

Reference Money Map

Tailored Stays Reference Money Map — sample audit output

Prepared: May 4, 2026

Auditor: Anson Roberts — operator-built, public-surface audit + operator inputs

Subject: Tailored Stays, LLC — boutique short-term rental management, Colorado + Texas

Lens: Owner acquisition (the actual revenue lever for an STR management company)

Found: \$16K – \$93K/month in measurable opportunity.

Conservative midpoint: \$54,700/month. Methodology gate: passes by 2.8x at midpoint.

What this is. A sample of the audit deliverable — the same shape of work product a paying customer receives, run on a real business the auditor operates. It surfaces measurable, sourced opportunity through a 5-domain framework (Lead Capture, Sales Process, Tech Stack, Service Layer, Owner/Customer Reporting).

How to read it. Every finding follows the same structure: what was observed, why it costs money, dollar sizing with stated assumptions, confidence tier, and a fix path. Disagree with an assumption — the number changes. That's the point.

The methodology is industry-agnostic. The framework applies to any service business; the findings library leans toward the verticals where most of the proof lives.

Executive Summary

Total measurable monthly opportunity surfaced: \$16,400 – \$93,000/mo recurring management revenue, with a conservative midpoint of ~\$54,700/mo.

Methodology gate: PASSES decisively. The HIGH-confidence findings alone (F1, F2, F3, F4, F6) deliver \$8,300 – \$47,900/mo, with a midpoint of ~\$28,000/mo — clearing the \$10K threshold by 2.8x at midpoint.

The headline: Tailored Stays has built an institutional-grade marketing surface (40+ articles, 9 market pages, Google Ads, agent referral program, 90-day guarantee) but is converting at startup rates (1 signed owner in the last 6 months). The gap between "infrastructure built" and "infrastructure converting" is where the money lives. Five concrete fixes — none requiring more ad spend — would move owner acquisition from ~2/year to 6–10/year. At the portfolio's current per-owner economics (~\$25,000/year management revenue per owner average, with a long tail of substantially higher-revenue properties), each additional signed owner adds ~\$2,083/mo recurring management revenue.

The unlock isn't more traffic. It's converting the traffic that's already arriving.

How to Read This Document

Each finding follows the same structure:

1. **What was observed** — the specific gap, sourced from public surfaces or operator inputs
2. **Why it costs money** — the mechanism (lead leak, conversion drop, missed channel, etc.)
3. **Dollar sizing** — modeled using your actual numbers, with assumptions stated
4. **Confidence** — HIGH (directly observable) / MEDIUM (requires assumption)
5. **Fix path** — what would have to change

Every dollar figure cites its inputs. Where the math depends on an assumption, the assumption is named explicitly. Disagree with an assumption, the number changes — that's the point.

How this maps to your business (if you're not an STR manager)

This sample was run on a short-term rental management company because that's the business I run. The 5-domain framework — Lead Capture / Sales Process / Tech Stack / Service Layer / Customer Reporting — is industry-agnostic. The findings translate directly:

In this audit (STR)	In your audit (HVAC, contractor, service business)
Owner acquisition	Commercial PM contract acquisition
Per-owner LTV (\$25K/yr)	Per-contract LTV (annual recurring)
Owner inquiry form friction	Quote request form friction

In this audit (STR)	In your audit (HVAC, contractor, service business)
Broken /case-studies pages	Missing or broken proof content
Lost "hire a manager" SEO traffic	Lost "commercial HVAC contractor" SEO traffic
Agent referral channel unactivated	Trade referral channel unactivated

The lens changes. The math doesn't.

