

Turo Host Quick-Start

The one-page cheat sheet for new hosts — by FleetYield

The only formula that matters

Break-even (months) = Car cost ÷ Monthly profit

Monthly profit = (Daily rate × Days booked × Your % of Turo split) + (Extras × 0.9) – Monthly expenses

Turo Protection Plans — pick yours

- **70 plan** — you keep 70%. Most coverage from Turo. Best for new hosts.
- **80 plan** — you keep 80%. Less coverage; you absorb more wear & tear.
- **90 plan** — you keep 90%. Max take-home; you provide your own commercial insurance.
- **Rule of thumb:** new hosts start at 70, scale to 80 or 90 once you understand your costs and have your own coverage in place.

Pricing that actually books

- Check 3-5 similar cars in your zip on Turo — match the lowest, not the average.
- Turn on **Smart Pricing** for the first 90 days while you learn demand.
- Set **weekly** and **monthly discounts** (10-15%) — long trips = less cleaning.
- Raise rates \$5-10/day on Fri-Sun and holidays.
- First 5 trips: price 10-20% under market to earn reviews fast.

Monthly expense checklist — don't miss these

| | | |
|---|--|---|
| <input type="checkbox"/> Loan / lease payment | <input type="checkbox"/> Insurance (rideshare or commercial) | <input type="checkbox"/> Cleaning & detailing |
| <input type="checkbox"/> GPS tracking (\$15-25/mo) | <input type="checkbox"/> Maintenance reserve (\$75-150/mo) | <input type="checkbox"/> Parking / storage |
| <input type="checkbox"/> Tires reserve (\$40-60/mo) | <input type="checkbox"/> Tolls & registration | <input type="checkbox"/> Phone / internet portion |

Your first 30 days

- **Day 1:** photos in golden hour, 8-12 shots, all angles + interior.
- **Day 2-3:** write a listing that names your neighborhood + 3 use cases.
- **Week 1:** respond to every inquiry in <1 hour. Auto-accept on.
- **Week 2-4:** after each trip, message guests asking for a review.
- **Month 1 goal:** 5 trips, 5 reviews, 5-star average.

Red flags — do more research before buying

- Guests asking to pay off-platform (no insurance coverage).
- Anyone wanting to extend without booking the extension in Turo.
- Trips to high-risk zip codes you haven't researched.
- Cars under \$8K — repair costs can eat the margin.
- >100K miles unless you know the full service history.
- **Always get a detailed pre-purchase inspection by a trusted mechanic** before buying any vehicle for your fleet.

Ready to run the numbers on your car?

Open your Starter Calculator at fleetyield.app — it's bundled with this guide. Want per-trip costs, Extras, Delivery, Reserves & scenarios? Upgrade anytime.

