Master Cohost
YOUR RENTAL. OUR EXPERTISE

More from your let, less of your time.

Full management, a booking website of your own, and the marketing that fills it, run on a platform built to keep the calendar, the money and the guests straight.

For landlords and Airbnb owners. Choose how much you hand over: your own direct-booking site, that site plus the marketing, or the whole let run for you.

Book direct

Your own website, on your domain or ours, with card payments and no booking fee.

Calendar safe

Calendars shared with every channel, payments checked, clashes caught nightly.

Guests cared for

Bookings, arrivals and deposits handled, and guests screened before a code.

Money you can see

A statement in the first week of each month: bookings, occupancy, rate and every cost.

At a glance, as published at mastercohost.com/pricing

0%
booking fee on your own website, on every plan we offer

15%
Managed commission, or 10% on stays of 28 nights or more

£249
Managed setup, with an inspection, safety check and guidebook

£39
a month for your own booking website, after £795 setup

30
days' notice to leave, with your domain and content

Prices as at 15 October 2026. No VAT is charged: we are not VAT-registered. Nothing in this brochure is a forecast of income or a promise of results.

The problem and the answer

Most lets don't lose money on the guests. They lose it on the fees, the gaps and the admin.

A platform fee on every night, a midweek that never fills, a double booking between two calendars, a statement nobody can read. Each has a specific answer here, and most are built into the software rather than left to memory.

What goes wrong for an owner	What Master Cohost does about it
A platform fee comes off every booking.	Your own website takes bookings with no booking fee. Guests pay by card straight into your own Stripe account.
Two calendars, two guests, one flat.	Your calendar is shared with every channel. Checkout re-checks the dates, and a nightly check flags any clash.
Weeknights and winter months sit empty.	Company stays of 28 nights or more are quoted and invoiced, and on Grow and Managed we find the firms that book them.
Refunds and deposits go by memory.	Your cancellation policy is applied for you and refunds issued in Stripe; deposits come back with the reasons.
A door code reaches the wrong person.	Arrival details go out two days ahead, and never to a booking with a card dispute, a calendar clash or a hold.
You can't tell what the let earned.	A statement in the first week of each month: bookings, nights, occupancy, nightly rate and every cost, line by line.
Leaving an agency is harder than joining.	30 days' notice. Your domain and your content are yours; stays already booked are completed first. Guest personal data stays protected and is never handed over.

How it works

Guests
book on your website, Airbnb, Booking.com or Vrbo

→

Your booking platform
one calendar, payments checked, policy applied

→

You
paid through Stripe, with a monthly statement and portal

1 An estimate, then a call

Postcode and bedrooms give you an income range at once. Ask, and a person checks your area and sends a written report.

2 Built and connected

Built from your property's details and photographs, then linked to your calendars, Stripe and domain.

3 Live and reported

Bookings arrive, guests are looked after, and every booking and every pound is in your portal and monthly statement.

Three plans

Choose how much you hand over

All month to month, all on one published price list. Each plan includes everything in the one before it.

Direct

You run your own let and want bookings without a platform fee.

£39 a month

after a £795 setup fee

0% booking fee: you keep every pound a guest pays, less card processing. Month to month.

- Your own branded booking website, on your own domain if you have one
- Your calendar shared with Airbnb, Booking.com and Vrbo
- Card payments into your own Stripe account, paid to you
- Quotes and invoices for stays of 28 nights or more
- Hosting, updates, backups and search and AI-search markup

Grow

You want more direct and long-stay bookings, without the work.

£149 a month

after a £795 setup fee

Everything in Direct, still with 0% booking fee, plus the marketing that fills your calendar.

- A demand map: who books near you, and when
- Seasonal campaigns to past guests who asked to hear
- Outreach to the firms that book long stays near you
- A monthly report: bookings by channel, direct share
- With income, enquiries, reviews and what we did

Managed

You want the income from your let without any of the work.