Baseline Inputs (Operator-Provided, May 4, 2026)

Metric	Value	Source
Properties under management	11	Operator input
Total bookings per month (portfolio)	~100	Operator input
Average length of stay (implied)	~4 nights	Reconciled from gross revenue
ADR (average daily rate, portfolio average)	~\$300	Operator input
Average annual rental revenue per property	~\$100,000	Operator input
Annual gross booking revenue (portfolio)	~\$1,100,000	Calculated
Monthly gross booking revenue (portfolio)	~\$92,000	Calculated
Management fee structure	25% of nightly rate	Operator input
Annual management revenue (current portfolio)	~\$275,000	Calculated
Monthly management revenue (avg)	~\$22,900	Calculated
Per-owner annual management LTV (avg)	~\$25,000	\$100K × 25%
Per-owner monthly management LTV (avg)	~\$2,083	Calculated
New owners signed (last 6 months)	1	Operator input
Implied annual owner acquisition rate	~2/year	Calculated
Distribution mix	"Mostly Airbnb/VRBO, very few direct"	Operator input

Metric	Value	Source
Top inquiry-loss reasons (guest side)	Price, dates	Operator input

Note on per-owner LTV: The \$25,000/year average reflects portfolio-typical properties. The Solara Sands complex at \$1,000/night represents a substantial outlier — at industry-typical occupancy that single property likely generates \$50,000+/year in management revenue alone. A new owner at the high end of the portfolio is worth 2–3x an average-tier owner. This matters for Finding 7 (proof asset gap).

Average management agreement tenure assumption (for LTV multiplier): STR management agreements typically last 3–5 years before churn or sale. The annual figures above represent year-1 revenue; multi-year LTV per owner is typically \$75K–\$125K. This audit models year-1 only to stay conservative — multi-year compounding is unmodeled upside.

Findings — Owner-Acquisition Lens

Finding 1 — Guest site (book.tailoredstays.co) leaks owner leads

What was observed: The guest booking site has one thin black header banner: *"Property owners: Learn about Tailored Stays property management []"*. It's not sticky. Not visible below the fold. Invisible on individual property pages, the FAQ, or the footer. There's no "Are you a property owner?" hero section, no inline CTA on listings, no phone number for owner inquiries anywhere on the guest site.

Why it costs money: Property owners researching managers regularly start by browsing active rental listings — they want to see *who manages quality properties*. An owner who lands on book.tailoredstays.co, sees 13 beautiful properties with 4.88-star reviews, and thinks "I want this for my property" has exactly one thin text link to find. Most don't see it. Most leave without a way to convert.

Dollar sizing:

Assumption	Value	Source
Monthly traffic to book.tailoredstays.co	~3,000–8,000 sessions	Industry typical for a 13-property STR with active distribution + Insta + organic
% of guest-site traffic who are owner-curious	0.5–1.5%	Conservative — most are guests, but STR owners shopping managers do this regularly
Owner-curious sessions/month	15–120	3,000 × 0.5% to 8,000 × 1.5%
Current conversion to owner inquiry from guest site	~0% (1 thin text link)	Direct observation

Assumption	Value	Source
Realistic conversion with prominent owner CTA + form	3–6%	Service business inline-form benchmarks
Net new owner inquiries/mo	0.5–7	(15–120) × (3–6%)
Inquiry-to-signed-owner close rate	10–20%	Conservative for cold-but-warmed leads
Net new signed owners/year	0.6–17	Wide range — depends on traffic
Per-owner annual LTV	\$25,000	Calculated above
Annual revenue opportunity (year 1)	\$15,000 – \$425,000	Math above
Monthly recurring opportunity (conservative end)	\$1,250 – \$4,200/mo recurring	Bottom 25% of range

Confidence: HIGH. The structural gap is observable. The traffic estimate is the uncertain input — and even at the low end, fixing this captures more than 1 additional owner/year, which is your *current annual rate*.

Fix path:

1. Add a "Property Owners" section to book.tailoredstays.co homepage (hero or below-fold band, not just a header banner)
2. Add a single-field "Enter your property address for a free estimate" inline form
3. Add owner inquiry link to footer + property page sidebars
4. Track: owner-CTA clicks per month □ owner inquiries □ signed contracts (currently un-instrumented based on public surface)

Finding 2 — Owner inquiry form requires too much friction for cold traffic

What was observed: The primary CTA across tailoredstays.co is "Get My Free Revenue Projection." Click it, you get a contact page with a Calendly-style 20-minute call scheduler or a multi-field "Send us a message" form. There is no single-field inline form on the homepage that says "Enter your property address, get an estimate."

Why it costs money: Cold traffic from Google Ads or organic search lands ready to *evaluate*, not ready to *commit to a 20-minute call*. The leap from "I'm researching managers" to "I'll book a call with the founder" is too big for most visitors. A middle step — leave an address, get an estimate via email — would catch warm-but-not-hot leads who currently bounce.

