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Host & Guest Experience Kit

Everything a guest meets at one of your homes, planned from the home's own record: the welcome, the surfaces, the messages and the answers, plus the cards your guests hold in their hands.

HUBSTONE

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If you only read one page

1. **Tailoring comes from the record.** What a guest sees is assembled from the invitation, the trip and the home's facts. Nobody fills in a preference form at the door, because the record already holds what the stay needs.

2. **The welcome comes first.** Essentials show with no ask at all: WiFi, arrival facts, house basics. Asks come later, and only where the guest gets something for them. An email saves the trip. A phone's last four digits are for booker steps.

3. **Every surface reads the same record.** The fridge card, the binder, the TV screen and the door sign are readings of one record. Fix a fact once, in the record, and every surface improves.

4. **Write down what was answered.** When the assistant answers a guest, that answer can be checked and corrected. The log on page 23 is how answers get better: read what was said, fix the record, note the fix.

5. **Count your channels with your own numbers.** The worksheet on page 24 takes one real booking and shows what the guest paid and what you kept, channel by channel. No rates are printed in this kit, because yours are the ones that count.

Then start here: **Start with what the record knows**, page 4.

What is in here

For the host, worked once per property:

- **The companion workbook** (pages 4 to 8): five working sessions that end in your own guest experience plan for the property.
- **Tailored intake** (pages 9 to 10): how a stay gets tailored from the record, and the three tiers applied to your property.
- **Surface setup guides** (pages 11 to 15): the fridge card, the binder, the TV screen and the door sign, with the log that tracks every QR.
- **Guest messaging** (pages 16 to 20): the message set, the words for each message, and how to get them scheduled in the channels you already use.
- **Running the guest layer** (pages 21 to 23): cadence checklists for the daily round through the yearly one, and the answered-and-corrected log.
- **Stay economics** (page 24): one booking, two channels, your own numbers.
- **Decision guide** (page 25): the questions to ask before you buy any guest-facing service.

For your guests, printed from the record:

- **For your guests** (pages 26 to 30): the welcome page, the tailored stay page, the problem report card and the checkout card.

Two Hubstone pieces sit beside this kit and are named where they apply instead of repeated: **Trip Invitations**, which supply the occasion and the group for tailoring, and the guest **Packing List**. The **Emergency Sheets** cover the in-case-of-emergency pages for a home; this kit covers the everyday stay.

Start with what the record knows

Workbook session 1 of 5. Work through this workbook once per property. This first session takes stock: a guest answer is only as good as the record behind it, so the record is where the setup starts.

Property _____

Address _____

Who keeps this home's record current _____

What the record holds	In the record?	Where it lives
WiFi network name and password	☐	_____
Arrival facts: parking, entry, what the guest sees first	☐	_____
House essentials: heat and cooling, water shutoff, breaker panel	☐	_____
Appliance notes guests ask about	☐	_____
House rules, in the words the guest reads	☐	_____
Local facts you give every guest	☐	_____
Trash and recycling days	☐	_____
Who to contact when something breaks, and how fast	☐	_____

Gaps found in this session _____

Fill the gaps here first. Every later page in this workbook reads from this one.

The first 60 seconds of a stay here

Workbook session 2 of 5. Stand at the door of this home the way a guest does, tired, with bags in hand. The first minute of a stay sets the tone for the review at the end of it. Write down what that minute looks like here, then check it against the standard below.

Guests arrive by _____

The first thing they see is _____

WiFi network _____ and the password is posted at _____

The one thing guests get wrong at arrival here _____

Where that fact will live, so it is seen in time _____

The 60-second standard for this home:

- ☐ WiFi is visible without asking anyone
- ☐ Arrival facts match the driveway the guest actually pulls into
- ☐ The house is at the temperature the welcome promises
- ☐ One page or one scan answers: where do I park, how do I get in, what do I touch first
- ☐ Nothing in the first minute asks the guest for anything

Welcome first. Every ask in this kit comes after the guest is settled, and each one has to earn its place.

The surfaces this home gets

Workbook session 3 of 5. A surface is any place in the home where the record meets the guest: a card, a binder, a screen, a sign. A home does not need every surface. Choose for the home you have, and write down where each one goes.

Surface	This home gets it?	Where it goes
Fridge card	☐	_____
In-home binder	☐	_____
TV screen	☐	_____
TRMNL or tablet display	☐	_____
Door and arrival sign	☐	_____
Printed welcome page	☐	_____

Surfaces this home skips, and why _____

Each surface you choose gets its own QR code, so a scan can be traced back to the surface it came from. The setup guides are on pages 11 to 14, and every QR is written down in the log on page 15.

