

100

POINT MANUAL

CAVMIR · PRE-FLIGHT

The 100-Point Launch Manual

For hosts preparing to launch an Airbnb listing. Work this checklist in order. Skip nothing. The first 14 days decide your next ten years.

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00 · PREFACE

Before you begin

This is the exact checklist our launch team works on every Cavmir client property. We have used it across over one hundred markets — from Salvador penthouses to Cotswolds cottages — and the formula does not change.

Print it. Tape it to the wall. Work it line by line. Every item exists because we have launched enough listings to know which corners cost real money when they get cut.

You may publish your listing only when every item on this manual is honestly checked.

001 – 017

Pre-Launch · Property

- 001 Photograph the property only after professional cleaning, fresh linens, and a full styling pass.
- 002 Walk every room with a hand-held meter — minimum 200 lux on counters, 100 lux ambient living spaces.
- 003 All bulbs matched in colour temperature (2700K warm white, never mixed warm and cool).
- 004 Every bulb working. Replace any that flicker, hum, or are dimmer than their neighbours.
- 005 Touch-up paint completed on baseboards, door frames, and switch plates.
- 006 Every cabinet, drawer, and closet emptied of personal items.
- 007 WiFi router placed for maximum throughput; name and password printed and laminated.
- 008 WiFi speed tested in every room — minimum 100 Mbps download at the furthest point.
- 009 HVAC serviced, filters new, remote batteries fresh.
- 010 Smoke detectors and CO detectors tested, batteries fresh, photographed in place.
- 011 Fire extinguisher visible, mounted, in date.
- 012 First-aid kit stocked and visible.
- 013 Locks rekeyed or smart lock installed with rotating codes.
- 014 Outdoor lighting working, motion sensors aimed.
- 015 Mattresses inspected — replace any older than 7 years or with visible sagging.
- 016 All windows cleaned inside and out; tracks vacuumed.
- 017 House manual printed, bound, placed on the kitchen counter.

018 – 032

Pre-Launch · Photography

- 018 Hero image identified and shot first — the single best frame of the property.
- 019 Top 5 frames mapped before the shoot: hero, primary living space, kitchen, primary bedroom, signature feature.
- 020 Photographer briefed in writing on which five frames must be delivered.

- 021 Shoot scheduled in golden-hour light (about 90 minutes before sunset for most interiors).
- 022 Twilight shot scheduled at blue hour with exterior lights on and one warm light in each room.
- 023 Every room shot in landscape orientation, 4:3 or 16:9 aspect.
- 024 Hero shot edited with deliberate colour grading — not auto-corrected.
- 025 No people, no pets, no clutter, no power cords visible in any frame.
- 026 Bathroom shots include framed mirror, folded towels, soap on a tray.
- 027 Outdoor shots include at least one twilight (blue-hour) frame.
- 028 Hot tub, pool, fire pit, or signature feature photographed in active state.
- 029 Drone shot delivered if the property has roofline, water, or land worth showing.
- 030 All photos delivered in 2048px long-edge minimum, colour-corrected, JPG and WebP.
- 031 Photo set ordered: hero → wide → bedroom → bath → feature → exterior.
- 032 Captions written for every photo in the order they appear.

033 – 044 **Pre-Launch · Copy**

- 033 Property name chosen — distinct, memorable, three syllables or fewer ideally.
- 034 Listing title written: 50-character cap, leads with location and the one feature guests filter for.
- 035 Subtitle defined in plain language ("design-forward 2BR with hot tub").
- 036 Property neighbourhood or borough listed exactly as guests search for it.
- 037 Description draft 1 written — 500 to 1500 characters, no real-estate clichés.
- 038 Description states the three numbers guests want: bedrooms, beds, walking distance to one anchor.
- 039 "The Space" and "Guest access" sub-sections completed — never left blank.
- 040 House rules written tight — no novels, ten lines maximum.
- 041 Cancellation policy chosen (Moderate is the default for first launches).
- 042 Check-in instructions drafted and tested by someone unfamiliar with the property.

