COMPLETE AIRBNB OPTIMIZATION

Barclay Suites Airbnb Optimization

Complete Listing Optimization

Barclay Suites · Private Suite Near JFK

Private room with private attached bath in a hosted home · Jamaica, Queens, New York

https://www.airbnb.com/rooms/1674036743431120140



STARTING POINT

Good · 77/100

Guest Favorite · 4.95★ from 21 reviews · Superhost within the first 2 months. This report turns the audit findings into ready-to-paste copy, a photo plan and a step-by-step checklist.

Prepared by
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Report date
Oct 12, 2026

Listing re-checked
Oct 12, 2026

01 Executive Summary

Guests already love this listing: it holds a **Guest Favorite** badge, a **4.95 rating from 21 reviews** (95% 5-star) and perfect 5.0 scores for cleanliness, accuracy, check-in, communication and value, and the host reached **Superhost** within the first two months. The Full Audit scored the listing **77/100 (Good)**. The gap isn't the stay. It's the presentation: a vague title, a description that repeats its disclosure three times, amenity data errors, uncaptioned photos and no clear niche.

This report contains everything needed to close that gap: three titles, a fully rewritten description, an amenity hierarchy, guest personas with messaging, a photo sequence with captions, rewritten house rules and check-in messages, booking-conversion steps, a positioning strategy that includes mid-term stays, and a prioritized checklist. All copy is written to be pasted straight into Airbnb.

3
Title options, all ≤ 50 characters

460
Characters in the new opening (limit 500)

11
Photos re-sequenced and captioned

5
Guest personas with messaging

What the Oct 12 re-check found

Item	Status	Detail
Title, description, amenities	Unchanged	Same title (44 characters), same description and 41 listed amenities as at the audit. Essentials, Washer and Dryer are still listed under "Not included".
Check-out time	Still missing	Only "Check-in after 3:00 PM" appears under Checking in and out.
Bathroom count	New finding	Airbnb's summary line reads "1 bedroom · 1 bed · **2 private baths**", but the photo tour labels the second bath "Shared full bathroom 2". Correct the bathroom setting.
Security cameras	Clarified	The disclosure now reads **two** exterior cameras at the front of the house, with no indoor recording. The new copy reflects this.
House rules	More detail	Quiet hours 11 PM–7 AM, a "Before you leave" list and "Commercial photography allowed" are shown. The last one is worth reviewing.
Photos	Counted	**11 photos**, no captions. 4 of 11 are portrait orientation, including the coffee bar in the top 5.
Copy errors	New finding	"The space" starts in lowercase ("a comfortable…"), "Guests have access" has a double space, and the registration number appears twice.

> **Recommended path:** do the five "Today" items in the checklist (Section 16), then paste the copy in Sections 04–06 and 12–13, then reorder and caption the photos (Section 10). Shoot new photos when you can.

02 Audit Recap: Score Breakdown

Scores are carried over unchanged from the Full Audit (data captured Oct 11, 2026). The Oct 12 re-check found no listing edits that would change them.

Category	Score	Performance	%	Main reason points were lost
Listing Title	**12 / 15**		**80%**	"Elegant" is vague; private bath and airport use case missing
Description	**14 / 20**		**70%**	Disclosure repeated 3×; generic opening; no transit specifics; hard to scan
Amenities	**11 / 15**		**73%**	Essentials marked unavailable; no washer/dryer; no self check-in or Wi-Fi speed
Guest Appeal	**13 / 15**		**87%**	Excellent social proof; workspace under-shown; no captions or exterior shot
Trust & Clarity	**13 / 15**		**87%**	Strong disclosures; check-out time missing; parking could be clearer
Property Positioning	**7 / 10**		**70%**	No clear niche for flyers, crew, nurses or mid-term professionals
Listing Completeness	**7 / 10**		**70%**	Check-out time, captions, Wi-Fi speed, transit times missing

Overall audit score **77 / 100 · Good**

Rating scale: 90–100 Excellent · 80–89 Strong · **70–79 Good (this listing)** · 55–69 Fair · below 55 Needs Improvement.

Key findings

Strengths to amplify

- **Social proof:** Guest Favorite, Superhost, 4.95★, 95% 5-star, 5.0 in five of six categories.
- **Cleanliness is the brand:** the top review theme (11 mentions). Airbnb's own highlight says "Spotlessly clean with a great host".
- **Private attached bathroom** in a private-room listing.
- **Responsiveness:** 100% response rate, replies within an hour, co-host Kashauna.
- **Airport demand proven in reviews:** early flights, close to JFK, early check-in.
- **Honest disclosures:** hosted home, cameras, NYC registration OSE-STRREG-0003603.

