual quote and payout provide the evidence.

Shortcut to avoid: Assume one figure must be wrong.

MEMORY TIP • TAKE THIS WITH YOU

Guest total, host payout, costs left to pay: three different views.

12 Diagnose weak demand before changing the price

Look at the path to a booking. If the listing is hard to discover, examine availability, accurate category/location, photography and permitted marketing. If people view but do not book, inspect total price, essential information, reviews, restrictions, cancellation terms and the property's fit for the trip. A missing amenity description and a broken booking path are different problems from a high price.

Use available observations carefully. Low views do not prove the algorithm punished you. An inquiry is not a booking, and a busy social post is not evidence of profitable stays. Keep the actual metric and time period beside every conclusion. Your marketing report and your reservation ledger may measure different things.

Connect the right fix to the problem. **AI Listing Optimization** can help clarify verified property strengths and limitations. **Jack** can draft focused captions or an explanation. The **Content**

Calendar, supported **social auto-posting** and eligible **Meta campaign tools** can support a planned promotion. None guarantees demand or proves automatic booking attribution. Separate ad spend from tool fees and use tracking you have actually installed and tested.

PUT THE NAMED FEATURE TO WORK

Turn the diagnosis into action with our app features. Use our **AI Listing Optimization** to improve an unclear title or description from verified property facts. Ask **Jack** for a focused message, then plan it in our **Content Calendar**. Use supported **social auto-posting** or eligible **Meta campaign tools** when promotion is the appropriate next step.

PRO TIP

If the listing is unclear, a lower price may leave the real problem untouched.

Try it before you move on

Your question	Few people see the listing. Should a lower rate be the only response?
A sound next step	Investigate visibility, clarity, availability and the booking path.
Why it matters	The response should address the actual problem rather than an assumed one.

Few people see the listing. Should a lower rate be the only response?

Answer: Investigate visibility, clarity, availability and the booking path.

Why: The response should address the actual problem rather than an assumed one.

Shortcut to avoid: Yes. Every weak-demand problem is a pricing problem.

MEMORY TIP • TAKE THIS WITH YOU

Find the problem before choosing the price response.

13 Use the ToolBox pricing workflow deliberately

Start with the property profile: location, unit type, amenities, dates, guest fit and relevant limitations. Assemble your cost sheet and actual current rate. Review available current market context from **Mashvisor**, **PriceLabs** and **AirDNA**, checking source date, period, geography, comparable fit and whether the figure is observed, modeled or projected.

Use the **Revenue Calculator** to compare clearly labeled assumptions. If a particular expense or financing field is not provided in your actual build, maintain that calculation in your worksheet; do not pretend gross revenue is net profit. Save or record the period and inputs so another person can reproduce the scenario.

Use the **Dynamic Pricing Simulator** to compare weekday/weekend, seasonal or event possibilities supported by the actual interface. Use the **Smart Pricing Companion** to evaluate current versus suggested rates where available. These are decision aids. This guide does not establish automatic Airbnb/Vrbo rate changes, guaranteed forecasts or unlimited data access.

Ask **Jack** to explain the assumptions or organize your decision. Example prompt, not a captured answer: "Use only these supplied figures. Compare the contribution from two three-night offers, list the assumptions and missing costs, and show your arithmetic. Do not invent current rates or local demand. Here are my inputs: [non-sensitive figures]."

Then choose an action, apply it in the system that controls your inventory and inspect the live guest quote and payout calculation. Recheck stay restrictions, discounts, fees, currency and dates. Record the decision and review it later. If the actual ToolBox version lacks a field or destination described in the scope, use the manual worksheet and keep that implementation gap explicit.

PRO TIP

Use our **Revenue Calculator**, **Smart Pricing Companion** and **Dynamic Pricing Simulator** for their actual supported tasks.

Try it before you move on

Your question	Our Smart Pricing Companion suggests a different rate. Does reading the suggestion change an OTA rate?
A sound next step	No. You still approve and apply the choice through the actual controlling system.
Why it matters	The documented comparison supports your decision; automatic rate write-back has not been established.

Our Smart Pricing Companion suggests a different rate. Does reading the suggestion change an OTA rate?

Answer: No. You still approve and apply the choice through the actual controlling system.

Why: The documented comparison supports your decision; automatic rate write-back has not been established.

Shortcut to avoid: Yes. Every suggestion is an automatic channel update.

MEMORY TIP • TAKE THIS WITH YOU

Bring the facts, compare with **Revenue Calculator** and **Dynamic Pricing Simulator**, approve the next step.

