



Airbnb-friendly Apartments

Jonathan Shaver
NCREIF
April 9, 2025

How many people think
their **residents** are hosting
on **Airbnb**?



What if you could benefit
from Airbnb?



Airbnb-friendly Apartments
makes it **easier for renters** to
find places they can
host part-time.



The Crowley

8 listings need review

Activity Settings Payout

Revenue share

This property's revenue share is 25%.

This determines how much you will earn from each host's listing. To change this value, please contact support.realestate@airbnb.com.

Night limits

The following night limits apply to this property:

- Hosts can host up to 210 nights per year.
- The year term begins on January 1.
- Stays of 30 nights or longer are included in the limit.
- Private rooms or shared room stays are included in the limit.
- Limits are applied at the listing level.

The property management team will receive an email notification when a host reaches the night limit. If you need to change any of these settings, please **contact** your Airbnb account manager.

Listing review

- Allow hosts to publish their listings
You won't need to spend time reviewing each listing once it's submitted.
- Manually review all new listings
You'll have 168 hours to request changes or reject new listings before they are published.

Building details



The Crowley
123 Main St., Nashville, TN 37201

Units: 144 Revenue share: 25% Night limits: 210

Activated on: 08/05/2023

Building rules

Active hosts in your building will be required to follow these rules, and their guests will have to agree to them prior to a stay.

You won't need to spend time reviewing each listing once it's submitted.

Manually review all new listings

You'll have 168 hours to request changes or reject new listings before they are published.

Guest requirements

Airbnb standard requirements

Confirmed phone number, email address, payment information, and agreement to House Rules.

[Learn more](#)

Government ID for identity verification

Require new US bookers to complete identity verification with a government ID.

Good track record

Guests who have stayed on Airbnb without incidents or negative reviews can instantly book. Anyone who doesn't meet this requirement can still send a request to book.

Occupancy limits

Allow hosts to set their own occupancy limits

Give hosts full control over how many guests they want to host.

Establish property-wide occupancy limits

For entire home stays, the guest limits are:

Studio: 2 max

2 bedrooms: 5 max

3 bedrooms: 7 max

For private room stays, the guest limits are:

Per room: 2 max

For shared room stays, the guest limits are:

Per room: 2 max

Building rules

Active hosts in your building will be required to follow these rules, and their guests will have to agree to them prior to a stay.

These rules cannot be edited but can be copied to paste elsewhere.

General Building rules:

You and all guests and occupants must comply with any written Building rules, regulations and policies, including instructions for care of the dwelling and the Community. The dwelling and other areas must be kept clean and free of trash, garbage, and other debris. Doors, windows, and other passageways inside the dwelling must be clear and unobstructed for access to every room in the dwelling and may be used only for entry or exit. Glass containers are prohibited in all common areas. You, your occupants, or guests may not anywhere in the Community; use candles or use kerosene lamps or kerosene heaters, cook on balconies or outside; or solicit business or contributions.

You, your occupants or guests, or the guests of any occupants, may not engage in the following activities: behaving in a loud or obnoxious manner; disturbing or threatening the rights, comfort, health, safety, or convenience of others (including our agents and employees) in or

Copy all

4.8

Avg. Guest
Overall Rating

4.9

Avg. Host Rating
on Cleanliness

4.9

Avg. Host Rating
on Respecting
Rules



\$12.7M
Resident Earnings



\$3.7M
Partner Earnings



We're also driving
long term demand





Airbnb-friendly apartments

Rent a place to live. Earn money by hosting on Airbnb part-time.

Explore near you

You could earn **\$842** hosting on Airbnb

[Learn how we estimate earnings](#)

What size apartment will you need?
1 bedroom

How many nights will you host on Airbnb?

7 nights

This building lets you host up to 120 nights per year

Night, daily, fee, revenue share, and other rules and restrictions, or local regulations, apply and may change over time.