Gaps to close

- **Title** uses "Elegant" and leaves out the private bath.
- **Description** repeats the hosted-home disclosure three times and gives no transit specifics.
- **Amenity data:** Essentials marked unavailable; no self check-in or Wi-Fi speed; no washer/dryer.
- **Check-out time** not shown.
- **Photos:** no captions, desk barely visible, no exterior or neighborhood shot.
- **No niche:** flyers, crew, nurses and mid-term professionals aren't addressed directly.

03 Listing Snapshot (re-checked Oct 12, 2026)

Current title	Elegant Private Room Near JFK with Workspace (44 characters)
Type	Private room in home · “Room in Queens, New York” · 1 queen bed · Private attached bathroom · 2 guests max · second floor (stairs)
Location label	Airbnb map: “Springfield Gardens, New York City”. Description: “Jamaica, Queens”. Highlight: Springfield Park about a 10-minute walk.
Host	Travis (Superhost, 2 months hosting) · co-host Kashauna · Response rate 100% · Responds within an hour
Ratings	4.95 (21 reviews) · Cleanliness 5.0 · Accuracy 5.0 · Check-in 5.0 · Communication 5.0 · Location 4.9 · Value 5.0 · 95% 5-star / 5% 4-star
Amenities	41 listed. Not included: Washer, Dryer, Essentials. Not listed: Self check-in, Wi-Fi speed.
House rules	Check-in after 3:00 PM · 2 guests maximum · No pets · Quiet hours 11 PM–7 AM · No parties or events · Commercial photography allowed · No smoking · Before you leave: gather used towels, throw trash away, turn things off, return keys, lock up · **No check-out time shown**
Safety	Two exterior security cameras (front of house, no indoor recording) · Smoke alarm · CO alarm · Fire extinguisher · First aid kit · Lock on bedroom door
Photos	11 photos, no captions. Tour rooms: Shared living room (2), Full kitchen (2), Bedroom (2), Full bathroom 1 (4), Shared full bathroom 2 (1)
Direct site	barclaysuites.com: short-term private suite + a “Mid-Term Professional Residence” for 1–6 month stays (its feature list shows a **shared** bathroom)

What guests are saying (from the Full Audit capture, Oct 11)

Guest	Key takeaway	Use it for
Aijia	Great place to rest before an early flight	Layover persona, title option 2
Franchesca	Looks like the photos; super close to the airport; quiet; early check-in allowed	Accuracy, quiet, early check-in
Leroy (4★)	About 10 minutes from JFK; quiet; exceptionally clean	“About 10 minutes” (guest-reported)
Tonya	Private, very clean; local market around the corner; close to transit	Neighborhood copy
Maria	Great water pressure, toiletries, ceiling fan + AC combo	Bathroom and comfort copy
Jazz	Late check-in felt safe and simple	Arrival messaging
Jasine	Clean and cozy; no parking, but found some nearby	Parking expectations
Reyna	Well-equipped kitchen; attentive hosts	Mid-term and professional copy

04 Title Options

Current: “Elegant Private Room Near JFK with Workspace” · 44/50 characters. “Elegant” is a word guests can’t verify, and the title leaves out the private bath. Each option below is within Airbnb’s 50-character limit. Character counts include spaces and symbols.

Option 1 Spotless Private Room & Bath Near JFK + Workspace — 49/50

Broadest appeal (recommended starting title)

Leads with cleanliness, the most-mentioned review theme (11 mentions, 5.0 rating), so the title matches what shoppers read in reviews. Adds the **private bath**, the single biggest differentiator for a private room and missing from the current title. Keeps “Near JFK” and “Workspace” for business guests. Replaces “Elegant”, which says nothing a guest can check.

Option 2 JFK Layover Suite: Private Bath, Desk & Coffee — 46/50

Airport and early-flight niche

Names the main use case in the reviews (“rest before an early flight”, “super close to the airport”). “Suite” matches Airbnb’s own highlight for this listing (“Private suite in a hosted home”). The free coffee bar is a real perk for 5 AM departures. Best tested in busy travel periods.

Option 3 Quiet Private Bath Suite by JFK for Crew & Nurses — 49/50

Professional and crew niche

Speaks directly to airline crew and traveling nurses, two groups the barclaysuites.com site already targets. Calls out **quiet**, which reviews mention and which matters most for daytime sleep after night shifts or long-haul flights. Use it if you start offering 28+ night stays on Airbnb.

How to use them: start with Option 1. After 3–4 weeks, compare views and click-through in Airbnb’s Insights. Test Option 2 in a busy travel period, or Option 3 once 28+ night stays are switched on. Change only one thing at a time so you can tell what made the difference. Search cards on mobile may cut long titles, which is why each option front-loads its strongest words.

05 Improved Opening Paragraph

The opening (Airbnb's 500-character "Listing description") appears on the listing page before "Show more", and is often all a mobile shopper reads. The current opening is accurate but generic, doesn't mention JFK, and uses half its space on the disclosure.

