



The Key Steps for Operating a Successful Airbnb Property



Customer Experience

Response Time: Why it is important

Good communication between guests and hosts is an essential factor of running an Airbnb and fast response times will get you more bookings and better reviews. Since you are now a part of the hospitality/customer service industry, attracting guests is an important goal and speedy response times are proven to be effective. Now what is response time? Your response time is the amount of time it takes to reply to all the new messages from guests (inquiries, bookings, reservation requests etc.) Be sure to respond to your guests in a polite, warm, friendly manner and thank them for their inquiries. Booking through Airbnb is not the same as booking a hotel and there may be feelings of uncertainty among guests which can lead them to contact multiple listing owners. This is why responding quickly to guests can allow them to feel less anxious about renting a place to stay.



Suggestions for Improving Response Time

For better response time, perform the following actions as soon as possible within 24 hours of receiving reservation requests or inquiries

- Accept/Decline requests
- Respond to new inquiries
- Pre-approve/decline trip requests

Booking through Airbnb

Bookings, Inquires, requests, check-ins, and departures are all handled via email software and you will receive automated confirmation messages whenever you book an Airbnb. FAQ pages may also be included to help answer questions,

Amenities

According to Airbnb data, the majority of people who book rental homes through the platform will often filter their search results to include the most popular amenities that Airbnb has to offer:

- ✓ **Parking:** Remember to select as an amenity on your listing and if you have spots reserved for guests, make sure to leave instructions for them upon their arrival.
- ✓ **Air Conditioning:** Give instructions to guests on how to use the controls/where to locate. If there is no air conditioning, offer to provide a portable unit for hot summer weather
- ✓ **Kitchen:** provide dishware, utensils, pots and pans for people who want to cook their own food. Include this in the listing description.
- ✓ **Wifi:** Make sure it is working properly and instruct guests on how to log on.



Outdoor Spaces: Guests who stay at an Airbnb will want to explore the outdoors and do some activities. Make sure the backyard is well-kept and refreshed and it may helpful to include the following:

- ✓ Patio Furniture
- ✓ Barbecue Grill
- ✓ Games and Outdoor Entertainment

Cleaning/Supplies

Guests will appreciate having cleaning supplies and consumable products available to ensure a comfortable, healthy stay. It is important to include:

- ✓ Soaps
- ✓ Dishwashing & Laundry Detergents
- ✓ Toilet Paper
- ✓ Sheets
- ✓ Towels
- ✓ Paper Towels
- ✓ Hand Sanitizers
- ✓ Disinfectant Wipes/Spray

One of the reasons behind negative Airbnb reviews would be due to a lack of cleanliness which is why prompt cleaning and sanitization between guests should be one of your top priorities. Look under beds, drawers and thoroughly inspect window sills, ceiling corners and light fixtures for any dirt or dust. You can hire a professional Airbnb cleaning service to handle more In-depth cleanings in your rental home. Work with cleaners closely when there is an 11am check out and 4pm check-in the same day.

Why Good Reviews Are important



Reviews help build trust within the Airbnb community and attracting guests, helping them with travel plans, and making them feel confident about their stay are essential in driving your business.

Every review given allows guests to determine whether or not they want to schedule bookings with you and according to Airbnb data, the more positive the reviews are, the higher the earnings will be. Reviews are written on a 1-5 star rating system. Both guests and hosts have 14 days following checkout to write a review which will remain hidden until both parties have submitted reviews.



Repairs & Maintenance

Guests who are looking for rental homes look for places that are attractive and in good condition. It is important to be mindful of where repairs/maintenance may be needed and it's important to address issues before they escalate into a bigger problem.

Structure and Organization:

Create a checklist of specific tasks that need to be done and set up a schedule to organize and book dates in advance for vendors to provide maintenance and repairs between guest rentals. Authorization is provided by the property owner first as well as costs and scheduling.

Specific types of Maintenance/Repairs include:

- Changing HVAC filters every few months



- Clearing leaves from front lawn
- Snow Removal
- Landscaping
- Lawn Mowing

Important practices for hiring contractors (According to Forbes)

Recognize when contractors are needed - Organizations tend to have busy seasons for contractors and positions get filled quickly which is why it is important to reach out sooner than later.