Explore nearby buildings

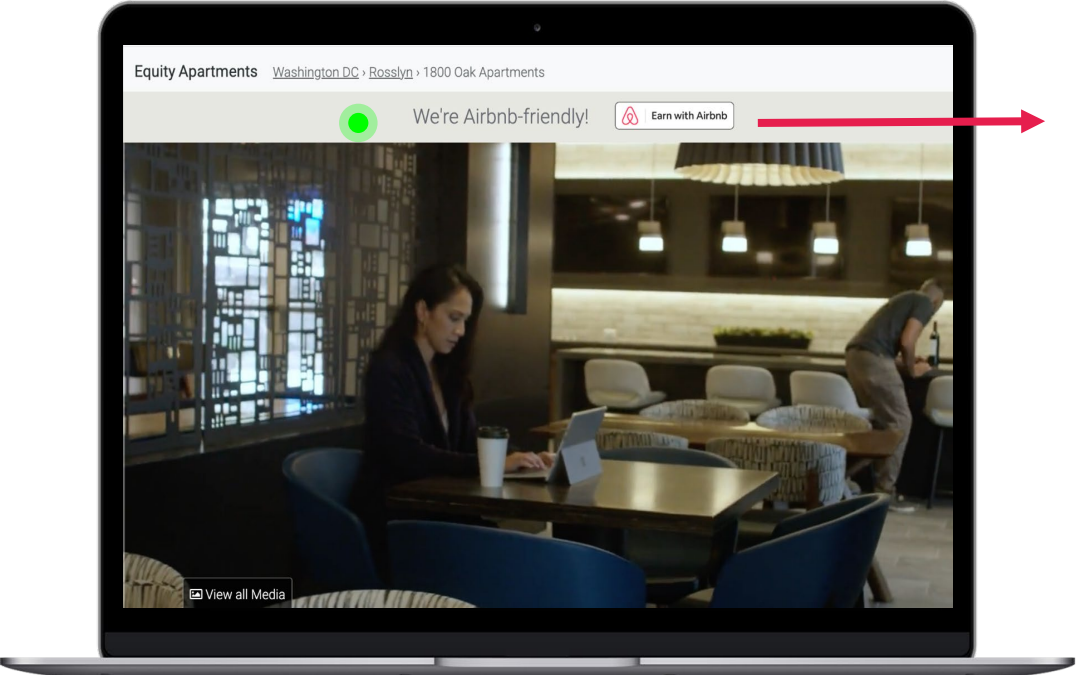


Highlands of Maricopa San Rafael, CA

"I can't express how grateful I am that my building is Airbnb-friendly! Hosting has given me



Partners market “Airbnb-friendly” to attract residents



You could earn **\$1,216** hosting on Airbnb

[Learn how we estimate earnings](#)

This building will receive a 30% revenue share on the payouts made to you on Airbnb. It's already reflected in the earnings estimate.

Night limits, the revenue share, and other rules and restrictions, or local regulations, apply and may change over time.

[Special offer](#)

What size apartment will you rent?
Studio - from \$1,824 per month

Will guests have the place to themselves?
Yes, the place is all theirs

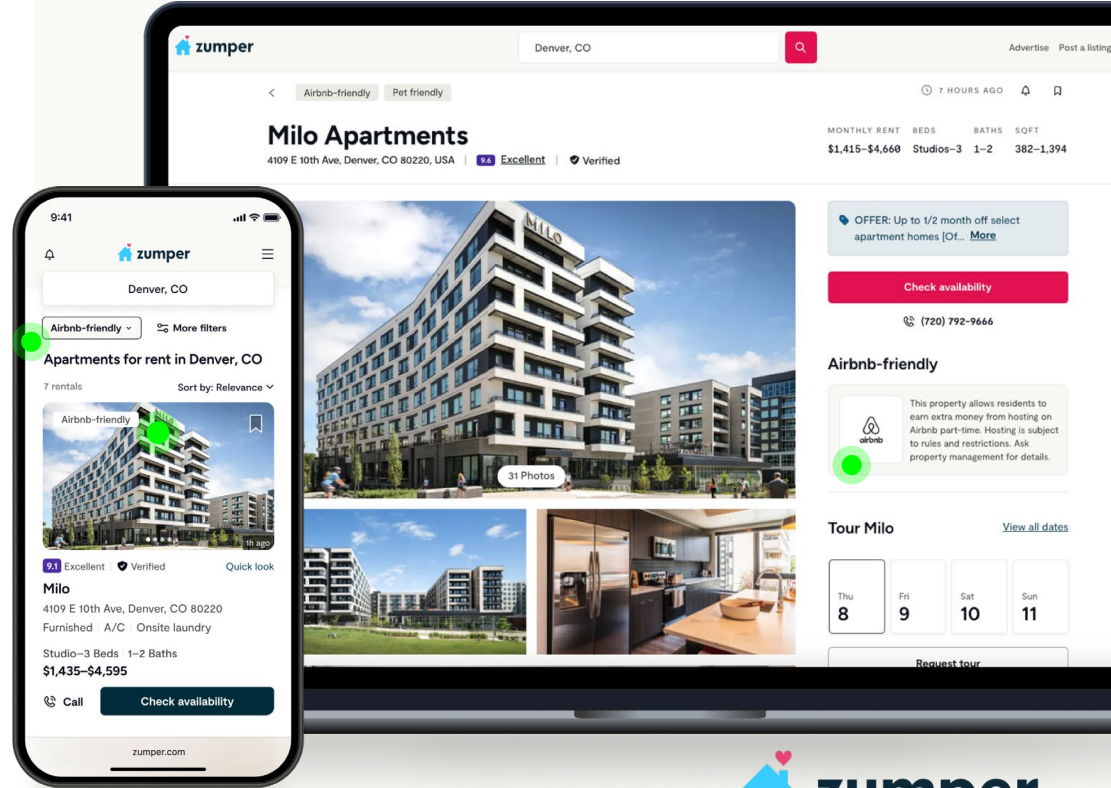
How many nights will you host on Airbnb?
7 nights
This building lets you host up to 120 nights per year



ZUMPER CASE STUDY

Merchandising “Airbnb-friendly”

Renters identified Airbnb-friendly communities using marketplace enhancements on Zumper within search results and on the listing detail pages.



“Airbnb-friendly” drove higher intent prospects to apartment communities on Zumper

1.5X

More search impressions

88%

More property views

64%

More, highest-quality leads

Highest-quality leads are renters who submit direct messages to a community, and are most likely to engage and convert.



Want to learn more?

Scan the QR code or visit:
airbnb.com/realestate

