

The Short-Term Rental Advantage

How To Start Your Own Short-Term Rental Business Using AirBnB, With No Money Or Credit



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For a Copy of Today's Slides
Go to
www.reibn.com/strslides

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Short-Term Rental Advantage

GAP In The Real Estate Market
Using other people's properties
It's about renting rooms, condos, apartments, and single-family homes, and even houseboats!
You can use High end and Low end
Most of these properties we don't even own...

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"The Perfect Home-Based Business For Anyone"

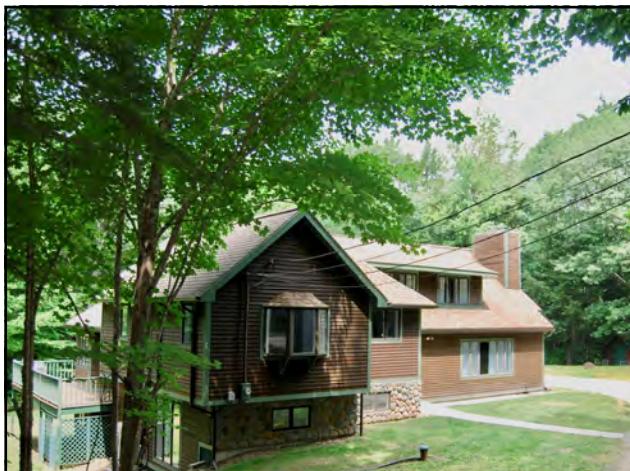


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Here are some REAL examples

- Property Owned
- Rented Unfurnished
- Rented Furnished

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Property Owned	
Bought on Terms and Renovated with Private Money	
Revenue	
Weekday Rate	\$325
Weekend Rate	\$350
Average Occupancy Rate	75%
Revenue	\$7,000
AirBnB Fees	\$210
Net Revenue	<u>\$6,790</u>
Expenses	
Rent	\$0
Real Estate Taxes	\$317
Insurance	\$233
Utilities	\$475
Supplies	\$167
Landscapeing	\$150
Snow Removal	\$150
Repairs & Maintenance	\$125
Front Desk Fees	\$210
Private Lending Interest	\$1,667
Total Expenses	<u>\$3,493</u>
Net Cash Flow	<u>\$3,297</u>

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Rented Unfurnished	
Revenue	
Weekday Rate	\$120
Weekend Rate	\$140
Average Occupancy Rate	75%
Revenue	\$2,917
Airbnb Fees	\$88
Net Revenue	\$2,829
Expenses	
Rent	\$1,200
Real Estate Taxes	\$0
Insurance	\$85
Utilities	\$85
Supplies	\$35
Landscaping	\$0
Snow Removal	\$0
Cleaning & Trash Removal	\$0
Repairs & Maintenance	\$42
Front Desk Fees	\$88
Private Lending Interest	\$50
Total Expenses	\$1,584
Net Cash Flow	\$1,245

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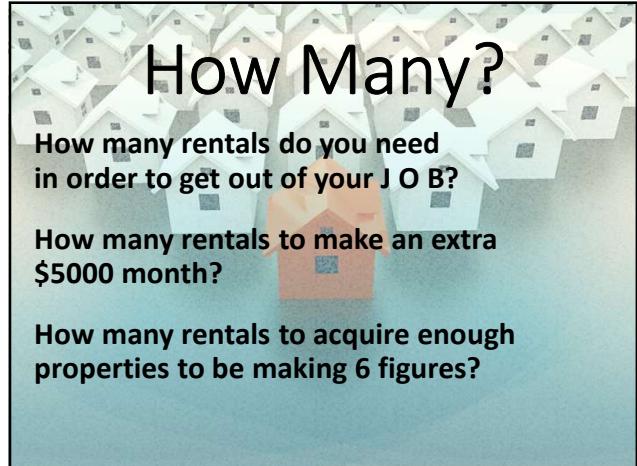
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Rented Furnished	
Revenue	
Weekday Rate	\$165
Weekend Rate	\$175
Average Occupancy Rate	80%
Revenue	\$4,083
AirBnB Fees	\$123
Net Revenue	\$3,961
<hr/>	
Expenses	
Rent	\$2,500
Real Estate Taxes	\$0
Insurance	\$85
Utilities	\$0
Supplies	\$35
Landscaping	\$0
Snow Removal	\$0
Cleaning & Trash Removal	\$0
Repairs & Maintenance	\$42
Front Desk Fees	\$123
Private Lending Interest	\$0
Total Expenses	\$2,784
Net Cash Flow	\$1,177

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Here's what we will cover

What Do I Need To Know To Do This Business?



