

COASTAL STANDARD STUDIO / WORKING SAMPLE

The First Five Minutes

A practical arrival kit for independent coastal hosts.

INSIDE

- The five-minute arrival standard
- Ready-to-edit arrival and parking copy
- A guest-friendly Wi-Fi card
- Clear host-contact expectations
- A low-friction checkout-eve message
- A property-information intake worksheet

Clear answers. Calmer arrivals. More room for hospitality.

01 / THE STANDARD

Start with what the guest is trying to do

After a long drive, ferry ride, or flight, guests are rarely ready to study a full house guide. They want five immediate answers.

1 Am I in the right place?

Give the exact address, property name, correct entrance, and one reliable visual cue.

2 Where do I park?

State where to park, how many vehicles are allowed, and what not to block.

3 How do I get inside?

Give the entry point, access method, and steps in the order the guest will complete them.

4 How do I connect?

Make the Wi-Fi network and password easy to find, read, and copy.

5 How do I reach you?

Name the preferred contact method, normal availability, and what to do when an issue cannot wait.

WALK IT ONCE

Before publishing, follow the arrival exactly as a first-time guest would. Test every link, code, direction, password, and phone number.

02 / QUICK START

Put the five answers on one phone screen

This is the short version a guest should be able to find without searching through a long message or welcome book.

[PROPERTY NAME] - QUICK START

ADDRESS

[FULL PROPERTY ADDRESS]

PARK

[ONE-SENTENCE PARKING INSTRUCTION]

ENTER

[ENTRANCE + ACCESS METHOD]

WI-FI

[NETWORK NAME] / [PASSWORD]

CONTACT

[PREFERRED METHOD + PHONE NUMBER]

THE EDITING TEST

If these five answers cannot fit on one phone screen, simplify them before adding more information. Keep backup detail in the full guide, not in the first message.

- Use the guest-facing property name consistently.
- Place the exact entrance before lock or key instructions.
- Spell the Wi-Fi network and password exactly as they appear.
- Use one primary contact path instead of listing every possible channel.

DO NOT PUBLISH PERMANENT ACCESS CODES

Deliver changing access details through the secure method used by your operation. Keep the reusable template focused on sequence and location.

03 / GUEST MESSAGE

Make arrival feel obvious

Send this approximately [NUMBER] days before arrival, then resend the essential access details on check-in day if that fits your operation.

SUBJECT: YOUR ARRIVAL AT [PROPERTY NAME]

Hi [GUEST FIRST NAME],

We are looking forward to welcoming you to [PROPERTY NAME] on [ARRIVAL DATE]. Here are the details you will need when you arrive.

PROPERTY ADDRESS

[FULL STREET ADDRESS]

[MAP LINK]

CHECK-IN

Your check-in time is [CHECK-IN TIME] or later. Look for [CLEAR PROPERTY OR ENTRANCE DESCRIPTION] and use the [NAMED] entrance.

PARKING

Please park [EXACT LOCATION]. The reservation includes [NUMBER] vehicle(s). Keep [SHARED DRIVE / WALKWAY / SERVICE AREA] clear. [ADD SEASONAL OR ALTERNATE INFORMATION ONLY IF IT APPLIES.]

ENTRY

You will enter using [ACCESS METHOD].

1. [STEP ONE]
2. [STEP TWO]
3. [STEP THREE]

If anything about arrival is unclear, contact us by [METHOD] at [NUMBER].

Safe travels,

[HOST OR PROPERTY NAME]

BEFORE YOU SEND

- Use directions that remain accurate after dark or in poor weather.
- Describe a visible cue; avoid phrases such as 'you cannot miss it.'
- Put instructions in the exact order the guest will encounter them.
- Delete every line that does not apply.

04 / CONNECTION

Make Wi-Fi effortless

Guests should not need to decode handwriting or contact you to confirm whether a character is a zero or the letter O.

CONNECT TO WI-FI

NETWORK

[EXACT NETWORK NAME]

PASSWORD

[EXACT PASSWORD]

[INSERT WI-FI QR CODE]

Password is case-sensitive.

Need help? Contact [HOST OR PROPERTY NAME] by [METHOD] at [NUMBER].

MESSAGE VERSION

Wi-Fi details for [PROPERTY NAME]:

Network: **[EXACT NETWORK NAME]**

Password: **[EXACT PASSWORD]**

Enter both exactly as shown. If the network does not appear, wait a moment and try again from inside the property. If you still cannot connect, message us through [METHOD].

HOST CHECK

- Test the printed credentials on a device that has not joined before.
- Check the signal in primary living and sleeping areas.
- Replace every printed and digital version when credentials change.
- Use type large enough to read in ordinary room lighting.

Be warm, reachable, and specific

Guests feel better when they know how to reach someone. Hosts feel better when every question is not presented as an emergency.