Current

Relax in a peaceful and spacious private room located on the second floor. The room includes a comfortable queen-size bed, a private bathroom, a dedicated workspace with a desk and chair, and free high-speed Wi-Fi. This is a hosted, shared-home accommodation—not an entire-home rental. I live in the apartment full-time as my primary residence and will be present in the unit throughout your stay. Guests have their own private bedroom and bathroom while sharing common areas with the host.

New (ready to paste)

PASTE INTO: Listing description (main summary) — **460/500 characters**

Rest easy minutes from JFK in a spotless, quiet private room with its own attached bathroom. Made for early flights, layovers, crew rest and work trips: queen bed, room-darkening shades, desk and chair, smart TV, AC and Wi-Fi, plus complimentary coffee and bottled water. Luggage drop-off and early check-in when available. This is my hosted home: I live here full-time and we share the kitchen and living room, while your bedroom and bathroom are yours alone.

States the hosted-home disclosure once, clearly and warmly. "Spotless" and "quiet" are backed by the 5.0 cleanliness score and reviews. "Wi-Fi" is used without "high-speed" until a speed test confirms it.

Why it works

- **First 15 words** carry the three biggest hooks: JFK, spotless and quiet, private attached bathroom.
- **Names the guests** it's for (early flights, layovers, crew, work trips), so the right shoppers recognize themselves.
- **Answers layover questions** (bags, early arrival, coffee) before they're asked.
- **One honest disclosure** replaces three, which builds trust without sounding defensive.

06 Fully Rewritten Description

Paste each block into the matching field under Listing › Description (and Location for the last two). The opening paragraph is in Section 05. All facts come from the current listing, its photos and reviews. Before pasting, confirm guests may cook on the stove and oven: the listing shows a full kitchen, but the current text mentions only the microwave.

PASTE INTO: The space — **788 characters**

Your private suite is on the second floor of my three-bedroom apartment, in a well-kept home on a quiet residential street in Jamaica (Springfield Gardens), Queens.

YOUR ROOM
• Comfortable queen bed with fresh linens, extra pillows and blankets
• Room-darkening shades, AC, heating and a ceiling fan
• Dedicated desk and chair with Wi-Fi
• Smart TV, dresser, closet and hangers
• Lock on your bedroom door

YOUR PRIVATE ATTACHED BATHROOM
• Glass-enclosed shower with rainfall and handheld showerheads
• Lit vanity mirror and hair dryer
• Shampoo, conditioner, body soap and shower gel
• Fresh towels and a basket of bathroom basics

GREAT FOR
Early flights and layovers · airline crew · traveling nurses and other working professionals · business trips · guests visiting family in Queens

PASTE INTO: Guest access — **560 characters**

Your bedroom and private bathroom are yours alone. You're also welcome to use the shared living room, dining area and full kitchen (refrigerator, freezer, microwave, gas stove, oven, cooking basics and dishes), plus the coffee bar with complimentary coffee and bottled water. A section of the refrigerator is set aside for your food.

Arriving early or flying out late? Luggage drop-off is allowed, and I offer early check-in whenever the room is ready. Just message me.

Free street parking is first-come, first-served. Please follow all posted parking signs.

PASTE INTO: Interaction with guests — **310 characters**

I live here full-time and I'm usually around, but I respect your privacy and give you your space. Message me in the Airbnb app any time (I usually reply within an hour) or say hello if I'm home. My co-host Kashauna helps too. I'm happy to help with JFK rides, transit routes, places to eat nearby and NYC tips.

PASTE INTO: Other things to note — 585 characters

• Hosted home: you're booking a private bedroom and private bathroom inside my primary residence, not the whole apartment. The kitchen, living and dining areas are shared with me.
• The apartment is on the second floor, up a flight of stairs.
• Maximum 2 registered guests. No visitors, parties, events or smoking. Quiet hours are 11 PM–7 AM.
• No pets, because of allergies in the home.
• Two exterior security cameras cover the front entrance and the area facing the house. There are no cameras inside.
• There's no washer or dryer in the home.
• NYC registration: OSE-STRREG-0003603

The registration number now appears once. Airbnb also shows it in its own Registration Details field.

PASTE INTO: Location › Neighborhood description — 198 characters

A quiet residential street in Jamaica / Springfield Gardens, Queens. A local market is around the corner, with supermarkets, restaurants and shops nearby. Springfield Park is about a 10-minute walk.

PASTE INTO: Location › Getting around — 251 characters

JFK is a short drive away. Guests describe it as about 10 minutes by car or rideshare; allow extra time at rush hour. A bus line runs close to the house, and Manhattan is reachable by public transit. Message me for the best route for your time of day.

Optional, once you've timed it yourself: add a line such as "JFK Terminal [X]: about [__] min by car; Manhattan: about [__] min via [route]."