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Do I need experience?

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Where can I have a short-term rental?



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Do I need a real estate license?



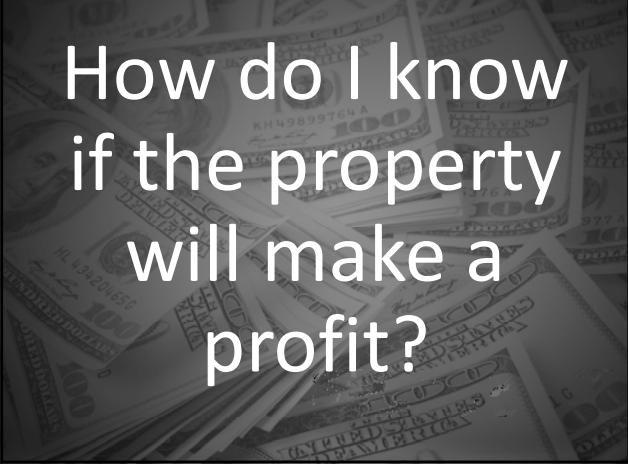
Do I need insurance?

Do I have to have good credit?

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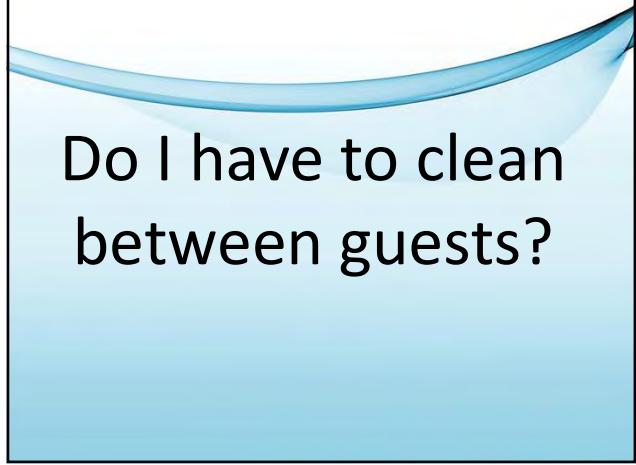
Can I benefit if I don't own any real estate?

32



How do I know
if the property
will make a
profit?

33



Do I have to clean
between guests?

34



What's the worst thing
that can happen?

35



How do I make
the most money
from my
properties?

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Do I need
a website?

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Where can I
get insurance?

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Do I need
an operating
license?

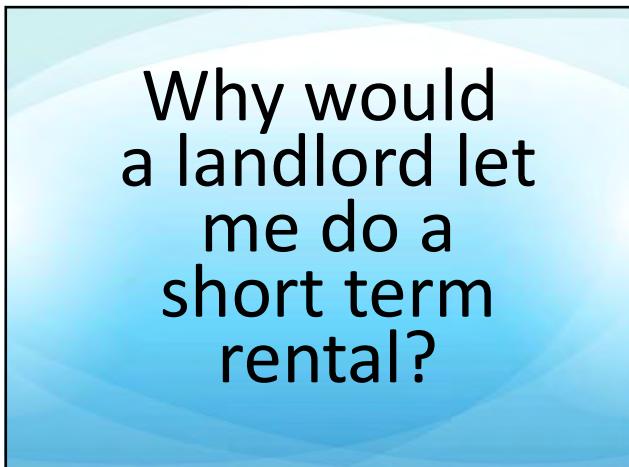
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How do I
know how
much to charge
per night?

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How do I
find people to
rent my
property?

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Should I use
AirBnB?

48



How do I manage
my properties?

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Are there
any
restrictions?

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What If
the property
is unfurnished?

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How do I set up
a new property
on Airbnb?

