

Sample Property – Asheville Cabin

Q1 2025

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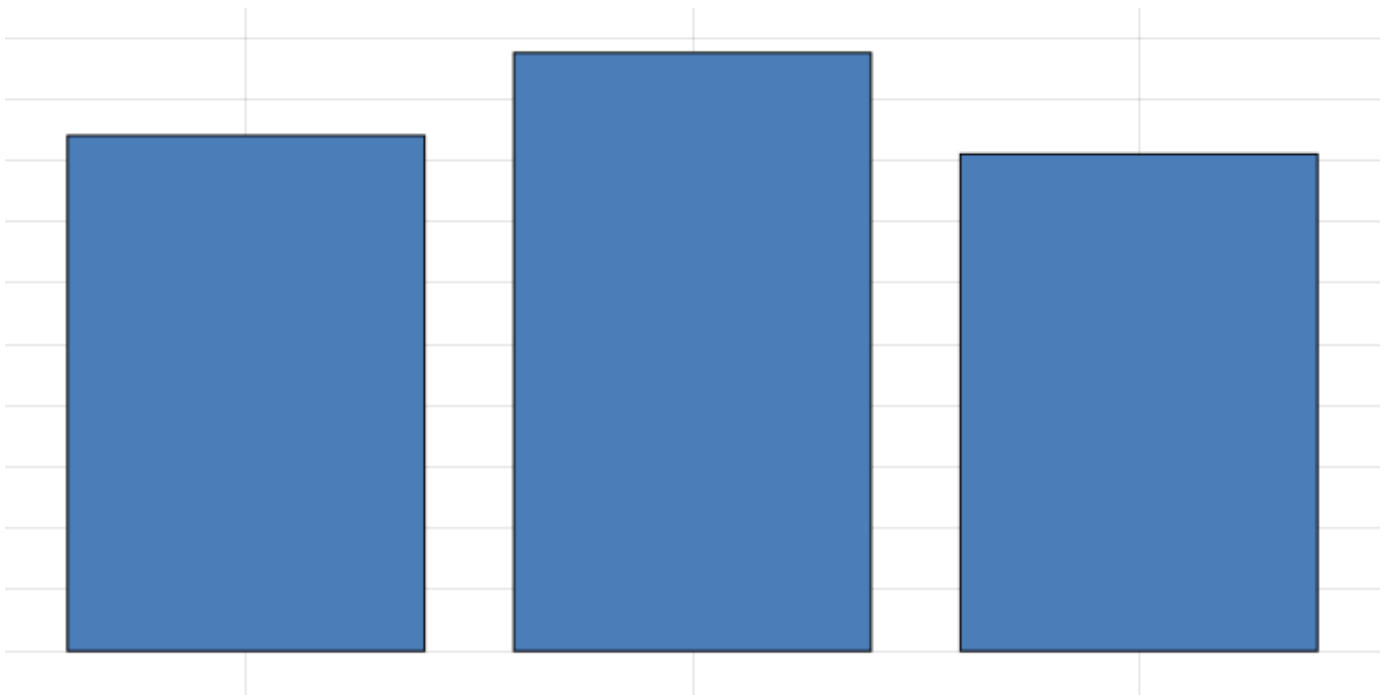
142 Blue Ridge Pkwy, Asheville, NC, 28801

