

The 5-Star Turnover Engine

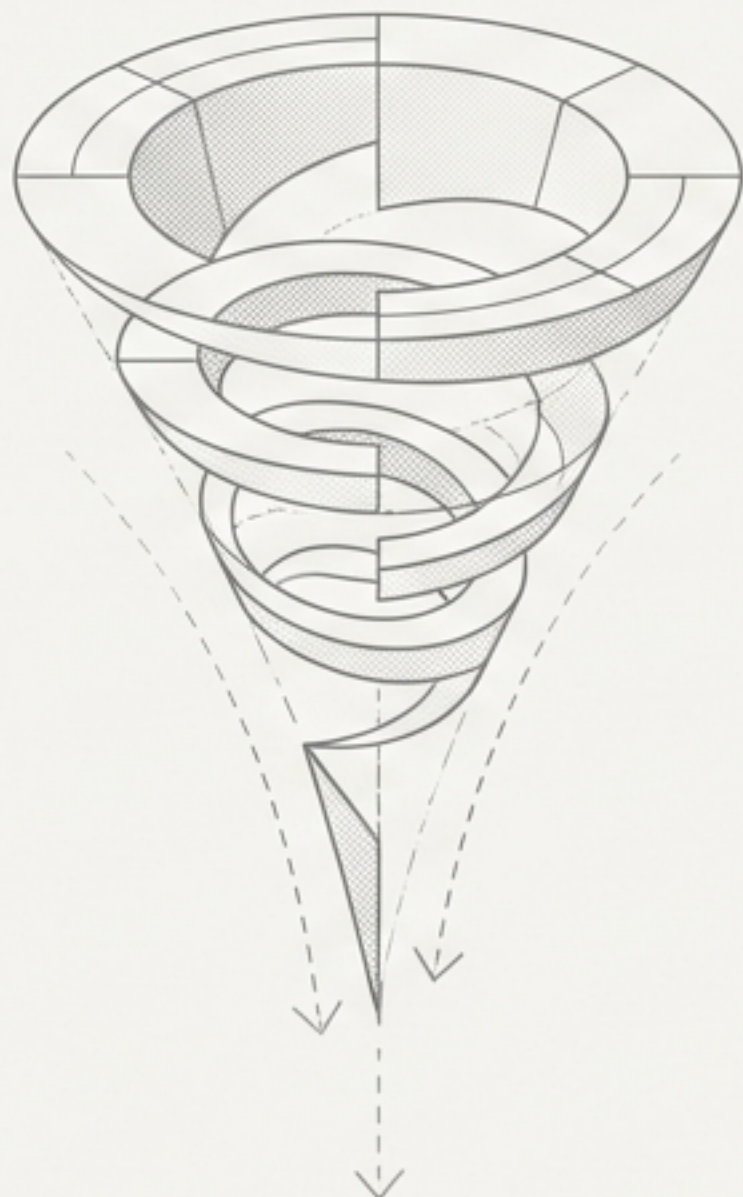
Build Hotel-Grade, Mistake-Proof Turnovers *That Protect Your Reviews and Drive Your Revenue.*

This isn't about cleaning tips; it's about building a machine that consistently produces excellence.

Cleaning Isn't a Cost. It's Your Biggest Revenue Lever.

↓ The Downward Spiral

-  **Bad Reviews** → Lower Ranking → Fewer Bookings
-  Guest **Refunds** & Compensation Payouts
-  **Higher Maintenance** & Repair Costs
-  **Host Burnout** & Constant Anxiety



