



SAMPLE REVIEW REPORT — for illustration only, all figures are dummy data

Rivera Family Rentals — Monthly Review

June 2026 · Review package ·

This is your monthly deep dive — not just what happened, but what changed and what deserves your attention. No accounting background needed. We start with the same five numbers as always, then explain the story behind them.

REVENUE	PROFIT	CASH IN BANK	NIGHTS BOOKED
€32,300	€10,300	€13,400	68%
money that came in	what's left after costs	as of month-end	of available nights

1. Revenue — money that came in

Revenue is every euro a guest paid you, before any expenses are taken out.

Source	Amount
Booking revenue (guest stays)	€28,000
Cleaning fees charged to guests	€3,200
Extra services (early check-in, baskets, etc.)	€1,100
Total revenue	€32,300

Compared to last month (€30,400), revenue is up 6% — a strong month across all three properties.

2. Costs — money that went out

Costs are everything you had to spend to run the properties and host your guests.

Cost	Amount
Cleaning & turnover between guests	€4,800
Booking platform fees (Airbnb, Booking.com)	€3,200
Utilities (electricity, water, gas)	€1,900
Repairs & maintenance	€1,500
Mortgage / property costs	€9,000
Supplies (linens, toiletries, coffee)	€900
Insurance & admin	€700
Total costs	€22,000

Platform fees are typically 10-15% of booking revenue — worth checking against your own rate periodically.

3. Profit — what's left over

Profit = Revenue minus Costs. It's the honest answer to "did we actually make money this month?"

	Amount
Revenue	€32,300



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Costs	-€22,000
Profit	€10,300

A profit margin of 32% ($€10,300 \div €32,300$) is a strong result for a small rental business.

4. Cash — money actually in the bank

Profit and cash are not the same thing. Profit is what you earned on paper; cash is what's sitting in your account right now, after paying bills and receiving payments that were owed to you.

	Amount
Cash at start of month	€9,800
+ Cash received from guests	€31,500
- Cash paid out (bills, cleaning, suppliers)	-€27,900
Cash at end of month	€13,400

Cash grew steadily this month — guest payments came in on schedule and costs stayed under control.

5. Nights booked — how full were you?

This is the share of available nights, across all your properties, that were actually booked.

	Amount
Nights available (3 properties × 30 nights)	90
Nights booked	61
Nights booked rate	68%

68% is healthy for a small rental portfolio. Anything consistently below 50% is usually a sign to revisit pricing or listing photos; consistently above 85% may mean you could raise rates.

Is the business improving or slowing down?

This is the question every other number in this report is really trying to answer. Here's how this month compares to last month, side by side:

Metric	This vs last month
Revenue	+6% (€30,400 → €32,300)
Costs	+5% (€21,050 → €22,000)
Profit	+10% (€9,350 → €10,300)
Nights booked rate	+7 points (61% → 68%)

Profit grew faster than revenue, because costs grew more slowly than revenue did. That's the real sign of a healthy month — not just a busier one, but a more profitable one. The direction is right; it's worth understanding what drove the extra bookings so you can repeat it.

Which activities make you the most money?

Not every euro of revenue is equally profitable. Here's what's really driving this month's income:

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Revenue source	Share of revenue
Booking revenue (guest stays)	87%
Cleaning fees charged to guests	10%
Extra services (early check-in, baskets, etc.)	3%

Booking revenue is, and always will be, the core of this business. Worth a closer look: the €3,200 you collect in cleaning fees doesn't fully cover the €4,800 you actually spend on cleaning & turnover — a €1,600 gap. That's not necessarily a problem, but it means cleaning currently costs you more than guests pay for it. Extra services, on the other hand, cost you very little to deliver, so almost all €1,100 of that revenue drops straight to profit.

Which costs are growing too fast?

Some costs simply grow with revenue — more guests, more cleaning. Others grow on their own and deserve a second look. Sorted by how fast each one is rising:

Cost	Change vs last month
Repairs & maintenance	+25% (€1,200 → €1,500)
Cleaning & turnover	+7% (€4,500 → €4,800)
Booking platform fees	+7% (€3,000 → €3,200)
Utilities	+6% (€1,800 → €1,900)
Supplies	+6% (€850 → €900)
Mortgage / property costs	0% (€9,000 → €9,000)
Insurance & admin	0% (€700 → €700)

Repairs & maintenance is the outlier — growing four times faster than any other cost. If it was a one-off fix, no action needed. If it's the second month in a row it's climbed, it's worth asking why.

What deserves your attention this month

1	Look into the repairs & maintenance increase. It jumped 25% this month. A single repair is nothing to worry about — but if you see the same rise next month, it may point to a property that needs bigger, planned maintenance rather than one-off fixes.
2	Consider raising the cleaning fee slightly. Guests currently pay €3,200 toward cleaning that actually costs you €4,800. Even a modest increase per stay would close most of that gap without making your nightly rate look more expensive.
3	Note what drove the jump in nights booked. Bookings rose from 61% to 68% this month. Was it seasonal, a pricing change, or new listing photos? Understanding the cause is the difference between a lucky month and a repeatable one.

Have a question about anything in this review? Just reply and we'll walk you through it in plain terms.

Note: all figures in this document are sample/dummy numbers for illustration purposes only.