07 Amenity Positioning

The audit found strong coverage (41 amenities) but the wrong emphasis. Lead with the amenities that answer the target guests' first questions, and word them as benefits. The order below is the order to use in the opening, "The space" and photo captions.

#	Amenity (Airbnb name)	How to word it	Why it leads
1	**Private attached bathroom**	"Your own private attached bathroom, steps from the bed"	Every private-room shopper compares this first. It belongs in the title, the first sentence and photo #2.
2	**Dedicated workspace + Wifi**	"Desk and chair with Wi-Fi for work and video calls"	Add the Mbps once you run Airbnb's speed test from the bedroom. Don't say "high-speed" until it's tested.
3	**Room-darkening shades**	"Room-darkening shades for daytime sleep"	The key amenity for crew and night-shift nurses.
4	**Luggage dropoff allowed**	"Luggage drop-off for early arrivals and late flights"	Answers the most common layover question before guests ask.
5	**Coffee + Coffee maker**	"Complimentary coffee bar and bottled water"	Mention "complimentary": it signals hospitality and value.
6	**Lock on bedroom door**	"Lock on your bedroom door"	Reassures solo travelers in a hosted home.
7	**Kitchen (gas stove, oven, freezer)**	"Shared full kitchen for home-cooked meals"	Main selling point for stays of 7+ nights.
8	**Air conditioning + Ceiling fan + Heating**	"AC, ceiling fan and heating, set to your comfort"	Called out by name in a review.
9	**Free street parking**	"Free street parking (first-come, first-served)"	Honest wording heads off parking surprises, which one review mentioned.

Fix the amenity data

Item	Current	Action
Essentials	Not included	Mark it available. The description lists fresh linens and towels, and the photos show toilet paper and toiletries.
Bathrooms	Summary says "2 private baths"	Set 1 private attached bathroom. Add the second bathroom as shared only if guests may use it.
Wifi speed	Not shown	Run Airbnb's speed test from the bedroom. An earlier guest on barclaysuites.com said the signal is weak in the bedroom. Fix that before you promote the workspace.
Self check-in	Not listed	List it only after installing a keypad or smart lock.
Long-term stays allowed	Not listed	Add it if you will accept 28+ night stays on Airbnb.
Washer / Dryer	Not included	Keep it accurate. Add a laundry line in "Other things to note" once you've chosen a nearby laundromat or service.

Low-cost adds (list only once they're in place)

Early-flight kit (eye mask, earplugs, travel toothbrush) · bedside multi-port charger · luggage rack · white-noise machine · desk lamp and power strip at the desk · Wi-Fi extender or mesh node for the bedroom.

08 Guest Targeting

Each persona below is based on the reviews, the listing and the groups barclaysuites.com already names. Use the messages in the description, quick replies, your guidebook and your own off-Airbnb marketing.

JFK layover & early-flight travelers

Evidence: Reviews: “great place to rest before an early flight”, “super close to the airport”, “about 10 minutes from JFK”.

Lead with

- Short drive to JFK; guests say about 10 minutes
- Luggage drop-off, early check-in when available
- Coffee bar ready for 5 AM departures
- Quiet hours 11 PM–7 AM

Ready-to-use message

Flying out of JFK early? Sleep in a quiet private room with your own bathroom, a short drive from the terminals, with coffee ready before your ride.

Where to use it: Title option 2 · photos 1–5 · “Early flight?” quick reply

Airline crew

Evidence: barclaysuites.com lists flight crews and airline employees as target guests. JFK proximity; room-darkening shades; quiet street.

Lead with

- Room-darkening shades and quiet hours for daytime rest
- Lock on bedroom door; private bath
- Flexible arrival times (add self check-in if you can)
- Weekly and monthly pricing on Airbnb

Ready-to-use message

Between trips? Rest properly in a quiet, private-bath room near JFK, with blackout shades for daytime sleep and a host who understands crew schedules.

Where to use it: Title option 3 · shades photo (new shot C) · weekly discount

Traveling nurses & working professionals

Evidence: barclaysuites.com targets traveling nurses, healthcare and corporate professionals for 1–6 month stays. Full kitchen; desk; 5.0 value score.

Lead with

- Desk and chair, Wi-Fi (state the tested speed)
- Full kitchen and a dedicated refrigerator section
- Closet and clothing storage
- Laundry plan (nearby laundromat or service)

Ready-to-use message

On assignment in Queens? A clean, quiet private suite with its own bathroom, a desk, and a full kitchen. Weekly and monthly stays welcome.

Where to use it: Title option 3 · desk photo (new shot A) · 28+ night settings

Families & friends visiting NY

Evidence: Guests come to Queens for family events and visits. Value 5.0; local market and transit nearby. Limits: 2 guests max, 1 queen bed.