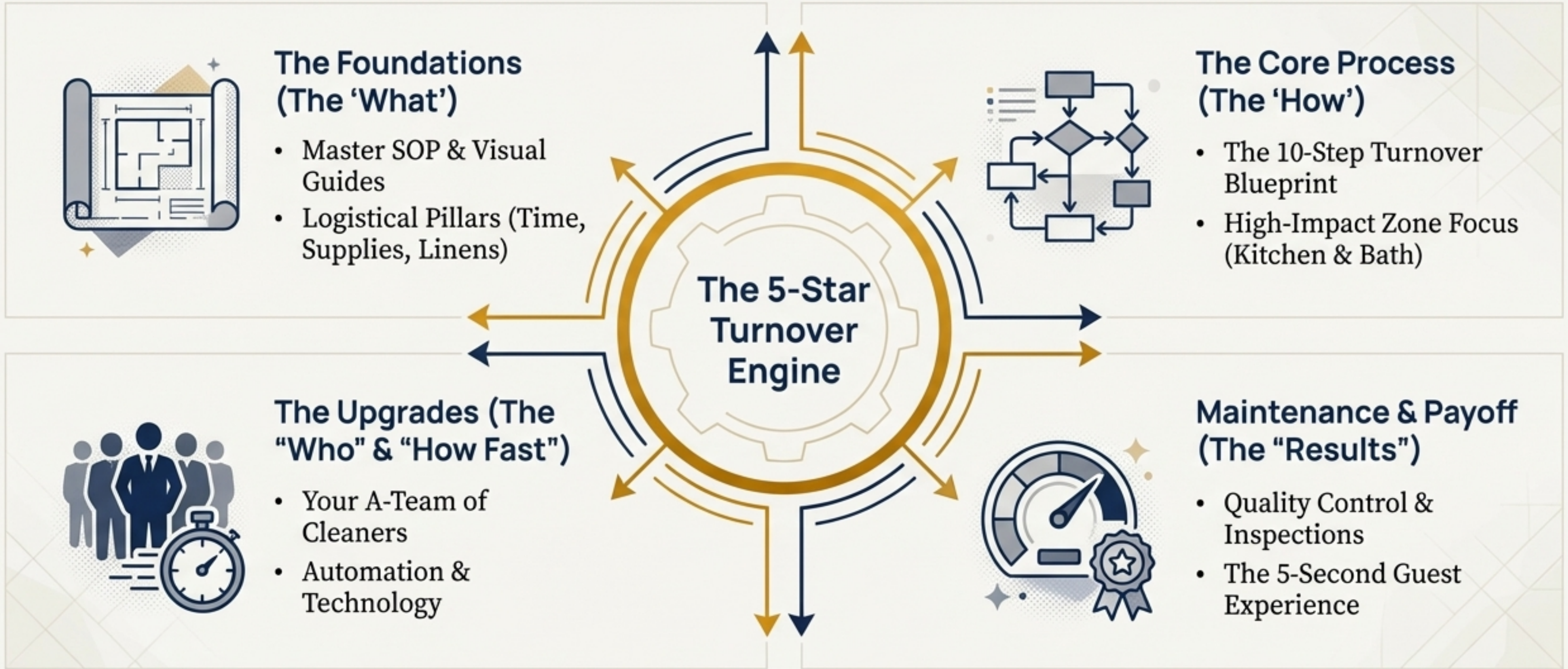
↑ The Upward Flywheel

-  **5-Star Reviews** → Higher Ranking → More Bookings
-  Ability to Command a **Higher Nightly Rate**
-  Longer **Asset Lifetime**
-  **Peace of Mind** & Scalable Operations



Your approach to turnovers directly determines your business's trajectory.

Your Blueprint: The 4 Core Components of the Turnover Engine



A perfect turnover isn't magic; it's a system you can build, piece by piece.

Foundation 1: Create Your Single Source of Truth

A documented system is your guarantee of quality. Without it, every cleaner invents their own process.

1. The Master SOP (Standard Operating Procedure)



- Step-by-step cleaning order
- Room-by-room sequence
- Approved supplies list & staging rules
- Safety protocols

Your first task is to document your current process, even if it's imperfect. Start with one room.

2. Make it Visual & Foolproof



Photo Manual

- **Photo Manual:** Create a Google Doc with before/after photos and correct staging images for every room.



Video Library

- **Video Library:** Record short (2-5 min) walkthroughs of room setups and supply locations.



In-Property QR Codes

- **In-Property QR Codes:** Place QR codes in closets that link directly to your SOPs and inventory lists.

Foundation 2: Install the Logistical Pillars That Prevent Chaos



Map Your Time

Know your numbers to schedule effectively. Example breakdown:

- ◆ Linen Removal: 10 min
- ◆ Bathroom Deep Clean: 20 min
- ◆ Kitchen Reset: 25 min
- ◆ Bedrooms & Living Room: 40 min
- ◆ Final Inspection: 10 min