043 Local guide written — 5 restaurants, 3 things to do, 1 emergency contact.

044 All copy spell-checked, read aloud once, edited for friction words.

045 – 057 Pre-Launch · Amenities

045 Amenity audit completed — count what you actually have, on paper, before you list.

046 Target a minimum of 35 amenities listed (industry-correlated booking floor).

047 WiFi listed with measured speed.

048 Workspace listed only if there is an actual chair-height desk.

049 Free parking, EV charger, hot tub, pool — each verified, not guessed.

050 Kitchen counted: dishes for max guests plus four, full cookware, coffee setup.

051 Bathroom counted: starter shampoo, conditioner, body wash, hand soap, lotion, toilet paper.

052 Linen pack: 2 sets of sheets per bed, 2 bath towels per guest, 1 hand towel per bathroom, 1 floor mat per bathroom.

053 Outdoor verified: grill, patio furniture, fire pit, umbrellas, beach chairs as applicable.

054 Family amenities verified honestly: pack-and-play, high chair, baby gates, outlet covers.

055 Safety amenities listed: smoke detector, CO detector, fire extinguisher, first-aid kit.

056 Accessibility features audited and listed honestly: step-free entry, wide doorways, grab bars where present.

057 If 35 amenities is impossible, stop the launch and improve the property first.

058 – 066 Pre-Launch · Pricing

058 Comps pulled — minimum 10 listings of the same bedroom count and feature set in the same neighbourhood.

059 Base rate set 10 to 15 percent below the lowest comparable comp for the first 14 days.

060 Weekend uplift configured (+20 to 35 percent Friday and Saturday).

061 Length-of-stay discount set: 10 percent at 7 nights, 20 percent at 28 nights.

062 Minimum-night-stay set to 1 or 2 for the boost window — never higher.

063 Smart pricing or dynamic-pricing tool connected before going live.

064 Special weekly intro discount enabled.

065 Cleaning fee realistic — never above 25 percent of the nightly rate for a 2-night stay.

066 Payout method tested with at least one trial transaction before going live.

067 – 075

Pre-Launch · Host Profile

067 Profile photo uploaded — face only, eye contact, daylight, warm.

068 Full name (or business name and DBA), city, languages spoken.

069 Profile description written in first person — 3 to 6 sentences, why you host, what guests can expect.

070 Government ID verified.

071 Email and phone verified.

072 Payment method connected and verified.

073 Co-host or backup contact added if anyone else is on the property.

074 Saved-reply templates written for top 5 inquiry types: check-in, parking, late arrival, family questions, group questions.

075 Response time setting committed to — set it to what you can actually do, then beat it.

076 – 083

Launch Day · The 6-Hour Window

076 Listing created with all photos, copy, amenities, and pricing already loaded.

077 No empty fields. No placeholder text. No "we will add photos later."

078 Listing published.

079 Within 60 minutes: send the link to 5 friends and ask for feedback on the first 3 photos.

080 Within 2 hours: re-order photos based on which ones land hardest.

081 Within 4 hours: open the booking widget on your phone, search your own listing, screenshot the rank.

082 Test a fake booking attempt as a guest from a different browser — confirm pricing, fees, and rules display correctly.

083 Within 6 hours: every visible field optimized, calendar open 12 months out, instant book on.

084 – 091 **Days 1 to 14 · The Boost Window**

084 Calendar open every day for the next 90 days minimum.

085 Instant Book on for guests with verified ID and positive reviews.

086 Notifications on for every device — inquiries answered within 60 minutes during waking hours.

087 Inquiry response time tracked daily. Below 1 hour is the target.

088 Offer the property at a steep launch discount to the first 3 paying guests (40 to 60 percent off).

089 Invite trusted friends and family to book single nights at deep discount — these are the first 5-star reviews your listing needs to clear the boost window.

090 After each stay: send a thank-you message at hour 24 of checkout, then a polite review reminder at day 6.

091 Never script, trade, or pay for a review — that is the line. The deep-discount play seeds 5-stars on its own; keep the structure clean.

092 – 100 **Days 14 to 30 · Hold the Gains**

092 Pull your listing stats. Note views, conversion, and search rank.

093 If you have 3 or more reviews, lift base rate 5 to 10 percent.

094 If you have zero bookings in 14 days, the issue is photos, price, or reviews — fix in that order.

095 Refresh the listing title once with a tested variant.

096 Add or upgrade one feature based on early guest feedback.

097 Reply to every guest review within 7 days — your public response shapes the next guest's read of the listing.

098 Move to steady-state pricing curve.

099 Connect to a second OTA if direct-booking demand warrants.

100 Schedule a 60-day review of every photo, comp, and rate.

99 · CLOSING

When the manual is complete

You are ready. Publish on a Wednesday or Thursday morning. Watch the dashboard for the first six hours. Hold your nerve through the first fourteen days. Then re-read this manual after thirty days and grade your launch.

If you would rather have us run the launch with you, find us at cavmir.com.

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