



#4
of 10 comparable
listings by revenue

Airbnb Listing Report

Sunny 1-Bedroom with Private Terrace

Williamsburg, Brooklyn, New York

June 4, 2026

bnb **ANALYTICA**



You rank fourth by revenue.

Top 3 earn \$8,366 more per year on average.

ADR

Your nightly rate sits \$27 below the top-3 average

Top comps average \$208/night. Closing half that gap at current occupancy adds ~\$3,350/year.

Occupancy

Occupancy is strong but ADR is the lever to pull

Your 68% occupancy beats the bottom half of comps. This is a pricing problem, not a discovery problem.

Rating

Rating is 0.17 below top performers — driven by one recurring complaint

Cleanliness is at 4.6 — Airbnb flags listings below 4.8 and reduces their search visibility. It's the fastest lever you have.

01

Competitive landscape

Performance Snapshot

| # | LISTING | REVENUE (LTM IN USD) | ADR (USD) | OCCUP. RATE | RATING | # REVIEWS |
|----|---|----------------------------|-----------|----------------|--------|--------------|
| 1 | Garden Apt · Private Patio | \$58,200 | \$214 | 74% | 4.94 | 182 |
| 2 | Bright Studio · Manhattan Views | \$54,800 | \$209 | 72% | 4.91 | 143 |
| 3 | Modern Loft · Rooftop Access | \$51,300 | \$201 | 70% | 4.88 | 97 |
| 4 | Sunny 1-Bedroom with Private Terrace | \$46,400 | \$187 | 68% | 4.71 | 47 |
| 5 | Cosy Retreat · Exposed Brick | \$44,100 | \$182 | 66% | 4.83 | 211 |
| 6 | Designer 1BR · Near L Train | \$41,800 | \$176 | 65% | 4.76 | 68 |
| 7 | Bright Corner Apt · Good Light | \$39,200 | \$168 | 64% | 4.69 | 54 |
| 8 | Compact Studio · Prime Location | \$36,900 | \$159 | 63% | 4.72 | 129 |
| 9 | Artsy 1BR · Local Feel | \$34,100 | \$152 | 61% | 4.65 | 38 |
| 10 | Basic 1BR · Good Transport | \$29,400 | \$138 | 58% | 4.58 | 22 |

LTM — Last Twelve Months

ADR — Average Daily Rate

Occup. Rate — % of available nights booked

Guests love

- Location praised in 38 of 47 reviews—perfect for Brooklyn
- Natural light and terrace mentioned as standout features
- Host responsiveness rated positively in first-time guest reviews
- Neighbourhood character resonates strongly with repeat visitors

Guests complain about

- Check-in unclear — mentioned in 9 reviews, 3 as 1-star
- WiFi speed described as 'unreliable for work' in 4 reviews
- Airbnb hides listings below 4.8 cleanliness score in search.
- Kitchen lacks basics: no coffee grinder or sharp knives guests expect.

Host responses

Two recent 3-star reviews got no reply. Future guests read responses before booking — a public reply showing you fixed the issue is a conversion tool, not just courtesy. Silence reads as indifference.

Fix this first

Rewrite check-in instructions with key-box photos and door code. Send 24h before arrival. Addresses 9 of 47 reviews in one change.

03 *Your listing* Listing Quality

Photos

18 photos — below top comps' 25+. Cover (terrace at dusk) is strong. Living room shot taken at night reads smaller than reality. No bathroom photo.

Missing shots:

- Living room in morning light
- Bathroom
- Kitchen close-up
- Neighbourhood street shot

Title

Title buries the hook. On Airbnb mobile, guests see only the first 32 characters — right now that's 'Sunny 1-Bedroom with Private Ter...'. The terrace, your best selling point, never shows.

Suggested: Private Terrace · Bright 1BR
in Williamsburg

Description

Opens with 'Welcome to my apartment' — a missed hook. WiFi speed absent despite remote-worker ICP. Terrace buried in paragraph 3.

Amenities gap

Dedicated workspace — desk visible in photos unlocks remote-worker searches. Self check-in after fixing instructions. Espresso machine high-ROI. Blackout curtains — guests mention early light. Welcome basket nice-to-have.

04 *The plan* Top 5 Actions

01

Raise your base rate by \$18/night and test for 30 days

ADR is \$27 below top-3 comps. A \$18 raise at current occupancy adds \$4,470/year. Data says underpriced.

EFFORT LOW

COST FREE

IMPACT HIGH

02

Rewrite check-in instructions with photos, send 24h before arrival

9 of 47 reviews flag check-in friction — 3 are 1-star. Fix this and rating improves within 10 bookings.

EFFORT LOW

COST FREE

IMPACT HIGH

03

Add 'Dedicated workspace' and 'Self check-in' to amenities

Both are search filters. Adding them surfaces your listing to remote workers who can't find you today.

EFFORT LOW

COST FREE

IMPACT MEDIUM

04

Reshoot living room in morning light, add a bathroom photo

Night-lit living room undersells the space. 18 photos vs. 25+ for top comps — gap is costing clicks.

EFFORT LOW

COST FREE

IMPACT MEDIUM

05

Respond publicly to your two unanswered 3-star reviews

Both mention check-in. A brief public reply signals you act on feedback — silence reads as indifference.

EFFORT LOW

COST FREE

IMPACT MEDIUM



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