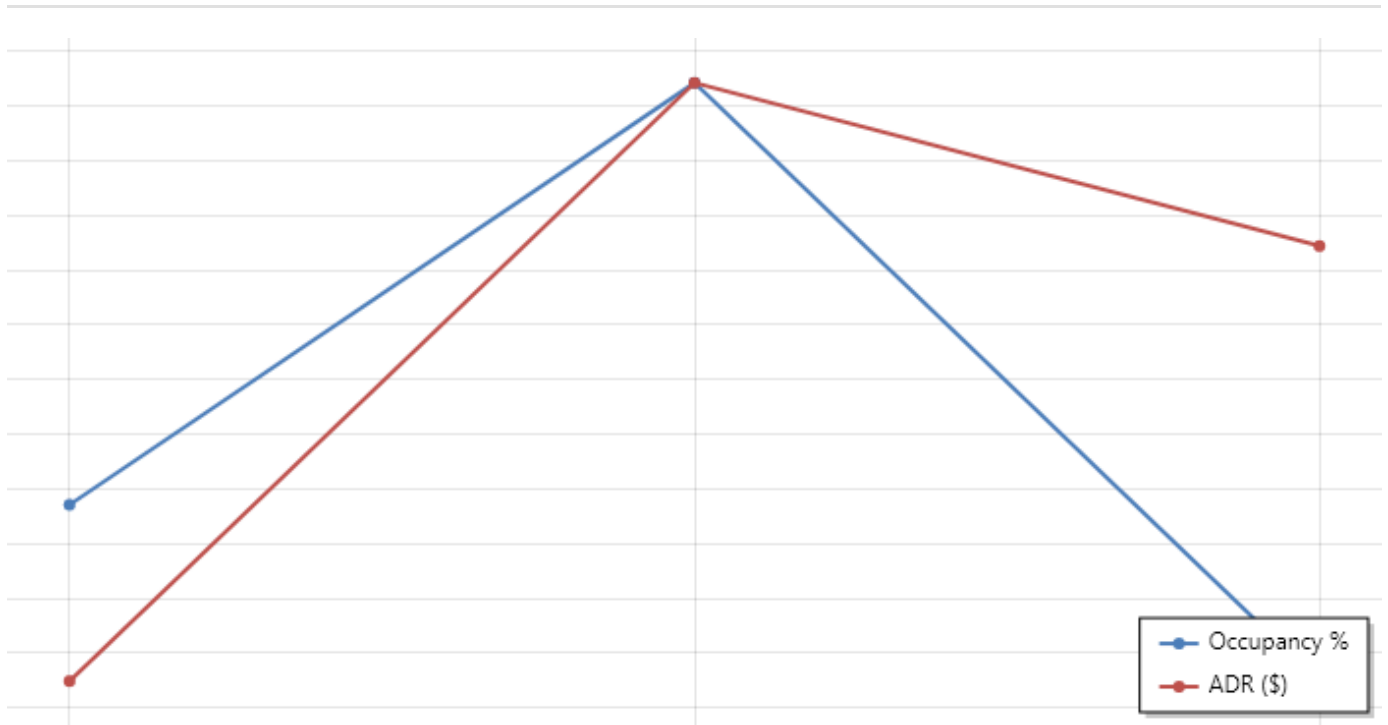
Executive Summary

The Asheville Cabin delivered a solid first quarter of 2025, generating \$5250.00 in gross revenue and \$4736.00 in net revenue across 11 bookings totalling 36 nights. Occupancy reached 40.0% for the period, and guest satisfaction remained strong with an average rating of 4.70 out of 5.0 across 5 reviews.