A surface is a reading of the record. When a fact changes, change it in the record and re-read the surfaces that carry it.

The questions guests ask here

Workbook session 4 of 5. Go through your last ten stays: the messages, the reviews, the things guests phoned about. Write down the questions that repeat, and give each one a written answer that lives in the record.

A question guests ask here	The answer, in a sentence or two	Where the answer lives in the record

A question with no written answer _____

If a question has no home in the record, whoever or whatever answers the guest will improvise. Give every repeat question a written answer here.

Your guest experience plan

Workbook session 5 of 5. The four sessions before this one were the working papers. This page is the plan they add up to, for this property.

Property _____

The first 60 seconds here will be _____

Surfaces in place _____

Messages scheduled _____

Questions with written answers _____

The round that keeps it current (pages 21 to 22) runs on _____

First review of this plan _____

Signed _____ Date _____

This page is the plan. Keep it at the front of the property's papers, and work the rest of the kit behind it.

Tailoring a stay from the record

A stay is tailored by reading three things that already exist: the invitation (the occasion and who is coming), the trip record (dates, the booker, the party), and the home's facts (page 4 of this kit). Fill this worksheet in per stay. The guest-facing page it produces is page 28.

Property _____ Stay dates _____

Booker _____ Party size _____

Occasion, from the invitation _____

Who is coming, in plain words (a couple, three generations, a work crew) _____

What this group needs first _____

Home facts that matter for this stay _____

Already booked for this stay (add-ons, tickets, extras) _____

One local fact worth putting in front of this group _____

Where the tailoring shows up: ☐ Welcome page ☐ TV or display screen ☐ Stay page link in the messages

Tailored from the record. The guest is never asked to fill in what the record already holds.

The three tiers, applied to this property

Every guest-facing page in this kit sits on one of three tiers. The tiers decide what shows and what gets asked. Fill in the last column for this property.

Tier	What the guest gets	What is asked	On this property
Tier 0: the welcome	WiFi, arrival facts, house essentials, the welcome page	Nothing	Shows at _____
Tier 1: the personal layer	Entry details, the tailored stay page, messages during the stay, add-ons	An email address. It is the guest's save key for the trip	Guest reaches it by _____
Tier 2: booker steps	Changes to the booking, problem reports that need a call back, anything that moves money through the booking channel	The last four digits of the booker's phone, to match the booking	Handled in _____

Payments and refunds stay with the booking channel and the host at every tier. Hubstone holds no money, and no tier changes that.

Asks move up the ladder only when the guest gets something for them.

Surface guide: the fridge card

The fridge is where a guest lands in the first minute, so the fridge card carries the Tier 0 essentials and one way to get help.

What goes on the card:

- The home's name, the way guests know it
- WiFi network and password
- The one-line version of arrival and house basics
- The report-a-problem QR, labelled in plain words: "Something off? Scan and tell us"

Setup:

- ☐ Card printed at a size that reads at arm's length
- ☐ Placed on the fridge door at eye level, where the workbook session on page 5 says guests land first
- ☐ QR for this card generated for this home, and its short code written in the log on page 15
- ☐ Card scanned with your own phone before the first stay, from the fridge, on the home's WiFi
- ☐ A spare card in the property's papers, for the day this one fades or tears

Keep entry codes off the card. Codes live in the guest's personal layer (page 10), and the card is read by everyone who walks into the kitchen.

Surface guide: the in-home binder

The binder is the printed reading of the record for guests who would rather flip pages than scan codes. It holds copies, printed from the record, of pages the guest section of this kit produces.

Tab order that works:

1. Welcome (page 27, printed for this home)
2. House facts: heat and cooling, water, appliances, trash days
3. House rules, in the words the guest reads them
4. Local pages: the facts you give every guest, from page 4
5. Reporting a problem (page 29), and checkout (page 30)

Setup:

- ☐ Binder lives where guests sit down: _____
- ☐ The cover carries this home's QR, so a binder reader can still reach the live pages
- ☐ Every printed page in the binder matches the record today, checked on the quarterly round (page 22)
- ☐ Worn or stained pages reprinted on the yearly round

The binder is a copy. When the record and the binder disagree, the record is right and the binder gets reprinted.

Surface guide: the TV and display screen

A screen in the home (a smart TV, a TRMNL, a tablet on a stand) is a reading of the stay record. Two behaviors belong to this surface, and both are read from the stay record.

Welcome by name. The screen greets the booker by name and shows the stay's dates, read from the trip record. Under the greeting: WiFi, and the QR that hands off to the guest's phone.

