



STR Host Advisory

Buy the right property. Run it like a business.

STR HOST ADVISORY • A FREE FIELD GUIDE

The 3 messages that prevent a bad review

The exact words behind 586+ reviews and a 4.9 rating — free, ready to paste.

by Two Smart Operators

Airbnb Superhosts • 586+ reviews • 4.9 rating • 10+ years hosting • 25+ years in hospitality

You don't usually lose five stars because something went wrong. You lose them because of what you did — or didn't — **say**. After 25+ years in hospitality and 586+ reviews and a 4.9 rating across two countries, we've learned that a small handful of messages, sent at the right moment, prevent most bad reviews before they're ever written.

Here are three of them — free, in the exact form we use them. Replace anything in **[BRACKETS]** with your own details, and paste them straight into Airbnb, Vrbo, or your channel manager.

A quick, important note: your lockbox code, Wi-Fi password, and address are secrets. Only ever put them in a message to a **confirmed, arriving guest** — never in a public listing or review.

1 The pre-arrival “you're all set”

Send it: the day of arrival, once check-in details unlock — never days ahead, which is premature and less secure. **It**

saves you from: the single most common arrival disaster — a guest who can't get in and panics.

COPY — PASTE THIS

Hello! Do you have an estimated time of arrival to the house? We'll have the house ready at **[CHECK-IN TIME]** for your arrival. Below is everything you'll need to check in at **[PROPERTY NAME]**.

Location: [GOOGLE MAPS PIN LINK] **Address:** [FULL ADDRESS]

Self check-in: enter the code **[LOCKBOX CODE]**, push the black bar, and the lockbox opens — the keys are inside. To close it, shut the box and scramble the numbers.

Very important: [ANY PROPERTY-SPECIFIC SAFETY NOTE]. Any questions, just message us. Enjoy your stay!

Why it works: it removes every arrival worry in one message, so the guest never has to reach you at the door — and a smooth arrival sets the tone for the whole stay.

2 The honest heads-up

Send it: in your listing and again before arrival. **It saves you from:** the “it wasn’t what I expected” review.

COPY — PASTE THIS

Just so you know before you arrive: **[HONEST DISCLOSURE — e.g., our street can be lively during the day; most guests love the neighborhood energy, and it quiets down in the evening]**. We'd rather you know exactly what to expect so you can plan for a great stay.

Why it works: you can't always fix a fixed feature — but you can set the expectation so honestly that guests arrive prepared and can't be disappointed by it. Guests reward honesty with grace.

3 The warm checkout

Send it: the day before checkout. **It saves you from:** a sour final impression right before the guest rates you.

COPY — PASTE THIS

Hello again! Just a friendly reminder that checkout is tomorrow at **[CHECK-OUT TIME]**. Thank you so much for staying with us! When you leave, please place the keys back in the lockbox (**[LOCKBOX CODE]**) and secure the house as you found it. A few small favors if you can: turn off the A/Cs (leave the fans on), and gather any used towels. Don't worry about the bedding — we've got it! Safe travels.

Why it works: it protects your property with a short, kind list instead of a demanding chore sheet — and the last message a guest reads shapes the review as much as the first.

The review-killers you don't see coming

You just handled arrival, honesty, and checkout — the moments you can predict. The reviews that actually sink hosts come from the ones you can't: the guest problem at 11 p.m., the complaint that isn't really about what broke, the exact hour you hit “submit” on a review. That's what the full system is built for.

The complete STR Host Advisory Guest Communication Playbook gives you all 9 core messages — plus the hard-to-find-property and Wi-Fi variants — the reasoning behind every line, the full H.O.S.T. Method™ recovery playbook (with the real story of how we turned a disaster into a great review), and the review-timing strategy that protected our 4.9 across hundreds of stays.

Founding price: \$29 today — half off the \$79 it costs once founding pricing ends.

Try it risk-free — a 30-day, love-it-or-refund guarantee.

[Get the Guest Communication Playbook — \\$29 →](#)

P.S. The H.O.S.T. recovery script — the one message that turns a disaster into a five-star review — is inside. It has saved more of our reviews than anything else we do.

© 2026 STR Host Advisory, a Two Smart Operators company. All rights reserved. STR Host Advisory, The Buy Smart Method™, The Operate Smart Method™, and the H.O.S.T. Method™ are trademarks of Two Smart Operators LLC.