

Listing Audit — Sample Report

Property: a 2-bedroom house in Savannah's MidTown (Airbnb) · **Tier:** Full Listing Audit

Sample audit from public listing information. Not commissioned by the host. Identifying details (listing link, exact title, verbatim description, reviewer names, map location) have been removed. Findings come from the public Airbnb listing page and a public Airbnb search, viewed Oct 29, 2026, for Nov 13–15, 2026, 2 adults. No account access. Prices change daily; nothing here predicts bookings or revenue.

1. Executive summary

53/100

Grade D — big upside from mostly low-effort fixes.
50 of 94 assessable points, scaled to 100. Calendar not assessed.

Section	Score	Status	Section	Score	Status
Title	3/8	Fix	Reviews	8/12	Improve
Description	4/10	Fix	Response & badges	4/6	Improve
Photos	8/20	Fix	Rules & cancellation	2/5	Fix
Amenities	6/8	Strong	Location copy	3/5	Improve
Pricing & fees	10/14	Improve	Savannah specifics	2/6	Fix
Calendar & stays	Not assessed in this sample				

The home has strengths most nearby listings can't match: **free driveway parking for two cars, pet friendly, washer and dryer, close to Grayson Stadium** for Savannah Bananas games, and an updated **century-old house with high ceilings**. Guests notice — parking, location and hospitality are among the most-mentioned review themes. But the title, cover photo and description barely mention any of it, and the house rules read as a list of warnings. The main job: **say what's already true, warmly**, then tighten up cleanliness, the lowest-rated category.

Working well: communication 4.9 and check-in 4.95; 100% response rate, typically within an hour; 44 listed amenities; price in line with comps — the gap is presentation, not price.

2. Top 5 prioritized fixes

#	Fix	Why it matters	Impact	Effort
1	Rewrite the title around parking, the historic house or pets	Current title is generic, all caps, and omits every selling point	High	Low
2	Replace the cover photo and first 5 ; group by room, add captions	Cover is the kitchen; no captions or room grouping	High	Low–Med
3	Rewrite the description	Five short sentences; no mention of pets, laundry, Bananas or streaming	High	Low
4	Soften rules wording , fix a typo in quiet hours	Defensive tone can put guests off	Med	Low
5	Verify STVR certificate requirement	Savannah requires the number in listings where the rule applies; none visible	High (risk)	Low

3. Key findings

Title — 3/8

- All caps, repeats the bedroom count Airbnb already shows, no differentiators. Airbnb recommends under 50 characters, mostly lowercase.

Description — 4/10

- Very short "The space" section; no pets, laundry, streaming, keypad entry, nearby attractions or sleeping setup. Half the sections focus on restrictions.

Photos — 8/20

- About 11 photos, no captions or room grouping; kitchen is the cover. Exterior, driveway and high ceilings not confirmed in the set.

Amenities — 6/8

- Strong list. Gaps: no Wi-Fi speed stated, no workspace listed — a nearby comp leads with "Fast WiFi."

Pricing — 10/14

- \$530 for 2 nights, about 2% above the comp median (\$519.50) and below both true 2BR comps. Comps at similar prices have higher ratings and badges.

Reviews — 8/12

- 4.69 from 125 reviews. Lowest categories: cleanliness 4.64, value 4.62. Recent reviews praise AC, pets policy, the stadium, quiet street and parking.

Response & badges — 4/6

- Fast responses, but no Superhost or Guest Favorite badge — all 17 other listings in the search had one.

Rules — 2/5 · Location — 3/5 · Savannah specifics — 2/6

- Rules tone is defensive; cancellation terms are reasonable.
- Location copy lacks distances; add walk/drive times to Grayson Stadium, Forsyth Park, downtown.

- No STVR certificate number visible. The City's STVR Regulations page requires it in every listing for covered properties. Whether this property is covered was **not verified** — this is not a finding that it is unlicensed.

4. Competitor pricing

Public Airbnb search, Savannah entire homes, Nov 13–15, 2026, 2 adults. 2-night totals before taxes. Comps described generically.

Listing	Beds / baths	2 nights	Rating (reviews)	Badge
This listing	2BR / 1 bath	\$530	4.69 (125)	—
Comp A — 2BR apartment	2BR / 1 bath	\$539	4.87 (172)	Guest Favorite
Comp B — historic condo w/ pool	2BR / 1.5 bath	\$673	4.92 (85)	Guest Favorite
Comp C — suite	2 beds / 1 bath	\$491	no rating yet	Superhost
Comp D — suite	2 beds / 1 bath	\$500	5.0 (7)	Guest Favorite
Comp E — 1-queen unit	1 queen / 1 bath	\$386	4.76 (103)	Superhost
Comp F — studio	1BR / 1 bath	\$605	4.82 (267)	Superhost
Comp median (6)		\$519.50		

5. Rewritten title & description (excerpt)

Title option	Characters
Century-old MidTown home, free 2-car parking	44
Pet-friendly 2BR near Grayson Stadium + parking	47
High-ceiling MidTown 2BR, driveway, pets OK	43

New opening: Stay in an updated, century-old MidTown home with high ceilings, an open kitchen, and free driveway parking for two cars, which is rare in Savannah. It's under 2 miles from River Street, close to Grayson Stadium for Savannah Bananas games, and pet friendly (1 pet).

The full audit includes a complete paste-ready description, with items to confirm flagged.

6. Recommended photo order

Position	Photo	Suggested caption
1 (cover)	Front of house with driveway, daylight	"Century-old MidTown home with 2-car driveway"
2	Living room showing high ceilings	"High ceilings and room for everyone"
3–4	Both queen bedrooms	"Queen bedroom" / "Second queen bedroom"
5	Kitchen (moved from cover)	"Open kitchen with Keurig and dishwasher"
6+	Bathroom, laundry, TV, neighborhood	Room tags in Airbnb's photo tour

7. Next steps

1. **This week:** new title, description, softer rules, typo fix, photo order and captions.
2. **Within 30 days:** verify STVR requirement; reshoot exterior if needed; read low-star reviews for cleaning/value themes.
3. **Re-check** the public listing ~30 days after changes.

Sample audit from public listing information. Not commissioned by the host. Sources: public Airbnb listing and search (Oct 29, 2026); Airbnb title guidelines; City of Savannah STVR Regulations (savannahga.gov/2327/STVR-Regulations).