JR AIRBNB MANAGEMENT

FREE GUIDE

The Co-Hosting Starter Kit

Everything you need to land your first 3 Airbnb co-hosting clients

From an operator running 60 listings across 5 metros.

60	5	~2,500	4,000+	10 yrs	4.93
LISTINGS	METROS	REVIEWS	STAYS HOSTED	HOSTING	AVG RATING

Verify my Airbnb co-host profile → · jrairbnb.com

PART 1

The Business Model

Read this first.

What a co-host actually does

You run someone else's Airbnb for them — listing, pricing, guest messages, cleaners, maintenance coordination. They own the property. **You run the business on top of it.**

Why the math works

Metric	Typical figure
Typical monthly fee	**$500–$1,000** per property (I charge $1,000/mo)
Average client stays	**~12 months**
Lifetime value per client	**~$12,000**
10 clients	**~$120,000/year** in recurring revenue

> **Ten doors. That's it.** Ten homeowners who'd rather pay you than deal with guests, cleaners, and 2 AM lockouts. This is a real business, not a side hustle — but it starts like one.

Pricing models you'll see

- **Flat monthly** ($1,000/mo) — simple, predictable, my preference. The client knows exactly what they pay.
- **Percentage of revenue** (10–20%) — aligns incentives; you earn more when they earn more. Harder to sell to skeptical owners.
- **Hybrid** — base + performance bonus. Best of both once you're established.

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- **Setup fee** ($500–1,500 one-time) — charge for the listing buildout, photography direction, and launch. Always charge this. Free setups attract freebie-seekers.

What “good” looks like

A professionally managed listing should outperform a self-managed one by **20–30% in revenue**. If you can’t beat what the owner was doing alone, you don’t deserve the fee. **That performance gap IS your sales pitch.**

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PART 2

Your First 3 Clients

The playbook.

Forget business cards and chamber-of-commerce mixers. Here's the method that actually books clients.

The FRBO method (your client goldmine)

FRBO = "For Rent By Owner." These are landlords listing their own properties — they're already comfortable with tenants, already doing the work themselves, and already tired. **They're the warmest prospects in existence.**

Where to find them: Zillow's rental listings. Filter for:

- **Owner-listed** (not agent-listed — you want the decision-maker)
- **Public phone number visible** (if there's no phone, move on — contact-form-only listings convert terribly)
- Single-family homes, 3+ bedrooms (the math works best on whole homes, not studios)

The outreach (SMS beats email here)

Keep it short, personal, and about THEM — not you. The framework:

COPY & ADAPT

"Hey [Name], I help homeowners in [City] earn more from their rentals — most owners I work with see 20–30% more revenue once the listing is professionally managed. Would you be open to a free income estimate for your place on [Street]? Takes me 10 minutes."

Why this works

1. It's specific (their street, their city).
2. It leads with the outcome (more revenue), not your life story.

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3. The free estimate is a low-pressure yes — nobody fears a free number.
4. SMS gets read. Emails get filtered.

Rules that protect your reputation

- Never blast. Personalize every message — name, street, something real about the listing.
- One follow-up max, a few days later. Then let it go.
- Never pad your pipeline with weak fits. Ten real conversations beat a hundred spam texts.
- When good options run thin, widen the geography — don’t lower the bar.

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The free estimate (your foot in the door)

The estimate call is the sale. Come with:

- Their property's realistic annual revenue range (use AirDNA, Rabbu, or Mashvisor data — never guess)
- 2–3 specific things you'd fix about their current listing (or their rental strategy)
- Your fee, stated plainly, tied to the upside ("at $1,000/mo, the listing typically pays for itself in the first few weeks of the revenue lift")

> **Close line that works:** "Worst case, you get a free professional read on your property's income potential. Best case, it pays for itself. Want me to run it?"