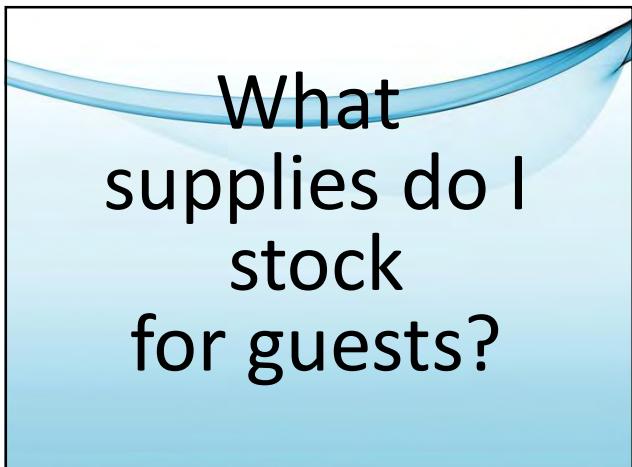
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How do I find a cleaner?

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where do I keep the stock of supplies?

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Can I remotely monitor all my properties?

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What if something breaks and needs fixing?

What if a guest trashes the place?

Let's start with what you need to know to do this business



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Four Steps

- Step 1 – Preparation
- Step 2 – Acquisition
- Step 3 – Lease & then Rent
- Step 4 – Manage

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Step 1 – Preparation



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Licenses and Regulations
Insurance
STR Platforms
Where can I do this?
Where should I do this?
Part-time, Full Time, No Time
Choosing a Business Name
Tools, Docs & Procedures
Establishing Your Entity
Setting Up Your Business

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Part-Time, Full
Time, No Time



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The BnB Platforms

AirBnB
 HomeAway (now redirects to VRBO)
 Vacasa
 Turnkey
 Booking.com
 FlipKey
 Hotels.com
 Many others.....

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Creating your Personal Profile

You get one shot at a First Impression

Make your First Impression
 OUTSTANDING!

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Awesome Photo of you

- Professional looking, no sunglasses
- Smiling, look friendly
- Make it a professional “Head Shot”
- Nicely dressed
- Casual is good

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Sample Photos



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Profile Description

- Build a connection with your potential guests
- Write in a conversational, friendly way
- No sarcasm or jokes – could be taken badly

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Profile Description

What to say

- Where you are from
- Your occupation
- How long you have been a short-term rental host
- Why you decided to join the Airbnb community
- Your favorite thing about being a vacation rental host
- What are your hobbies?
- Where you have traveled
- How long you have lived in the area

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Profile Description Example

Hi there! My name is John, and I've been living here in Massachusetts for the last 23 years.

I enjoy meeting new people and familiarizing myself with other cultures. This is why I've decided to become a full-time Airbnb host. I'm enthusiastic about outdoor activities like hiking, biking, sightseeing, and watersports. I love to travel – in addition to having traveled all over the US, I've visited over twelve countries including Afghanistan, Iraq, and all six Gulf Cooperation Council countries.

I'm looking forward to hosting you! I'll do my best to make your stay comfortable and help you enjoy this awesome city to the fullest! Feel free to reach out to me if you have any questions about my listing.

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Getting Verified

- People are very concerned with being scammed (rightfully so)
- Add Verifications to your Profile to give your guests comfort in knowing you are who you say you are
- AirBnB has an “Identity Verification” option
- This goes for both Guests and Hosts
- Once you provide your own identity verification you can require guests to have their identity verified by AirBnB

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Tools, Documents, and Procedures You'll Need

- Source of Properties for Good Short-Term Rentals
- System for Pre-Screening Prospects
- Scripts for Talking to Landlords and Owners
- Procedures for Handling Questions and Objections
- Standard Agreements to Use

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- Process for Setting Up New Properties
- Process for Onboarding New Properties
- System for Establishing Pricing for Your Guests
- Someone to Handle Your Front Desk
- Cleaning Staff and Coordination
- Stocking Supplies
- Remote Control of Your Properties
- Procedures to Manage Your Property

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Where Can I Have Short-Term Rentals?

- Almost Anywhere
- Are there any hotels nearby?
- Is this a vacation type location?
- Is the area heavily populated or more rural?

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Are There any Special Requirements in Some Cities?

