SAMPLE PLAN · GUEST SUITE ROI

Guest Suite ROI Plan

An example community · Written for an Executive Director

A furnished guest suite is not a furniture purchase. It is a revenue line: paid friend and family stays, trial stays for prospective residents, and guest nights that count toward blended occupancy. Suite Innovations furnishes the unit, shipped direct. SuiteBird runs the bookings, payments, and housekeeping workflow. This page shows what the suite earns back, and when.

$8,500
ONE TIME FURNISHING PACKAGE, ALL IN

$1,204/mo
NET AT BASE CASE, 14 GUEST NIGHTS A MONTH

7 months
ESTIMATED PAYBACK AT BASE CASE

Three scenarios. Your rate. Your suite.

SCENARIO	MONTHLY VOLUME	GROSS / MO	NET TO COMMUNITY / MO	PAYBACK	YEAR ONE NET
Conservative	8 nights · about 4 bookings	$800	$667	13.0 mo	($645)
Base case	**14 nights · about 7 bookings**	**$1,400**	**$1,204**	**7.2 mo**	**$5,799**
Strong	20 nights · about 10 bookings	$2,000	$1,741	5.0 mo	$12,243

Assumptions: nightly rate $100, set by the community and adjustable anytime · average stay 2 nights · booking fee $15 plus 3% per booking · software $49 a month · one time onboarding $149 · furnishing package $8,500 all in, shipped direct. Net is gross stays minus booking fees and software. Payback includes furnishing and onboarding. Year one net is 12 months at that volume minus all one time costs.

What the table does not price in. Every guest night is also a conversion moment. Trial stays turn into move ins at rates no tour matches, and a single move in is worth a year or more of resident revenue. Guest nights also feed a micro occupancy metric, so the occupancy report finally shows what the suite is doing between move ins. The table is the floor, not the ceiling.

THE OFFER

One suite. One furnishing package. A payback date on paper.

The community approves every guest, every rate, and every booking. Suite Innovations handles the furnishing, and SuiteBird handles everything else. Even at the conservative case, the suite pays for itself in about 13 months and earns from then on.