Review Contractor performance - It is important to monitor and measure the work of the contractor you hire, as they want feedback on their performances. In order for a positive contractor experience, communication is key.

Plan a source strategy - Organizations should figure out the best place to find contract workers and the skills they are required to have. Contractors should be asked important questions on what processes they recommend that could make completing certain tasks/projects successful.

Be direct in assessing Talent - Be able to properly assess contractors and have open, healthy conversations about goals and expectations

How to Budget for Repairs

Many repairs you come across will be unexpected. By budgeting properly, It will be beneficial for you to provide yourself with a protective financial umbrella when approaching unexpected repairs.

A few key elements to focus on for this process:



Your Market - Before buying any rental property, you want to understand the challenges of the market you'll be working with. By doing some research, you can find out in advance what expenses you can expect and how much you will need to lay out for them each month. You can speak with local property managers for information on how much utilities, repairs, and maintenance will cost in your area.

Expenses - there are two kinds of expenses when it comes to rental properties: fixed and variable. With fixed expenses, they may not be fixed in the sense that they will be the same every month but fixed in the sense that they can come around on a regular schedule and can be planned. Some of these include water, sewer, trash pick up, and lawn care. Fixed expenses also include any utilities you cover, mortgage payments, property taxes, and rental property insurance. Variable expenses are those expenses that cannot be planned. These include minor repairs or the property's vacancy rate.

Setting Repair and Maintenance Budget - Landlords use what is described as the "50 percent rule". 50% of your rental income should be set aside for covering fixed and variable expenses. The other 50% should be put towards covering monthly mortgage payments. The leftover is cash flow from the property which some landlords used to put towards mortgage payments. An important rule of thumb would be to save cash flow for future repairs which can protect yourself financially in case something big comes up.



Operations

How to set Airbnb prices

Having a pricing strategy is key to reaching your financial goals. Here are some tips to help simplify the process:



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Think like a guest - Many guests consider prices when choosing a rental home through Airbnb. There is a chance that you may miss out on bookings if your space is priced higher than comparable listings in the area. The price you set isn't the final price guests and be sure to factor in additional fees, guest service fee, and taxes in your area so that you can determine a price for you and your guests.

Do a little market research - Search for similar Airbnb spaces and take into consideration:

- Your property type (Entire home, private rooms etc.)
- Number of beds/bedrooms you provide
- Number of guests you can accommodate
- Your available amenities

Consider Location and Amenities

What you factor into your pricing might not be obvious to guests looking for a space. Include the safety and location of your town in the listing description is helpful for those who are not familiar with your area. Other aspects that can warrant a higher price would be advertising great hospitality such as breakfast or a welcome basket full of treats. Make sure the description is super clear in your listing and photos.

Stand out with great pricing

The best way to attract guests is to set your price lower than your ideal number. Once you get a few positive reviews coming in, you can raise the price to meet the demands in your area. Your listing can rank higher through competitive pricing.

Use the smart pricing tool

Airbnb's pricing tool takes into account about 70 different factors to determine the best price for each available night on your calendar. Your pricing will update automatically based on:



- Lead Time - When check-in date approaches
- Local Popularity - the number of people in your area searching for home stays
- Seasonality - predictable seasonal changes in demand for stays in your area
- Listing popularity - the amount of bookings and views your listing receives
- Review History - the number of positive guest reviews from successful stays

Good CRM (customer relationship management) Software/Tools for AirBnb Hosts

Airbnb relies on CRM for every action that is completed. When a customer goes on the Airbnb website and fills out an enquiry, the information gets stored into its CRM system. Customer data needs to be effectively stored and made available to the relevant departments. All of the necessary transactions, trip amendments, and refunds need to be processed and logged on an hourly basis and is handled cleverly through this CRM software.

If you are listing your short term rental property on more than just Airbnb you may want to look into a channel manager like Hospitable.com. Channel managers allow you to conveniently manage bookings and guest relations across multiple short term rental booking websites. With Hospitable.com you can automate messaging, team, and operations management, and run all your Airbnb, Booking.com, and Vrbo properties from one convenient dashboard.





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