

Is Your STR Business Ready for Fractional Leadership?

A practical self-assessment for property managers and STR suppliers

How to Use This Checklist

Work through both columns honestly. Check each statement that genuinely applies to your business today — not where you want to be. Tally your green checks at the end to see your readiness score.

Section 1 — Leadership & Strategy

✓ READY SIGNALS	✗ NOT READY
 Growth ceiling ☐ We've hit a ceiling and aren't sure why ☐ Revenue or unit count has plateaued ☐ Owner/founder is the bottleneck to growth	 Still stabilizing ☐ Basic operations aren't consistently documented ☐ The team is still learning their core roles ☐ We can't define what 'stable' looks like yet
 Strategic intent ☐ We know the outcome we want fractional leadership to drive ☐ Leadership can articulate what success looks like in 90 days ☐ We're entering a new market, channel, or investor stage	 No defined scope ☐ We'd struggle to describe what we need beyond 'help' ☐ We want someone to do tasks, not lead strategy ☐ We expect the fractional leader to define the role themselves

Section 2 — Team & Infrastructure

✓ READY SIGNALS	✗ NOT READY
 Access & authority ☐ Leadership will give a fractional exec real authority — not just advisory status ☐ We'll share financials, data, and team context openly	 Guarded or siloed ☐ We're not comfortable sharing P&L or performance data with an outsider ☐ Decisions ultimately stay with the founder regardless

- ☐ A key team member can be dedicated as their counterpart



Meeting cadence

- ☐ We can commit to a structured weekly or biweekly check-in
- ☐ Leadership will review and respond to deliverables promptly
- ☐ We're prepared to act on recommendations — not just receive them

- ☐ No one has bandwidth to work alongside a fractional leader



Low engagement

- ☐ Our schedules don't allow for regular structured meetings
- ☐ Past initiatives have stalled because we couldn't follow through
- ☐ We tend to receive advice and not implement it

Section 3 — Budget & Timeline



READY SIGNALS



Budget in place

- ☐ We have budget approved for a meaningful engagement (typically \$3K–\$10K/mo)
- ☐ We understand this is a 3–6 month minimum investment
- ☐ We view this as a strategic investment, not a cost reduction



Timing is right

- ☐ We have a specific business moment driving urgency (season, launch, investment)
- ☐ We're not in the middle of a crisis that would derail focused work
- ☐ We can give this 3+ months before expecting full results



NOT READY



Budget undefined

- ☐ We're hoping fractional is a cheap alternative to a full hire
- ☐ No budget has been approved — we're still in the 'explore' phase
- ☐ We'd need to see ROI in the first 30 days to continue



Crisis mode

- ☐ We're hoping fractional leadership fixes an urgent operational fire
- ☐ We need results in 30–60 days or we'll have to stop
- ☐ The business is unstable and can't absorb strategic change right now



Reflection

Looking at the ready and not-ready columns, which single signal is your biggest blocker right now — and what would it take to address it in the next 90 days?

Your Readiness Score

Count how many green  Ready Signals you checked across all three sections. There are 11 total.

Score	Status	What It Means
0–3 ✓	Not Yet Ready	Build your foundation first. Focus on documenting processes and stabilizing operations.
4–6 ✓	Getting Closer	You have momentum. Address your not-ready gaps, then revisit fractional options.
7–9 ✓	Ready to Explore	Strong readiness signals. Start vetting fractional leaders now.
10–11 ✓	Act Now	You're leaving value on the table. Engage a fractional leader this quarter.

If You're Ready — What Next?

- 1 Define the scope before you search**
Write a one-paragraph description of the outcome you need in 90 days. Revenue? A repeatable sales process? A launch plan? Clarity here saves weeks of vetting.
- 2 Vet for STR industry fit**
Generalist fractional leaders may not understand PMS integrations, OTA dynamics, or seasonal revenue cycles. Ask for STR or hospitality-specific case examples.
- 3 Set KPIs before day one**
Define 2–3 measurable outcomes upfront. Monthly revenue lift, number of systems documented, sales pipeline increase. Agree on how success gets measured.
- 4 Establish access and cadence in week one**
Give them your data. Introduce them to your team. Block time for a weekly check-in from the start — it's the single biggest predictor of a successful engagement.
- 5 Plan for the handoff**
The best fractional engagements end with a system your team owns. From the start, identify the internal person who will inherit what the fractional leader builds.

Want help finding the right fractional leader for your STR business?

Join the ShortCuts4STR community at <https://www.shortcuts4str.com/team> — education and connections built for STR professionals.