14 Compare three scenarios without pretending to forecast

For a fictional thirty-night month, consider three scenarios. Scenario A sells eighteen nights at \$180: room revenue \$3,240 and revenue per offered night \$108. Scenario B sells fifteen at \$230: room revenue \$3,450 and revenue per offered night \$115. Scenario C sells twenty-one at \$165: room revenue \$3,465 and revenue per offered night \$115.50.

For this illustration, ignore cleaning income and turnover costs, apply a 15.5% fee to room revenue only, and subtract \$20 variable cost per sold night. Contribution is A **\$2,377.80**, B **\$2,615.25** and C **\$2,507.93** after rounding. Under these limited assumptions, B has the highest contribution although C has slightly higher gross room revenue. Actual stay counts and turnover costs could change the result.

The scenario does not predict how occupancy responds to rate. Run a sensitivity check: what if B sells only twelve nights? Room revenue becomes \$2,760 and modeled contribution is \$2,092.20. A higher rate is useful only if the overall result supports your objective. Do not choose the most flattering cell and call it market evidence.

PUT THE NAMED FEATURE TO WORK

Try these scenarios in our **Revenue Calculator.** Enter each supported rate and occupancy combination for the same period. Compare the room-revenue results, then use the worksheet to deduct the stated costs. **Jack** can help explain why the highest gross-revenue option may not leave the most contribution. Check the inputs and arithmetic yourself.

PRO TIP

Compare scenarios using the same costs and definitions.

Try it before you move on

Your question	A higher-revenue scenario looks appealing. How should you use it?
A sound next step	Check the assumptions and compare contribution consistently.
Why it matters	A modeled outcome helps investigate a choice; it does not certify future demand.

A higher-revenue scenario looks appealing. How should you use it?

Answer: Check the assumptions and compare contribution consistently.

Why: A modeled outcome helps investigate a choice; it does not certify future demand.

Shortcut to avoid: Treat the scenario as guaranteed future sales.

MEMORY TIP • TAKE THIS WITH YOU

Same assumptions make differences meaningful; scenarios are not forecasts.

15 Build a calm review rhythm

For near-term dates, check urgent availability issues, cancellations, closures and obvious quote errors as needed for your volume. Once a week, review pickup and open gaps across the next several horizons. Compare the same stay dates, lead times and property types. Check whether a recent adjustment achieved anything before replacing it with another one.

Once a month, reconcile actual revenue, refunds, fees and costs. Review ADR, offered-night occupancy, contribution, average stay, booking window and channel mix. Compare the result with your goal and explain the largest differences. Review the next season's events, restrictions and maintenance blocks.

Quarterly, refresh your cost assumptions, comparable set and property positioning. Review whether a new amenity, renovation, access limitation or market change alters the strategy. Keep a dated record of each significant adjustment. A routine gives you a reason to act and permission to leave a well-supported rate alone.

PUT THE NAMED FEATURE TO WORK

Build your review with Jack. Ask him to turn your supplied period, figures and open decisions into a weekly checklist. Revisit the relevant scenario in our **Revenue Calculator** and rate guidance in our **Smart Pricing Companion**. Use our **Content Calendar** to organize the property promotions that follow from your decision.

PRO TIP

Write down why you changed a rate so you can learn from the result.

Try it before you move on

Your question	You change an offer after a review. What should you record?
A sound next step	The dates, reason, assumptions, change and next review.
Why it matters	A dated reason and outcome let you learn rather than repeat guesses.

You change an offer after a review. What should you record?

Answer: The dates, reason, assumptions, change and next review.

Why: A dated reason and outcome let you learn rather than repeat guesses.

Shortcut to avoid: Only the final price.

MEMORY TIP • TAKE THIS WITH YOU

Review on purpose, record the reason, check the result.

16 Worksheets you can copy

PRO TIP

Keep one dated decision record rather than relying on calendar-refresh memory.

Property and cost worksheet

Property/unit: [NAME]. Review period: [DATES]. Currency: [CODE]. Offered nights: [COUNT]. Booked nights: [COUNT]. Owner/maintenance blocks: [COUNT AND REASON]. Room revenue definition: [DEFINITION]. Actual room revenue: [AMOUNT]. Cleaning/add-on revenue: [AMOUNT]. Tax treatment/source: [DETAILS].

Channel fee: [PERCENT OR AMOUNT AND BASE]. Processing/management fees: [AMOUNT AND BASE]. Turnover cost: [AMOUNT PER STAY]. Variable cost: [AMOUNT PER NIGHT]. Fixed operating costs: [MONTHLY AMOUNT]. Debt service: [SEPARATE CASH AMOUNT]. Reserve assumption: [AMOUNT AND BASIS]. Owner labor: [HOURS AND PLANNING VALUE]. Missing invoices or assumptions: [LIST].



