

SAMPLE REPORT · EXAMPLE DATA

PricePulse

REAL-TIME STR INTELLIGENCE

Lakeview Loft

Example City · September 23, 2026

LISTING OPTIMIZATION REPORT

September 23, 2026

Prepared for Example Host

Every listing, name and number in this sample is invented for illustration.

PROPERTY SNAPSHOT

Property Snapshot

Identity, host trust signals, and the quality scorecard guests see.

2

BEDROOMS

6

SLEEPS

22

AMENITIES

4.86

64 GUEST REVIEWS

YOUR HOST

Name	Jordan
Status	Superhost ID Verified
Years hosting	4
Total lifetime reviews	212
Lifetime rating	4.88

QUALITY SCORECARD

Cleanliness	4.9
Accuracy	4.9
Check-in	4.6
Communication	5.0
Location	4.8
Value	4.7

Sleeping Arrangements

Bedroom 1

1 king bed

Bedroom 2

1 queen bed

Living room

1 sofa bed

What Airbnb Highlights About Your Listing

Lake view. Guests say the balcony view is a highlight.

PRICING & CALENDAR

Pricing & Calendar

How full your calendar is, what guests are seeing as your price, and what your real nightly rate works out to.

51%

CALENDAR FULL
NEXT 6 MONTHS

\$222

TYPICAL PRICE
GUESTS SEE
PER NIGHT

\$194-
\$256

RANGE ACROSS
OPEN WINDOWS

2/7

WINDOWS PRICED
BELOW
YOUR 60-DAY
AVERAGE

Two ways to read your nightly rate. The “price guests see” includes your cleaning fee spread across the stay, plus the 15.5% Airbnb host fee. Your “real nightly rate” is what you actually charge for the room before fees — useful for thinking about pricing strategy. The two numbers will always differ; both are shown so you can see the gap.

Your Open Booking Windows

CHECK-IN	CHECK-OUT	NIGHTS	TOTAL PRICE	PER NIGHT (what guests see)	PER NIGHT (your real rate)	NOTES
2026-09-27	2026-09-30	3	\$666	\$222	\$142	
2026-10-02	2026-10-03	1	Not bookable — Minimum stay is 2 nights			
2026-10-04	2026-10-06	2	\$512	\$256	\$147	

CHECK-IN	CHECK-OUT	NIGHTS	TOTAL PRICE	PER NIGHT (what guests see)	PER NIGHT (your real rate)	NOTES
2026-10-12	2026-10-16	4	\$822	\$206	\$140	priced below your 60-day average
2026-10-26	2026-10-29	3	\$678	\$226	\$146	
2026-11-09	2026-11-14	5	\$970	\$194	\$138	priced below your 60-day average
2026-11-23	2026-11-26	3	\$705	\$235	\$153	
2026-12-07	2026-12-11	4	\$866	\$216	\$150	

"Priced below your 60-day average" means Airbnb has noticed your current price is lower than what you've typically been charging for those dates, and is showing a discount badge to guests. This is not a discount you set — it's Airbnb reacting to your pricing changes.

YOUR COMPETITION

Your Competition

The top 8 listings near you and how you stack up.

4.84

MEDIAN
COMPETITOR
RATING

58%

MEDIAN
COMPETITOR
CALENDAR FILL

4/8

ARE GUEST
FAVORITES

6/8

ARE RUN BY
SUPERHOSTS

How we picked these. Your comp set was selected from Airbnb's search results within 5 miles of your listing, filtered to 1+ bedrooms, ranked by Airbnb's own ordering. We pulled the top 8 from 146 matching listings in the area.

Comp pricing. Across your comp set, the nightly price guests are seeing — each comp's nearest available 3-night stay in the next few months — ranges from **\$185/night** to **\$295/night**, with a median of **\$222/night**. These are the prices guests see (cleaning fee included), not your competitors' base rates.

Where You Show Up in Search. Your listing ranks **#7** for "Example City". Listings on the first page capture the large majority of bookings — closing the rank gap is high-leverage.

