

Stay. Thrive. Return.

Starter Guide

A Smarter Way to Think About Short-Term Rentals

From the Stay. Thrive. Return. Hosting Framework

Aline Pitney | Brass Lotus Properties™

Our Story

My husband and I have long talked about owning a lake house on Lake Lanier. I grew up in metro Atlanta and met him there. We eventually moved to Colorado and have been here for more than fifteen years. But that lake dream never really left us. We found our first property in November 2024. Purchased it, set it up as a short-term rental, and were just starting to figure it out when our groceries got delivered to the wrong house. Turns out the house next door was for sale. We bought it in June 2025. That's how this started.

Once I got started with short-term rentals, I knew the guests had to come first. Not just as renters. As people we were responsible for. I read Will Guidara's *Unreasonable Hospitality* while setting up the first home. It's written for restaurants, but the core idea translated perfectly: the details that seem small to you are the ones people remember. A great short-term rental isn't just a place to stay. It's whether guests feel comfortable when they arrive. Whether their time there feels easy. Whether they'd ever choose to come back.

That's where Stay. Thrive. Return. came from. It started as a way to think about guests and became a way to think about hosting itself. Because when it's working, you want to do it again. You grow intentionally. You build something worth coming back to. **That's what this framework is about.**

What Most People Imagine



The Design

Imagining a beautiful space, perfect photos, and gorgeous setting



The Success

Receiving that first booking notification and being booked consistently



The Reviews

Watching five-star reviews roll in and guests sharing glowing feedback.

And those things are real, but hosting is more layered than it appears

The Stay. Thrive. Return. Framework

When hosting works well, there's a rhythm to it — for guests and hosts alike.

STAY

For Guests

Guests stay somewhere welcoming and thoughtfully prepared.

For Hosts

Hosts stay engaged by building the right foundations and mindset.

THRIVE

For Guests

Guests thrive because the experience feels effortless and easy.

For Hosts

Properties thrive when the business is structured well.

RETURN

For Guests

Guests return because their stay felt comfortable and memorable.

For Hosts

Hosts return to the process and can grow with additional properties.

STAY

Where Hospitality Begins

Guests know very quickly whether a place feels right.

It shows in the preparation, the clarity of instructions, even a comfortable bed and good lighting.

These small details signal care.



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What This Means for You

Mindset over perfection

Hosting requires warmth combined with steadiness and the utmost hospitality.

You'll get feedback

There will be glowing reviews, and feedback that catches you off guard. Both are part of it.

Check your comfort level

If managing guest expectations sounds stressful, that's important to notice now.

Hospitality begins with mindset.

THRIVE

The Structure Behind a Great Stay

What Guests Experience

When guests have a wonderful experience, it often feels effortless. They rarely see what's behind it.

Effortlessness is a design outcome, not an accident.

What Hosts Must Build

- Pricing & revenue systems
- Maintenance planning
- Financial reserves
- Guest communication protocols
- Operational checklists

Hospitality without structure becomes exhausting. Structure without hospitality feels mechanical. When both exist together, the property — and the host — can truly thrive.

RETURN

The Long-Term Test

The simplest measure of a great guest experience:

People come back.

A return guest means the stay was comfortable, memorable, and easy.

*That kind of sustainability rarely happens by accident.
It comes from thoughtful decisions made early.*

Return applies to hosts too.

When hosting works, you want to do it again:

→ Another property

→ A new project

→ A deeper commitment to hospitality

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If reading this made the idea of hosting feel a little bigger than you expected, that's okay.

In fact, that's the point.

Hosting can be one of the most rewarding things you do

It can also surprise you with how much it asks of you.

Knowing that going in is not a reason to stop. It's just a better place to start.

Ready for a Thoughtful Second Opinion?

Confident Host Strategy Call

- ✓ The market you're considering
- ✓ The property itself
- ✓ Realistic financial expectations
- ✓ Operational setup
- ✓ Whether hosting fits your season of life

Thirty minutes
from “maybe” to
a plan

*Every market is different.
Every property is different.
Every life season is different.*

Schedule your call:

[Book Now!](#)



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