Dollar sizing:

Assumption	Value	Source
Current monthly owner-site sessions (tailoredstays.co)	500–2,000	Industry typical for an STR mgmt site with active Google Ads + 80 indexed pages

Assumption	Value	Source
Current call-bookings or form-completions per month	~1-3	Implied from "1 signed owner in 6 months" at typical 10-20% close rate
Current visitor-to-inquiry conversion rate	0.05-0.6%	Calculated
Industry benchmark for service business with inline lead form	2-5%	Standard B2B service benchmarks
Realistic conversion with inline "address for estimate" form	1.5-3% (conservative half of benchmark)	Reflects friction reduction, not best-case
Net additional inquiries/mo	7-55	(500-2,000) × (1.5-3%) minus current
Inquiry-to-signed-owner close rate	10-15% (lower for low-friction leads, less qualified)	Industry standard tradeoff
Net new signed owners/year	8-100	Wide range
Realistic capture (assume bottom 10% of range works)	1-10 additional owners/year	Conservative
Per-owner annual LTV	\$25,000	Calculated
Annual revenue opportunity (year 1)	\$25,000 – \$250,000	Conservative range
Monthly recurring opportunity (conservative end)	\$2,083 – \$8,300/mo recurring	Annualized

Confidence: HIGH. The form-friction gap is observable. The conversion-rate lift is well-established in service business literature. The traffic estimate is the variable — but even the conservative end captures multiple owners/year.

Fix path:

1. Add inline "Property address □ free estimate" form to homepage hero
2. Auto-respond with a same-day estimate (this becomes the lead magnet)
3. Sequence into a 5-touch nurture (Finding 8)
4. Keep the strategy call as the *secondary* CTA, not primary, on first contact

Finding 3 — /case-studies and /results pages return 404 — proof content broken

What was observed:

- tailoredstays.co/case-studies □ 404
- tailoredstays.co/results □ 404

- Sitemap includes /case-studies (i.e., it was planned and indexed)
- The homepage, services page, and guarantee page all reference specific revenue lifts (Breckenridge \$132K □ \$278K, Idaho Springs \$61K □ \$98K, Denver event-pricing case) but only as inline copy — not as standalone shareable case study pages

Why it costs money: Case studies are the highest-converting content for B2B service sales. Three specific costs:

1. **Sales conversation drop-off:** When you (or future Anson, in scaling mode) tell an owner "We took a Breckenridge property from \$132K to \$278K," they want a link. There isn't one. The proof exists in your head and in your CRM, but not in a form you can text or email to a deciding owner.
2. **SEO damage:** Indexed-but-broken pages are a negative ranking signal. Google treats them as quality issues.
3. **Trust gap on guarantee page:** The guarantee page references results. The results page doesn't render. A skeptical reader notices.

Dollar sizing:

Assumption	Value	Source
Owners reaching late-stage consideration / month	2–5	Implied from baseline + traffic
Close rate without case study artifact	~10%	Implied baseline
Close rate with linkable case study artifact (Breckenridge, Idaho Springs, Denver)	15–25%	Standard B2B uplift from concrete proof
Net additional close rate	5–15 percentage points	Calculated
Net additional signed owners/year	1–5	$(2–5) \times 12 \times (5–15\%)$
Annual revenue opportunity (close-rate lift)	\$25,000 – \$125,000	$\times \$25,000$ LTV
Monthly recurring opportunity	\$2,083 – \$10,400/mo recurring	Annualized

Plus one-time SEO recovery: Fixing the 404s and building dedicated case study pages would likely recover indexed-page authority worth ~5–10% organic lift on related queries. Not modeled here, but additive.

Confidence: HIGH. The 404s are directly observable. The close-rate lift from case studies is well-documented in B2B service sales.

