

Budget-Friendly Upgrades with High ROI for Short-Term Rentals

Maximizing your short-term rental's appeal doesn't have to break the bank. Small, strategic upgrades can significantly boost bookings, enhance guest satisfaction, and increase nightly rates. Here are the best budget-friendly upgrades that deliver a high return on investment (ROI).

1. Smart Technology for Convenience & Security

Guests prioritize ease of access and safety, and smart home tech makes your rental more appealing and modern.

- ✓ Smart Locks (\$100-\$200): Keyless entry makes check-in seamless.
 - ✓ Smart Thermostat (\$100-\$250): Helps optimize temperature control and energy efficiency.
 - ✓ USB Outlets & Charging Stations (\$20-\$50): Guests love easy device charging.
 - ✓ Smart Lighting (\$50-\$100): Automated or voice-controlled lighting adds a luxury feel.
- 💰 ROI: Higher guest satisfaction and better reviews = more bookings.

2. Hotel-Quality Bedding & Comfortable Mattresses

A great night's sleep is one of the most important factors in guest satisfaction.

- ✓ Upgraded Pillows & Bedding (\$75-\$200): Crisp white linens feel luxurious.
 - ✓ Mattress Topper (\$50-\$150): Softens an older mattress without replacing it.
 - ✓ Extra Blankets & Throws (\$30-\$60): Makes the space feel cozy and welcoming.
- 💰 ROI: Guests are more likely to book and return if they sleep well.

3. High-Impact Bathroom Upgrades

A clean, modern bathroom elevates the entire rental experience.

- ✓ Rainfall Showerhead (\$40-\$100): Creates a spa-like feel.
 - ✓ Luxury Hand Soap & Toiletries (\$20-\$50): Small details make a big impression.
 - ✓ LED Mirror (\$75-\$200): Adds a modern, high-end look to any bathroom.
 - ✓ New Towels & Bath Mats (\$50-\$100): Fresh, plush towels increase comfort.
- 💰 ROI: Better photos and higher perceived value = higher nightly rates.

4. Statement Lighting & Stylish Fixtures

Lighting sets the mood and enhances the visual appeal of your space.

- ✓ Pendant Lights (\$50-\$150): Instantly modernizes a kitchen or dining area.
 - ✓ Dimmable LED Bulbs (\$25-\$50): Allows guests to adjust ambiance.
 - ✓ Under-Cabinet Lighting (\$30-\$75): Adds elegance to kitchens and bathrooms.
 - ✓ Modern Ceiling Fans (\$100-\$250): A sleek design improves both function and style.
- 💰 ROI: A well-lit space photographs better, making it more attractive to potential guests.



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5. Functional & Stylish Furniture Upgrades

- ✓ Sofa Bed (\$300-\$600): Increases guest capacity and rental income.
- ✓ Compact Dining Table & Chairs (\$150-\$300): Great for small spaces.
- ✓ Outdoor Seating (\$100-\$250): Creates an inviting patio area.
- ✓ Luggage Rack (\$30-\$50): Small but makes guests feel at home.
- 💰 ROI: More sleeping space = higher occupancy potential and increased rental value.

6. Kitchen Essentials & Upgrades

- ✓ Air Fryer or Instant Pot (\$75-\$150): A bonus feature guests appreciate.
- ✓ Coffee Bar Setup (\$50-\$100): Include a coffee maker, mugs, and local coffee.
- ✓ Dishware & Glassware (\$75-\$200): Matching sets create a polished look.
- ✓ Organized Pantry & Labels (\$30-\$75): Helps guests feel at home.
- 💰 ROI: Small kitchen conveniences lead to better reviews and longer stays.

7. Budget-Friendly Outdoor Enhancements

- ✓ String Lights (\$30-\$75): Instantly transforms an outdoor space.
- ✓ Fire Pit (\$100-\$250): Encourages guests to enjoy the outdoor area.
- ✓ Hammock or Swing Chair (\$75-\$150): Adds a unique, relaxing touch.
- ✓ Potted Plants & Greenery (\$50-\$100): Elevates curb appeal.
- 💰 ROI: More attractive listings = higher demand and nightly rates.

8. Wall Art & Décor That Stands Out

- ✓ Large Canvas Prints (\$50-\$150): Statement pieces make a space memorable.
- ✓ Peel-and-Stick Wallpaper (\$75-\$200): Quick way to add an accent wall.
- ✓ Floating Shelves (\$30-\$75): Adds storage and decorative appeal.
- ✓ Personalized Touches (\$20-\$50): A welcome sign or guestbook makes a lasting impression.
- 💰 ROI: A well-styled space leads to better photos and increased bookings.

Final Takeaway: Small Changes = Big Impact

You don't need a huge budget to make your short-term rental stand out. Strategic, affordable upgrades can lead to higher occupancy rates, better guest reviews, and increased revenue.



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