Revenue Performance

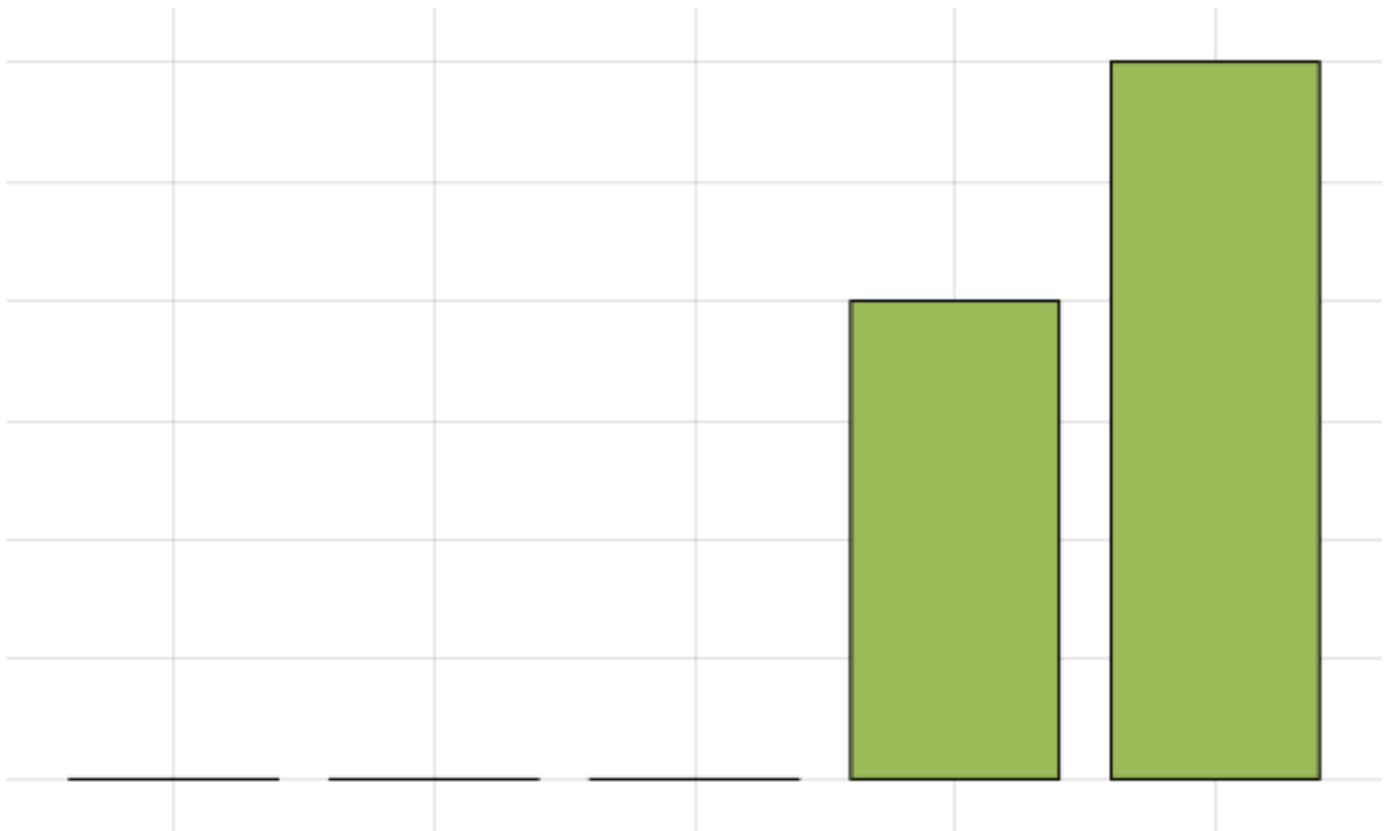
For the period January 1, 2025 through March 31, 2025, the Asheville Cabin produced \$5250.00 in total gross revenue and \$4736.00 in total net revenue. The property secured 11 bookings covering 36 booked nights, at an average nightly rate of \$145.83, resulting in an occupancy rate of 40.0% for the quarter. Airbnb was the leading platform by both revenue and booking volume, contributing \$2780.00 across 7 bookings, while Vrbo contributed \$2470.00 across 4 bookings. The two platforms together accounted for all recorded revenue, with Airbnb generating the greater share of both bookings and revenue. The average nightly rate of \$145.83 reflects a reasonable positioning for a mountain cabin property in this region during the winter quarter, which is historically a softer demand period. The occupancy rate of 40.0% is consistent with typical Q1 seasonality for leisure-focused short-term rentals in mountain destinations, and the distribution across both platforms indicates healthy multi-channel exposure.