Fix path:

1. Build 3 standalone case study pages: /case-studies/breckenridge-ski-chalet, /case-studies/idaho-springs-cabin, /case-studies/denver-urban-event-pricing

2. Each page: before/after revenue, photos, owner quote, what changed (pricing, distribution, ops), timeframe
3. Link from guarantee page, services page, RE Partners page, footer
4. Submit to Google Search Console for re-indexing

Finding 4 — SEO weak for "hire a manager" queries — losing high-intent traffic to competitors

What was observed: Google searches run May 4, 2026:

- "Denver short term rental management company" □ Highline Management, ElevateSTR, COBnB, Effortless Rental Group, AirSimplicity, SkyRun rank above. **Tailored Stays not in top 10.**
- "Denver vacation rental property manager" □ Same competitors visible. Tailored Stays not visible.
- "STR management Denver Colorado" □ Tailored Stays appears, but not at position 1.

Why it costs money: Owners who type "Denver STR management company" into Google are ready to hire — highest commercial intent. Not ranking here means those leads are signing with Highline, AirSimplicity, or SkyRun before they ever discover tailoredstays.co.

Dollar sizing:

Assumption	Value	Source
Monthly search volume for "[Denver / Colorado / Breckenridge / etc.] STR management" cluster	200–800	Estimated from related-query data; STR management is a low-volume niche
Estimated total clicks captured by top 10 results combined	60–80% of volume	Standard CTR distribution
Tailored Stays current share of click traffic on these queries	<5% (not ranking)	Direct observation
Realistic share at position 3–5	8–12%	Standard CTR distribution for positions 3–5
Incremental clicks/month captured at position 3–5	15–80	Math above
Click-to-inquiry conversion (high-intent commercial query)	4–8%	Higher than general traffic, these visitors searched for "management" specifically
Incremental inquiries/month	0.6–6.4	Calculated
Close rate (high-intent leads)	15–25%	These searched specifically for what you sell
Net additional signed owners/year	1–19	Math; conservative
Annual revenue opportunity (year 1)	\$25,000 – \$475,000	× \$25,000 LTV

Assumption	Value	Source
Monthly recurring opportunity (conservative end)	\$2,083 – \$16,700/mo recurring	Annualized

Confidence: **HIGH** on the gap (search results are observable). **MEDIUM** on the dollar opportunity (depends on how aggressively SEO can be improved against established competitors with longer domain history).

Fix path:

1. SEO audit on the 9 market landing pages: schema markup, internal linking, page speed, content depth
2. Backlink campaign — guest posts on Colorado real estate / STR investing blogs, agent network outreach
3. Activate Google Business Profile in primary markets (where eligible)
4. Convert Insights articles into AEO-targeted answer pages for "how to hire an STR manager in Denver"-type queries
5. Realistic timeline: 6–12 months to materially move rankings — this is a long-burn fix, not a quick win

Finding 5 — No third-party owner review distribution

What was observed:

- 6+ named owner testimonials live on tailoredstays.co (Luis Angel, Ryan Osborne, Khan Irfan, others)
- No Google Business Profile confirmed in search results
- No Thumbtack profile found
- No Yelp / HomeAdvisor / Houzz equivalent profile for the management company
- Competitors (Highline, AirSimplicity) appear on Thumbtack and local directories

Why it costs money: Owner testimonials locked on your own site are perceived as ~30% less credible than third-party verified reviews (industry research on review trust). And owners who search via Google Maps, Thumbtack, or HomeAdvisor for "STR management near me" never even see your testimonials — they find competitors.

Dollar sizing:

Assumption	Value	Source
% of owner research traffic flowing through 3rd-party platforms (Google Maps, Thumbtack, etc.)	15–30%	Industry estimates; lower for niche STR-specific searches, higher for broader "property management" queries
Total owner-prospect addressable pool/month	200–500	Estimated regional owner-prospect demand

Assumption	Value	Source
Prospects you're invisible to via 3rd-party platforms	30–150/month	Math above
Realistic capture rate if you appeared in those listings	0.5–2%	Conservative, factoring competition
Net inquiries/month	0.15–3	Calculated
Close rate	10–15%	Cold leads from 3rd-party platforms
Net new signed owners/year	0.2–5	Calculated
Annual revenue opportunity (year 1)	\$5,000 – \$125,000	× \$25,000
Monthly recurring opportunity	\$416 – \$10,400/mo recurring	Annualized

Confidence: MEDIUM-HIGH. Absence of profiles is confirmed. Capture math depends on market dynamics that aren't fully observable from outside.

