

INSIGHTS

Expert Knowledge, Transparent Guidance, and Professional Hosting Strategies

Welcome to the IPM Insights Hub — the industry's most direct and transparent educational resource for short-term rental hosts.

Airbnb, PMS platforms, and channel managers often keep hosts in the dark about how fees work, how systems interact, and how API connections can dramatically impact your payouts. At IPM, we believe hosts deserve clarity, control, and modern tools that protect their profits.

This section of our website provides professional, no-nonsense explanations of how the industry really works, based on what we teach our global property management clients every day.

Whether you're a new host or managing multiple properties, these guides will help you upgrade your operations, avoid hidden fees, and build systems that keep you in full control of your business.

What You'll Find in IPM Insights

1. Airbnb Fees Explained

A direct, professional breakdown of how Airbnb fees actually work today — including the split-fee model, host-only fee model, and how hosts lose thousands per year without realizing it.
→ Learn more

2. API Connections & Hidden Costs

A deeper look at PMS and channel manager integrations. Learn why an API connection triggers Airbnb's 15.5% host-only fee, why Airbnb keeps this quiet, and what it means for your earnings.
→ Learn more

3. How to Avoid the 15.5% Fee

A proven, step-by-step strategy to return your listings to the 3% fee model, eliminate unnecessary charges, and maintain full automation — safely and correctly.
→ Learn more

4. Check-In System Design (IPM Method)

Our professional, API-free system for guest communication, data collection, and automation. Clean, scalable, brand-consistent, and completely under your control.
→ Learn more

5. IPM Video Library

A growing collection of educational videos, system breakdowns, tutorials, and expert host training designed to help you operate with clarity and confidence.

→ [View videos](#)

Why IPM Creates These Resources

Most hosts never receive transparent explanations from Airbnb, PMS platforms, or other property management companies. They are left with:

Unexpected fee increases

Confusing payout breakdowns

Unnecessary dependence on expensive software

Unclear automation workflows

Limited control over their own operations

IPM believes hosts should be empowered — not confused.

Our mission is to provide clarity, expertise, and proven systems so hosts can run profitable, efficient, and professional short-term rental businesses across the globe.

Our Expertise — Your Advantage

Through IPM Insights, you will learn:

- ✓ How to prevent Airbnb from taking 15–20% of your income
- ✓ How to automate your hosting systems without expensive PMS software
- ✓ How to build a professional guest check-in workflow
- ✓ How to collect and control your own guest data
- ✓ How to scale operations with simple, effective systems
- ✓ How to operate like a multinational property management firm

These pages are designed to help you become a smarter, more profitable host — with real-world strategies used across hundreds of properties internationally.

Ready to Optimize Your Operations?

If you want personalized help implementing any of these systems, or if you'd like IPM to manage your properties professionally, we're here to help.

 CTA — Work With IPM
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Optimize your property, reduce costs, and increase profits. Click below to get started.

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SUBPAGE 1 — Airbnb Fees Explained

(INSIGHTS → Airbnb Fees Explained)

Tone: Professional + Direct Hybrid

Purpose: Establish authority, educate hosts, reveal truths Airbnb doesn't openly explain, lead into CTA

Airbnb Fees Explained

Understanding the True Cost of Hosting — What Airbnb Doesn't Tell You

Most hosts believe Airbnb only takes a small percentage from each booking.

In reality, depending on how your listings are set up, Airbnb may be taking 15.5% or more of your revenue before you even see your payout.

At IPM – International Property Management, we analyze Airbnb fee structures across hundreds of properties worldwide. This page explains the real fee models, how they affect your profits, and why many hosts unknowingly lose thousands per year.

1. The Two Airbnb Fee Models (What Hosts Think vs. What's Real)

Airbnb uses two different service fee models, but they rarely explain how they apply to hosts:

A. Split-Fee Model (The Old Standard)

Host pays: ~3%

Guest pays: ~12–15%

This was the traditional system:

Guests pay a large “Airbnb service fee”

Host pays a smaller “host service fee”

Everyone shares the cost

Most hosts prefer this model because the host's fee is low and predictable.

