



A FREE GUIDE BY CORZLY

The One-of-a-Kind Luxury Short-Term Rental Investor's Playbook

What actually changes when a rental crosses into luxury territory, and how to manage it well enough to earn a 5-star review.

15%+

of a booking lost to OTA fees

\$100K/wk

what luxury rentals can command

Presented by Corzly

A guide for STR investors adding a luxury property

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The One-of-a-Kind Luxury Short-Term Rental Investor's Playbook

Adding a luxury short-term rental to a portfolio is a different business from running a standard one, even though the platforms and the daily tasks look similar on the surface. This guide walks through what actually changes once the nightly rate has a few extra zeros, from how a booking comes in to how a stay turns into a **5-star review**, based on what our team has learned managing properties that rent from \$1,000 to \$100,000 a week.

THE SALES PROCESS

Every Booking Starts as a Conversation

A luxury reservation almost never gets booked the way a standard listing does. There is no instant book button that ends the process. Instead, an inquiry opens a negotiation that can run for weeks or months before it turns into a signed reservation.

The negotiation covers more than price. Guests ask about jet skis, boats, catering, and whether the property allows events. Corporate groups and wedding parties bring their own questions and their own decision-makers, so the same property that hosts a family vacation one month might host a corporate retreat the next.

Because these conversations stretch across weeks, our team relies on a CRM and a phone system that records call transcripts, so nothing said in week 1 gets lost by week 6. A property that sleeps 50 people might get an inquiry for 10, and an open calendar is what turns that into a negotiation instead of a pass.

THE GUEST

The Caliber of Guest Changes, Not Just the Price

Guests booking a \$10,000 to \$100,000 a week property are usually easier to work with, not harder. Many are organized, professional, and used to arranging complicated logistics, and damage at these properties tends to come from an accident with a large group in the house rather than negligence.

That does not mean the guest needs less from a host, it means they need more information, faster, delivered in a way that matches their expectations. A detailed floor plan and a thorough guidebook let a guest confirm there is a ground-floor bedroom before booking, instead of asking and waiting on a reply that could cost the reservation.

REVENUE MANAGEMENT

Pricing Without a Comp Set

A one-of-a-kind property rarely has a real comp set, so pricing tools built around market data only help so much. Seasonality and booking-window settings still matter, but the biggest lever becomes testing: adjusting price and watching how the market responds instead of copying a number a tool suggests.

Historical performance helps, but a luxury property often builds its own book of business over time, corporate retreats or annual celebrations that return every year and fill the calendar further out. As that demand grows, price should grow with it instead of staying anchored to last year's number.

Payment processing changes too. A 3% credit card fee on a \$30,000 reservation is \$900, which is real money our team would rather avoid, so ACH transactions through a processor like Stripe are usually the better fit for a five-figure booking.

PROPERTY PROTECTION

Bigger Stakes Call for Bigger Safeguards

Larger guest counts create more opportunities for accidental damage, even with a more careful caliber of guest. A dedicated damage waiver sized to the property, on top of a proper entity structure and short-term rental insurance, is the baseline for every luxury reservation.

Direct bookings make it easier to add a deposit on top of the damage waiver when the guest and the property both call for it. That flexibility does not exist inside most OTA reservation flows, which is one more reason direct bookings matter more as the price per night increases.

DISTRIBUTION STRATEGY

List Everywhere, but Build Toward Direct

A luxury property should still be listed everywhere a standard one would be, but the pressure to convert a guest to a direct booking is much higher once 15% of a \$50,000 reservation is on the line. Keeping the property or brand name consistent across every listing and easy to find on Google gives a repeat or referred guest a way to book direct next time.

OTAs come with real limits at this scale. Airbnb caps advertised occupancy at 16 guests and calendar availability at around 2 years out, both of which fall short for a property that sleeps dozens or takes reservations years in advance. VRBO and Booking.com allow more room to list a property's true size, but a direct booking website that is fully updated and easy to book through matters more here than it does on a standard listing.

GUEST EXPERIENCE

The 5-Star Review Is Won Before Check-In

Most of what earns a 5-star review from a luxury guest happens before they ever arrive. Answering a question before it gets asked, through a detailed floor plan and a thorough guidebook, does double duty: it moves the sales process along and it sets the tone for a guest who already feels taken care of.

Once the reservation is booked, guests expect concierge-level service: a private chef, transport, or early check-in. Our team refers these out to trusted third parties rather than coordinating them directly, since a guest's disappointment with a chef they hired themselves lands very differently than disappointment with a chef the property arranged.

Professionalism carries more weight at this level too. A guest spending \$10,000 to \$50,000 on a single stay is evaluating the whole experience against that price tag, so the same fast, organized communication that helped close the booking needs to continue through checkout, including how any accidental damage gets handled if it happens.

BEFORE YOU SAY YES

Quick-Start Checklist

Once a property is under consideration, run through this before signing on:

- ☐ A CRM or shared inbox to track every inquiry and follow-up, not just a phone thread.
- ☐ A floor plan and a full guidebook ready before the first inquiry, not after the booking.
- ☐ A short list of trusted third parties for chef, transport, and early check-in requests.
- ☐ A damage waiver and short-term rental insurance sized to the property's value.
- ☐ A direct booking website that is fully updated and easy to book through.

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