

Serviced Accommodation Setup Checklist

We operate two serviced units ourselves, so this is the list we actually used — the difference between an SA that reviews at 4.9 and one that quietly dies is almost all in the setup fortnight.

HOW TO USE THIS — Work through it in order between completion and your first booking. The legal and money items come first for a reason — confirm them before a penny goes on furniture.

01 Legal & money first

- ☐ Mortgage or lease permits short lets — in writing, not assumed
 - ☐ Planning position checked (some cities restrict short stays; know before you spend)
 - ☐ Insurance: specialist SA policy including public liability, not standard landlord cover
 - ☐ Business rates vs council tax assessed — self-catering rules can work in your favour
 - ☐ Pricing built bottom-up: nightly rate × realistic occupancy beats rent × hope
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02 The unit

- ☐ Sleep quality is the product: hotel-grade mattresses, blackout curtains, quiet rooms
 - ☐ Superfast wifi tested from every room — remote workers are your midweek market
 - ☐ Smart lock or lockbox with rotating codes for self check-in
 - ☐ Kitchen equipped for real cooking, not decoration — guests notice one missing pan
 - ☐ Linen: three full sets per bed; white, boil-washable, replaced without debate
 - ☐ Photograph AFTER dressing the space, in daylight, wide and straight — photos are the whole shopfront
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03 Operations

- ☐ Cleaning team briefed to a written changeover checklist with photo confirmation
 - ☐ Channel manager syncing calendars across Airbnb, Booking.com and direct
 - ☐ Automated messaging: booking confirmation, check-in instructions, mid-stay check, checkout, review ask
 - ☐ Guest guide in the property: wifi, bins, quirks, local food, emergency contacts
 - ☐ Maintenance contact who answers on weekends — a boiler dies on a Saturday, always
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04 First-month targets

- ☐ Launch pricing 10–15% under market to buy the first ten reviews
 - ☐ Respond to every enquiry inside an hour — response time drives ranking
 - ☐ Review every guest promptly and ask for the same
 - ☐ Track per-stay economics from day one: fees, cleaning, consumables against the nightly rate
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