Eliminate Laundry Delays



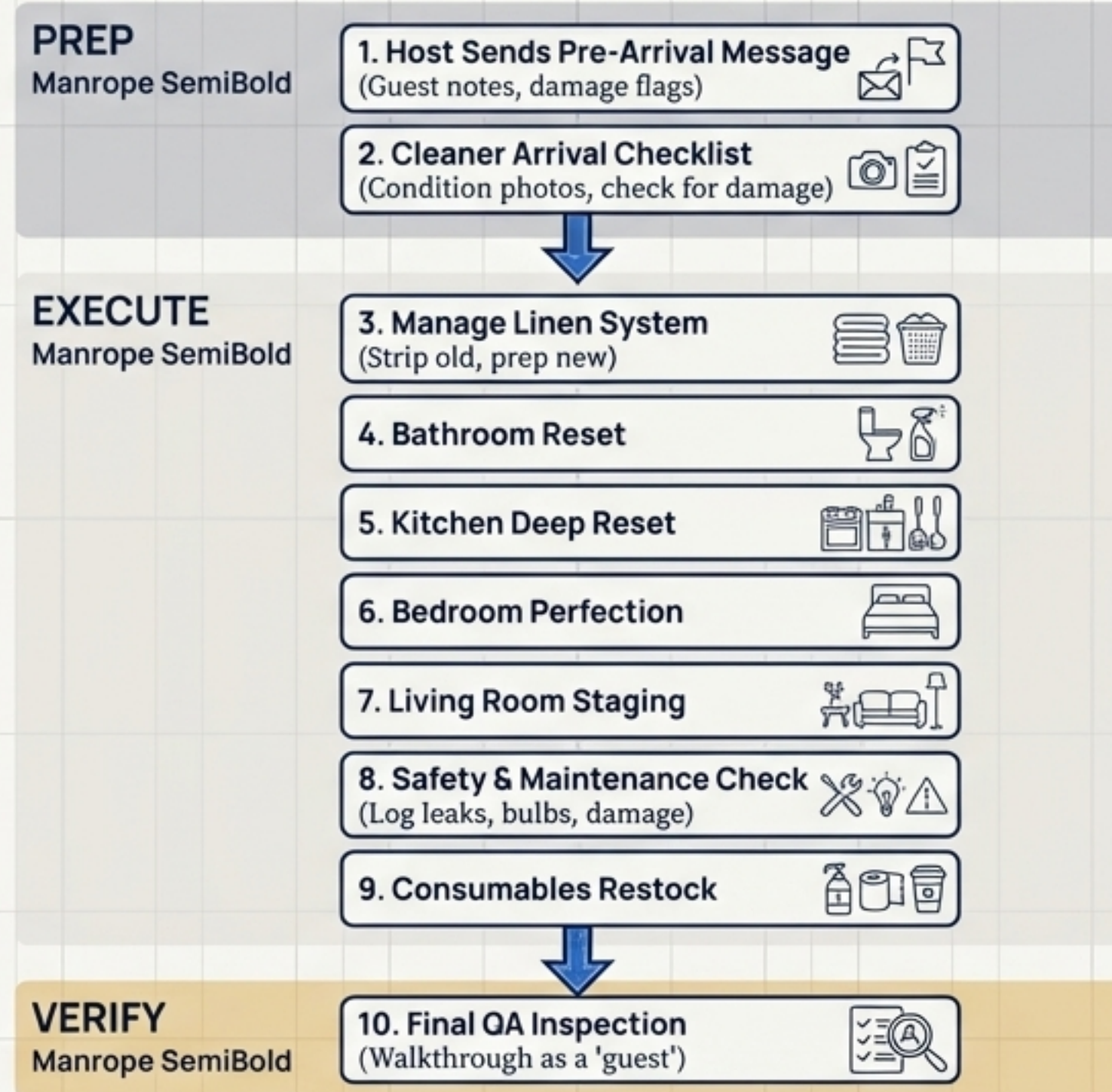
Never Get a “No Toilet Paper” Review

Create a master restock checklist: Toiletries, Coffee/Tea, Paper Towels, Toilet Rolls, Laundry Pods, etc.



Professional hosts don't hope for smooth turnovers; they engineer them with smart logistics.

Running the Engine: Your 10-Step Professional Turnover Blueprint



Follow a consistent process every single time. This is how you achieve hotel-level quality.