Comparable observation worksheet

Observation date: [DATE]. Source: [URL OR REPORT]. Source period: [DATES]. Listing and reason it competes: [DETAILS]. Same stay dates: [DATES]. Guests and nights: [COUNT]. Total guest price: [AMOUNT]. Main differences: [DETAILS]. Availability interpreted as: [OPEN/UNAVAILABLE/UNKNOWN]. Data quality concern: [DETAILS].

Decision record

Stay dates affected: [DATES]. Objective: [MEASURE]. Current rate and total quote: [AMOUNTS]. Evidence: [SOURCE AND DATE]. Proposed rate/restriction/offer: [CHANGE]. Expected effect, labeled assumption: [DETAILS]. Contribution check: [CALCULATION]. Exact system changed: [SYSTEM]. Live quote checked: [DATE AND RESULT]. Review date: [DATE]. Actual outcome and next action: [DETAILS].

Discount audit

Offer name/source: [DETAILS]. Eligibility and dates: [DETAILS]. Starting rate: [AMOUNT]. Other rules possibly involved: [DETAILS]. Actual final guest quote: [AMOUNT]. Actual modeled payout: [AMOUNT]. Floor check: [PASS OR ISSUE]. Expiry and responsible person: [DETAILS]. Do not put guest personal information into a public worksheet or an AI prompt.

PUT THE NAMED FEATURE TO WORK

Take these worksheets into our STR ToolBox app. Use the supported figures in our **Revenue Calculator** and **Dynamic Pricing Simulator**. Give **Jack** the non-sensitive comparison notes and ask him to organize the decision record. Keep any fields the actual app does not provide in your own worksheet.

Try it before you move on

Your question	A worksheet includes an expense you do not know yet. What should you enter?
A sound next step	Mark it missing and investigate the actual amount.
Why it matters	An unknown cost is a research task, not evidence for a completed calculation.

A worksheet includes an expense you do not know yet. What should you enter?

Answer: Mark it missing and investigate the actual amount.

Why: An unknown cost is a research task, not evidence for a completed calculation.

Shortcut to avoid: Ask **Jack** to invent a convenient cost.

MEMORY TIP • TAKE THIS WITH YOU

One dated record keeps inputs, decision and outcome together.

17 Common decisions worked through

PUT THE NAMED FEATURE TO WORK

An event weekend is still open. Verify the event is happening, examine similar properties for the same dates and check your total stay price. Test whether the minimum stay excludes the likely trip. Check your normal booking window. Consider a targeted change with a review date; do not reprice the entire quarter out of frustration.

PUT THE NAMED FEATURE TO WORK

You are full months ahead. Review achieved rates, comparable booking pace and your remaining valuable dates. There may be an opportunity to adjust unsold inventory, but advance bookings alone do not prove a mistake. Do not attempt to increase an already confirmed booking's rate because demand later improved.

PUT THE NAMED FEATURE TO WORK

A guest asks for a discount. Evaluate the actual stay contribution and applicable terms. You can decline kindly: "Thank you for considering our place. The current offer reflects these dates and what is included. We would be happy to host you at the listed price." If you offer a reduction, record its exact scope and use the authorized booking process. Do not connect a discount with a promised positive review.

A cancellation opens a short gap. Recheck the gap's length, cleaning capacity, advance notice and remaining demand. Consider a relevant audience and an accurate message. A modest targeted adjustment may be appropriate, or the stay may not be economical. The empty night is perishable inventory, but it is not an instruction to ignore costs.

A major amenity fails. Prioritize safety, honest disclosure and the booked guest's rights. Pause unsafe use, notify affected parties through the appropriate channel and follow the applicable resolution process. Pricing cannot repair a broken advertised promise. Resume promotion only when the actual offer is accurate.

PUT THE NAMED FEATURE TO WORK

Ask Jack for the next practical step. Give him the verified situation, your numbers and your constraints. Ask for the questions to investigate and a warm draft message where useful. Compare rate alternatives with our **Smart Pricing Companion** or **Dynamic Pricing Simulator** before you choose an action.

PRO TIP

Solve the specific booking problem before choosing a pricing response.

Try it before you move on

Your question	One cancellation opens a short gap. What should the next decision focus on?
A sound next step	That gap's dates, constraints, costs and suitable guest.
Why it matters	A specific problem calls for a specific response.

One cancellation opens a short gap. What should the next decision focus on?

Answer: That gap's dates, constraints, costs and suitable guest.

Why: A specific problem calls for a specific response.

Shortcut to avoid: Discount the whole calendar without reviewing it.

MEMORY TIP • TAKE THIS WITH YOU

Situation first, evidence next, response last.