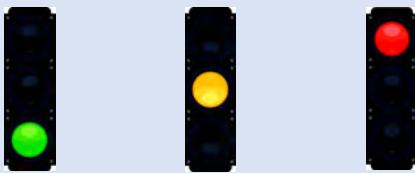
Watch out for:

- Business Licensing Requirements
- Building and Housing Standards
- Zoning Regulations
- Special Permits
- Taxes
- Landlord-Tenant Laws
- Other Rules

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Our STR Location Search Site

[STR Location Search](#)



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Best Locations for STRs

- There are municipalities with restrictions, and we just covered how to find out which ones do
- Start close to home
- Anyplace where there are hotels, BnBs, or apartments
- Are there hospitals within 15 miles? Nurses and doctors are frequently staying in STRs
- If there are hotels doing business, then STRs will work!

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Taxes

- If it moves, tax it, if it keeps moving, regulate it, and if it stops moving, subsidize it! (Ronald Reagan)
- You already know about income tax, but oftentimes STRs have to pay sales tax and/or occupancy tax.

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- Check with your STR platform to see if they handle these sales and occupancy taxes. AirBnB does a pretty good job of it but check to make sure.
- New Hampshire is a good example of the difference between what AirBnB does and VRBO doesn't do.

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Licenses

- Some municipalities have certain permit or licensing requirements.
- New Hampshire requires a hotelier's license, but AirBnB takes care of that, too

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- Baltimore, MD requires a license from the Housing Commissioner
- Albuquerque, NM requires a permit but it's a relatively easy process to get one.
- Charlotte, NC requires a free registration and a license to do business – pretty easy.

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Insurance

- You may not like paying for insurance, but it's a necessary part of life and very important for those in business.
- The landlord/owner will have their own insurance but that's not enough to cover the possibilities.
- This is also a selling point to the landlord/owner because our insurance could reduce his insurance cost, or even eliminate it!

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- We buy from Proper Insurance Services, LLC because they have a Lloyd's of London policy that is a homeowner's policy, a landlord policy, and a business policy all wrapped into one.
- We can include:
 - Building and contents coverage
 - Business income coverage
 - Commercial general liability

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Establishing Your Entity

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Business Entity Structuring

- Any business you have should be separated from YOU!
- Asset protection and anonymity
- Set up an LLC if you don't already have one.
- The hardest part will be picking a name that suits you.

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- Establish the entity and, if it is signatory to rental agreements in additional states, you should register it as a foreign entity in the additional states.
- Always add the word “Manager” after your name when you sign on behalf of the entity

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- Your attorney could help you establish your entity properly.

• Bob Bluhm, Attorney
 Asset Defense Team, LLC
 Business Advisors
 18484 Preston Road, Suite 102
 Dallas, Texas 75252
 Ph: (972) 489-9482
 Fax: (866) 811-7662
Robblu59@gmail.com

- There are also companies that specialize in setting up and paying annual fees for you.
 - PCS (Prime Corporate Services - www.primecorporateservices.com)
 - CSC (Corporation Service Company – www.cscglobal.com)

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Setting Up Your Business

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Processes and Procedures

- This section is about the business of running a business.
 - Accounting
 - Document Control (communications, photos, invoices/receipts)
 - Insurance Application Process
 - Finance for your business
 - Time Management

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- First thing!!!! – DON'T SPEND TIME WORRYING ABOUT THIS! You will develop the basic processes as you go
- If you overthink or worry about this, you will become a Pretzel Brain!
- Most important before you start your business is accounting
- Let's go over business accounting following the **KISS** principle (Keep it Simple Stupid!)

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- **Keep It Simple Stupid!!! (KISS)**
 - If you have and know how to use QuickBooks, use it
 - If not, but you know how to use a spreadsheet, use it
 - If not, but you know how to write, use a ledger pad

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- Tools to handle accounting
 - Checking account
 - Credit cards
 - Tracking methods
 - Ledger pads
 - Spreadsheets
 - QuickBooks

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- Two kinds of accounting transactions to track
 - Income
 - Expenses
- Keep all invoices and receipts and write info on them to identify the specific property and what the expense or income was for

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- Pay for everything with either a check or credit card (eventually, you will need a checking account and credit card for your company)
- When you pay anyone other than a company that is incorporated (basic rule), get a W9 form filled out and signed. This is very easy.