Deep Dive: Win the Turnover in the High-Impact Zones

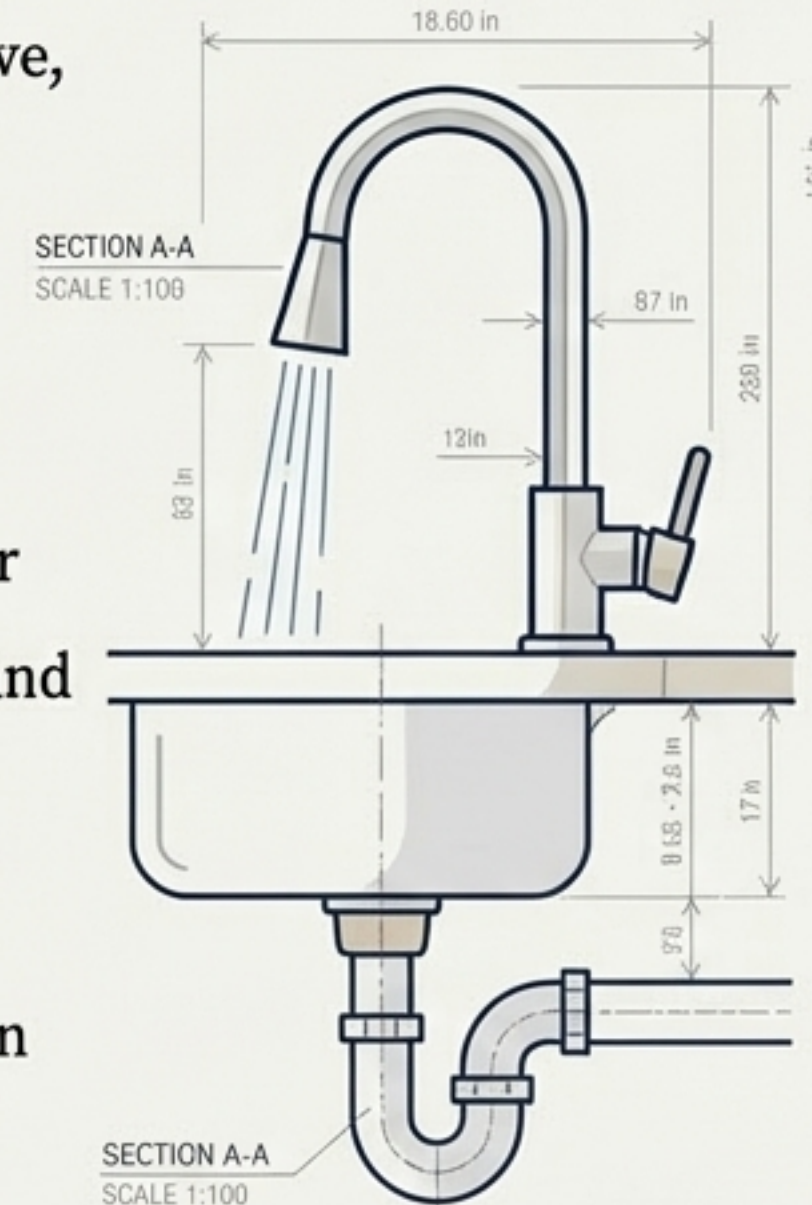
A Spotless Bathroom is Non-Negotiable

1.  Remove all used towels/mats
2.  Spray all surfaces with disinfectant
3.  Scrub toilet bowl, base, and seat
4.  Polish mirrors & fixtures to a shine
5.  Scrub shower walls, tub, and glass
6.  Reset toiletries & amenities
7.  Replace trash bag
8.  Refold fresh towels (hotel-style)
9.  Wipe door handles & light switches
10.  Final hair & shine check



The Kitchen Reveals Your Standards

-  Clean inside microwave, fridge shelves, and stove top
-  Remove all expired/guest food
-  Wash dishes or run/empty dishwasher
-  Wipe inside drawers and reorganize essentials
-  Replace dish towels & sponges
-  Refill the coffee station completely



Guests scrutinize kitchens and bathrooms. Perfection here builds immediate trust.

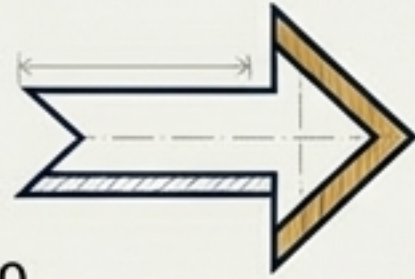
Upgrading the Engine: Build Your A-Team of Cleaners

Your cleaners are your front-line partners. Build a system to find, train, and retain the best.



1 Find Them

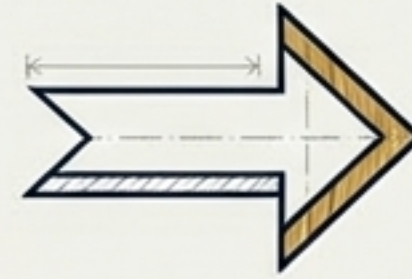
Where to Look: Turno, Properly, local Facebook groups, referrals from other hosts.



2 Onboard Them Systematically

The Process:

- Provide your Visual SOP manual upfront.
- Conduct a paid 'Trial Cleaning.'
- Use a scored performance checklist to review their work.
- Provide clear, constructive feedback.



3 Build Your Pipeline

The Goal: Never rely on one person.