Lead with

- Private bathroom: no sharing with strangers
- Residential street, not an airport strip
- Kitchen and coffee bar for a home-like stay
- Clear 2-guest limit stated up front

Ready-to-use message

Visiting family in Queens? Stay close by in a peaceful home on a residential street, with your own bedroom and bathroom, for up to 2 guests.

Where to use it: Neighborhood section · living-room photos · honest guest limit

Solo business travelers

Evidence: 1-guest pricing sample; dedicated workspace; Cleanliness and Communication 5.0.

Lead with

- Desk and Wi-Fi, quiet room
- Responds within an hour; Superhost
- Lock on bedroom door
- Easy JFK access for the flight home

Ready-to-use message

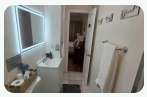
In town for work? A spotless private room with its own bathroom and a real desk, run by a Superhost who replies within the hour.

Where to use it: Title option 1 · photo #3 · response-time messaging

09 Photo Strategy

Based on the 11 photos visible on the live listing (Oct 12), viewed at web resolution. The host's original files, resolution and lighting quality weren't assessed. Thumbnails are from the public listing.

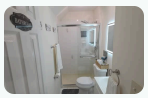
Current order

#	Photo	What it shows
1		Bedroom, wide view: queen bed, two lamps, closet, door with lever lock Airbnb label: Bedroom image 1
2		Bedroom, second angle: dresser and smart TV, ceiling fan, curtains; desk visible but small in the background Airbnb label: Bedroom image 2
3		Private bathroom through doorway: glass shower, lit mirror, "Bathroom" door sign Airbnb label: Full bathroom 1 image 1
4		Lit vanity mirror and sink, looking back toward the bedroom Airbnb label: Full bathroom 1 image 4
5		Coffee bar: Keurig, microwave, mugs, bottled water (portrait orientation) Airbnb label: Full kitchen image 1
6		Shared kitchen: gas range, fridge, wood cabinets (portrait orientation) Airbnb label: Full kitchen image 2
7		Toiletry basket on the toilet tank with "Do not flush" sign Airbnb label: Full bathroom 1 image 2
8		Shower: rainfall head, handheld wand, wall-mounted dispensers (portrait orientation) Airbnb label: Full bathroom 1 image 3
9		Second bathroom with tub and shower curtain (portrait orientation) Airbnb label: Shared full bathroom 2 image 1
10		Shared living and dining room, view 1 Airbnb label: Shared living room image 1
11		Shared living and dining room, view 2: sectional sofa, rug, TV Airbnb label: Shared living room image 2

Observations: the top 5 holds two bathroom detail shots but only a partial view of the desk. The coffee bar (#5) is portrait orientation, so the landscape grid crops it. There's no exterior, street or neighborhood photo, and the flower wall featured on barclaysuites.com can't be identified in the living-room photos at this resolution.

10 Suggested Photo Sequence & Captions

Captions are ready to paste (Listing › Photos › select photo › Caption). The first five photos form the desktop grid, so they carry the story: room → private bath → work → shower → coffee.

New #	Photo	From	Caption to paste · rationale
1		was #1	**Your quiet private room: comfy queen bed, fresh linens and a lock on your door** Keep as the cover. Bright, tidy and shows the bed, storage and door lock in one frame.
2		was #3	**Your own private attached bathroom, just steps from the bed** Proves the #1 differentiator immediately. Moves up from #3.
3		was #2	**Smart TV, dresser, ceiling fan and a desk for work** Shows the rest of the room and the desk. Swap in a dedicated desk photo (new shot A) once taken.
4		was #8	**Glass shower with rainfall and handheld showerheads** Guests praise the water pressure. Reshoot in landscape if possible.
5		was #5	**Complimentary coffee bar and bottled water for early starts** The early-flight perk. Reshoot in landscape so the grid doesn't crop it.
6		was #4	**Lit vanity mirror and sink in your private bathroom** Detail shot that supports "spotless".
7		was #7	**Toilet paper, toiletries and bathroom basics provided** Backs up the Essentials amenity once it's marked available.
8		was #10	**Shared living and dining room in my hosted home** Sets honest expectations about shared space.
9		was #11	**Relax in the shared living room** Second living-room angle.
10		was #6	**Shared full kitchen: gas stove, oven, fridge and microwave** Matters for longer stays and mid-term guests.
11		was #9	**Second bathroom in the home (shared, not part of your suite)** Keep last and label it clearly as shared, or remove it if guests don't use it.

