

● For hosts with 1-2 places · no PMS

Sep 15 reprice checklist

On September 15, 2026, Airbnb moved remaining self-managed hosts to the **15.5% host-only service fee** — including guests who already know you and book again by name. Use this once, with your own numbers.

1. **Confirm you're in this wave** — You're self-managed on the Airbnb dashboard — not already moved earlier with a PMS or channel manager.
2. **Reprice with your numbers, not a viral %** — Hosts argue about ~+14.8% vs ~+18.3%. Run a normal weekend (not a peak holiday) through a fee calculator. One real stay beats a thread screenshot.
3. **Check fees that also get hit** — Cleaning fees and other add-ons can take the 15.5% too. Update those lines, not only the night rate.
4. **Review Smart Pricing and rules** — If you use Airbnb Smart Pricing or price rules, reset your floors after the fee change so you don't quietly race to the bottom.
5. **List your repeat guests** — Who already books you by name? On Airbnb, those stays still pay the host fee. Decide person by person: stay on-platform, or offer a direct path.
6. **Know "Airbnb direct links" aren't true direct** — Airbnb's pilot "direct booking" links can still take roughly 6-10%. True direct means the guest pays on *your* site.
7. **If you go direct: calendar first** — Sync Airbnb blocked dates (iCal) before you share any link. Double-booking hurts more than the fee.
8. **Check insurance off-platform** — AirCover usually doesn't follow you off Airbnb. Know your own policy before you move repeats.
9. **Write one short note to repeats** — A simple "book with me direct next time" message beats a redesign. Keep the link and the ask clear.
10. **One-week reality check** — After Sep 15, compare one weekend's payout to a similar stay before the change. Adjust once with real numbers — not panic.

This page is yours to keep. No signup required to use it.

If you want a lightweight direct path (1–2 properties)

You're already doing the host work. The fee change made repeat guests on Airbnb more expensive. A full PMS is overkill for one cabin or two places. A simple booking site isn't.

HOW BOOKDIRECTLY HELPS

Airbnb calendar sync (iCal)

Blocked dates stay honest so direct doesn't mean double-booking.

Stripe payments

Money lands in your Stripe account. We're not a middleman on the stay.

Digital rental agreements

Guests sign before they pay so expectations are clear.

Built for 1–2 properties only

Not Guesty. Not OwnerRez. If you need staff workflows or 3+ listings, a real PMS is the better call.

Free until it works

Free until your first direct booking, or 30 days. Then \$19/mo for one property, \$29 for two. No booking by day 30? Stay on for \$9/mo while you keep building.

NEXT STEP

See what 15.5% costs on a normal stay

[Fee calculator](#)[Get started](#)

We're hosts too. Same fee. Same problem.

— Steven & Laura · hosts, BookDirectly