

Welcome to AirBnB Step by Step!

Goals for this class:

1. Walk you through the entire process of setting up your first AirBnB Listing.
2. Answer any questions you have about your AirBnB Listing.
3. Have fun, Laugh, and tell some funny stories!

Jake Cohen & Erik Mehus- Master Vacation Rentals

Jake currently has 5 units active on AirBNB and VRBO and manages an additional 3 for a couple clients in the area. All have been designated Superhosts for as many quarters as eligible. Jake has now hosted over 200 trips and is nearing 200 5 star reviews!

Erik has a background in commercial real estate and worked for a national vacation rental property manager. He is currently looking for a property in the area to move into and AirBnB the other side.

Why we are doing this: We have been in your shoes and our goal is to help new hosts find the best products & services, and get up and running with AirBnB as quickly as possible with less effort.

Please support us on our website: www.mastervacationrentals.com

Facebook: <https://www.facebook.com/mastervacationrentals/>

Facebook Forum for additional questions and interact with other owners:
<https://www.facebook.com/groups/VRowner/>

MOST Important: [AirBnB](#)

If you already have started a listing on AirBnB, go ahead and log in. If you haven't, we ask that you support us to help us to continue to teach free classes by using our referral link.

Creating your login/ Profile:

Once you are through the basics of email, name, birthday, there is a much deeper profile to explore:

Airbnb logo> Profile> Edit Profile:

1. Add Phone Number
2. Add Government ID
3. Add description of yourself.
4. Add in something else interesting about yourself
5. Upload a photo

List Your Space:

1. Type of space
 - a. Entire space vs private room vs shared room
 - b. Setup for guests?
2. How many guests can be accommodated?
 - a. Bedroom, Beds, Sleeping arrangements
3. Bathrooms
4. Address
 - a. Check your pin location.
5. Amenities
 - a. Add everything! This is a great way to up your ranking as many don't fully fill this out. Accuracy is huge!
 - b. Safety note- Make sure you have a Smoke Detector & CO alarm in each unit. Know the rules. Highly recommend Fire extinguisher as well. Do not including nonconforming basement bedrooms (non egressable).
 - c. Money makers: Pool, hot tub, laundry, parking in cities
6. Photos are the most important item in your listing.
 - a. Hire a professional real estate photographer! Don't just have your friend with a nice camera take photos
 - b. [Virtuance](#)- Local company I have used previously.
 - c. 25 photos ideally. If space is very small may not be possible. Fill in with photos from around the area and guestbook, etc.
 - d. Write a brief description of every photo. This will help in your placement on AirBnB.
 - e. Use the photos as a virtual walk through of the property so guests can imagine themselves in the space.
7. Description Summary
 - a. The first sentence should paint the picture, then get into selling points.
 - b. Additional info, Availability, Neighborhood, Getting around. Add something in each area. This will help your search rankings!
8. Listing Title- Second Most important after pictures
 - a. Highlight items that set you apart- Great location, view, event in the area, allow pets, Big Deck, Etc.
 - b. Some studies have shown special characters help people's eyes breakup the text and make your listing more likely to get clicked.
9. Ready for guests
 - a. Additional requirements
 - i. I use Gov. Issued ID

- ii. If not doing instant booking you can leave this blank or decide you only want guests with reviews.
- iii. The more restrictions imposed, the less your listing will get booked.

10. House rules

- a. Add any and all that apply. I always list a quiet hours starting at 10pm.
- b. Pets vs no pets? Children vs No?- Allowing may open you up to slightly more damage but also opens you to a client group that may not be welcome at all properties.
- c. Parking restrictions, including whether trailers are allowed (for mountain areas with snowmobile/atv trailers, beach = boat trailers)

11. How Guests Book

- a. Click link- I want to review every request. This limits who can book to people who send a request. Airbnb is moving away from this but still allows it if you look for it.
 - i. Only 24 hours to respond, ranked lower, lose some protections and cancellations.
- b. Instant booking.- Once a guest books you are on the hook.

12. Calendar

- a. Accurate calendar is super important.
- b. How much time before arrival? Allow reservations same day, 1 day, 2 days or a week ahead of stay. Pros/cons of these policies?
- c. Check in time- Make sure you have time to do a turnover clean from last guest. Usually do 4 PM check in, and they can check with you day of about earlier check in
- d. Block any days ahead of time that you will be using the property/having friends there.
- e. [Smart lock](#)- highly recommend for ease of check-in/out, cleaning, etc.

13. How far in advance can people book. Make sure you aren't going past your limits.

14. Length of stay

- a. Do you have amenities for people to stay for a month? Better for a short stay? Is it worth it for you to rent for 1 night or want to have longer stays?

15. Calendar- Only unblock when you are ready to go.

16. Pricing?

- a. Smart pricing thoughts? Talk about competing properties and not going way over their prices
- b. Special Pricing for first guests- I highly recommend using this to get things going. This is your "open for business special" to get people in the door.
- c. Weekly & Monthly Discounts- This can reduce your empty days, cleaning costs, and turnovers.
- d. Pricing programs-
 - i. [Pricelabs](#) is our recommendation based on having set monthly pricing instead of a percentage based system.

17. Local Laws & Taxes

- a. Check out <https://www.jamescarlsonrealestate.com/airbnb-laws-in-your-city>
- b. Airbnb collects/remits taxes in these areas:
<https://www.airbnb.com/help/article/2298/occupancy-tax-collection-and-remittance-by-airbnb-in-colorado>

18. Other Tricks

- a. Recommendations
- b. House Rules
- c. Mobile App
 - i. Check in procedures

Upcoming follow up meetup/ webinar:

Hosting Best Practices!

Discussion on managing your listings, Guidebooks, Management software, pricing, and more.

June 20th, 2019 6pm



**MASTER
VACATION
RENTALS**