15% of bookings

10% on stays of 28 nights or more

Everything in Grow. A £249 setup fee, cleaning passed on at cost, and 30 days' notice to leave.

- Listings created and optimised on every channel
- Channel pricing moved with demand, reviewed weekly
- Guest messaging, vetting and check-in, every day
- Cleaning and hotel-grade linen at cost, no markup
- Maintenance, compliance and an owner portal

How Managed earns you more

- Revenue management on every channel
- AI pricing, reviewed by a person weekly
- Listing optimisation, checked by hand
- Review management: in touch throughout the stay
- All within your commission, no extra fee

What we don't charge

- No booking fee on your own direct website
- No markup on cleaning, linen or repairs
- No per-reservation admin fee on any plan
- No charge to review your existing photographs
- No lock-in: leave on 30 days' notice, any time

What a direct booking is worth

On a £100 night	To you
Booked through a platform charging 15%	£85
Booked on your own site (Direct or Grow)	£100, less card processing
Booked direct on Managed	£85, and no work

Illustrative, as on the pricing page. Platform fees vary by platform and host settings.

Priced individually, quoted before any work: dusk and drone photography, a 3D tour and floorplan, a listing copy rewrite, and a compliance pack (fire risk assessment, gas and electrical certificates, registration).

Direct: your own booking website

A website that takes bookings, payments and deposits, and keeps the calendar honest

Your site is not a brochure with a contact form. It prices the stay, checks the dates against every calendar, takes the payment into your account, and does the follow-up a guest expects from a hotel.

Booking

- **Live availability:** your bookings, holds and blocks, and each channel's, in one calendar.
- **Prices by length of stay** from your rate card, with cleaning shown as its own line.
- **Checked on the server** before any card is charged: it is the price authority.
- **Dates held in one step,** so two guests can never pay for the same night.
- **A choice at checkout:** a refundable damage deposit or a non-refundable waiver.

Payment

- **Card payments by Stripe** into your own account; we never see a card number.
- **A confirmation and receipt** to every guest as they pay, and a notice to you.
- **Your cancellation policy,** applied for you and timed from when the guest asked.
- **Refunds issued in Stripe,** in full where your terms let us cancel for you.
- **Card disputes tracked** on the booking, with the date to respond by shown.

Guests

- **Arrival details** two days before check-in, or at once for a late booking.
- **Never sent** to a booking with a card dispute, a calendar clash or a hold.
- **Deposits returned** in one step, less anything kept, with the reason given.
- **Reviews from real guests,** by a one-time link and moderated before they show.
- **A guest list** on Grow and Managed, of those who ask to hear from you, with an unsubscribe link. Guest personal data is held under data-protection law and is not handed over if you leave.

Being found

- **An address from day one** on mastercohoststays.co.uk, and your own domain if you want one.
- **Search and AI-search markup,** so Google and ChatGPT can read your prices.
- **An area guide** you write: what is near, how far, and why a guest would care.
- **Long stays quoted in writing,** invoiced with the booker's purchase-order number.
- **Company payment terms** of 7, 14 or 30 days, with a reminder if unpaid.

Honest limits. Your calendar can be added to every channel, so a direct booking closes the dates everywhere. Bookings come back from one channel by its calendar link, or from every channel through a channel manager such as Guesty. Channels read a calendar on their own schedule, so a booking made on one may take a little while to appear on another; the nightly check is there for the rare clash.

Managed: we run it

The whole let, run day to day, with the work shown on your statement

On Managed we take on the guests, the listings, the cleaning and the upkeep. You keep the ownership, the say on anything that costs money, and a clear view of every booking.

