

**FREE VERSION OF GROWTHINK'S  
ULTIMATE AIRBNB BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

**[Company Name]**  
**BUSINESS PLAN**  
**[Current Month], [Year]**

**[Name]**  
**[Title]**  
**[Company Name]**  
**[Address 1]**  
**[Address 2]**  
**[City, State Zip]**  
**Tel: [ ]**  
**Fax: [ ]**  
**Email: [ ]**  
**Website: [ ]**

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Airbnb Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Airbnb Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Airbnb Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Airbnb Business Plan Template, please go to <https://businessplantemplate.growththink.com/airbnb/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## **Sample from Growthink's Ultimate Airbnb Business Plan Template:**

[Company Name], located at [insert location here] is a newly established Airbnb business offering a downtown condo for short-term rentals.

### **Products and Services**

[Company Name] will focus on providing a stylish and convenient accommodation for short-term stays.

[Company name] will also provide a curated guide to area attractions and businesses.

Return to our [airbnb business plan](#) page.

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Airbnb Business Plan Template:***

[Company Name], located at [insert location here] is a brand-new Airbnb offering short-term accommodation for visitors to the area.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has worked in real estate for some time, it was in [month, year] that she decided to launch [Company Name]. Specifically, during this time, [Founder] toured Europe. During her travels, [Founder's Name] booked an Airbnb in the center of a small coastal town...

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate Airbnb Business Plan Template:***

[Company Name] directly or indirectly competes against other Bed & Breakfasts and privately-owned short-term rentals. There are over 8,000 registered Bed and Breakfasts in the United States, and approximately 660,000 Airbnb listings. According to a report by the Association of Lodging Professionals...

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Airbnb Business Plan Template:***

[Company Name] will serve travelers to [company location].

The area we serve is an up-and-coming vacation destination, and has begun to attract wealthier visitors in recent years.

The demographics of tourism in which our location resides is as follows:

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Airbnb Business Plan Template:***

The following accommodations are located within driving distance of [Company Name], thus providing either direct or indirect competition for customers:

#### **The Meadows Vacation Rentals**

The Meadows Vacation Rentals is located minutes from fishing, hunting, and outdoor activities. The vacation rentals are located on the greens of The Meadows Golf Course. The golf course has a private lake and walking trails.

The Meadows is a popular motel property in the area, and will likely continue to attract tourists who are interested in the area's nature offerings. However, we will offer a more convenient and upscale location, and will cater to less outdoorsy tourists.

## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Airbnb Business Plan Template:***

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

### ***The [Company Name] Brand***

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering a convenient location
- Experienced real estate professionals
- Competitive prices

### ***Promotions Strategy***

[Company Name] expects its target market to be customers living within a 100-mile radius of the city. The Company's promotions strategy to reach these individuals includes:

**Local Publications:** [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local and regional newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

**Social Media:** [Company Name] will post updates with photos of...



## **VII. Operations Plan**

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### **Key Operational Processes**

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### **Business Milestones**

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### **Sample from Growthink's Ultimate Airbnb Business Plan Template:**

[Company name] will carry out its day-to-day operations primarily on an appointment basis.

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Daily Functions

- Janitorial
- Maintenance

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Customer service...

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### **Management Team Members**

- *Who are the key members of your management team?*

### **Management Team Gaps**

- *Who do you still need to hire?*

### **Sample from Growthink’s Ultimate Airbnb Business Plan Template:**

[Company Name] is led by [Founder’s Name], who has worked as a licensed realtor for the past 10 years. She entered the long-term housing rental market 5 years ago when her knowledge of the market revealed an outstanding opportunity to purchase and renovate a home for rental income. In the intervening years, [Founder] has expanded her portfolio of rental housing, and has enjoyed low vacancy rates from the start. As a result...

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/airbnb/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### ***Sample from Growthink's Ultimate Airbnb Business Plan Template:***

[Company Name]'s revenues will come primarily from unit rental.

As with most Airbnb operations, income will be solely composed of unit bookings.

The major cost drivers for the company's operation will consist of...

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### **Capital Requirements and Use of Funds**

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[Company Name] is currently seeking \$30,000 to launch. Specifically, these funds will be used as follows:

- Location Build-out and Startup costs: \$19,000
- Working Capital: \$11,000 for working capital and other expenses

## Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Airbnb Location	\$142,350	\$157,899	\$174,253	\$179,480	\$184,865
<b>Total Revenues</b>	<b>\$142,350</b>	<b>\$157,899</b>	<b>\$174,253</b>	<b>\$179,480</b>	<b>\$184,865</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$21,353	\$23,685	\$26,138	\$26,922	\$27,730
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$21,353</b>	<b>\$23,685</b>	<b>\$26,138</b>	<b>\$26,922</b>	<b>\$27,730</b>
<b>EBITDA</b>	<b>\$120,998</b>	<b>\$134,214</b>	<b>\$148,115</b>	<b>\$152,558</b>	<b>\$157,135</b>
Depreciation	\$2,840	\$2,840	\$2,840	\$2,840	\$2,840
<b>EBIT</b>	<b>\$118,158</b>	<b>\$131,374</b>	<b>\$145,275</b>	<b>\$149,718</b>	<b>\$154,295</b>
Interest	\$1,950	\$1,706	\$1,463	\$1,219	\$975
<b>PRETAX INCOME</b>	<b>\$116,208</b>	<b>\$129,668</b>	<b>\$143,812</b>	<b>\$148,500</b>	<b>\$153,320</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$116,208	\$129,668	\$143,812	\$148,500	\$153,320
Income Tax Expense	\$40,673	\$45,384	\$50,334	\$51,975	\$53,662
<b>NET INCOME</b>	<b>\$75,535</b>	<b>\$84,284</b>	<b>\$93,478</b>	<b>\$96,525</b>	<b>\$99,658</b>

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Airbnb Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growthink's Fully Customizable Airbnb Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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