

# Automating your Messaging

## Goals for this class:

1. Walk you through the best practices for Automating messaging.
2. Answer any questions you have about your AirBnB management practices.
3. Have fun, Laugh, and tell some funny stories!

## Jake Cohen & Erik Mehus- Master Vacation Rentals

Jake currently has 8 listings active on AirBNB and VRBO and 1 more on the way. Master Vacation Rentals cohosts an additional 3 listings for a couple clients in the area. All have been designated Super hosts for as many quarters as eligible. Jake has now hosted over 350 trips and is nearing 300 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 check out our website: [www.mastervacationrentals.com](http://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.\*

## Topics we will be covering tonight:

- Why automating emails to your guests is the best AirBnB hack around.
- Why you should write a review for every guest and respond to every review.

## Automate your Life- Poll on Property Management Software

1. From the day you start your first listing you will realize that creating templates and autoresponders makes managing an AirBnB easier from day 1.
  - i. For 1 listing in the past month, I had over 65 inbound messages and it's one of our slowest times of the year.

### 2. [SmartBnB](#)

- i. Currently 2 versions, New and Legacy. Same features, different look.
- ii. Dashboard- Shows status of your business at a glance including check-ins and outs.
- iii. Inbox- All your conversations in one place.
- iv. Calendar- All Listings in one calendar across multiple platforms.

Currently does not support your own calendar or reservations. Filter to see only what you want to see.

#### v. Guest Experience

1. Events- New Booking inquiry, pre-approval, cancellation, request to book, Checkpoint, etc.
2. Questions- AI module that will send a message if certain words or questions are asked. Pretty cool to see this in action.
3. Reservations- All reservations get these 5 messages
  - a. Reservation Confirmation- Upon Booking
  - b. Check-in instructions- 2 days before arrival
  - c. Settled in Email- 4 hours after check-in
  - d. Check out instructions- Evening before checkout
  - e. Review Request- 2 days after checkout if haven't written a review.
4. Reviews- This will automatically post a review for your guest 2 days after checkout.

#### vi. Operations

1. Cleaning Order- Example Email
  2. Team- Send a message to your cleaner or other when a new reservation, cancellation, etc. occurs
  3. Log shows all emails sent so you can confirm whether your staff was notified.
- vii. Metrics- Extremely powerful to show feedback on reservations, messaging, reviews and more. Very robust with the most info of any platform I have worked on.

Please check out our website: [www.mastervacationrentals.com](http://www.mastervacationrentals.com)

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

Please leave us a 5\* Review if you got value from the webinar today.

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