Area	What we do, and what the platform does for it
Listings and pricing	Listings created and kept up on each channel; channel prices moved with demand and reviewed weekly by a person; your site uses your rate card.
Guests	Messages answered every day of the year. Arrival details go only when nothing stands against the guest and a person has approved them.
Cleaning and linen	Cleaners emailed each changeover: two weeks ahead every Monday and a reminder the day before, never with guests' names. At cost.
Repairs	Non-urgent repairs above £150 are quoted and go ahead only when you agree; urgent safety or security repairs are made and reported that day.
Deposits and damage	Deposits returned within the period your terms promise, with reasons for any deduction; anything kept for damage is paid on to you.
Long stays	Stays of 28 nights or more at 10%, quoted in writing, invoiced through Stripe with the booker's purchase-order number, and chased if unpaid.
Commission	15% of booking revenue, 10% on long stays, taken before payment reaches you; commission on channel bookings is invoiced monthly with costs.

How you are paid

- As each booking is paid, your share goes to your own Stripe account, net of commission.
- A cancellation refunds the guest under the policy and adjusts your payout to match.
- Costs we meet for you are itemised on your statement and invoiced with it each month.
- Commission rises need 30 days' notice, and a booking keeps the rate it was made at.

When you leave

- Give 30 days' notice whenever you choose, with no exit fee and no long contract.
- Your domain and your content leave with you; the website is part of the Master Cohost service — its management tools are built into our platform — so it cannot be taken with you and closes when you leave. Guest personal data is not handed over.
- Stays already booked are completed first, or handed over with all the money for them.
- A handover file lists your upcoming stays, with dates and amounts, as a spreadsheet for you; guest personal data is not included.

Getting your let ready

The £249 setup fee includes

- Listings written and set up on every channel
- Pricing set up and your calendars synced
- A property inspection before the first guest
- Safety check: alarms, certificates, fire risk
- A guidebook for guests: the house, the area

Optional extras, if you want them

- Photographs from £150; we review yours first
- Linen and amenity pack, £150 to £400 by size
- Two key safes, supplied and fitted, £250
- Doorbell camera, outdoors only, £250 to £400
- Furnishing and staging firms recommended

Spread the cost. The setup fee and any extras can be spread over your first three to six monthly statements. The safety check covers alarms, certificates and whether a fire risk assessment is in place; anything missing is quoted first. The key safes are high-security, police-preferred, attack-resistant push-button safes, fitted outside so guests can let themselves in. The doorbell camera, strongly advised, is subject to the building's permission and disclosed on every listing; more cameras are optional. Every property we manage needs reliable, high-bandwidth wifi.

Grow: filling the calendar

The marketing that brings guests to your own site, and back again

A booking website only pays if people find it. Grow adds the work that brings them: a map of who books near you, outreach to the companies who book long stays, and a way to invite past guests back, all reported monthly.

Who books near you

We map who books near you, when and from where: the employers, hospitals, venues and events that fill nights in your area.

It tells us whom to approach, and when to invite past guests back, so the work goes where bookings are.

Long stays

We find the contractors, relocation teams and companies that book stays of a month or more near you, and approach them for you on Comfy Workers and our AI marketing platform.

A person qualifies every lead and sends every message; bookers get a written quote and an invoice on their own terms.

Guests return

Guests can tick a box at booking to hear from you. Seasonal campaigns go only to them, each with your address and an unsubscribe link.

Anyone who unsubscribes is never emailed again: the law on marketing email, built in rather than left to care.

Your month in numbers

With your statement in the first week of each month, and on the Statements tab of your admin, Grow and Managed owners get a short report, against the month before:

Figure	What it tells you
Occupancy	Nights booked out of nights available, and the change from last month.
Average nightly rate	What a night actually earned, and the change from last month.
Accommodation income	The month's total income, and the change from last month.
Direct share	Stays and income booked direct, and through each other channel.
Enquiries and reviews	Enquiries received, new reviews, and their average star rating.
What we did	Campaigns sent, changes made to your site, our outreach and introductions.

Your direct share, every month

Your report shows how many stays and how much income came through your own site, against every other channel, month by month. It is the figure Grow is built to move, and it is drawn from your statement, so the two always agree.