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- Document Control – you can never have too much documentation, but you surely can have too little!
- He who has the most paper wins!
 - We don't want to get into business battles, but we will eventually and occasionally.

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- Keep a folder specifically for each property and have all documents in that folder.
 - Either hard copies or paperless is okay. Just make sure if you are going paperless that you have a good automatic backup system
 - Keep initial photos of each property – 50+ pics for each property
 - Keep copies of all communications with landlord – do NOT use texting for formal business communications....EVER!
 - Accounting documents will best be kept in a separate accounting file system

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- Insurance Application Process
- Just make sure you have the insurance application process standardized. Get the standard info your insurer needs and create a form that you fill out for each property
- Make the application process very simple for you so you can submit your completed application knowing that there will be little or no questions from the insurer which would delay you getting your insurance

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Finance for your business

There will be times that you need some up-front money for your properties

- First month/Last month rent and security deposits
- Furniture
- Remote control equipment
- Internet or utilities cost

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If you Need Money for Your Business

- Either find private lenders or have your own source of funds available
 - Savings Account
 - HELOC
 - IBC Account
 - Loans from private lenders
 - We do NOT recommend using a self-directed IRA or 401(k)

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Step 2 – Acquisition



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- Do I need Money or Credit?
- Should I Lease or Own the Property?
- Finding Properties?
- How Can I Forecast Profitability?
- Prescreening Prospects
- Structuring Your Offer
- Negotiating with Landlords & Property MGRs
- Handling Objections & Questions

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Money and Credit

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Own or Lease

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Own vs. Rent

Own

Rent

No landlords to convince it's in their best interest Must work with Landlord

Nobody can take the property away or terminate a lease when it is very successful Landlord might like what he sees and not renew lease

Buy on Terms and get monthly paydown of principle, grow equity Monthly cash flow is good, but NO equity

Depreciate asset for tax advantage Deduct all rent as an expense

Expense interest payments for tax advantage

Monthly cash flow

Finding Properties



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How To Find Properties

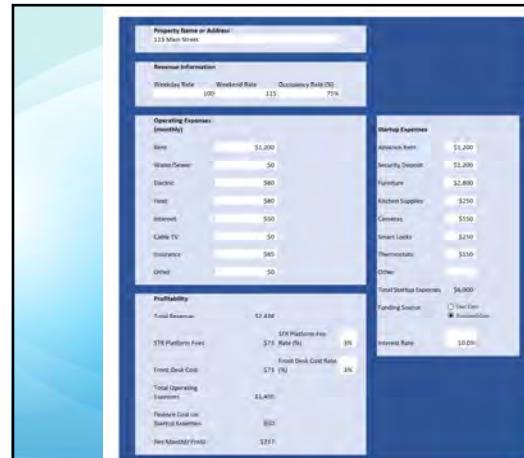
1. Zillow
2. Craigslist
3. Realtors who focus on rentals
4. Only speak to landlords/managers
5. Friends/Family
6. Facebook Marketplace
7. Facebook Groups
8. ForRent.com
9. Nextdoor.com

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Profitability Analyzer



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Prescreening Prospects

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Getting to YES!

But Scot... why would a landlord let us do this?

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Structuring Your Offer

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Make irresistible offer and remove the risk to the Landlord

- Cleaned 2-3x per week
- Less wear and tear
- Less utility use
- Security (cameras)
- Smart Door locks
- Less than 24/7 occupancy
- Minor maintenance and repairs
- Long term lease

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Negotiating with Landlords & Property Managers

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Handling Objections

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Step 3 – Lease then Rent



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3 Ways To Start

- Contracts and Agreements
- Setting up the Property on AirBnB
- Furniture and Furnishings
- How Much Rent Do I Charge?
- Advertising on AirBnB Platform For Renters
- Photography
- Other Marketing

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3 ways you can start

- No Money
- Some Money
- Your Asset

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How to Joint Venture with the Landlord – No Money

- If you have little to no money a Joint Venture is a great way to start your business.
 - No lease payment
 - No deposits
 - No furnishing costs
 - No utilities
- Negotiate the split

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Negotiating the JV Split

You can negotiate a 50/50, 60/40 or even an 80/20 split. It's all up to you. (Note: all expenses and cleaning fees are separate from the split)

Example of a JV Split

3 bed/ 2 bath house
Asking \$1250 for rent per mo.
Anticipated earnings \$2500 mo.
The first \$1250 goes to the landlord
50/50 Split = \$625/\$625
60/40 Split = \$750/\$500
80/20 Split = \$1000/\$250

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Never underestimate the value of two people (you and the landlord) working it out together.

