

Airbnb and Short-Term Rental Business Plan

Sample plan for Lakeside Stays (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Lakeside Stays is a new airbnb and short-term rental business based in [City, State]. We will serve vacation travelers and business travelers, offering fully furnished nightly stays, monthly furnished stays in the off-season and add-ons like early check-in or local experiences. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$70,000, growing to \$101,000 by year three. Startup costs are estimated between \$22,000 and \$184,500. We are seeking \$103,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Short-term rentals behave more like small hotels than traditional rentals. Your plan needs nightly rate and occupancy assumptions by season, cleaning and turnover costs, platform fees and a clear look at local rules, which can change the business overnight.

Item	Details
Legal name	[Lakeside Stays LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Fully furnished nightly stays	[Describe]	[\$]	[\$]
Monthly furnished stays in the off-season	[Describe]	[\$]	[\$]
Add-ons like early check-in or local experiences	[Describe]	[\$]	[\$]
Co-hosting for other owners	[Describe]	[\$]	[\$]

Revenue streams:

- Nightly bookings
- Cleaning fees
- Mid-term monthly stays

4. Market Analysis

Target customers:

- Vacation travelers
- Business travelers
- Traveling nurses and contractors
- Wedding and event guests

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Professional photos and a strong listing title
- Dynamic pricing tools
- Direct booking website for repeat guests
- Local guidebook to earn reviews

Channel	Monthly budget	Goal
Professional ...	[\$]	[#]
Dynamic ...	[\$]	[#]
Direct ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Short-term rental permit or registration [] obtained
- Lodging or occupancy tax registration [] obtained
- HOA or lease approval [] obtained
- Fire and safety inspections where required [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Occupancy rate	Booked nights divided by available nights.	[Target]
Average daily rate	Average nightly price paid.	[Target]
Revenue per available night	Combines rate and occupancy.	[Target]
Review score	Ratings directly affect search placement.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Local bans or permit caps	[Your plan]
Seasonal demand swings	[Your plan]
Guest damage	[Your plan]
New listings driving down rates	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Furnishing and decor	\$10,000	\$40,000	[\$]
Down payment or lease deposit	\$5,000	\$120,000	[\$]
Permits and registration	\$200	\$3,000	[\$]
Photography and listing setup	\$300	\$1,500	[\$]
Smart locks, cameras and tech	\$500	\$2,000	[\$]
Supplies and linens	\$1,000	\$3,000	[\$]
Reserve fund	\$5,000	\$15,000	[\$]
Total	\$22,000	\$184,500	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$70,000	\$88,000	\$101,000
Cost of sales	\$28,000	\$35,200	\$40,400
Gross profit	\$42,000	\$52,800	\$60,600
Operating expenses	\$39,900	\$43,890	\$47,401
Net income before tax	\$2,100	\$8,910	\$13,199

Example assumptions: 60% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$103,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Furnishing and decor	[\$]
Down payment or lease deposit	[\$]
Permits and registration	[\$]
Photography and listing setup	[\$]
Smart locks, cameras and tech	[\$]

Supplies and linens	[\$]
Reserve fund	[\$]

Appendix

Writing tips for a airbnb and short-term rental plan:

- Show occupancy and rate by month, not one annual average.
- Confirm local regulations and include them.
- Budget for cleaning, supplies and platform fees per stay.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.