New photos to add

Shot	What to shoot	Caption to paste	Where
A	Dedicated desk and chair, close-up in daylight, laptop open	**Dedicated desk and chair with Wi-Fi, ready for work**	Slot in at #3
B	Front of the house or entrance (no faces or license plates)	**Well-kept home on a quiet residential street**	After the kitchen
C	Room-darkening shades closed, bedside lamp on	**Room-darkening shades for daytime sleep**	After the cover cluster

Shot	What to shoot	Caption to paste	Where
D	Closet open with hangers, or a luggage rack if you add one	**Closet and storage space for longer stays**	Near the bedroom shots
E	Springfield Park or the street (your own photo)	**Springfield Park, about a 10-minute walk away**	Near the end
F	Living-room flower wall (featured on barclaysuites.com)	**Snap a photo at our flower wall in the living room**	With the living-room shots
G	Early-flight kit or travel basket, only if you add it	**Early flight? Eye mask, earplugs and travel basics provided**	After the coffee bar

Shoot in landscape, at chest height, with lights on and curtains open. Don't show faces, license plates or house numbers. Only add a photo for an item that's actually provided.

11 Cover Photo Recommendations



Current cover (photo #1), from the live listing.

Keep it as the cover for now

- Bright, symmetrical and uncluttered: it matches the "spotless" brand.
- Shows the bed, two bedside lamps, the closet and a door with a lever lock in one frame.
- Guests rate Accuracy 5.0 and say it "looks like the photos", so the cover is setting the right expectations.

If you reshoot the cover

Tell the private-bath story	Try an angle from the bedroom doorway that shows the bed *and* the open door to the attached bathroom. That one image answers the top question for private-room shoppers.
Landscape, wide, level	Shoot horizontally from a corner at about chest height, keeping verticals straight. Search cards are landscape and crop portrait shots.
Light	Daytime, curtains open, all lamps on. Avoid heavy filters. Keep edits true to life to protect the 5.0 accuracy score.
Styling	Keep the bed runner and pillows. Optional: a folded towel set and a small welcome card on the bed to hint at hospitality.
Test it	Change only the cover for 3–4 weeks and compare click-through in Insights before and after.

12 House Rules & Check-in Presentation

Current settings and what to change

Setting	Now	Recommendation
Check-in window	After 3:00 PM (shown)	Keep 3:00 PM. Set the end time to “Flexible” if you can accommodate late JFK arrivals.
Check-out time	Not shown	Add one, e.g. 11:00 AM (your choice). Guests need it to plan flights.
Check-in method	Not listed; checkout steps say “Return keys”	Choose the method that reflects reality (e.g. “Host greets you”). A keypad or smart lock later lets you list Self check-in.
Quiet hours	11 PM–7 AM (shown)	Keep. Mention it in the copy as a benefit (“a quiet home for real rest”).
Commercial photography	“Allowed” (shown)	Review it. It may invite shoot requests that conflict with no visitors in a hosted home.
Before you leave	Towels, trash, turn things off, return keys, lock up (shown)	Good, short list. Keep it, and repeat it in the check-out message.

Additional rules (rewritten)

PASTE INTO: House rules › Additional rules — **635 characters**

Welcome! A few simple rules keep our shared home calm and comfortable for everyone:

1. Up to 2 registered guests only. No visitors, please.
2. Quiet hours are 11 PM–7 AM. Early flight? No problem. Just keep doors and voices soft.
3. No smoking anywhere on the property.
4. No parties or events.
5. No pets, because of allergies in the home.
6. Please keep shared spaces tidy: rinse dishes after use and keep food in your section of the refrigerator.
7. Street parking is first-come, first-served. Please follow posted signs.

Before you leave: gather used towels, throw trash away, turn things off, return keys and lock up. Thank you!

Rule 6 is a suggested addition, not a current rule. Keep or delete it. Everything else restates your existing rules in a friendlier order.

13 Check-in & Check-out Messages

Fill in the [brackets] before saving. Address, entry method and Wi-Fi details weren't visible on the public listing and shouldn't be invented.

PASTE INTO: Arrival guide › Directions — **368 characters**

The home is a well-kept house on a quiet residential street in Jamaica / Springfield Gardens, Queens. [Describe the front door and which entrance to use.] The apartment is on the second floor, up a flight of stairs. Your bedroom and private attached bathroom are [location in the apartment]. Two exterior cameras cover the front entrance; there are no cameras indoors.

PASTE INTO: Scheduled message › Booking confirmed — **355 characters**

Hi [Guest first name], thank you for booking! I'm Travis, and I live here, so I'll be around to help. Check-in is after 3:00 PM. If you're arriving early, tell me your flight or arrival time and I'll do my best to have the room ready, or you're welcome to drop off your bags. Do you need anything before you arrive (airport tips, parking, early check-in)?

PASTE INTO: Scheduled message › 1 day before check-in — **539 characters**

Hi [Guest first name], looking forward to hosting you tomorrow! Here's what you need:
• Address: [street address, Queens, NY]
• Check-in: after 3:00 PM. [How to enter: e.g. ring the bell / I'll meet you / keypad code]
• Your room is on the second floor, up the stairs. Your private bathroom is attached to your room.
• Wi-Fi: [network] / [password]
• Parking: free street parking, first-come, first-served. Please follow posted signs.
• Coffee and bottled water are at the coffee bar. Help yourself.
Message me here any time. Safe travels!

