



## **MAIN TARGET AVATARS (Who you are looking for daily)**

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### **1 NEW HOST AVATAR — “The First-Timer About to Launch”**

#### **Profile traits:**

- Recently bought a home for Airbnb/STR.
- Posting “We just closed,” “Almost ready to host,” “Need design ideas.”
- Asking beginner questions about setup and furniture.
- Sharing empty room photos or early furnishing progress.

#### **High-value signs:**

- Property in or near a tourist area.
  - They want to list within 30–60 days.
  - They want the “right setup” from Day 1.
  - Willing to invest because they’re overwhelmed.
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## **2 STRUGGLING HOST AVATAR — “Poor Setup + Not Making Money”**

### **Profile traits:**

- Already hosting but revenue is low.
- Listing has cheap staging or mismatched décor.
- They hired a low-quality designer or DIY'd everything.
- Complaining about:
  - Slow bookings
  - Zero occupancy
  - Low nightly rate
  - Unappealing photos

### **High-value signs:**

- Asking “Why is my listing not booking?”
  - Posting their Airbnb link for feedback.
  - Admitting their listing “isn’t performing.”
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## **3 PROPERTY MANAGER AVATAR — “Scaling Portfolio Operator”**

### **Profile traits:**

- Manages 3–50+ STRs.

- Posting about new units they're adding monthly.
- Asking for reliable design partners or "repeatable setups."
- Wants a design system that can be duplicated across properties.

#### **High-value signs:**

- Just onboarded new homes.
- Mentioning rapid expansion or taking on new owners.
- Complaining about bad furniture vendors, long turnaround times, or inconsistent setups.
- Seeking ways to improve occupancy for owner clients.

These are your **highest lifetime value clients**.

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## **4 REALTOR AVATAR — “Selling or Leasing STR-Ready Homes”**

#### **Profile traits:**

- Specializes in:
  - Airbnb-friendly neighborhoods
  - STR-approved zoning
  - Furnished rentals
  - Turnkey Airbnbs
- Posting walkthroughs of vacant homes, new listings, or “STR opportunity” captions.

- Needs design/staging partners to help clients maximize revenue.

#### **High-value signs:**

- Listing is obviously STR-intended (near beach, near downtown, near popular attractions).
- Advertising “Airbnb potential.”
- Clients ask them about setup costs or revenue projections.
- They want to offer design as a value-add to their buyers.

These leads can feed you **consistent warm referrals**.

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## **WHERE TO FIND ALL 4 CLIENT AVATARS**

### **Facebook Groups (top priority)**

Look for posts using keywords:

- “Just bought”
- “Closing soon”
- “Need design advice”
- “Help furnishing my Airbnb”
- “No bookings”
- “Low occupancy”
- “Adding new units”

- “New STR opportunity”
- “Just listed this STR-friendly home”
- “Owners need staging”

## **Instagram**

Search hashtags:

- #airbnblistingsoon
- #airbnbcomingsoon
- #strmanagement
- #vacationrentalmanager
- #airbnbrealtor
- #investorpresentation
- #investmentpropertylisting

Look for:

- Realtors doing showing tours
- PMs announcing new units
- New hosts setting up
- Hosts complaining about performance

## **Airbnb Platform**

Look for:

- Bad design
- Awkward layouts
- Unstaged rooms
- Dark/brown/dated furniture
- Missing cohesion
- Underpriced listings

Perfect for:

- STRUGGLING HOSTS
- Property managers in over their head

## **BiggerPockets / Reddit**

Look for:

- “How do I furnish my STR?”
  - “Why is my Airbnb not booking?”
  - “We’re closing on an STR—tips?”
  - “Scaling to 10 units soon”
  - “Airbnb opportunity property”
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## **QUALIFYING CRITERIA (Every lead must meet 3+ of these)**

## ★ New Hosts

- Posting about closing or starting soon
- Empty / partially furnished unit photos
- Asking for what to buy
- High-traffic location
- Listing within 30–60 days

## ★ Struggling Hosts

- Complaining about low bookings
- Listing looks cheap or mismatched
- Bad photos / poor design choices
- Asking “why no bookings?”
- Underpriced compared to comps

## ★ Property Managers Scaling

- Mentioning adding new units
- Managing 3+ STRs
- Wants repeatable design setups
- Wants consistent design partner
- Complaining about ops bottlenecks due to design/furnishing

## ★ Realtors With STR-Ready Homes

- Posting STR-friendly listings
  - Saying “Airbnb potential”
  - Selling or leasing vacant homes
  - Client asks about furnishing or revenue
  - Realtor expresses need for staging/STR design partner
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## DO NOT COLLECT THESE LEADS

-  Long-term rental owners
  -  Low-budget DIYers
  -  People with no property yet
  -  Cleaners looking for gigs
  -  Hosts only asking for management
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## HIGH-IMPACT PRIORITY LEADS (Collect immediately)

- New hosts with empty rooms
- Hosts with ugly/struggling listings
- Property managers onboarding 1–5 new units

- Realtors selling STR-ready properties
- Hosts begging for “help with styling/furnishing”

These are the easiest to convert AND bring the highest revenue.

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## TAGGING SYSTEM FOR CRM

- **NH** = New Host
- **SH** = Struggling Host
- **PM** = Property Manager
- **RE** = Realtor
- **BF** = Bad Photos
- **ND** = Needs Design
- **UL** = Underperforming Listing
- **CL** = Closing Soon