Be creative and engage!

How to Lease Long-Term and Rent out Short-Term – Some Money

- If you have some money or access to some money, you can lease the property (this is where the gap is in the real estate market)
- The good news – you don't split profit with the landlord!

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Example of a deal structure and potential costs

- 3 Bed/ 2 Bath house unfurnished no utilities included
- Asking \$1250 for rent
- Anticipated earnings \$2500 mo.
- First month rent (negotiable)
- Security deposit (negotiable)
- Personal cash needed
 - If furnishing, up to \$3750
 - + First month rent of \$1250
 - + Security Deposit of \$750
 - Total up front cash needed (up to) \$5750

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Buying Properties – Your Asset

There are two ways to buy a property.

1. Traditional financing (not what we prefer)
2. Terms – owner financing/lease option (our favorite way to buy)
3. Pay cash using private money

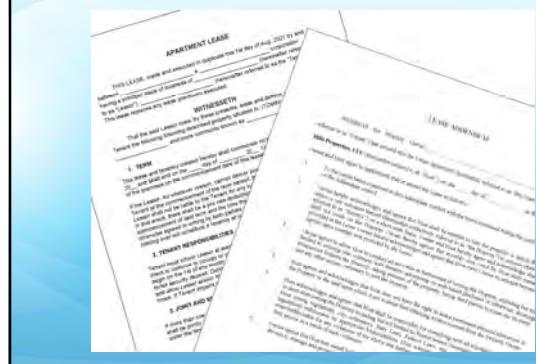
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Advantages of Buying Your Own Properties

1. You don't have to split profit
2. Buydown of Mortgage
3. Real Estate Appreciation
4. Depreciation for tax benefits

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Contracts and Agreements



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Setting Up A New Property

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Sample Rental Setup on AirBnB

The screenshot shows a sample rental setup on AirBnB. At the top right are buttons for 'Listed' (blue), 'Instant Book on' (yellow), and 'Preview listing' (grey). Below this is a section titled 'Listing details' with tabs for Photos, Listing basics, Amenities, Location, Property and rooms, Accessibility, Guest safety, Pricing and availability, Policies and rules, Info for guests, and Co-hosts. Under 'Photos', there are four preview images and a link to '28 photos'. Under 'Listing basics', there is a 'Listing title' field containing 'Mount Major Retreat' and a 'Listing description' field with the text 'Large single family home with 3 acres of wooded land and a brook running through. Two car garage.' There are also 'Edit' buttons for each section.

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Furnished or Unfurnished

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Where can I get good furniture for low cost?

- Consignment Stores
- Yard Sales
- Discount Furniture or Bedding Stores
- OfferUp.com
- FaceBook Marketplace
- Your own stuff

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Things you Need in your Rental

- Furniture – Somewhat minimum, don't overcrowd the living space
- Cooking supplies
- First aid kit
- Fire extinguishers
- Coffee Pot
- Toaster
- Dish drying rack
- Waste Baskets

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Who Handles Guest Services?

- Not YOU
- Not your Cleaning Team

•Your Front Desk!

144

What do I charge? \$\$\$\$



How do I find renters?

145

What should I charge?

- Start low until you get a few great guest reviews. Then increase the price slowly
- Where to get ideas for the right price to charge
 - Other Short Term Rentals
 - AirDNA.com
 - Hotel Daily Rates
 - Use your long-term daily rental rate and multiply it times 2 as a start. Then adjust it as great reviews come in.