PASTE INTO: Scheduled message › Morning of check-out — **305 characters**

Hi [Guest first name], I hope you rested well! Just a reminder that check-out is at [check-out time]. Before you go, please gather used towels, throw trash away, turn things off, return keys and lock up. Flying out later? You're welcome to leave your bags. Safe travels, and thank you for staying with us!

14 Booking Conversion Recommendations

Ranked by expected impact on the path from search result → listing view → booking. Impact ratings are qualitative judgments, not forecasts.

#	Recommendation	Impact	When
1	**Fix search-filter blockers** Mark **Essentials** as available, and correct the bathroom setting (Airbnb's summary currently reads "2 private baths"). Guests who filter for Essentials may never see the listing, and a bath count that doesn't match the photos can erode trust.	High	Day 1
2	**Show a check-out time** No check-out time appears on the listing. Guests planning flights need it before they book.	High	Day 1
3	**Make the first screen sell** New title, new opening paragraph, and the private bath at photo #2. On mobile, only about the first 295 characters of the description show before "Show more", so the opening carries the JFK, private-bath and early-flight hooks up front.	High	Day 1–3
4	**Price for the layover trip** The fee breakdown wasn't visible. If there's a cleaning fee, check how it affects the 1-night total, since airport guests often stay one night. Consider a fee that's low or included in the nightly rate.	Med–High	Week 1
5	**Weekly and monthly discounts** Set a weekly (7+ night) and monthly (28+ night) discount so crew, nurses and professionals see a lower per-night price. Choose the levels yourself; no market data was collected for this report.	Medium	Week 1
6	**Booking settings for late bookers** Check that 1-night stays are allowed, and that advance notice and the same-day cutoff allow late bookings by layover travelers. Turn on Instant Book if you're comfortable with it. Current settings weren't visible.	Medium	Week 1
7	**Answer the 4 big questions in writing** How far to JFK? Can I drop my bags? Can I check in early? Where do I park? The new copy answers all four. Save them as quick replies too.	Medium	Day 2–3
8	**Respond to every review** Reply briefly to recent reviews, including the 4-star one, with specifics (quiet, close to JFK, early check-in). Replies are visible to shoppers.	Medium	Ongoing
9	**Self check-in** A keypad or smart lock enables the Self check-in amenity, which helps late arrivals and crew. Today's check-out steps include "Return keys", so check-in appears to use physical keys.	Med	Week 2
10	**Remove friction words** Drop the repeated "not exclusive use / not the entire apartment" wording. State the hosted-home disclosure once, warmly (done in the new copy).	Medium	Day 2

Quick replies to save: "Early flight?" · "Can I drop my bags?" · "Is early check-in possible?" · "Where do I park?" · "How do I get to Manhattan?" Each answer is already written into Sections 05–06 and 12–13.

15 Positioning Strategy

Positioning statement: The spotless, quiet private-bath suite near JFK for flyers, crew and working professionals, run by a responsive Superhost.

1 · Airport rest

Close to JFK (guest-reported, about 10 min), luggage drop-off, early check-in when available, coffee bar, quiet hours.

2 · Private & spotless

Private attached bath, lock on bedroom door, 5.0 cleanliness, Guest Favorite.

3 · Work-ready home

Desk, Wi-Fi (once tested), full kitchen, storage, a quiet residential street.

Against what guests compare it to: airport hotels and other JFK-area private rooms. Its defensible edges are a private bath, a residential setting and review proof. Hosted-home status is the trade-off, so state it once, warmly, and let the reviews about hospitality do the work. No competitor pricing or occupancy data was collected for this report, so no pricing position is recommended here.

Mid-term stays for professionals (1–6 months, booked directly)

Two-channel model	Use Airbnb for nightly and weekly guests (and 28+ night stays if you choose). Market 1–6 month stays **directly** through barclaysuites.com, which already targets traveling nurses, healthcare and airline staff, consultants, government employees and interns.
Stay within Airbnb's rules	Don't put your website, email or phone number in the Airbnb listing or messages, and don't ask Airbnb guests to book off-platform. Generate direct leads outside Airbnb instead.
Where to find direct guests	Furnished-housing sites for travel nurses (e.g. Furnished Finder), travel-nurse housing groups, hospital and agency housing coordinators, airline crew housing boards, LinkedIn and Google Business Profile. Link all of them to barclaysuites.com.
Be clear which room	barclaysuites.com describes the mid-term room with a **shared** bathroom, while this Airbnb suite has a **private** attached bath. Keep the two offers clearly separate. If this suite is ever offered mid-term, present the private bath as a premium option.
What professionals need to see	Utilities included (stated on the site), tested Wi-Fi speed, a laundry plan, kitchen and fridge space, storage, quiet hours, a written house-rules sheet, and a simple inquiry form with move-in dates.
Protect yourself	Use a written agreement, collect ID and a deposit, and get local legal advice. Under New York law, stays of 30+ days can create occupancy or tenant rights and fall outside NYC's short-term rental registration rules.
On Airbnb	If you take 28+ night bookings on Airbnb, set a monthly discount, add the "Long-term stays allowed" amenity and consider title Option 3.

