

The Luxe-Ready Checklist

84 checkpoints across 11 sections — the standard a property has to hold before Airbnb Luxe, Plum Guide, or any curated luxury tier is a realistic conversation. Print it, walk the property room by room, and mark anything you wouldn't show a demanding design client. What's left unchecked is your readiness budget.

Companion to the guide *Airbnb Plus and Luxe: What It Takes to Qualify* at cavmir.com/learn. Work the sections in order — the first is the gate for everything after it.

01 The Floor

6 ITEMS

Non-negotiables before any tier is worth discussing.

- ☐ Overall rating is 4.8 or higher — sustained across the trailing year, not a recent spike
- ☐ No recurring complaint pattern in reviews (search them for “but,” “however,” “only issue”)
- ☐ Cancellation history is clean for the trailing 12 months
- ☐ Response rate and speed are near-instant, including weekends
- ☐ Guest Favorites badge earned and held
- ☐ Priced in the top tier of your market — and booking at that price

02 Arrival & Entry

7 ITEMS

The first ten seconds set the tone for the whole review.

- ☐ Approach and entrance are clean, lit, and free of clutter or bins
- ☐ Lock or smart lock works first try, every time
- ☐ Entryway furniture is intentional — nothing improvised or leftover
- ☐ First impression reads “designed,” not “rental”
- ☐ Clear, current arrival instructions with photos
- ☐ Parking or drop-off is obvious and exactly as described
- ☐ The house smells neutral or subtly good on entry

03 Living Areas

8 ITEMS

Consistency is what reviewers are trained to check.

- ☐ One coherent design direction across every room
- ☐ All furniture in good repair — no scratches, sagging, or wobble
- ☐ Seating for the full listed capacity, comfortably
- ☐ Electronics all work; remotes labeled or obvious
- ☐ Cords hidden or managed
- ☐ Art and decor follow a consistent visual theme
- ☐ No mismatched piece that clearly doesn't belong
- ☐ Lighting layered: overhead, lamps, dimmers where it matters

04 Kitchen

9 ITEMS

A half-stocked kitchen makes a finished house read unfinished.

- ☐ Matching cookware set, in good condition
- ☐ Real knife set, sharp
- ☐ Every appliance functional — every burner, every setting
- ☐ Dishware and glassware match, with counts for a full house
- ☐ Small appliances guests expect at this tier (espresso, blender, kettle)
- ☐ Pantry basics stocked: oil, salt, pepper, coffee, tea
- ☐ No chipped, stained, or orphaned items in any cabinet
- ☐ Counters clear, surfaces unmarked
- ☐ Fridge and oven spotless inside

05 Bedrooms

9 ITEMS

Every bedroom is held to the primary's standard.

- ☐ Hotel-quality linens, matching sets — in every bedroom
- ☐ Mattresses comfortable and not past their useful life
- ☐ Blackout capability in every bedroom
- ☐ Bedside tables, lamps, and charging on both sides of the bed
- ☐ Real closet or storage space, with quality hangers
- ☐ The spare bedroom held to the same standard as the primary
- ☐ Extra blanket and pillow options available
- ☐ No owner's personal items stored in guest spaces
- ☐ Headboards and frames solid — no squeaks

06 Bathrooms

9 ITEMS

Where deferred upkeep shows first.

- ☐ Grout and caulk clean — no mildew anywhere
- ☐ Fixtures all work; no drips, no slow drains
- ☐ Water pressure and hot water strong at every fixture
- ☐ Towels hotel-quality, matching, folded consistently
- ☐ Quality toiletries — not motel minis
- ☐ Hair dryer in every bathroom
- ☐ Mirrors and glass spotless
- ☐ Ventilation works
- ☐ The second bathroom held to the same standard as the primary

07 Outdoor Spaces

7 ITEMS

Neglected outdoor space stands out sharply against a polished inside.

- ☐ Pool / hot tub maintained, serviced, and documented
- ☐ Outdoor furniture matches and is weather-worthy
- ☐ Landscaping maintained to the interior standard
- ☐ Outdoor lighting works and flatters the space at night
- ☐ Grill clean and fueled
- ☐ Views unobstructed by anything you control
- ☐ Outdoor staging matches the listing photos

08 The Maintenance Pass

8 ITEMS

One burned-out bulb reads as deferred upkeep across the whole property.

- ☐ Every bulb works — walk every switch
- ☐ Every drawer, door, and window opens smoothly
- ☐ Touch-up paint done; no scuffs or marks on walls
- ☐ Floors free of scratches; rugs clean and flat
- ☐ HVAC serviced, filters fresh, every zone works
- ☐ Wi-Fi fast and reliable in every room — actually test it
- ☐ Smoke and CO detectors working, batteries fresh
- ☐ No “fix it later” list — later is now

09 Photography & Presentation

7 ITEMS

The highest-leverage spend once the property looks the part.

- ☐ Shot professionally, in the property's best light
- ☐ Every room photographed — no hidden weak spots
- ☐ Photos match reality; no misleading angles
- ☐ The hero shot earns the click at thumbnail size
- ☐ Listing copy is specific and factual — no filler adjectives
- ☐ Amenities list complete and accurate
- ☐ Photos refreshed after any upgrade — they never lag the property

10 The Concierge Layer

8 ITEMS

For Luxe: the operational commitment behind the design.

- ☐ Local team or manager reachable on short notice
- ☐ Grocery pre-stocking available on request
- ☐ Airport transfer can be arranged
- ☐ Private chef and housekeeping vendors on call
- ☐ Detailed local recommendations written and current
- ☐ Prepared to work with Airbnb trip designers
- ☐ Turnarounds between stays never compromise the standard
- ☐ A plan for demanding guests — in writing, shared with your team

II If the Badge Doesn't Come

6 ITEMS

Premium positioning that doesn't depend on anyone's permission.

- ☐ Plum Guide evaluated or applied to
- ☐ Homes & Villas by Marriott Bonvoy evaluated
- ☐ Direct-booking website live under your own brand
- ☐ Rates and calendars synced across every channel
- ☐ Identical guest experience regardless of booking source
- ☐ Photography and brand strong enough to justify the rate on their own

A property that clears all 84 is ready for any curated tier's review — and more importantly, it earns premium rates whether or not a badge ever lands. If you'd like a second set of eyes on the positioning, photography, or brand behind your property, that's what we do.

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