B. Host-Only Fee Model (15.5%+)

Host pays: 14–16%

Guest pays: 0%

This is the model Airbnb automatically applies to:

Hosts who use API-connected software

Property managers using PMS platforms

Software-connected listings (Lodgify, Guesty, Hostaway, etc.)

What Airbnb doesn't advertise:

Hosts pay 5x more under this model.

If you use ANY software that connects to Airbnb via API, Airbnb forces you into this high-fee structure — with no option to switch back unless you disconnect the API entirely.

2. Why Airbnb Charges More When You Use a PMS or Channel Manager

Here's the direct truth most hosts never hear:

✓ Airbnb classifies API-connected hosts as “professional hosts”

→ Therefore, they shift the entire service fee onto the host.

✓ Airbnb wants guests to see “no service fee”

→ Cleaner pricing for guests, higher conversion rates for Airbnb.

✓ Airbnb still wants to earn the same total revenue

→ So the host absorbs the cost.

✓ Airbnb does not provide extra support for the higher fee

→ No additional services, no extra protection, no higher priority.

The result?

Hosts pay dramatically more for the exact same Airbnb features.

3. Your Payout Under Each Model (Real Numbers, Real Loss)

If a booking is:

Nightly rate: \$1,446

Cleaning fee: \$170

Extra guests: \$240

Pet fee: \$300

Total host earnings: \$2,156

Under the 3% model:

Host fee: \$64.68

Payout: \$2,091.32

Under the 15.5% host-only model:

Host fee: \$334.18

Payout: \$1,821.82

**Difference:

You lose \$269 PER BOOKING.**

Multiply that across 10–20 bookings a month, and most hosts lose \$3,000–\$8,000 per property per year — often without realizing it.

4. Airbnb's Occupancy Taxes Aren't the Issue — The Service Fee Is

Many hosts believe Airbnb “takes” occupancy taxes.

They don't — those go directly to state/county governments.

What does go to Airbnb is:

Their service fee

The guest service fee (under split-fee)

The entire 15.5% (under host-only fee)

The service fee is where Airbnb earns its revenue — and why the switch from 3% to 15.5% matters more than anything.

5. Why Most Professional Hosts Overpay Without Knowing

Airbnb automatically switches software-connected listings to host-only fees. Most hosts:

Don't notice the change

Don't understand why payouts dropped

Assume Airbnb is "charging the same as always"

Miss the hidden 12–13% difference

This is how Airbnb quietly collects billions from experienced hosts every year.

And THIS is why knowledge matters.

6. IPM's Expert Recommendation

If you are:

Using Airbnb

Using a PMS or channel manager

And paying 15.5% on every booking

You are likely overpaying significantly.

Many hosts can eliminate this fee and return to the 3% model — but only with the correct setup and workflow. This requires understanding:

API vs iCal

Automation alternatives

Direct guest data workflows

Compliance with Airbnb messaging rules

This is something IPM helps hosts implement every day.

7. Key Takeaways for Hosts

- ✓ If you use an API-connected PMS → Airbnb charges you 15.5%
- ✓ If you disconnect and use iCal → your fee drops back to 3%
- ✓ Airbnb does NOT provide extra support for the higher fee
- ✓ Most hosts lose thousands per year without knowing
- ✓ There are safer, smarter ways to run your property without an API
- ✓ IPM can set up the entire system for you

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SUBPAGE 2 — API Connections & Hidden Costs

(INSIGHTS → API Connections & Hidden Costs)

Tone: Professional + Direct Hybrid

API Connections & Hidden Costs

Why Airbnb Charges More When You Connect Through a PMS — And What They Don't Tell You

Most hosts assume that using property management software (PMS) or a channel manager is always an upgrade. But Airbnb quietly classifies PMS-connected hosts differently — and charges them significantly more.