Top 8 Competitors

RANK	LISTING	BEDS / SLEEPS	DISTANCE	RATING	CALENDAR FILL (3 months)	THEIR PRICE (\$/night, all-in)	BADGES
#1	Harborview Two-Bedroom Retreat	2BR · sleeps 6	1.26mi	4.93 (188)	72%	\$252	Guest Favorite Superhost
#2	Cedar & Stone Loft	2BR · sleeps 5	2.05mi	4.91 (141)	68%	booked	Guest Favorite Superhost
#3	Maple Row Bungalow	2BR · sleeps 6	0.31mi	4.88 (263)	66%	\$222	Superhost
#4	Sunset Pier Cottage	3BR · sleeps 8	0.54mi	4.95 (97)	64%	\$295	Guest Favorite Superhost
#5	The Birchwood Flat	2BR · sleeps 4	1.86mi	4.84 (312)	64%	\$200	
#6	Old Mill Townhouse	2BR · sleeps 6	1.55mi	4.87 (76)	62%	\$231	Superhost
#7	Quiet Cove Hideaway	2BR · sleeps 5	1.2mi	4.9 (54)	61%	booked	Guest Favorite
#8	Lantern Street Suite	1BR · sleeps 4	1.8mi	4.79 (402)	60%	\$199	Superhost

WHAT WINNERS DO

What Winners Do

The market leaders near you — what the top performers have in common.

RANK	LISTING	RATING	MIN STAY	BADGES
#1	Harborview Two-Bedroom Retreat	4.93★ (188)	3-night min	Guest favorite, Superhost
#2	Cedar & Stone Loft	4.91★ (141)	2-night min	Guest favorite, Superhost
#3	Maple Row Bungalow	4.88★ (263)	2-night min	Superhost
#4	Sunset Pier Cottage	4.95★ (97)	3-night min	Guest favorite, Superhost
#5	The Birchwood Flat	4.84★ (312)	2-night min	—
#6	Old Mill Townhouse	4.87★ (76)	2-night min	Superhost
#7	Quiet Cove Hideaway	4.9★ (54)	3-night min	Guest favorite
#8	Lantern Street Suite	4.79★ (402)	2-night min	Superhost

What the Winners Stack

AMENITY	SHARE OF TOP PERFORMERS
Hot tub	100%
Wifi	100%

AMENITY	SHARE OF TOP PERFORMERS
Kitchen	100%
Free parking on premises	88%
Fire pit	50%
Lake view	50%
Dedicated workspace	50%
Outdoor dining area	38%

These are the amenities most common among the market's top performers. Gaps here are the highest-signal upgrades to consider.

WHAT YOUR REVIEWS SAY

What Your Reviews Say

How your scores compare to your competitors, what kinds of guests stay with you, and what their guests are talking about.

Where You Score vs. The Competition

CATEGORY	YOUR SCORE	COMPETITOR MEDIAN	GAP	WHERE YOU STAND
Cleanliness	4.9	4.9	+0.0	● At or above
Accuracy	4.9	4.9	+0.0	● At or above
Check-in	4.6	4.8	-0.2	● Behind competitors
Communication	5.0	4.8	+0.2	● At or above
Location	4.8	4.9	-0.1	● Behind competitors
Value	4.7	4.8	-0.1	● Behind competitors

WHO'S STAYING WITH YOU

Stayed with kids	3
Couple's trip	1
Group trip	1
Stayed a few nights	1

From your 6 most recent reviews.

WHAT THEIR GUESTS TALK ABOUT

"clean"	65
"location"	57
"comfortable"	41
"view"	33
"responsive"	13
"quiet"	2

Themes mentioned across 8 reviewed competitor listings.

Recent Reviews — Your Listing

5 stars Riley · September 2026 Stayed with kids

"We loved waking up to the lake view. The loft was spotless, the kitchen had everything we needed and the beds were very comfortable. Check-in instructions took a minute to find, but Jordan replied fast."

5 stars Casey · August 2026 Couple's trip

"Great location for a long weekend: walkable to dinner and the waterfront. Clean, quiet and exactly as pictured."

WHAT COMPETITORS' GUESTS SAY

What Competitors' Guests Say

Direct quotes from recent reviews on the top 3 listings near you.

Harborview Two-Bedroom Retreat · 4.93 stars

5 stars Alex · 1 week ago Stayed with kids

"The balcony view at sunset was the best part of the trip."

5 stars Morgan · 2 weeks ago Group trip

"Spotless, and the host answered within minutes every time."

Cedar & Stone Loft · 4.91 stars

5 stars Priya · 1 week ago Group trip

"Walked to dinner every night. Quiet street, easy parking."

5 stars Sam · 2 weeks ago Stayed a few nights

"Beds were very comfortable and the kitchen had everything."

Maple Row Bungalow · 4.88 stars

5 stars Dana · 1 week ago Stayed a few nights

"Hot tub after a day on the lake. We are already planning a return."

5 stars Chris · 2 weeks ago Couple's trip

"Great for two couples: the bedrooms are on separate floors."

