

CATHERINE DEGEORGE

BEAUTIFUL STAYS, DIRECT BOOKINGS, REAL CONTROL

Are online booking platforms quietly stealing your STR profits — and no one told you how to stop it?

Design-driven strategist and 5-Star Host'r Coach, Catherine DeGeorge, helps short-term rental hosts stand out, attract their ideal guests, and build a reliable direct booking business. With a unique background in interior design, hospitality, real estate, marketing, website development, and app creation, she brings a holistic perspective the STR industry rarely sees. She's the author of *The 5-Star Host*, the founder of the 5-Star Host'r Movement, and the creator of EasyBookSTR — a booking engine built to help hosts break free from Airbnb dependence. She specializes in turning overwhelmed hosts into confident, high-performing 5-star brands through practical design, clear systems, and the kind of instincts you can't automate.



SUGGESTED INTERVIEW QUESTIONS

- What risks are you taking relying solely on Airbnb or VRBO?
- Why does direct booking feel harder than it is — and what's the fix?
- Where do most direct booking websites silently lose guests?
- What mistakes sabotage a host's direct booking setup?
- How do hosts pick a booking engine that actually works?



HOT TOPICS

- 1 The Truth About Direct Bookings: What Hosts Get Wrong
- 2 Why Every Short-Term Rental Host Needs a Backup to Airbnb and VRBO
- 3 Why Most Direct Booking Setups Fail (and How to Do It Right)

CONTACT

Catherine DeGeorge
5-Star Host'r Coach

hello@5starhostrcoach.com

720-352-0282

<https://DiBSTR.com>

<https://easybookstr.app>

"I'd love to bring actionable insights to your audience — plus a free chapter of *The 5-Star Host* for listeners."