At IPM, we help hosts understand what Airbnb never explains publicly: your software connection can automatically trigger a 15.5% fee structure — even if you didn't ask for it.

This page breaks down what's really happening behind the scenes.

1. What Is an API Connection — And Why It Matters

An API connection is a direct data bridge between Airbnb and your software. This includes platforms like:

Lodgify

Guesty

Hostaway

OwnerRez

HostTools

Smoobu

Uplisting

Many more

With API, your software can:

Push prices

Sync calendars

Update availability

Create automated messages

Manage unified inbox & reservations

Sounds great — until you learn how Airbnb treats API-connected hosts.

2. How Airbnb Classifies Software-Connected Hosts

When Airbnb detects ANY API connection, it immediately labels you as:

“Software-connected” = “Professional Host”

This triggers a completely different pricing model:

- ✗ No guest service fee
- ✗ No option to opt out
- ✓ Host pays the ENTIRE service fee (14%–16%)
- ✓ Airbnb earns the same — just from YOU instead of the guest

Airbnb sees this as:

“Professional hosts should cover their own fees.”

But here’s the truth:

Nothing about the guest experience changes.

Nothing extra is provided to you.

You just pay more — quietly.

3. What Airbnb Doesn’t Tell You

- ✓ There is no setting to switch back
- ✓ Airbnb does not warn you when the fee changes
- ✓ Airbnb does not explain this anywhere obvious
- ✓ The PMS company cannot prevent it
- ✓ You can only return to the 3% model by disconnecting the API

Airbnb’s system is automatic.

No human reviews it.

No toggle exists.

Once your listing becomes API-linked, Airbnb treats it like a hotel.

4. Why Hosts Lose Thousands Without Knowing

Here’s a simple example:

Booking subtotal: \$2,000

Old fee (3%): -\$60

API fee (15.5%): -\$310

Difference: -\$250 loss per booking

Multiply that by:

4 bookings per month → \$1,000 lost

12 months → \$12,000 lost

Across 5 properties → \$60,000 lost annually

Most hosts never catch this because Airbnb doesn’t label the fee clearly — it’s buried inside the payout breakdown.

**5. “But if I use a PMS, don’t I GET more?”

No.

Here's exactly what Airbnb gives PMS-connected hosts vs. regular hosts:

Feature	Regular Host	API Host
Host fee	~3%	14–16%
Guest service fee	Yes	No
Airbnb support	Same	Same
Host protection (AirCover)	Same	Same
Guest visibility	Same	Same
Search ranking benefits	Same	Same
PMS features	Provided by PMS, not Airbnb	Provided by PMS, not Airbnb

You pay 5x more for the same service.

6. What Airbnb does gain

- ✓ Higher revenue per booking
- ✓ Cleaner guest-facing pricing
- ✓ Stronger positioning against hotels & OTAs
- ✓ Pressure on hosts to raise prices (so Airbnb earns more service fee)

Airbnb didn't change this for "host benefit" — it changed it to boost profitability.

7. IPM's Professional Recommended Approach

If you are using a PMS API and paying 15.5%:

- ✓ Consider switching to iCal
- ✓ Run your automations through your own website
- ✓ Use Airbnb's built-in scheduled messages
- ✓ Use direct tools (Mailchimp, Typeform, JotForm, Parseur, Zapier, Make)
- ✓ Capture guest information on your own terms

Many hosts reduce costs by 70% or more after switching away from API.

8. Key Takeaways

- ✓ API = 15.5%
- ✓ PMS → forces "host-only fee"
- ✓ No extra support, no extra features from Airbnb
- ✓ Airbnb earns the same money but charges YOU instead of the guest
- ✓ The only way back to 3% is disconnecting the API
- ✓ IPM helps implement the safer alternative

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SUBPAGE 3 — How to Avoid the 15.5% Fee

(INSIGHTS → How to Avoid the 15.5% Fee)

How to Avoid Airbnb's 15.5% Host-Only Fee
The Proven Method to Return to the 3% Fee Structure

Good news:

Most hosts can get back to the 3% Airbnb fee — but only if they disconnect their PMS API and follow the correct steps.