Your Roster:

- 1 Primary Cleaner
- 1-2 Backup Cleaners
- 1 Emergency Cleaner (e.g., a local service)

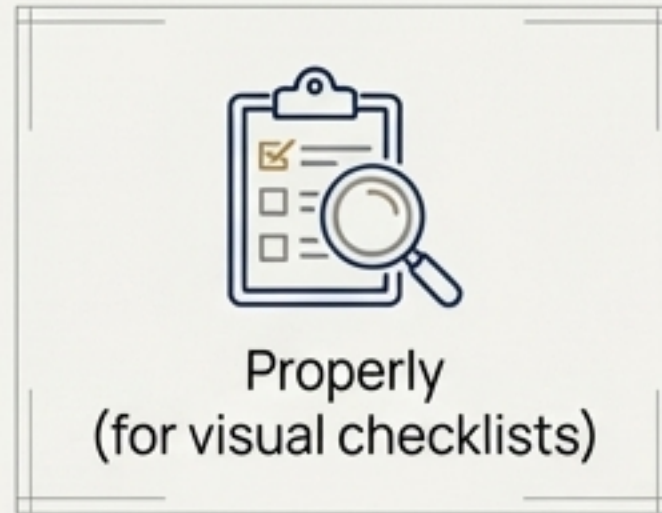
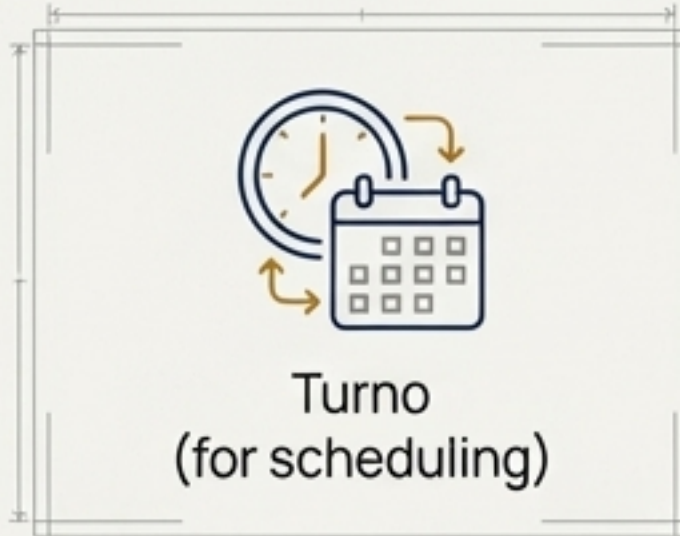


Start building your pipeline today, even if you love your current cleaner.

Fueling the Engine: Automate Communication & Quality Control

Use technology to eliminate manual work and ensure nothing falls through the cracks.

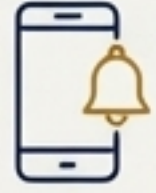
Your Tech Stack



How it Works



Guest Checkout Trigger: PMS automatically creates and assigns the cleaning task.



Cleaner Notified: Cleaner receives the job, checklist, and any guest notes.



Task In Progress: Cleaner follows the visual checklist in their app.



Completion & Proof: Cleaner marks job "complete" and is required to upload final photos of key rooms. Host is instantly notified.

Automation gives you visibility and control without having to micromanage.

Maintaining the Engine: Your Quality Control Dashboard

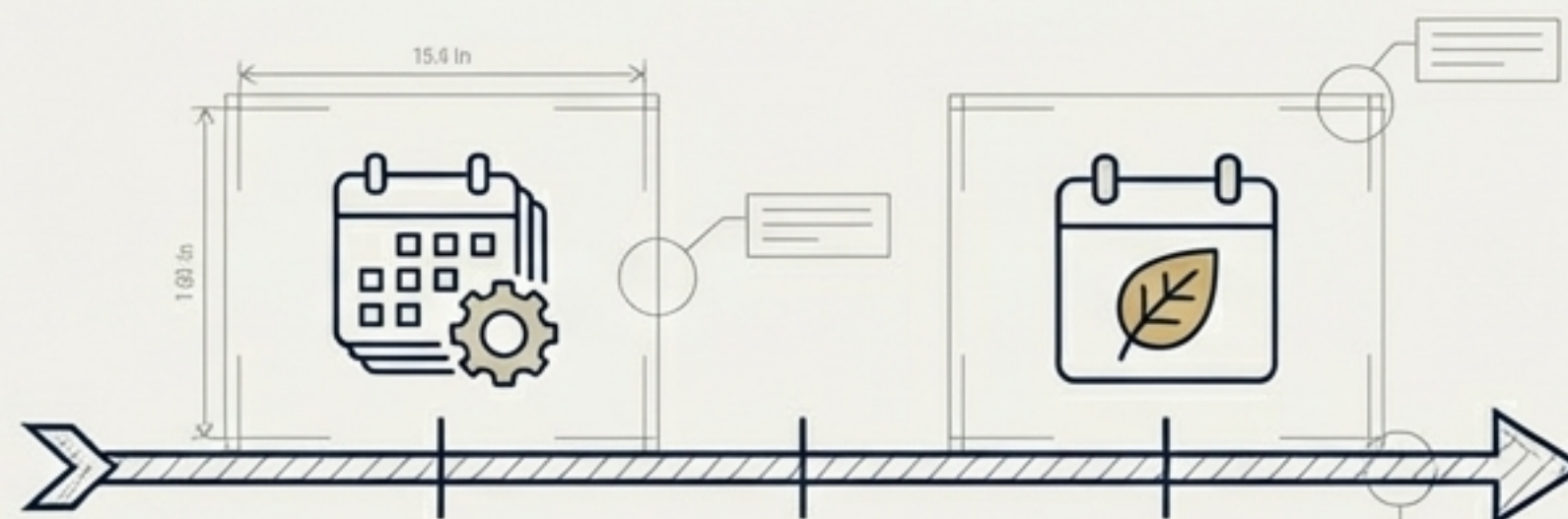
A great system only works if you inspect what you expect. Create a rhythm for QC.