HOW TO REACH US

PREFERRED METHOD

[TEXT / CALL / BOOKING PLATFORM / OTHER]

CONTACT

[PHONE NUMBER OR PLATFORM INSTRUCTION]

NORMAL AVAILABILITY

[HOURS] [TIME ZONE]

For ordinary questions, send your name, the property name, a short description, and a photo when it would help us understand the issue.

For a property issue that needs prompt attention, call [URGENT CONTACT NUMBER]. If we do not answer, [VERIFIED BACKUP INSTRUCTION].

For an immediate emergency, contact the appropriate local emergency service first. Notify us when you are able so we can respond to property-related needs.

SET EXPECTATIONS HONESTLY

INSTEAD OF	USE
'We are always available.'	'Messages are reviewed between [START] and [END]. For a prompt property issue, call [NUMBER].'
'Contact us if you need anything.'	'Message us through [METHOD] for property questions, maintenance concerns, or help locating an amenity.'

Clear boundaries do not make hospitality colder. They make help easier to find.

06 / DEPARTURE

Make checkout lighter, not louder

Send this during the late afternoon or early evening before departure. Keep it short, put checkout time near the top, and ask only for tasks that genuinely matter.

SUBJECT: A QUICK NOTE BEFORE TOMORROW'S CHECKOUT

Hi [GUEST FIRST NAME],

We hope you have enjoyed your stay at [PROPERTY NAME]. Checkout is tomorrow, [DEPARTURE DATE], by **[CHECKOUT TIME]**.

Before leaving, please:

- Place used towels [TOWEL INSTRUCTION].
- Leave used dishes [DISH INSTRUCTION].
- Place trash [TRASH INSTRUCTION].
- Set [THERMOSTAT / HEAT / AIR-CONDITIONING] to [SETTING], if applicable.
- Close windows, lock exterior doors, and [RETURN KEY / ACCESS ITEM].

If anything at the property needs our attention, message us through [PREFERRED METHOD] before you leave.

Thank you for staying with us,
[HOST OR PROPERTY NAME]

THE FIVE-LINE RULE

Aim for no more than five departure tasks. When a list feels like a cleaning shift, it can overshadow an otherwise excellent stay.

Keep required charges, tasks, and checkout expectations consistent with the information guests received before booking.

Gather the truth before writing the guide

Complete this at the property. Do not rely on memory when a detail can be tested.

PROPERTY BASICS

GUEST-FACING NAME []

FULL ADDRESS []

VERIFIED MAP LINK []

TIME ZONE []

CHECK-IN / CHECKOUT [] / []

ARRIVAL + ACCESS

GUEST ENTRANCE []

RELIABLE VISUAL CUE []

ACCESS METHOD []

STEP 1 []

STEP 2 []

STEP 3 []

DELIVERY METHOD []

PARKING

VEHICLE COUNT []

EXACT LOCATION []

KEEP CLEAR []

SEASONAL NOTES []

Finish the intake and test every detail

The usable system is the accurate one. Review it whenever equipment, contacts, access, policies, or seasons change.

CONNECTION + CONTACT

WI-FI NETWORK []

WI-FI PASSWORD []

PREFERRED METHOD []

PRIMARY CONTACT []

AVAILABILITY []

VERIFIED BACKUP []

CHECKOUT

REQUIRED TASKS []

KEY / ACCESS RETURN []

FINAL LOCK-UP []

VERIFY BEFORE PUBLISHING

- [] Walk the arrival route in the order a guest will experience it.
- [] Test the entry method using the guest instructions.
- [] Connect to Wi-Fi using the recorded credentials.
- [] Call or message every listed contact method.
- [] Confirm parking information from the guest's point of view.
- [] Remove old codes, links, names, policies, and seasonal instructions.
- [] Date the final review: []

OWNER RESPONSIBILITY

Adapt all material to your property, operations, policies, platform terms, insurance, and local requirements. This organizational template is not legal, safety, accessibility, tax, insurance, or regulatory advice.

Clarity should not stop after check-in

The First Five Minutes gives guests a confident start. The Coastal Stay System carries that same clarity through the complete guest journey.

BUILD A MORE CONSISTENT STAY

- A master source of truth for property details
- Pre-arrival, arrival, first-night, and issue-response messages
- Parking, entry, Wi-Fi, and host-contact cards
- A complete, easy-to-scan welcome-book structure
- Room, amenity, waste, heat, and shared-space signs
- Checkout and post-stay communication
- Seasonal reset and annual accuracy checklists
- A reusable message library written in your own voice

THE COASTAL STAY SYSTEM

One stay or a small portfolio

A welcome-book, message, signage, and operations toolkit for independent properties.

Return to the Coastal Standard Studio site to compare Single Stay, Small Portfolio, and Custom Setup.

Good coastal hospitality is a system, not a theme.

This sample is a complete working resource, not a promise of results. Coastal Standard Studio is an adjacent founder-led project. No alcohol is sold, included, reserved, or promised; this is not a beverage preorder or investment and provides no equity, repayment right, revenue share, product credit, or financial return in Tern & Co.