At IPM, we help hosts transition safely without losing automation, without risking double bookings, and without violating Airbnb's system.

Here's exactly how it works.

1. Understand What Actually Triggers the 15.5% Fee

The fee is NOT based on:

Your host rating

Your booking volume

Your property type

Your location

It is triggered by one thing only:

- ✓ API CONNECTION = HOST-ONLY FEE
- ✓ iCal CONNECTION = REGULAR 3% FEE

Airbnb sees API as “professional hosting.”

iCal is treated as “manual hosting.”

Only iCal allows the standard 3% model.

2. How to Switch Back to the 3% Fee (Step-by-Step)

Step 1 — Disconnect your PMS API

Inside your PMS dashboard (e.g., Lodgify, Guesty, Hostaway), disable the Airbnb API connection for each listing.

Airbnb will immediately:

Remove the “software-connected” label

Return your listing to the classic 3% fee model

Re-enable guest service fees

Stop charging 15.5% on your side

Step 2 — Rebuild your connection using iCal

iCal provides:

Calendar sync

Basic availability updates

Double-booking protection (as long as you sync frequently)

You'll need to:

Copy Airbnb's iCal link

Paste into your website or PMS (Lodgify iCal import)

Import your PMS iCal link back into Airbnb

This creates a two-way calendar sync without API fees.

Step 3 — Replace PMS-level automations with direct systems

Because the API will be gone, you must replace:

Automated guest messages

Unified inbox

Guest detail collection

Check-in workflow

These can be rebuilt using:

Airbnb scheduled messages

Mailchimp forms

Website check-in pages

Zapier / Make automations

Email parsers

Calendar event triggers

(This is exactly what IPM teaches hosts during consultations.)

Step 4 — Verify the Fee Change

Inside Airbnb → Transaction History:

Your next booking under iCal will show:

“Host Fee: 3%”

The change is immediate and permanent as long as you avoid reconnecting any API tool.

3. What Changes Immediately

After disconnecting API:

Host fee drops from 15.5% → ~3%

Guest service fee returns to the guest

Payouts increase significantly

Airbnb considers you a “regular” host again

4. What Stays the Same

You KEEP:

Reviews

Listing rank

Amenities

Instant Book

Host protections

Calendar visibility

Search placement

You lose NOTHING important.

5. Common Fears — And the Real Truth

✗ “Will my listing be penalized?”

No. Airbnb does not punish hosts for removing API connections.

✗ “Will my bookings drop?”

No. In fact, your prices become more competitive.

✗ “Will I lose messages?”

No. Airbnb messaging stays inside Airbnb.

✗ “Will my PMS stop working?”

Only the automated sync features change — not your entire workflow.

6. Key Takeaways

- ✓ API triggers the 15.5% host-only fee
- ✓ Switching to iCal restores the 3% fee instantly
- ✓ Your listing is NOT penalized
- ✓ Your payouts increase dramatically
- ✓ IPM can set up the new workflow for you

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SUBPAGE 4 — Check-In System Design (IPM Method)

(INSIGHTS → Check-In System Design)

Check-In System Design (IPM Method)

A Modern, API-Free Guest Workflow That Keeps Your Operations Professional

Disconnecting your PMS API doesn't mean losing automation.

In fact, IPM teaches hosts how to build a cleaner, more reliable, and more flexible check-in system that works everywhere — without paying Airbnb 15.5% or relying on PMS limitations.

This page explains the IPM check-in method used by top-performing hosts.

1. The Problem With PMS-Dependent Check-In Systems

When hosts rely on PMS API:

Automation breaks when API breaks

Airbnb messages become unreliable

Guests receive duplicate messages

Hosts lose control of branding

PMS fees compound with Airbnb fees

Direct integrations are limited

API setups create fragile systems.

IPM designs independent systems that you fully control.