18 What to remember and what to do next

Check the same dates, the same stay length and the same cost definitions. Know the difference between gross revenue, contribution and cash after financing. Treat restrictions and discounts as part of pricing. Compare booking pace at the same lead time. Inspect the final guest quote. Record the result. Your most expensive pricing tool can still be a forgotten setting.

Your next action: complete one month's cost sheet, choose a small defensible comparable set and review one upcoming period. Use **Mashvisor**, **PriceLabs** and **AirDNA** context available in your **STR Tech Stack**, then use the relevant **Revenue Calculator**, **Dynamic Pricing**

Simulator, Smart Pricing Companion or **Jack** assistance to understand the choice. You remain in control of the rate and the review.

Explore verified feature information at <https://str-toolbox.com/> using Features. Direct app destinations and current plan allowances must be tested before this guide is published with app buttons. The guide itself stays free. Market Smarter! Price Smarter! Book More!

PRO TIP

Use RATE: review, assess, test and evaluate before your next change.

Try it before you move on

Your question	Which order helps you make a considered pricing decision?
A sound next step	RATE: Review, Assess, Test, Evaluate.
Why it matters	The records, available market context, scenario and outcome belong in one repeatable review.

Which order helps you make a considered pricing decision?

Answer: RATE: Review, Assess, Test, Evaluate.

Why: The records, available market context, scenario and outcome belong in one repeatable review.

Shortcut to avoid: Choose a number first and find a justification later.

MEMORY TIP • TAKE THIS WITH YOU

RATE: Review, Assess, Test, Evaluate.

Sources and scope

Source IDs refer to the dated research register in Host-Resource-Guide-Master.txt. Vendor documentation describes each vendor's own product, not proof ToolBox includes every vendor control. Public host discussions reveal questions, not universal pricing rules. Worked calculations are original illustrative teaching examples. No private guest data, proprietary vendor dataset or paid course was used.

The facts behind the guidance

Pricing sources checked October 24, 2026.

P1 | **AirDNA** | Occupancy methodology | August 20, 2026 page read. Reserved and active available nights; exclusions and timing affect interpretation. Our examples are original, not copied market results.

<https://help.airdna.co/en/articles/8062178-how-does-airdna-calculate-occupancy-rate>

P2 | **Airbnb** | Service fees | Current primary Help Center read. Transition timing, fee bases and regional variation. Use actual transaction evidence rather than assuming a universal percentage.

<https://www.airbnb.com/help/article/1857>

P3 | **AirDNA** | Data updates and sources | Primary help summaries retrieved. Modeled booked/blocked interpretation is distinct from manually reading an unavailable calendar.

<https://help.airdna.co/en/articles/9305810-airdna-data-updates>

<https://help.airdna.co/en/articles/15480669-where-is-our-data-sourced-from>

P4 | **Mashvisor** | New property analytics page | Primary help page read. Vendor comparisons, expense and financing adjustments. These describe **Mashvisor**'s product, not every field delivered in ToolBox.

<https://help.mashvisor.com/en/articles/10315741-how-to-use-the-new-property-analytics-page>

P5 | **PriceLabs** | Minimum base and maximum prices | Primary documentation read. Distinguishes anchors, limits and user acceptance of nudges. Interface directions refer to **PriceLabs** only.

<https://help.pricelabs.co/portal/en/kb/articles/what-are-minimum-base-and-maximum-prices-how-to-set-them-up>

P6 | **PriceLabs** | Advanced minimum price settings | Primary documentation read. Includes explicit fixed-override exceptions to min/max boundaries. No assurance about final channel-discount floors.

<https://help.pricelabs.co/portal/en/kb/articles/advanced-minimum-price-settings>

P7 | **PriceLabs** | Seasonal prices | Primary guidance retrieved. Base and seasonal result checks. Example rates in our guide are fictional and not vendor recommendations.

<https://help.pricelabs.co/portal/en/kb/articles/how-to-get-seasonal-prices-right-in-pricelabs>

P8 | **AirDNA** | Dynamic pricing guide | July 21, 2026 primary education retrieved. Demand-responsive approach. No universal occupancy response or profit guarantee adopted.

<https://www.airdna.co/blog/complete-guide-to-airbnb-dynamic-pricing>

P9 | **AirDNA** | Pacing for short term rentals | February 25, 2025 primary glossary retrieved. Booking progress, lead times and rates. Same-lead-time worksheet is our original teaching implementation.

<https://www.airdna.co/glossary/pacing-short-term-rentals>

P10 | **Airbnb** | How discounts are applied | Current Help Center read. Main discount categories and possible combination with the top-rated guest offer. Recheck the actual quote and current eligibility.

<https://www.airbnb.com/help/article/3421>