Two more client channels (once the first method is running)

- **Meta lead ads** ($25/day to start): "Free Airbnb Income Estimate" angle, homeowner targeting, your metro. Expect $80–100 per lead in major metros — the math works at $12k LTV.
- **Referrals from client #1:** Ask every happy client. "Who else do you know with a rental?" One good client births two more.

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PART 3

Pricing Cheat Sheet

Stage	What to charge
Starting out 0–5 doors	$500–650/mo flat, or 15% of revenue. You're buying proof. Get testimonials fast.
Established 5–20 doors	$1,000/mo flat is the sweet spot in most major metros. Add a $750–1,000 setup fee.
Scaled 20+ doors	$1,000–1,500/mo + setup fee. Consider tiered packages (management vs. management + design/furnishing).

When to raise: Every 12 months, or whenever your waitlist exceeds your capacity. Existing clients get grandfathered for 6 months — goodwill compounds.

Never: Charge under $400/mo (you'll resent the client and cut corners), work for free "for exposure," or discount without removing scope.

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PART 4

Management Agreement — Key Clauses Template

This is a starting template, not legal advice. Have a local attorney review before you use it.

1. Parties & Property

This Co-Hosting Agreement (“Agreement”) is between [YOUR BUSINESS NAME] (“Manager”) and [OWNER NAME] (“Owner”) for the property at [PROPERTY ADDRESS] (“Property”), effective [DATE].

2. Services

Manager will: create and manage the Airbnb/VRBO listings; handle all guest communication; coordinate cleaning and maintenance; optimize pricing; provide monthly revenue reports. Owner will: maintain the property in guest-ready condition; approve major repairs over $[500]; maintain homeowner’s insurance and comply with local STR regulations.

3. Fees

- Monthly management fee: $[1,000], due on the [1st] of each month.
- One-time setup fee: $[1,000], due at signing.
- Maintenance coordination: Manager may approve repairs up to $[500] without prior consent; anything above requires Owner approval.

4. Term & Termination

- Initial term: [12] months, auto-renewing monthly thereafter.
- Either party may terminate with [30] days’ written notice.
- Early termination by Owner within the initial term: [forfeit setup fee / pay 1 month fee — pick one and be consistent].

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5. Money Handling

All guest payments flow through [the platform to Owner’s account / Manager’s account with monthly disbursement]. Manager’s fees are [deducted before disbursement / invoiced separately]. Full monthly statements provided by the [5th].

6. Liability & Insurance

Manager is not liable for [guest damage beyond the platform’s coverage / acts of God / Owner’s failure to maintain the property]. Owner maintains STR-appropriate insurance and names Manager as [additional insured / notified party] where required.

7. Exclusivity & Non-Circumvention

Owner will not list the Property on short-term platforms independently or through another manager during the term without Manager’s written consent.

8. Signatures

[Signature blocks for both parties + date]

> **Clauses 4 and 5 are where most disputes happen.** Be crystal clear about money flow and exit terms before anyone signs.

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PART 5

Your First 30 Days — Checklist

- [ ] **Days 1–3:** Pick your metro. Pull 30 FRBO listings matching the criteria above.
- [ ] **Days 4–10:** Send 5–10 personalized SMS per day. Track every conversation in a simple spreadsheet.
- [ ] **Days 11–15:** Run free estimates for everyone who replies. Aim for 3–5 estimate calls.
- [ ] **Days 16–20:** Follow up. Send the agreement template (Part 4) to hot prospects.
- [ ] **Days 21–30:** Sign client #1. Do an exceptional launch — this client's results and testimonial become your next 10 clients.

> **Target:** 1 signed client in 30 days. 3 signed clients in 90 days. That's a **$36,000/year recurring revenue base** from a standing start.

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WHAT'S NEXT

Keep Going

Co-Host Business in a Box

This kit gets you started. The full playbooks — the complete SOP library, cleaner management systems, listing optimization frameworks, the Meta ads setup, pricing mastery, and scaling from 5 to 50 doors — live in the **Co-Host Business in a Box** course.

Verify the track record: my Airbnb co-host profile · jrairbnb.com

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