Wardstay · Free revenue check

Sample report A: 1-bedroom villa at Purple Parrot Village

Sleeps 4 · 1 queen + futon · 4.95 stars from 321 reviews · Guest favorite · Owner details removed for this sample

Summer is priced like spring. July is about $400 a week below similar 1-bedrooms, and the holidays are wide open.

1. Your price vs. similar rentals nearby

Week	Your 7-night total	Similar 1-bedrooms (median)	Range of similar 1-bedrooms
Jan 16–23, 2027	Not available	$971	$698–$1,115 (13 listings)
Mar 13–20, 2027	$1,305	$1,309	$1,121–$1,763 (11 listings)
Jul 10–17, 2027	$1,305	$1,723	$1,493–$2,035 (8 listings)

7-night totals including all fees, from Airbnb search results near Purple Parrot Village for 2 guests, checked Nov 5, 2026.

2. Open dates

52 of the 56 nights from Nov 6 to Dec 31, 2026 are open, including Thanksgiving week and Christmas week.

3. What your listing and reviews tell guests

• The title is cut off mid-word and packed with keywords. Guests scanning search results don't see the pool, tiki bar or beach.

• The trailer-parking paragraph appears twice in the description and pushes the good details down.

• Reviews are excellent, but recent ones mention small fixes: a broken recliner footrest, cracked cups and burnt-out bulbs.

• Two recent guests asked for a king bed; one said the bedroom has room for it.

4. What to fix first

1. Set seasonal prices: raise summer weeks to about $1,650–$1,725, close to similar 1-bedrooms.

2. Price the holiday weeks and add a monthly discount to attract January and February snowbirds.

3. Rename it, e.g. "Heated Pool + Tiki Bar | Purple Parrot 1BR | Walk to Beach", and remove the repeated paragraph.

4. Make the quick fixes (about $150–$400) and consider a king bed.

5. Rough estimate

Pricing summer at the market median could add about $400 a week. Over 10 summer weeks that is roughly $4,000 a year, before any holiday or winter bookings.

Estimates assume the unit books at the suggested prices; actual results depend on demand and availability. Prepared by Wardstay · (850) 696-6295 · levi@wardstay.com

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Sample report B: 2-bedroom villa at Purple Parrot Village

Sleeps 6 · 2 suites + sleeper sofa · 2.5 baths · 1 review · Owner details removed for this sample

A strong unit with a weak title, priced at the top of the market before it has reviews.

1. Your price vs. similar rentals nearby

Week	Your 7-night total	Similar 2-bedrooms (median)	Range of similar 2-bedrooms
Jan 16–23, 2027	Not listed in results	$1,099	$1,072–$1,453 (5 listings)
Mar 13–20, 2027	$1,757	$1,613	1 similar listing found
Jul 10–17, 2027	$2,851	$2,218	$906–$2,439 (4 listings)

7-night totals including all fees, from Airbnb search results near Purple Parrot Village for 2 guests, checked Nov 5, 2026.

2. Open dates

55 of the 56 nights from Nov 6 to Dec 31, 2026 are open.

3. What your listing and reviews tell guests

• The title is just a unit number and the manager's initials. It says nothing about the two suites, the hammock deck or the pool.

• A staff note about checking the bed type is visible to guests at the top of the listing. Remove it.

• 50 photos and a detailed description are a real strength.

• Only 1 review so far. Guests pay a premium for proven listings, so a new listing priced above them usually sits empty.

4. What to fix first

1. Price below similar 2-bedrooms until it has 5–10 reviews, e.g. about $2,000–$2,100 in July and $1,000–$1,100 in winter.

2. Rename it, e.g. "2 Suites + Hammock Deck | Purple Parrot Villa | Pools & Tiki Bar".

3. Delete the internal note and confirm the bed list.

4. Add a discount for first bookings and for stays of 28+ nights to fill winter.

5. Rough estimate

Filling 4 more winter and spring weeks at about $1,000–$1,400 each would add roughly $4,000–$5,600, and early reviews let you raise prices next summer.

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