



A better start to short-term rental ownership.

The JaxBNB Owner's Guide

A practical way to evaluate a home, plan the real costs, choose the right support and launch a stay guests will want to return to.

BEFORE YOU COMMIT

- 01 Confirm the address can support your plan.
- 02 Test the numbers through slower months.
- 03 Decide who owns every part of the operation.

01 / PROPERTY FIT

Start with the address.

Two homes a few streets apart can have very different rules, guest appeal and operating costs. Evaluate the exact property before relying on a market-wide revenue estimate.

Confirm the permitted use first.

Check city or county rules, zoning, any required registration, condominium or HOA restrictions, deed restrictions and lender terms. A Jacksonville mailing address does not establish which municipality regulates the home.

Choose the guest the home serves well.

Beach trips, visits to family, medical travel, work stays and event weekends have different needs. Match sleeping arrangements, parking, accessibility and the surrounding area to the guests you can serve consistently.

Test the practical details.

Walk through the arrival after dark. Check parking, entry lighting, stairs, noise, Wi-Fi, hot water, laundry capacity and the space to store supplies. Verify travel times and beach access before promising them in a listing.

Account for your own calendar.

Block the dates you want to use the home before estimating rentable nights. Personal use during peak demand has a different revenue impact from the same number of nights in a quieter period.

Know what must be fixed before launch.

Separate essential repairs and safety work from optional upgrades. Set a launch budget for furnishing gaps, maintenance, deep cleaning, professional photography, access hardware and licenses or registrations.

Bring to your property review: the exact address, current listing if any, bedroom and bathroom count, guest capacity, ownership restrictions, annual expenses and your owner-use plans.

02 / REVENUE

Forecast a range.

Build a monthly forecast from comparable homes and realistic available nights. An advertised nightly price is not the same as a booked nightly rate.

Measure	What it answers
Booked nights	How many nights are actually sold? Exclude owner stays and blocks.
Average daily rate (ADR)	Accommodation revenue divided by paid booked nights.
Occupancy	Booked nights divided by available nights. State which nights were removed from the denominator.
Revenue per available night	Accommodation revenue divided by available nights. Useful alongside ADR and occupancy.

Illustrative annual scenarios

Scenario	Paid nights	ADR	Accommodation revenue
Conservative	150	\$175	\$26,250
Planning case	180	\$200	\$36,000
Stronger demand	210	\$225	\$47,250

These are worked examples, not Jacksonville market averages, JaxBNB portfolio results or a forecast for your home. Guest taxes and cleaning fees are excluded from accommodation revenue.

Stress-test the plan: reduce bookings and rates, add a repair, and remove your personal-use dates. The plan should still leave an adequate cash reserve. Do not rely on event weekends to carry the year.

03 / THE COST PLAN

Revenue is not take-home.

Compare complete owner economics. A lower management percentage can shift linen, supply or laundry costs back to you.

Illustrative planning case	18% Essentials	25% Plus
Accommodation revenue	\$36,000	\$36,000
Example platform fees (3%)	-\$1,080	-\$1,080
Example commission base	\$34,920	\$34,920
Management fee	-\$6,285.60	-\$8,730
Before other property expenses	\$28,634.40	\$26,190

Example only. This uses management commission after the example platform fee. Actual platform fees, commissionable revenue, exclusions and payment terms depend on your channels and signed agreement. The balance above is not profit.

Budget the remaining owner costs.

Include mortgage or financing, property tax, STR insurance, utilities, internet, HOA dues, repairs, maintenance, pool and lawn care, pest control, permits, licenses and a reserve for major replacements.

Separate guest money from owner revenue.

Guest-paid cleaning and lodging taxes are not extra owner profit. JaxBNB retains the cleaning fee under its management arrangement. Track pass-through amounts and platform deductions separately.

Compare the supply commitment.

Essentials owners provide linens and consumables, or pay for them as an additional service, and pay for off-site laundry when required. Plus includes the standard linen, turnover-supply and laundry package described on the next page.

04 / THE RIGHT SUPPORT

Choose your operating role.

JaxBNB has different service levels for owners who want local operations handled and owners who prefer to stay involved.