Streaming accounts wiped at checkout. Guests sign in with their own streaming accounts during a stay. At checkout time, read from the stay record, those sign-ins are cleared. Set it up this way:

- ☐ The TV or display is set to forget streaming sign-ins at checkout, or the sign-out is a line on the turnover checklist
- ☐ Tested once with your own account: sign in, check out, confirm the account is gone
- ☐ Checked on the weekly round (page 21) after any stay that used the TV

Nothing is bought or paid for on the shared screen. Anything that involves money moves to the guest's phone by QR, and payment itself stays with the provider or the booking channel.

Setup notes for this home: which screen _____ where _____ sign-in wipe handled by _____

Surface guide: the door and arrival sign

The door sign is read by a guest standing outside, often in the dark, often in weather. It has one job: confirm this is the right home, and point to the welcome.

What goes on the sign:

- The home's name, large
- One line of arrival confirmation: the parking or landmark fact from page 4
- The QR to this home's welcome page, labelled: "Start here"

Setup:

- ☐ Sign readable from the driveway at night: lighting checked on the yearly round (page 22)
- ☐ Weatherproof material, mounted where the workbook session on page 5 says the guest first stands
- ☐ QR short code written in the log on page 15
- ☐ Scanned with your own phone, outside, before the first stay

Keep entry codes off the sign, off the door, and off every printed surface in this kit. A code is personal-layer information (page 10) and reaches the booker through the stay page and the messages.

The surface and QR log

One QR per surface, and every QR written down. When a guest's scan, question or problem report arrives, this log is what ties it back to the surface it came from: the fridge, the door, the screen, the binder cover.

Property _____

Surface	QR short code	Placed where	Placed on	Last scan-t

Scans and reports traced to a surface worth noting _____

Test every QR in the house on the monthly round (page 22): scan it yourself, on the home's WiFi, and confirm it opens this home's pages and no one else's.

A QR that is not in this log is a surface nobody is keeping.

The messages, and when they go

Six messages carry a stay. Each one is written once, from the record, and sent by schedule or by event. The templates are on pages 17 to 19; how to get them scheduled in your channels is on page 20.

Message	When it goes	Template
Pre-arrival	A few days before arrival, on your schedule	Page 17
Arrival day	The morning of arrival	Page 17
Mid-stay	The middle day of the stay, or the second morning of a short one	Page 18
Checkout	The morning of checkout	Page 18
Review request	The day after checkout	Page 19
Issue-report reply	When a guest reports a problem, in the same thread the report arrived in	Page 19

Every message carries facts from this home's record: arrival facts, WiFi, checkout time. When a fact changes, change the record, then check the messages that quote it.

The words live in this kit. Channels are only where the words are sent from.

Message templates: before the stay

Fill the blanks once per property. The guest's name and dates come from the booking each time.

Pre-arrival

Subject: Your stay at _____ is coming up

Hello _____, we are looking forward to your stay at _____ from _____ to _____. A few things worth having before you set out: check-in is from _____, and parking is _____. Your stay page holds your entry details and everything set up for this trip: _____. The guest Packing List travels well with this message; attach it or link it here: _____. Questions before you arrive, reply to this message and a person will answer.

Arrival day

Subject: Welcome to _____

Hello _____, welcome in. WiFi is _____ (password _____), and the welcome page for the house is here: _____. _____ is the one thing guests ask about first at this home, so here it is up front. If anything is off when you arrive, tell us in this thread or scan the card on the fridge; reports come straight to us. Settle in, and enjoy the house.

Send these two from the channel the booking came through, so the guest's reply lands in the thread they already have.

Message templates: during and at the end

Mid-stay

Subject: Checking in from _____

Hello _____, a short check-in from us. How is the house treating you? _____ is worth knowing while you are here: it comes from living with this home, and guests are glad of it mid-stay. If anything needs attention, reply here or scan the fridge card; we would rather hear it now, while we can fix it, than at checkout.

Checkout

Subject: Checkout at _____ is _____

Hello _____, checkout is at _____ today. The short version is on the card by the door: _____. Nothing elaborate; the list is _____ steps. Thank you for staying with us. Your stay page stays yours: the email you booked with is the key to it, and the trip stays saved there after you are home.

The mid-stay message is a real offer of help, sent while help is still possible. Send it early enough in the stay to act on an answer.

Message templates: reviews and problems

Review request

Subject: Thank you for staying at _____

Hello _____, thank you for staying at _____, and for leaving the house the way you did. If the stay earned it, a review helps the next guest find the house and helps us keep it the way you found it: _____. If something fell short, reply here first and tell us plainly; we read every word, and the record for the house gets corrected from it.