Guest Feedback

Guest satisfaction during Q1 2025 was notably strong, with an average rating of 4.70 out of 5.0 across 5 submitted reviews. Three of the five reviews awarded a perfect score of 5.0, reflecting a high level of guest delight. Positive themes appearing consistently across reviews include the property's aesthetic appeal, cleanliness, mountain views, and the responsiveness of the host. The welcome basket was specifically called out as a thoughtful touch in one review, and the hot tub was highlighted as a standout amenity in another. Two reviews awarded ratings of 4.0 and 4.5 respectively, with minor constructive feedback noted: one guest mentioned that parking was somewhat difficult to locate, and another suggested that a few kitchen items could be updated. No serious complaints or service failures were identified in any of the review samples. Overall, the feedback paints a picture of a well-maintained, guest-ready property with a small number of addressable friction points.



Representative Reviews

5.0★ — Airbnb, Mar 2025

"One of the best Airbnbs we've ever stayed at. Beautiful property, well-stocked, highly recommend!"

4.0★ — Vrbo, Feb 2025

"Nice cabin in a great location. Check-in instructions were clear. Parking was a bit tricky to find."

5.0★ — Airbnb, Feb 2025

"Perfect romantic getaway. Everything was spotless and the welcome basket was a lovely touch."

Operational Activity

Operational activity during Q1 2025 was minimal as recorded in the management system. Zero scheduled tasks and zero completed tasks were logged for the period, and no formal inspections were recorded. While the property successfully hosted 11 bookings across 36 nights, the absence of documented maintenance tasks and inspections represents a gap in the operational record. It is possible that routine upkeep and cleaning activity occurred but was not captured in the system, particularly given that \$350.00 was recorded under maintenance expenses and \$120.00 under cleaning expenses for the quarter. Total expenses for the period reached \$1132.00, broken down as follows: insurance at \$430.00, maintenance at \$350.00, utilities at \$145.00, cleaning at \$120.00, and supplies at \$87.00. Expenses remained modest relative to gross revenue, and no single category represented an outsized cost concern.

Task Type	Total	Completed	On-Time Rate
All Tasks	0	0	0.0%

Issues & Resolutions

Two minor guest-reported issues emerged from the review data this quarter. First, a Vrbo guest noted difficulty locating parking, suggesting that the check-in and arrival instructions may benefit from more explicit parking

guidance or a visual aid such as a map or photo. Second, a Vrbo guest mentioned that a few kitchen items felt dated, indicating that a targeted kitchen refresh could improve the guest experience. Neither issue appears to have materially impacted overall satisfaction, as both guests still awarded ratings of 4.0 and 4.5 respectively. On the operational side, the more significant concern is the complete absence of logged tasks and inspections for a quarter in which the property hosted 11 bookings. This creates a documentation gap that could complicate future maintenance planning, warranty tracking, or owner reporting. It is recommended that a formal inspection be scheduled and that all maintenance and cleaning activities be logged consistently going forward.

Recommendations

1. Improve parking and arrival guidance: Update the guest welcome message and listing description to include clear, step-by-step parking instructions, ideally supported by a photo or map. This directly addresses feedback from a Vrbo guest and can prevent a recurring friction point at no meaningful cost. 2. Conduct a targeted kitchen review: Assess the current kitchen inventory and identify items that are worn, outdated, or missing. A modest investment in updated cookware, utensils, or small appliances could elevate the guest experience and support higher ratings on Vrbo, where the feedback originated. 3. Implement a formal inspection and task-logging protocol: Given that zero tasks and zero inspections were recorded despite 36 nights of occupancy, establishing a structured inspection cadence — ideally between every booking or at minimum monthly — will protect the property's condition and create a reliable maintenance record. 4. Evaluate Q2 pricing strategy: With an average nightly rate of \$145.83 and an occupancy rate of 40.0% in the traditionally softer winter quarter, there is an opportunity to review dynamic pricing ahead of the spring and summer seasons, when demand for Asheville-area cabins typically increases. Adjusting rates in response to seasonal demand could improve both occupancy and revenue without requiring additional operational investment. 5. Grow the review base: With only 5 reviews collected during the quarter, the property's rating profile remains relatively thin. Implementing a consistent post-stay follow-up message encouraging guests to leave a review on both Airbnb and Vrbo can help build social proof and improve listing visibility on both platforms.