Service	Who it suits	What to understand
Full-Service Essentials 18%	Owners who want full management and retain supply costs.	Full-service operations, pricing strategy, distribution, guest care and lodging-tax handling. Owner supplies linens and consumables; outside laundry and optional supply services are extra.
Full-Service Plus 25%	Owners who want the standard turnover essentials included.	Everything in Essentials, plus sheets, towels and standard bed linens; standard turnover supplies such as toilet paper, paper towels, soap and coffee; washing and folding; stained-linen replacement at no added owner cost.
Co-Hosting Support 12%	Hands-on owners who keep responsibility for local operations.	Pricing and listing support, with the agreed co-hosting scope. Owners remain responsible for their own tax filings and remittance.
Launch & Setup \$2,000	Owners who need a launch foundation.	One-time setup rather than ongoing full-service management. Confirm the specific deliverables and any property-readiness costs.

Both full-service tiers include tailored pricing, distribution to 20+ platforms and JaxBNB's website, guest experiences and applicable sales and tourist-tax remittance under the management agreement.

Always review the current service page and signed agreement for the fee basis, scope, property eligibility, exclusions, startup costs and owner responsibilities. Major repairs, utilities and capital improvements are not made free by a management percentage.

05 / GETTING READY

Build a repeatable stay.

A good listing creates the expectation. Consistent operations deliver it.

Before the first arrival

Complete repairs and the initial deep clean. Test every appliance, lock, thermostat and remote. Match sleeping capacity to suitable beds, seating, dining space and parking. Photograph the finished home and accurately describe stairs, shared spaces and limitations.

At every turnover

Use a room-by-room checklist, track linens and supplies, inspect for damage and missing items, and make it easy for cleaners to flag concerns. Give managers a clear way to acknowledge issues and assign repairs before the next guest arrives.

During the stay

Send practical arrival details, keep a reachable local support path and decide who can authorize urgent repairs. Set clear expectations for pets, pool use, parking, visitors and check-in or checkout times.

After the stay

Review guest feedback for recurring problems, reconcile charges and expenses, and schedule preventive maintenance. Check listing accuracy whenever furniture, amenities or access arrangements change.

A simple launch checklist

Home ready	Operations ready
Repairs and deep clean complete	Cleaner and backup assigned
Safety devices checked	Maintenance contacts confirmed
Beds, linens and supplies ready	Guest instructions checked
Wi-Fi and locks tested	Emergency response plan documented

06 / RULES + RISK

Check every layer.

Use this checklist to organize a property-specific review. Rules can change, and requirements vary by location and ownership structure.

State licensing

Confirm the appropriate Florida DBPR vacation-rental licensing requirements and that the home is listed correctly under the license. Verify changes to the covered rental locations through DBPR.

City, county and private restrictions

Check the regulating municipality, zoning, registration, occupancy, parking, noise and trash requirements. Jacksonville Beach has its own short-term vacation rental registration process. HOA and condominium rules can impose separate limits.

Taxes and records

Confirm Florida sales tax, any discretionary surtax and the relevant county tourist-development tax. Determine what each booking channel collects, what remains to be remitted and who files each return. Keep statements and payment records; avoid collecting or paying the same tax twice.

Insurance and safety

Tell your insurance adviser exactly how the home will be rented and ask about short-term rental coverage, liability, water or storm exposure and amenities such as pools. Document smoke and carbon-monoxide protection, emergency information and routine safety checks appropriate to the property.

Written responsibilities

Set out who handles licensing, remittance, repairs, spending approvals, personal use, access, cancellations, insurance and the end of management. Read the termination and transition process before signing.

This is planning information, not legal, tax or insurance advice. Verify requirements with the relevant authority and qualified advisers before buying, advertising or accepting reservations.

07 / YOUR NEXT STEP

Make the plan property-specific.

A useful recommendation starts with the home, the owner's goals and the costs. It should explain the assumptions and leave room for slower months.

Request a rental income and management review

Share your address, existing listing, owner-use calendar, known restrictions, expense history and what you want to improve. We can discuss the fit, readiness work, management options and a practical transition plan.

jaxbnb.com/rental-income-management-review/

info@jaxbnb.com | 904-242-6988

Questions worth asking any manager

How is the management fee calculated? Which costs are separate? Who remits each tax? How are repair approvals handled? What can I see in my owner portal? How are cleaning problems closed out? What happens to listings, future bookings and guest communication if management changes?

Official references and service details

[Florida DBPR - vacation rentals and timeshare projects](#)

[Jacksonville Beach - short-term vacation rentals](#)

[Florida Department of Revenue - local option transient rental taxes](#)

[Duval County Tax Collector - tourist development tax](#)

[JaxBNB - current rental management options](#)

Prepared October 18, 2026. Check the linked authorities for current requirements. Financial examples are hypothetical and do not represent a promised result. Service terms are governed by your signed JaxBNB agreement.