Issue-report reply

Subject: Re: your report at _____

Hello _____, thank you for telling us about _____. Here is what happens now: _____ will _____ by _____. We will reply in this thread when it is done, and if anything changes we will say so here first. Sorry for the interruption to your stay; we are on it.

Fill the middle line with your own standard before you need it: who handles a report at this property _____, how fast a guest hears back _____, how fast someone can be at the house _____.

A report gets its reply in the thread it arrived in, with a name, an action and a time. That sentence is the whole template's job.

Getting the messages scheduled

Templates only help a guest once they are scheduled. Work this page once per property, in the channel the bookings come through. The finished words are on pages 17 to 19; this page puts them to work.

In an Airbnb inbox

- ☐ Open the listing's scheduled messages
- ☐ Create one scheduled message per template, set to the timing on page 16
- ☐ Paste the template, then fill the property facts once: WiFi, parking, checkout time
- ☐ Send a test booking message to yourself and read it on a phone

In a Vrbo inbox

- ☐ Open the property's message templates
- ☐ Create the same set, on the same timing
- ☐ Fill the property facts, and check the stay page link opens the right home
- ☐ Test with your own traveler account if you have one

In a PMS inbox (BrightSide and similar)

- ☐ Build the set as PMS message templates, triggered by the reservation events: booked, arrival day, mid-stay, checkout, day after
- ☐ Confirm the PMS pulls the guest's name and dates from the reservation, and fill the property facts yourself
- ☐ Send one full set against a test reservation before the first real stay uses it

Whichever channel: _____ Date the set went live _____

Keep the master words in this kit. If you ever change channels, the messages move with you, because they were never the channel's property.

The daily and weekly rounds

These lists are a running round, transcribed from how a guest operation actually runs. Tick them off in the property's papers or in the record; the point is the round happens, on cadence.

Daily

- ☐ Read new guest messages and problem reports, and reply inside the response standard on page 19
- ☐ Check today's arrivals: the stay page, the screen greeting and the messages are set for the right guest and the right dates
- ☐ Check today's checkouts: checkout message sent, streaming sign-in wipe in motion (page 13)
- ☐ Note any fact a guest corrected you on, for the log on page 23

Weekly

- ☐ Read what the assistant answered guests this week, start to finish
- ☐ Correct any answer that was wrong or thin, in the record, and log it on page 23
- ☐ Scan-test one surface QR (rotate through the log on page 15)
- ☐ Confirm the TV sign-in wipe worked after the week's last checkout
- ☐ Update one record fact you noticed drifting: a local closure, a changed hour, a worn-out instruction

The weekly read of the answers is the round that matters most. It is where wrong answers get caught while they are still small.

The monthly, quarterly and yearly rounds

Monthly

- [ ] Scan-test every QR in the house, from the log on page 15, each one on the home's WiFi
- [ ] Re-read the welcome page against the house as it stands today
- [ ] Refresh local facts: hours, closures, seasonal changes
- [ ] Check add-on and ticket facts quoted anywhere in the messages

Quarterly

- [ ] Re-run the workbook session on page 7: harvest the season's repeat questions and write their answers into the record
- [ ] Hold the binder against the record, page by page, and reprint what disagrees
- [ ] Read the answered-and-corrected log (page 23) for patterns: the same wrong answer twice means the record entry itself needs rewriting
- [ ] Check every surface against the plan on page 8: still the right surfaces, in the right places

Yearly

- [ ] Walk the first 60 seconds again, door to fridge, as a stranger
- [ ] Reprint worn cards and signs; check the door sign's lighting at night
- [ ] Re-do the stay economics worksheet (page 24) on a recent booking, and compare with last year's
- [ ] Re-read the plan on page 8 and re-sign it, or rewrite it

Records drift because houses change. The rounds are how the record stays the true one.

The answered-and-corrected log

Hubstone answers guests from this home's record. The host can read every answer, and this log is where the reading turns into corrections. Keep one log per property. An entry takes a minute; the correction it records serves every later stay.

Property _____

Date	The guest asked	What was answered	Right or wrong	What changed

The fix goes in the record, so the next guest gets the better answer. A correction in a message thread helps one stay; a correction in the record helps every stay after it.

Stay economics: one booking, two channels

Take one real booking at this property and run it twice: as it was booked, and as the same stay would have run booked direct. Every number on this page is yours, taken from the booking itself. No rates are printed here, because a worksheet with somebody else's rates in it would tell you about their business.