Your Framework for Every Walkthrough



Go Beyond the Surface

Schedule these tasks to prevent long-term grime.



Monthly/Quarterly

- Baseboards, fans, under appliances, behind beds, shower grout.

Seasonally

- HVAC filters, mattress rotation, pest control, window washing.

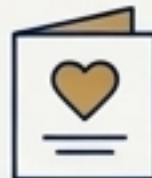
Schedule your next 7-point inspection and your next quarterly deep clean in your calendar *now*.

The Payoff: Master the 'First 5 Seconds' to Win the Review

Guests form their opinion the moment they walk through the door. Engineer a perfect first impression.



Perfectly folded towels



A small, personalized welcome card



Neatly organized kitchen counter

The first 5 seconds don't just start the stay; they often determine the star rating.



Your Turnover Engine is a Revenue Engine



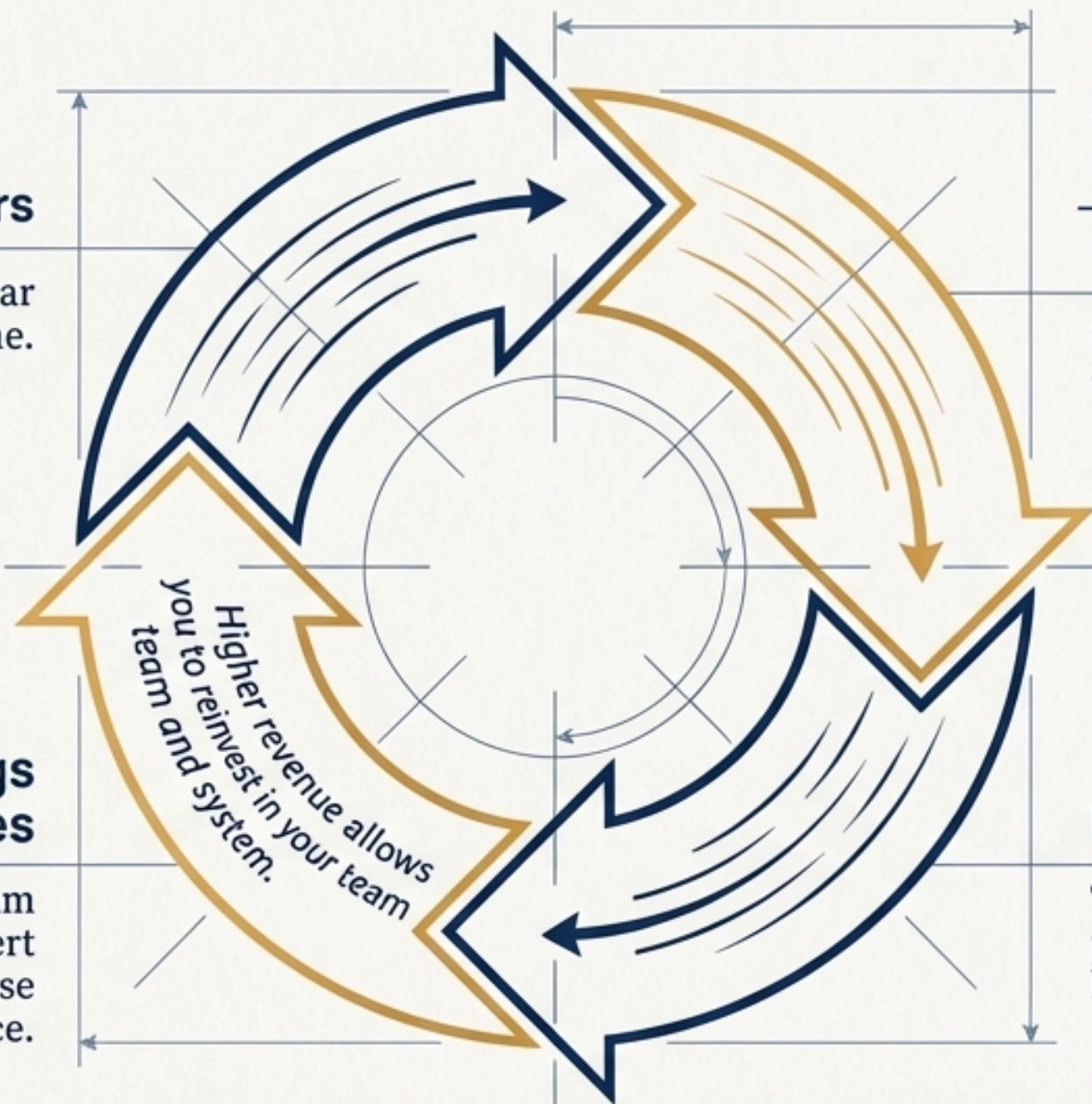
Flawless Turnovers

You implement the 5-Star Turnover Engine.



Increased Bookings & Higher Rates

Higher demand and a premium reputation allow you to convert more bookings and increase your nightly price.



5-Star Cleaning Reviews



Guests consistently praise the cleanliness and attention to detail.



Higher Search Ranking

The algorithm rewards your positive reviews, showing your listing to more people.

Investing in your cleaning system isn't an expense. It's the single most reliable investment you can make for higher STR revenue.

Ignition Sequence: Your Immediate Action Plan

Don't try to do everything at once. Start here to build momentum.

1



Draft Your V1 Master SOP

Use our template to document the cleaning process for just ONE property. Focus on the kitchen and one bathroom. It doesn't have to be perfect, just written down.

2



Implement the Triple Linen System

Order one extra set of linens and towels for your busiest property. This is a quick win that immediately reduces turnover stress.

