

## Weekly Owner Update

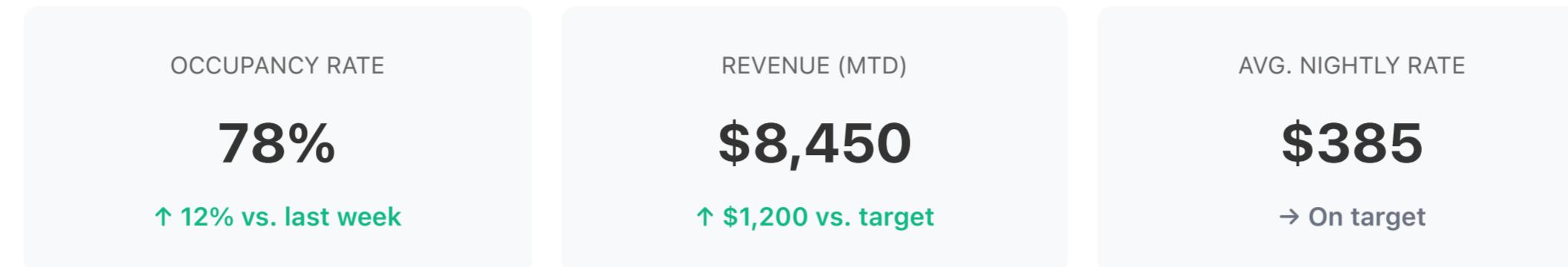
OwnerPulse Weekly Report  
(Pilot)

Your property performance at a glance

This weekly update was generated automatically from your booking and operations data.

PROPERTY	OWNER	WEEK ENDING
Beachfront Villa - 123 Ocean Drive	Sarah Thompson	February 9, 2026

### Performance Snapshot



### Recent & Upcoming Bookings

Feb 12-16 (4 nights)	\$1,540
Booked • 2 guests • Direct booking	
Feb 18-25 (7 nights)	\$2,695
Booked • 4 guests • Airbnb	
Feb 27-Mar 6 (7 nights)	\$2,590
Pending • 2 guests • VRBO	

### 30-Day Booking Pace



### Maintenance & Operations

DATE	ITEM	COST	STATUS
Feb 5	Pool cleaning & chemical balance	\$95	Completed
Feb 7	HVAC filter replacement	\$85	Completed
Feb 14	Deep cleaning (turnover)	\$180	Scheduled

Total maintenance this week: \$180 • Under budget

### What Changed This Week

#### Key Updates

- 🟢 **New booking:** 7-night stay in late February via Airbnb at \$385/night (above \$360 target)
- 🔴 **Pricing change:** Weekend March rates increased 12% for local events
- ⭐ **Guest review:** 5-star rating mentioning new outdoor furniture

### Looking Ahead (Next 30 Days)

#### 🎯 Opportunities & Risks

- 🎯 **Opportunity:** Spring break window (Mar 15-22) is still 60% open. We've increased rates and promoted across all channels.
- ⚡ **Action taken:** Launched targeted ads for families seeking beachfront properties.
- 🔧 **Maintenance note:** Annual AC servicing scheduled for Feb 28 during gap between bookings (\$250 budgeted).
- 💡 **Strategy:** Maintain premium pricing for weekends; soften midweek rates to close remaining gaps.