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It's all about getting
heads in beds

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Photography

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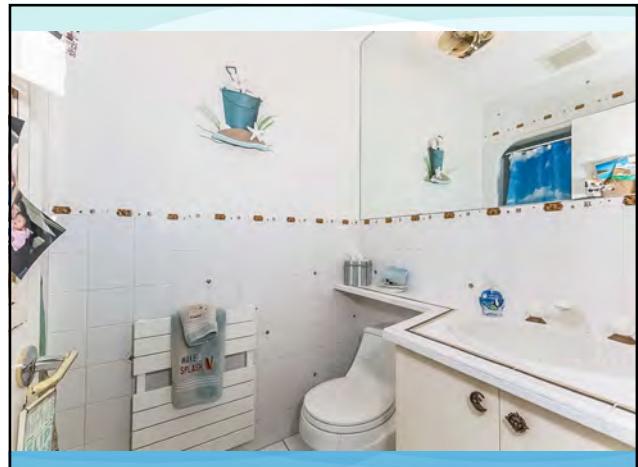
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Other Marketing

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Places to Advertise

- AirBnB Platform
- Other Short-Term Rental Platforms
- FaceBook
- LinkedIn
- Reach out to renters to fill gaps

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Step 4 – Manage



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The Front Desk
Cleaning
Stocking Supplies
Guest Freebees
Remote Control
Maintenance & Repairs
Maximizing Profitability

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This is a big deal!

What do I do now?

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Establishing Your Team

- Very important component of your business
 - maximize cash flow
 - manage your time
- You don't want to:
 - Create another J.O.B. for yourself
 - Cleaning properties
 - Run around doing errands all the time
 - Turn the screwdriver whenever something needs to be fixed or maintained

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You do want to

- Create a source of continuous cash flow
- Mostly "set it and forget it"
- Have a lot of personal time for you and your family

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Important Team Members

- Good Landlords/Owners
- Cleaners
- Handymen and Maintenance Staff
- Front Desk
- Personal Assistant
- Bookkeeper

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Include Appliance Owner's Manual
Summary Sheets & a few Important
Pictures



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House Book



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The House Book

- The STR Platforms have an online version of a “House Book” or “Guest Manual”
- AirBnB has a “Guide Book” available to your guests. The Guide Book is where you would suggest local restaurants, tourist attractions, special events, etc.
- Have a House Book hard copy in the house
 - Include any important house rules
 - Pet Policy (also include this on AirBnB)
 - Include instructions for use of appliances
 - Explain where circuit breakers are located
 - Local attractions, restaurants, etc.
 - Just make it easier for the guest to enjoy their stay

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The House Book (cont'd)

- Get a good label maker and tag kitchen cabinets, cupboards, light switches, ceiling fan controls, etc.
- Laminate instruction cards for use of A/C units, TV remotes, laundry equipment, how to lock special doors (Andersen Doors), etc.

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- Use label maker to tag any “Do Not Open” or “Do Not Use” labels for Locked, Owner Storage
- We have game rooms and have to have signs asking guests to not sit on the game tables

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Label Maker



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Game Room



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Include in House Book

- Welcome Page with Important Info
 - WiFi Password
 - Note about Freebees
 - Fire Extinguisher and First Aid Kit Location
 - How to contact Host
- House Rules
- Pet Policy
- Local Sites and Restaurants
- General statement on how to operate appliances
- Checking Out Instructions

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The Front Desk

- At first, this is a minimal effort, and you could handle it
- With multiple properties you will want a dedicated person to do that day-to-day guest interaction and team coordination
- This is your Front Desk
- Think of the check-in desk and concierge of a hotel. This is what you will need for your growing business

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This is a work-from-home (or wherever you are) job due to the fact that everything can be done from a smart phone

- Communicate with guests to answer their questions
- Confirm that the cleaners have done their job in time
- See maintenance people come and go and check with them via text, email, or phone call
- Program door lock codes, heating and A/C equipment, lights, and pretty much everything remotely
- Lower prices for vacancies a week or two in advance
- Offer additional discounted days to guests where there are vacancies

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Friends and Family Special



174

Do I have to clean toilets? 🚽

Who do I get to do the **cleaning**?

175

Cleaning Team

- You want a good cleaning team for your rental. Cleaners need to be reliable and get each unit ready for the incoming guests
- Create a checklist for the cleaning crew. Include a brief rating by the cleaning crew for the condition left by the departing guest

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Cleaning Team (cont'd)

- You want to make sure your cleaning team always has access – no matter what!
- You will likely create a dedicated access code to door locks for your cleaning crew, but what if the door lock batteries die?