3



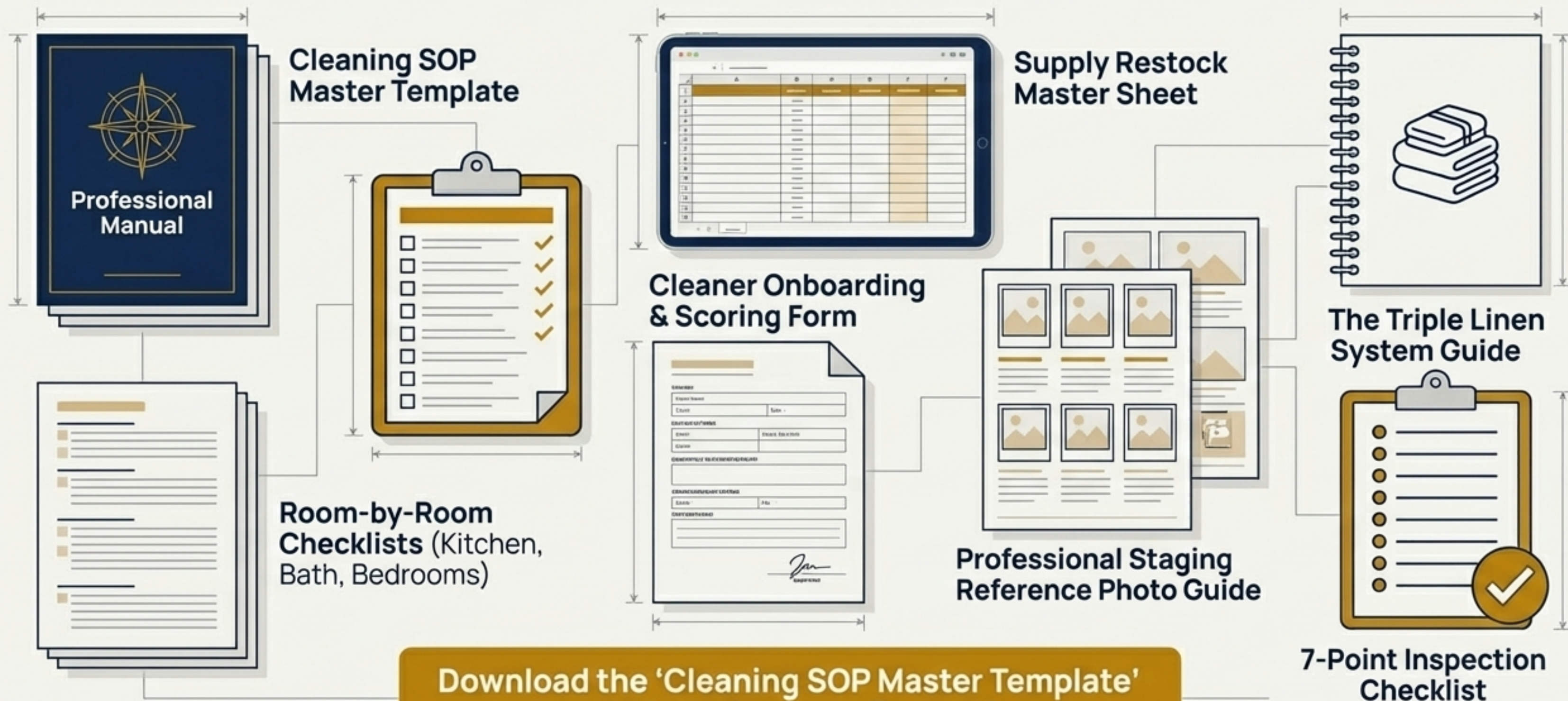
Run Your First 7-Point Inspection

After your next turnover, use the 7-point framework to inspect the property yourself. Take notes and photos. This will reveal your system's current gaps.

Progress over perfection. Completing these three steps will put you in the top 10% of hosts.

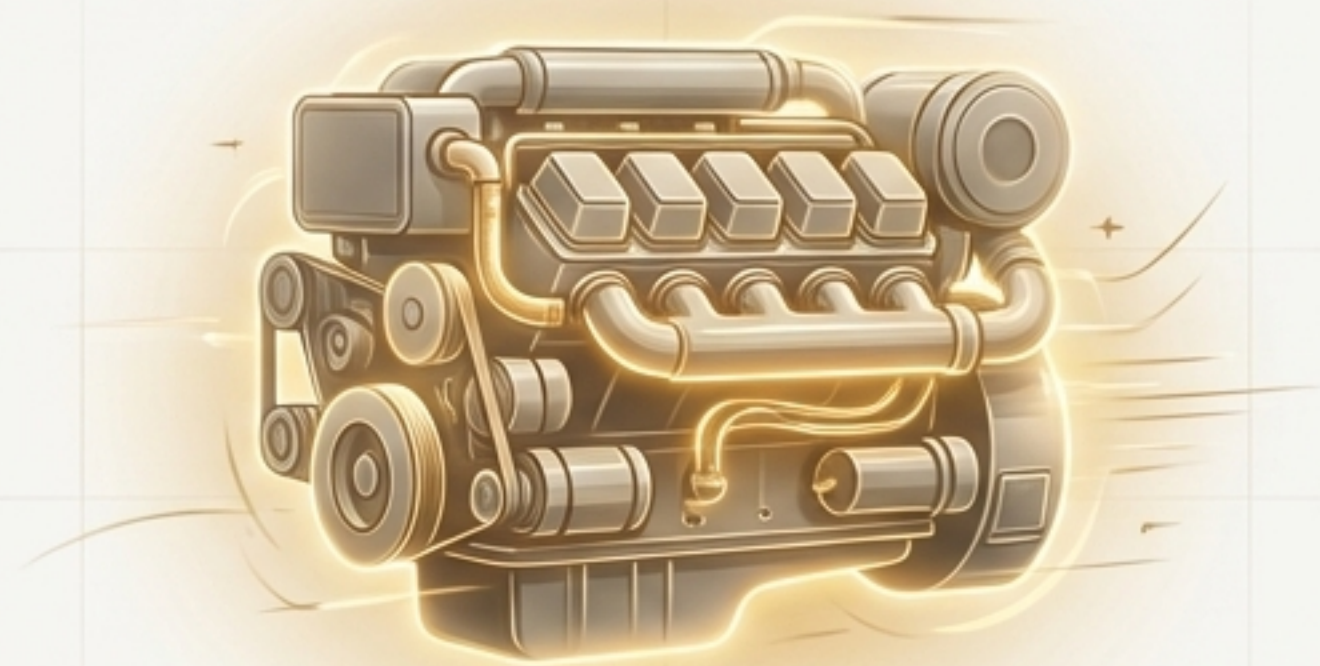
Your Toolkit: Ready-to-Use Templates & Checklists

We've built the frameworks for you. Just download, customize, and deploy.



Download the 'Cleaning SOP Master Template' now to get started on your first action step.

You Are Now the Architect of a World-Class Operation



By completing this module, you now have the blueprint to:

- ✔ Build a 5-star turnover SOP that ensures consistency.
- ✔ Hire, train, and manage a reliable team of cleaners.
- ✔ Automate scheduling and quality control to save time.
- ✔ Maintain hotel-level standards that 'wow' guests.
- ✔ Eliminate 70% of guest complaints and significantly increase revenue.

You've moved from reacting to cleaning issues to proactively engineering a system for excellence. Your engine is designed. It's time to turn the key.