

MAIN TARGET AVATARS (Who you are looking for daily)

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**.

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**.

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”

 **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.



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