16 Prioritized Action Checklist

Tick each item as you go. Make one major change at a time and note the date, so you can see in Airbnb's Insights which changes moved views and bookings.

Today (15–30 min)

- [ ] Mark **Essentials** as available (towels, sheets, soap, toilet paper are provided)
- [ ] Add a **check-out time** in House rules (for example 11:00 AM)
- [ ] Fix the bathroom count/type so it shows 1 private attached bath (plus a shared bath only if guests can use it)
- [ ] Review the **"Commercial photography allowed"** house rule. It conflicts with "no visitors" in a hosted home
- [ ] Publish title **Option 1** and write down today's date

This week

- [ ] Paste the new opening paragraph and the rewritten sections (The space, Guest access, Interaction, Other things to note, Neighborhood, Getting around)
- [ ] Reorder photos to the new sequence and paste all 11 captions
- [ ] Paste the new "Additional rules" text and the check-in/check-out messages
- [ ] Run Airbnb's Wi-Fi speed test from the bed and the desk; add a mesh node or extender if it's weak, then list the speed
- [ ] Set weekly and monthly discounts; confirm 1-night stays and same-day booking settings
- [ ] Save quick replies: early flight, luggage drop-off, parking, early check-in
- [ ] Reply to recent reviews

Next 2–4 weeks

- [ ] Shoot new photos A–G in landscape orientation, plus landscape reshoots of the coffee bar and shower
- [ ] Decide on a keypad or smart lock; if installed, list Self check-in and update arrival instructions
- [ ] Choose a laundry solution for long stays and add it to "Other things to note"
- [ ] Add an early-flight kit (eye mask, earplugs, travel toiletries) and list only what's in place
- [ ] Turn on Long-term stays (28+ nights) if you will host them, and test title Option 3
- [ ] Set up direct mid-term marketing for barclaysuites.com outside Airbnb (see Positioning)

Monthly

- [ ] Compare views, click-through and conversion in Airbnb's Insights before and after each change
- [ ] Test title Option 2 in busy travel periods if results are flat
- [ ] Refresh photos seasonally and keep captions accurate

17 Data Verified vs. Not Verified

Item	Status	Note
Title, description, amenities, house rules, safety, photo count and order, host stats, ratings	Verified Oct 12	From the live listing page.
Photo contents	Viewed	Web-resolution versions only; original quality and lighting weren't assessed.
Individual review texts	From audit	Reused from the Oct 11 capture; the review count (21) and rating (4.95) were re-confirmed.
Price and fee breakdown	Not verified	Audit sample: $276 for 2 nights all-in (Oct 27–29, 1 guest). Breakdown not visible.
Cancellation policy	Not re-verified	The audit recorded free cancellation until the day before.
Check-out time, check-in method	Not shown	"Return keys" in the checkout steps suggests physical keys.
Wi-Fi speed	Unverified	The listing says "high-speed"; one guest on barclaysuites.com said the bedroom signal is weak.
Travel times to JFK and Manhattan	Guest-reported	"About 10 minutes" (review) and "7-minute Uber" (site testimonial). No transit times verified.
Booking settings	Not visible	Instant Book, minimum nights, advance notice, discounts, children policy.
Second bathroom access, stove use	Unclear	"2 private baths" vs "Shared full bathroom 2"; kitchen listed, but current text mentions only the microwave.

18 Disclaimer

This report is analysis and recommendations only. It is based on publicly visible listing information captured on Oct 11 and Oct 12, 2026, on barclaysuites.com, and on details supplied by the host. It makes **no promise or guarantee** of any result, including bookings, occupancy, search ranking or placement, revenue, ratings or badges. Results depend on market conditions, seasonality, pricing, Airbnb's algorithms and policies, and guest behavior, none of which Barclay Suites Airbnb Optimization controls. Impact ratings are qualitative judgments, not forecasts. Barclay Suites Airbnb Optimization is an independent service and is **not affiliated with, endorsed by, or sponsored by Airbnb, Inc.** "Airbnb", "Superhost" and "Guest Favorite" are trademarks of their respective owners. Hosts are responsible for following Airbnb's Terms and off-platform policies, NYC short-term rental rules (including registration), New York tenancy law for stays of 30+ days, and all applicable laws, and for listing only amenities and features that are actually provided. Nothing in this report is legal or tax advice.

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