The booking: property _____ dates _____ nights _____ guests _____

	As booked, through _____ (channel)	The same stay, booked direct
Rent for the stay		
Cleaning fee charged		
Other guest fees		
Taxes the guest paid		
Total the guest paid		
Channel or host fee taken out		
Payment processing taken out		
What you kept		

Difference in what you kept, same stay _____

Difference in what the guest paid, same stay _____

A spreadsheet twin of this page travels with the kit as stay-economics.csv, with the same rows and columns, ready for your own figures.

Run it once a year per property, on the yearly round (page 22). One real booking, honestly counted, settles more arguments than any brochure.

Choosing guest-facing services

Ticket programs, guidebook tools, TV apps, messaging tools and verification services all sell to hosts, and they sell hard. This page rates none of them. It gives you the questions, by category, and the answers that should slow you down. Ask every vendor the same questions, and get the money answers in writing.

Category	Ask this	Slow down if
Ticket programs	What does the guest actually get free, per stay, and what does it cost me per occupied night? Who decides a refund when a guest complains?	The free-ticket value is stated per year or per catalog rather than per stay, or refunds are decided by the platform under its own policy
Guidebook tools	Where does the content live, and can I take it with me if I leave? Does it read my own record, or does it need a second copy of every fact?	The facts would live in their database, kept current by hand, apart from the home's record
TV apps	Does it need a specific television or a property management system to work at all? What happens on a screen in a home that has neither?	The product ends at properties with one brand of TV and one class of PMS
Messaging tools	Whose inbox do replies land in, and do the words stay mine if I cancel?	The templates live only inside their system, and leaving takes the words with it
Verification tools	What does the guest have to hand over before the welcome, and whose privacy terms describe that collection?	A guest must identify themselves at the door before they can see the WiFi password

Questions for every category: What does it cost per property, per month, all in? What is the revenue split on anything sold to my guests, stated as a number? What guest data is collected, and where is that described in the vendor's own privacy terms, in words about this product? What does the guest reach with no account, no download and no ask?

Buy the service that works from your record and leaves your facts, your words and your guests' welcome intact.

For your guests: how these pages are made

The last four pages of this kit face the guest. They are templates: fill them in from this home's record, and print them or put them behind this home's QR codes. Filled in once per property (the welcome page, the problem card, the checkout card) or once per stay (the tailored page, from the worksheet on page 9).

- Page 27, the welcome page: what a guest sees on the first scan, Tier 0, nothing asked.
- Page 28, your stay, tailored: this stay's page, assembled from the invitation, the trip and the home.
- Page 29, the problem report card: posted with the fridge card, so a problem reaches you while it can still be fixed.
- Page 30, the checkout card: the last thing read in the house, and the way the trip gets saved.

Keep the guest pages in the guest's words. Facts come from the record; the record's vocabulary (tiers, surfaces, logs) stays on the host side of this kit.

Welcome to _____

You are in, and everything for the stay starts here. No sign-up, no form: this page is yours from the first scan.

WiFi Network _____ Password _____

Settling in Heat and cooling _____ · The one switch or tap worth knowing _____

The house Trash day _____ · Quiet hours _____ · _____

While you are here Your entry details and everything set up for this trip are on your stay page, which came with your booking messages. Keep it handy.

Something off? Scan the card on the fridge or reply to any message from us. Reports come straight to the people who run this house, and page 29 by the door says what happens next.

Hosted by _____ · Reach us at _____

Your stay, tailored

Prepared for _____, _____ to _____.

You are here for _____, and this page was put together for your group: _____.

Worth knowing first _____

Set up for this stay _____

From the house _____

Nearby, picked for this trip _____

Everything else about the house (WiFi, arrival facts, what to do if something is off) is on the welcome page and the fridge card. If this page has anything wrong (a name, a date, who is coming), tell us in a message and we will correct it; corrections go into the house's record, so the fix sticks.

Something off? Tell us here

Scan this code and tell us what is wrong, in your own words. A photo helps if the problem can be photographed.

[QR for this home's report page _____]

Your report goes straight into the message thread for this house, to _____, the people who run it. Here is what happens next, in our own standard: you hear back within _____, and if someone needs to come to the house, we tell you who and when in that same thread, before they arrive.

For anything urgent (water where it should not be, no heat, a door that will not lock), call _____ first and scan after.

Thank you for telling us during the stay, while we can still fix it.

Before you head out

Checkout is at _____. The whole list:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Your streaming accounts: any service you signed in to on the TV here is signed out at checkout, automatically. Nothing of yours stays signed in for the next guest.

Save this trip. The email you booked with is the key to your stay page: _____. The trip stays saved there, with the house's facts and your dates, for planning the next one or sharing with the group.

Thank you for staying at _____. Safe travels home.