PRICING OPPORTUNITIES

Pricing Opportunities

Where smarter pricing can unlock more revenue from your existing calendar.

Your listing rates track the market. The median competitor nightly rate is \$222, while your displayed rates range \$194–\$256. Your overall rating is 4.86, above the competitor median of 4.84. Your occupancy is 51% versus the competitor median occupancy of 58%.

Seasonal Rate Recommendations

SEASON	YOUR CURRENT RANGE	RECOMMENDED RANGE	STRATEGY
Shoulder season	\$194–\$256/night	\$222–\$255/night	Comp median for similar dates is \$222; your amenities and host standing support a modest premium.
Peak season	\$194–\$256/night	\$266–\$295/night	High-demand windows push market rates up; competitors charge up to \$295, so a higher range captures more revenue.
Off season	\$216/night	\$185–\$222/night	Protect occupancy without giving away the room; long-stay rates well below the market median leave money on the table.

Local Market Snapshot

SEASONALITY

- Your calendar peaks at ~86% in July and drops to ~41% in December.
- Overall median occupancy across competitors is 58% (range 42–72%).
- Competitor displayed rates span \$185–\$295/night for the comp window.

DEMAND DRIVERS

- A game room is a differentiator for group stays.
- Weekday business travel and weekend leisure both contribute — your open-window pricing should reflect the weekend premium.

STRATEGIC OPPORTUNITIES

Strategic Opportunities

The single biggest revenue lever for your listing — plus quick wins.

HIGHEST IMPACT

Raise Your Nightly Rate

Your 5-night stay rate of \$194/night is \$28–\$61 below the market median \$222/night, costing revenue.

Why this works: Comp listings charge \$222 median and some up to \$295 for similar amenities; raising to \$222–\$255 captures the gap while your 22 amenities and superhost standing support the price.

Estimated revenue impact: \$5,236–\$11,407 additional annual revenue (assuming current 51% occupancy).

How to act on it:

- Calculate a new nightly rate of \$238 for 5-night stays.
- Update the calendar pricing for the 2026-11-09 – 2026-11-14 window with the new rate.
- Add a note in the listing description highlighting the premium amenities to justify the higher price.
- Monitor booking pace for two weeks and adjust if occupancy falls below 30%.

Additional Opportunities



Smooth the Check-in. Check-in scores 4.6 versus the competitor median of 4.8, a 0.2-point gap; small operational tweaks here can close it and lift conversion.

📍 **Improve Location Rating.** Location scores 4.8 versus the competitor median of 4.9, a 0.1-point gap; adding a local guide and clearer area info can help close it.

HONEST CAVEATS

What to know before you act on this

The limitations of this analysis, stated up front.

CAVEAT	DETAIL
Verified comps	17 (≥ 5 reviews — the benchmark pool)
Excluded (unverified)	2 (too few reviews to confirm performance)
Excluded (owner-blocked screen)	1 ($\geq 90\%$ 90d occupancy on fewer than 10 reviews)

Occupancy is booked-vs-blocked triangulated. Airbnb's calendar can't distinguish a guest booking from an owner block, so we screen occupancy against review velocity before trusting it. Any listing claiming $\geq 90\%$ 90-day occupancy on fewer than 10 reviews is flagged as likely owner-blocked and excluded from the verified pool before any market math runs.

METHODOLOGY

Methodology

How this report was built.

This report uses real-time Airbnb data via PricePulse Intelligence.

Your **real nightly rate** was computed by starting with the total price guests see, then subtracting your cleaning fee (\$150) and the 15.5% Airbnb host fee, divided by the number of nights.

Your **comp set** was selected from Airbnb's search results within 5 miles of your listing, filtered to 1+ bedrooms, ranked by Airbnb's own ordering. We pulled the top 8 from 146 matching listings.

Quality-score gaps compare your category subscores to the competitor rating benchmark. Pricing recommendations are derived from the comp nightly-rate distribution. Opportunities are ranked deterministically from the measured data — no guesswork.

Money note: nightly rates shown are GUEST-FACING displayed rates (the price guests see, cleaning fee amortized; the 15.5% Airbnb host fee is bundled for PM-connected hosts) — not your host-net take-home. Use them for competitive positioning, not P&L.

Occupancy is screened booked-vs-blocked: Airbnb's calendar can't tell a guest booking from an owner block, so occupancy is triangulated against review velocity before it drives any benchmark. Any listing claiming $\geq 90\%$ 90-day occupancy on fewer than 10 reviews is flagged as likely owner-blocked and excluded from the verified pool before any market math runs.

This report costs up to **50** credits from your PricePulse account.