HostEase

FOR CURRENT OWNERS

Professional Rental Readiness Scorecard

See Whether Your Rental Is Built to Run Like a Business

This scorecard is built to help you see where your rental actually stands today — not to prescribe a one-size-fits-all fix. Walk through each statement honestly, then use the scoring guide at the end to see what's next.

01 Pricing changes regularly based on demand, not a flat nightly rate set once

Flat nightly rates are one of the most common ways owners leave money on the table during high-demand weekends, and lose bookings during slow weeks.

02 Guest messages get answered quickly without you personally replying to every one

Guests expect a response within the hour. If every message depends on you being personally available, the business doesn't yet run independently of your schedule.

03 There's a documented process for cleaner and vendor coordination

Without something written down, quality depends on memory and availability rather than a system — a real risk during turnover season.

04 You know your occupancy and ADR trends over the last 12 months

You can't improve what you don't track. Owners who don't know their own numbers are typically leaving revenue on the table without realizing it.

05 Guests have a digital guidebook or automated check-in instructions

Automated instructions reduce guest questions and free up your time, without sacrificing the guest experience.

06 You could step away for two weeks without the property missing a beat

This is the clearest test of whether the property depends on a system, or depends on you.

07 You have documented SOPs another person could follow to run this property

If you're the only one who knows how to run it, it isn't a business yet — it's a job.

08 You feel confident you're not leaving revenue on the table

Most owners underestimate this by a wide margin, until they see a professional revenue strategy applied to their specific property.

Score Yourself

Running Like a Business (6–8 checked)

Most of the fundamentals are already in place. From here, the conversation is usually about optimizing revenue and freeing up more of your time — not fixing what's broken.

Good Bones, Missing Systems (3–5 checked)

Your rental is further along than most, but there are gaps that are likely costing you time, revenue, or both. That's exactly what a Property Plan is built to identify.

Time to Build the System Behind It (0–2 checked)

A common starting point, not a red flag — it just means the systems, pricing strategy, and workflows haven't been built yet. That's the work HostEase does.

Ready to See What's Possible?

A Property Plan reviews your specific property, market, and revenue opportunity in depth — so any next step actually fits your life and your goals.

Schedule a Property Strategy Call

→ calendar.google.com (link on strhostease.com)