2. IPM's API-Free Check-In Framework

Your check-in system should include:

- ✓ An automated message from Airbnb

Trigger: "Reservation Confirmed"

- ✓ A link to your website's check-in page

Example:

<https://ipm.services/check-in/listing-name>

- ✓ A Mailchimp (or Typeform/JotForm) embedded form

Collect only:

Name

Email

Phone

(Nothing else — Airbnb already gave you the rest)

- ✓ A simple matching key

For guests who struggle with reservation codes, IPM uses:

Last Name + Check-In Date

OR

Phone Number

OR

Reservation Code (optional)

- ✓ A backend data sync

Tool options:

Mailchimp

Zapier or Make

MailParser or Parseur

Airtable or Google Sheets

This creates a unified guest profile without needing PMS data.

3. Why This Method Works Better Than PMS Automation

✓ You keep 97% of your Airbnb payout

(no 15.5% fee)

✓ Messages come directly from Airbnb

(highest delivery rate, no duplicates)

✓ Your branding stays on your website

(not a PMS-branded portal)

✓ Your form captures only what you need

(no long forms, no friction)

✓ You own your guest data

(can use in Mailchimp, your CRM, etc.)

✓ System is durable and platform-independent

(no vendor lock-in, no PMS outages)

4. How Guests Experience the System

Your guests will:

- 1 Book the property
- 2 Immediately receive an Airbnb message with your website link
- 3 Click the link
- 4 Fill your simple 3-field form
- 5 Receive your automated check-in instructions (email or Airbnb message)
- 6 Experience a professional, smooth entry process

They don't feel the backend work — they experience polished simplicity.

5. IPM Check-In System Advantages

✓ Eliminates PMS dependency

- ✓ Works with Airbnb + Booking.com + Vrbo
- ✓ Seamless across all platforms
- ✓ No risk of Airbnb API fee trigger
- ✓ Ability to add videos, photos, maps, door codes
- ✓ Totally customizable to your brand
- ✓ Scales to 1 or 100 properties

This is the system professional hosts use, and it gives you operational control while reducing costs.

6. Key Takeaways

- ✓ Use Airbnb automated messages → link to your site
- ✓ Use Mailchimp/Typeform forms → collect guest info
- ✓ Use simple matching keys → no confusion
- ✓ Use Zapier/Make → unify booking + guest data
- ✓ Use IPM → build, install, and optimize the whole system

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SUBPAGE 5 — IPM Video Library

(INSIGHTS → Video Library)

IPM Video Library

Step-By-Step Tutorials, System Breakdowns & Host Training

This section will become your video hub for hosts who want to learn new systems, understand Airbnb better, and operate professionally.

Use this page to upload or embed:

- ✓ Tutorials
 - How Airbnb fees work
 - Why API triggers the 15.5%
 - How to switch back to 3%
 - How to build your check-in system
 - How to use Mailchimp for guest workflows

- How to parse Airbnb emails
- Automation workflows with Zapier/Make

✓ Explanations

- Industry secrets
- PMS limitations
- Airbnb transparency issues
- Best practices for hosts

✓ Implementation Videos

- Screenshares
- Setup walkthroughs
- Troubleshooting tips
- Real IPM systems in action

✓ Case Studies

- Hosts who saved thousands by removing API
- Operational transformations
- Profit recovery strategies

Suggested Layout for the Page

Section 1: Featured Training Video

(Your most important video)

Section 2: Airbnb Fee Videos

(Playlist of all fee-related content)

Section 3: Automation Strategy Videos

(Check-in, forms, workflows, etc.)

Section 4: Advanced Host Guides

(Long-form explainers, deep dives)

Section 5: IPM System Tutorials

(Your proprietary methods)

Placeholder Text for You to Replace as Videos Are Added:

Coming Soon:

IPM is building a complete video library to help new and experienced hosts learn proven systems to operate better, avoid unnecessary fees, and run profitable rental businesses.

Check back soon for new videos and full training modules.

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