The model, in dollars.

A useful proposal should explain both the booking opportunity and what the owner keeps after the cost of delivering it.

A NATIONAL STARTING POINT

$160.54
Average sold-night rate

62.3%
Occupancy

$100.02
Revenue / available room-night

CoStar/STR 2025 U.S. results: **$36,507 per available room annually**, or **$730,146 for a 20-room hotel** at that benchmark. This counts vacant nights. It is national context across hotel classes, not a local motel forecast or a Luxury Lodging portfolio average.[1]

THE PAYROLL A SELF CHECK-IN MODEL CAN REPLACE

Daily desk coverage	Annual wages	With 20% payroll load*
8 hours	$49,903	$59,883
16 hours	**$99,806**	**$119,767**
24 hours	$149,708	$179,650

Wage basis: $17.09/hour, BLS national mean for hotel desk clerks. Coverage requires multiple staff across shifts. *The 20% allowance for employer costs is a model assumption. Self check-in removes desk coverage; guest support, technology and the management fee replace part of that cost. These amounts are **payroll exposure, not promised savings**.[2]

MAINTENANCE STILL HAS A BUDGET

A full-time maintenance role at the BLS national mean of $25.86/hour costs about **$53,789 in wages** or **$64,547 with the same 20% load**. Our established contractor network reports **$35-$40/hour** in covered markets. Contractor billing and employee wages differ; task-based support reduces fixed coverage, while repair labor, materials and response needs remain. Hold the repair budget constant until local quotes show a saving.[2,3]

GUEST-FUNDED CLEANING, WITH THE MATH VISIBLE

The cleaner still gets paid. **Net turnover cost = cleaner invoice − cleaning fees retained after applicable charges.** For example, a $100 clean requires a $117.65 guest fee if 15% of that fee goes to channel/payment costs. Both the $100 invoice and the fee income stay in the books. This is an illustration, not a quoted fee. Cleaning income is counted once.

1. CoStar/STR, 2025 U.S. hotel performance

2. BLS, May 2025 national occupational wages (43-4081 and 49-9071).

3. Luxury Lodging operator statements, September 7, 2026. Service scope, staffing, vendor availability and fees depend on the property. No operating forecast or guarantee is implied by these examples.

Two booking formats.
One operating team.

Our approach combines hotel and vacation-rental distribution with individual-room and whole-property stays. Full management carries the work around those bookings.

OPERATED EXAMPLE / SIX UNITS / MADEIRA BEACH, FLORIDA

$403k

Booking revenue (payout basis)

67%

From whole-property stays

September 2025-August 2026. Whole-property stays contributed $271k; individual units contributed $132k. This non-beachfront example shows how both formats contribute to one property.

That is **$67,134 in recorded payouts per physical unit** for the 365-day period. Payout records can contain cleaning/other fees and reflect channel deductions. They are **not owner profit or a standardized room-revenue series**. Different periods and revenue definitions mean this cannot support a percentage uplift against the U.S. benchmark. It is one operating example, not our portfolio average.[4]

WHAT THE OWNER DELEGATES

Daily operation: distribution, pricing, linked calendars, guest communication, self check-in, turnover coordination and maintenance. **Back office:** accounting, owner reporting and tax coordination. **Growth:** hotel search and underwriting informed by our operating data, renovation support, and a private investor group. You retain ownership and major investment decisions.

A PROPERTY REVIEW SHOULD END WITH OWNER ECONOMICS

Accommodation charges + separately recorded guest fees
less channel/payment charges, cleaning, local labor and repairs
less management/support, utilities, insurance, property taxes and other operating costs
= owner operating result before debt service, income tax and capital spending

For cost context, CBRE’s 2,216-hotel 2025 sample reported a 34.8% gross operating profit margin. Its 65.2% operating-cost share is a broad sample against total revenue, not a small-motel expense ratio or a cost forecast for your property.[5]

4. Production pricing/accounting review, September 7, 2026. Accepted reservation payouts allocated to stay dates, rounded. Six physical units; whole-property inventory is not an extra room. 2026 recorded bookings total $380,881 as of September 7: $310,245 for past stay dates and $70,636 for future dates. Future bookings can change.

5. CBRE research by Tommy Crozier, published May 26, 2026