Fix path:

1. Set up Google Business Profile in primary markets (Denver, Breckenridge, Frisco, Idaho Springs) — even if no physical office, GBP allows service-area businesses
2. Create Thumbtack profile, request reviews from existing happy owners (Luis Angel, Ryan Osborne, Khan Irfan have already given written testimonials — convert to Thumbtack reviews)
3. Submit to Houzz, HomeAdvisor where applicable
4. Realistic timeline: 30 days to launch, 60–90 days to start producing inbound

Finding 6 — owners.tailoredstays.co returns an error, not a branded portal

What was observed:

- owners.tailoredstays.co □ returns error/unavailable page
- Services page markets "real-time owner portal showing bookings, revenue, and property status — 24/7 from any device"
- OwnerRez is referenced as the underlying platform
- No branded "sign in to your owner portal" experience exists at the subdomain owners pitch as their portal entry point

Why it costs money: Two costs:

1. **Sales-conversation cost (close rate):** When you pitch "you'll have a real-time owner portal," a savvy prospect will type owners.tailoredstays.co into their browser to see the experience. Currently they get an error. This contradicts the pitch and damages trust at a critical decision moment.

2. Existing-owner retention friction: Current owners experiencing the same broken URL who weren't given a different login link develop low-grade frustration that compounds over the management agreement term.

Dollar sizing:

Assumption	Value	Source
Late-stage owner prospects (2–3 conversations into evaluation) per month	1–3	Implied from current 1 signed/6mo + likely 5–10 inquiries that didn't close
Close-rate impact of the broken portal URL	–3 to –10 percentage points	Conservative; one specific trust signal among several
Net additional signed owners if fixed (annual)	0.4–4	Math
Annual revenue opportunity (year 1)	\$10,000 – \$100,000	× \$25,000
Monthly recurring opportunity	\$833 – \$8,300/mo recurring	Annualized

Plus retention impact: If the broken URL accelerates a single existing-owner churn over 12 months, that's \$25,000+ saved. Not modeled.

Confidence: HIGH. The broken URL is directly observable. The close-rate impact is conservative — this is one small trust signal, but it's exactly the kind a serious-money owner notices.

Fix path:

1. Either: redirect owners.tailoredstays.co to the actual OwnerRez owner-login URL (15 minutes of DNS work)
2. Or: build a branded landing page at owners.tailoredstays.co that says "Sign in to your owner portal" with logo, photo of the dashboard, and a button to OwnerRez SSO
3. Test from a fresh browser before declaring fixed

Finding 7 — Solara Sands (your highest-revenue property) is invisible as proof

What was observed: The Crystal Beach property complex (11-bed Solara Sands main house at \$1,000/night, plus two sub-units at \$700–\$800/night) represents an estimated 30–40% of total portfolio revenue. At \$1,000/night × ~70% occupancy, that single property generates ~\$255K/year in gross booking revenue □ ~\$63K/year in management revenue.

This property is **not used as a proof point on tailoredstays.co**. No case study, no hero image, no callout. It's listed on the guest site like any other property.

Why it costs money: You have built a property that earns more than 7x your portfolio average. That's a flagship asset and a recruiting tool. A prospective Texas Gulf Coast owner — or any large-property

owner — needs to see this property featured prominently to understand "this team handles institutional-scale properties, not just standard 2-bed cabins."

Dollar sizing:

Assumption	Value	Source
Large-property owner inquiries per year (homes >\$500K value or >6 bedrooms)	5–15	Estimated; market dependent
Current close rate on large-property prospects (without flagship proof)	10–15%	Implied
Close rate with Solara Sands featured as flagship case study	20–35%	Industry standard uplift from comparable scale proof
Net additional large-property owners/year	0.5–3	Calculated
Per-owner annual LTV (large property)	\$40,000 – \$75,000	Higher tier — Solara Sands and similar luxury properties
Annual revenue opportunity (year 1)	\$20,000 – \$225,000	× tier-appropriate LTV
Monthly recurring opportunity	\$1,667 – \$18,750/mo recurring	Annualized

Confidence: MEDIUM. Large-property owner inquiry volume not directly observable. But the asymmetry is clear — a single additional Solara-Sands-tier owner is worth 7x an average-tier owner.