Honest limits

Outreach and campaigns take time to show in bookings, and nothing here promises a number. Channel stays are counted for properties on a channel manager such as Guesty, or entered from each reservation.

The platform underneath

Built like a payments system, because it is one

Every site runs on the same booking platform, built and run by Tech Equity Property Ltd, which also handles the payments. The rules that protect your money are written into the software and tested on every change, not left to a checklist.

Your money

- Payments by Stripe; we never see card details.
- Every amount worked out in whole pence on the server.
- Refunds and payouts check Stripe first: never paid twice.
- Each booking keeps the terms it was made under.

Your calendar

- Dates checked and held in a single step at checkout.
- No card is taken while any calendar can't be read.
- A nightly check flags clashes with other channels.
- Site health watched, with an alert if anything stops.

Your access

- Sign-in by emailed link and authenticator, for everyone.
- Six roles, from your accountant to an administrator.
- Guests' details only for those who look after guests.
- Every change recorded, by whom, for six years.

Your guests' data

- Hosted on Google Cloud in the European Union, in the Netherlands.
- Each owner's records kept apart from every other owner's records.
- A person's data found, exported or erased on request, never restored.
- Guests' details removed from bookings six years after their stay.

Backups and recovery

- Any minute of the last seven days can be read back if it is needed.
- Weekly backups of the whole database, each kept for fourteen days.
- One site restored without touching any other, with an undo copy.
- 1,086 automated tests on every release, and a live check after deploy.

What an owner says

“Before Master Cohost, I was earning between £2,000 and £2,700 a month across two flats in Gloucester during the best summer months of June and July. After switching to Master Cohost, in the less favourable month of September, my income was about £1,000 more. I get a clear statement showing all the income and expenses, and all costs are discussed and agreed with me in advance.”

Dr Navti, owner at Bristol Road, Gloucester. Dr Navti is currently Master Cohost’s technology partner and adviser.

Live proof. Bristol Road Apartments in Gloucester, the operator's own two-apartment let, is booked and paid for on this same platform at bristolroadgloucester.co.uk. No income or occupancy figures are published until they come from real booking data.

For landlords, and for Airbnb hosts

What it means for you

	If you let it yourself	If you hand it over
Income	Direct bookings without the platform's cut, and long stays for the quiet weeks.	15% after a £249 setup, 10% on long stays, and no markup on cleaning or repairs.
Time	Payments, refunds, deposits and guest emails handled by your website for you.	Guests, cleaning, maintenance and listings handled for you, every day of the year.
Control	Your domain, your Stripe account and your own rate card.	Non-urgent repairs over £150 wait for you, and you can leave on 30 days' notice.
Visibility	Every booking and every payment, in your own admin and your Stripe account.	An owner portal, and a statement during the first week of every month.
Risk	No double booking at checkout, and your cancellation policy applied exactly.	Guests screened before a door code goes out, and kept in touch throughout the stay.

Getting started

- **A free income estimate** at mastercohost.com: a range for your postcode at once.
- **A call and a virtual tour** to talk through your let, the right plan and the numbers.
- **Your site built** from your details and photographs, then connected and switched on.

The estimate is a range, not a promise: it starts from what comparable lets earn in your area.



Who we are

Led by **Art and Dawn**: with a team of 7, and growing, we manage **37 short-term lets across the UK**, working in shifts so guest messages are answered 24 hours a day, every day of the year.

Every owner can have a direct booking website under their own brand.

Where we work

Managing lets in

Gloucester · Manchester · Essex · Cambridge · London

Elsewhere in the UK? We are happy to talk about your let wherever it is: your booking website and marketing work anywhere.

Master Cohost
YOUR RENTAL. OUR EXPERTISE

Find out what your property could earn

Postcode and bedrooms, and you see a range straight away. A person follows up only if you ask.

mastercohost.com/estimate
Free income estimate

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Email

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