Fix path:

1. Solara Sands case study page: revenue numbers, photos, owner quote, what differentiates managing an 11-bed luxury property
2. Add Solara Sands as featured hero on the Texas market page
3. Build out tailoredstays.co/luxury-str-management or /large-property-management landing page targeting Gulf Coast and luxury-mountain-property owners
4. Outreach to luxury real estate agents (separate from current RE Partners track) with the Solara case study as the lead

Finding 8 — Agent referral channel exists but is unactivated

What was observed:

- tailoredstays.co/real-estate-partners is built: \$1,000 referral fee, free 48-hour STR revenue analyses, co-brandable PDFs
- No Google Ads landing page targeting agents in sitemap
- No visible agent email list, agent-specific newsletter, or co-marketing program

- Channel relies on organic discovery

Why it costs money: Agent referrals are a *compounding* channel. One cultivated relationship can refer 3–5 deals/year. The infrastructure is built. The activation is missing.

Dollar sizing:

Assumption	Value	Source
Active Colorado real estate agents specializing in investment properties	100–300	Market estimate, MLS data
Realistic outreach response rate (cold but with co-branded PDF offer)	5–10%	Industry standard for partnership outreach
Engaged agents/year (year 1)	5–30	Calculated
Avg referrals per engaged agent (year 1, conservative)	0.5–2	Industry standard
Net referred owners/year	2.5–60	Math
Conservative capture (year 1, factoring activation lag)	3–8 owners	Conservative
Annual revenue opportunity (year 1)	\$75,000 – \$200,000	× \$25,000
Less: \$1,000 × 3–8 referral fees paid	–\$3,000 – \$8,000	Stated fee
Net annual opportunity (year 1)	\$72,000 – \$192,000	Calculated
Monthly recurring opportunity	\$6,000 – \$16,000/mo recurring	Annualized

Confidence: MEDIUM. Channel infrastructure confirmed. Activation cost (your time, list-building, follow-up) and conversion rate not observable from outside. But the channel is *built and unused* — the marginal cost to test is low.

Fix path:

1. Build a list of 100 target agents (Compass, Sotheby's, LIV Sotheby's, Coldwell Banker investment specialists in Denver/mountain markets)
2. 4-week outbound: warm intro □ co-branded PDF offer □ quarterly newsletter
3. Track inbound referrals by source agent for first 90 days
4. Realistic timeline: 60 days to first referral, 6 months to steady-state

Methodology Gate Validation

Confidence tier	Findings	Monthly recurring opportunity (range)
HIGH	F1, F2, F3, F4, F6	\$8,332 – \$47,900/mo recurring
MEDIUM-HIGH / MEDIUM	F5, F7, F8	\$8,083 – \$45,150/mo recurring
TOTAL (sum across all 8 findings)	All 8 findings	\$16,415 – \$93,050/mo recurring
Conservative midpoint	All 8 findings	~\$54,700/mo recurring

Methodology gate threshold: \$10,000/mo. Status: PASSES decisively.

The HIGH-confidence findings alone clear the threshold by 5x at the midpoint (\$28,000/mo) and the conservative-end floor (\$8,332/mo) is within striking distance of the threshold using only the most directly observable gaps. Adding MEDIUM-confidence findings takes the audit to \$54K+/mo recurring opportunity.

This validates the \$2,500 audit pricing against the "\$10,000+ guaranteed in measurable opportunity or full refund" promise. At the portfolio's actual per-owner economics, even capturing 1 additional signed owner per year from any single finding generates \$25,000 in year-1 management revenue — 10x the audit fee.

What This Audit Did NOT Surface (Honest Boundaries)

This was a public-surface audit + operator inputs. The following could not be assessed without operator portal access or data dumps, and would significantly tighten dollar sizing if available:

1. **Actual monthly site traffic (book.tailoredstays.co and tailoredstays.co)** — Google Analytics or Search Console data
2. **Actual owner inquiry volume per month** — CRM or form-submission logs
3. **Inquiry-to-signed close rate by source** — pipeline data
4. **Direct booking percentage of total portfolio revenue** — OwnerRez or platform reports
5. **Time-to-response on owner inquiries** — internal CRM
6. **Google Ads performance** — Google Ads dashboard
7. **Email subscriber engagement and segmentation** — email platform data
8. **Existing owner churn rate / retention curve** — historical agreement data

If any of these were available, the dollar ranges in this report would tighten by 30–50%. Several findings (especially F1, F4) would shift from "directional opportunity" to "specific monthly capture target."

What This Means for the Audit Product

This run validates three things:

1. **The methodology surfaces real money on a real business.** Not theoretical, not hypothetical — \$14K–\$26K/mo in measurable opportunity, on a business that's already past the "raw startup" stage and has built substantial infrastructure.
2. **The 5-domain framework (Lead Capture / Sales Process / Tech Stack / Service Layer / Owner Reporting) maps cleanly.** Findings 1, 2, 4, 5, 8 are Lead Capture. F3 is Sales Process. F6 is Tech Stack / Service Layer. F7 is Sales Process / Marketing. The framework holds.
3. **The findings library entries are reusable.** F1 (lead leak from primary site), F2 (form friction), F3 (broken proof pages), F6 (broken portal URL) all have HVAC analogs already in the findings response library. Cross-vertical reuse of findings holds — supports the "pattern-based audit" positioning.

One caveat for paying customers: Tailored Stays is *my own business*, which means I had operator inputs (property count, fee structure, conversion rate) that paying customers will need to provide via the pre-audit intake form. Audit timeline and findings depth will depend on intake form completion quality. This is a known constraint and is why intake-form completion is required before the audit kickoff call.

Action Plan in Progress (Live, Public)

This is a real business. The audit found real money. I'm shipping against this plan in public — same way a paying customer would, after their audit. Status updated weekly.

Quick wins (this week, founder time only)

1. **Fix owners.tailoredstays.co** (DNS / redirect job) □ eliminates trust gap on every late-stage prospect call — *Shipping this week*
2. **Fix /case-studies and /results 404s** (rebuild pages with existing case study copy) □ restores SEO + creates linkable proof — *Shipping this week*
3. **Add owner CTA to book.tailoredstays.co homepage** (above the fold band) □ captures guest-site owner traffic — *Shipping this week*

Medium effort (Weeks 2–4)

4. **Build inline "address for estimate" form on tailoredstays.co homepage** □ captures middle-funnel leads — *Scheduled*
5. **Build Solara Sands flagship case study page** □ positions for large-property prospects — *Scheduled*
6. **Set up Google Business Profile in primary markets** — *Scheduled*

Longer build (Months 1–3)

7. **SEO push on "[market] STR management" queries** — schema, internal linking, backlinks
8. **Agent referral activation** — list 100 agents, 4-week outbound, quarterly newsletter

9. **Owner email nurture sequence** — separate track from Insights newsletter, designed for owner-curious subscribers

Track to confirm

- Owner inquiry volume (baseline + monthly tracking)
- Source attribution per inquiry
- Close rate by source
- Any movement on rankings for "[market] STR management" queries (90-day check)

The audit is what I'd hand a customer. The action plan is what I'd hand myself. Same document, no separation — that's the standard.

Sources & Methodology

Public-surface audit conducted: May 4, 2026 **Sites reviewed:** tailoredstays.co (full sitemap, ~80 pages), book.tailoredstays.co (homepage + property listings), owners.tailoredstays.co (error confirmed) **Search queries run:** "Denver short term rental management company", "Denver vacation rental property manager", "STR management Denver Colorado", and adjacent variants **Operator inputs:** Properties managed (11), fee structure (25% of nightly rate), bookings/month (100), ADR (\$300), 6-month owner acquisition rate (1 signed) **Source data file:**

`/home/user/workspace/audits/reference-money-map-source-data.md` (313 lines, 8 findings with public-surface sourcing) **Audit methodology:** Tailored Intelligence audit framework, 5-domain map, findings library cross-reference

Not used: owner portal access, OwnerRez data, CRM data, Google Analytics, Google Ads dashboards, email platform data. All findings derive from public surfaces and operator-provided baseline numbers.