What the cleaning team does

- Sometimes it's a quick turnover (one guest checks out at 11 AM and the next guest checks in at 3 PM)
- Change all linens and towels
- Launder linens and towels (often off-site)
- Clean all bathrooms
- Clean kitchen

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- Empty trash cans
- Restock consumables
 - Liquid soaps and body wash in bathrooms
 - Toilet paper
 - Paper towels
 - Kitchen consumables such as coffee, bottled water, snacks
- Clean all horizontal surfaces (kitchen countertops, end tables, dressers and bureaus, dining table, etc.)
- Vacuum all floors and mop as necessary
- Purchase and restock consumables

How to find a good cleaning team

- Internet search engines
- Word of mouth (when at a diner or local shops – ASK)
- Turnoverbnb.com
- Airtasker.com
- Angieslist.com
- Homeadvisor.com
- Thumbtack.com
- Handy.com
- Yelp.com

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What supplies will we need for our guests?



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Freebees

Guests love to think they are getting something for free.



Do it right and get great reviews!

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Here are a few possible freebees you might consider

- Bottles of water
- Popcorn, packages of crackers or cookies, other snacks
- Coffee pods and/or ground coffee
- Gift certificates to local restaurants
- Passes to local attractions
- Bottle of wine

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Stocking Supplies

- There will be a few consumables that you will need to have immediately available to the cleaning and maybe the maintenance team
- If you have plenty of closet space in your rental, you can install a keyed lockset on a closet door and make it the “Owner’s Closet”

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- You could also buy a small cabinet and lock it as well



- Or lock a kitchen cabinet



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Automation

- Automation of your business is basically a “set it and forget it” program
- When you set up processes and procedures, and hire someone reliable to take care of routine things, ***you have automated***

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- Might not be much of a big deal with one or two properties, and it's not really much work to manage one or two properties
- Your prime objective is to maximize revenue, not occupancy
- When you grow, you must automate.....or die!

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Things you can automate

- Acquisition
- Onboarding
- Setting up and managing your team
 - Cleaners
 - Handymen
 - Repair personnel

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- Guest Oversight
- Rental Operations
 - Heat-A/C
 - Locks
 - Cameras
 - Stocking of Supplies

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Can I
CONTROL
 things from
 a distance?

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Remote Control

- Q – How much time would it take for you or your team to visit every property in between guests?
- A – Too much time!
- Thanks for the 21st century and all the cool WiFi devices and apps available to control them
- What do you think you would like to control remotely?

191

Remote Control Devices



Arlo Cameras



Samsung SmartThings Hub



Kwikset Door Lock



LockState Door Lock

192



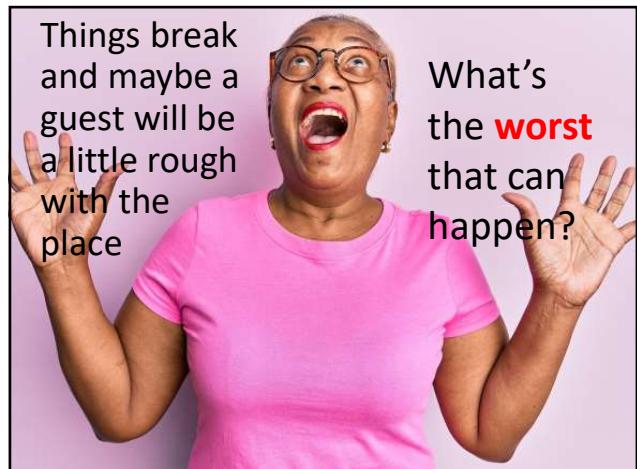
193



194



195



196

Handyman

- How many here are handy?
- Okay, fine, but you couldn't possibly attend to each one of your many properties when there is a minor thing to fix
- What a handyman does
 - Change light bulbs
 - Change batteries – smoke detectors, door locks, etc.
 - Patch walls and touch up paint
 - Other minor repairs

197

Where do I find a handyman?

- Internet search engines
- Word of mouth (when at a diner or local shops – ASK)
- Airtasker.com
- Angieslist.com
- Homeadvisor.com
- Thumbtack.com
- Handy.com
- Yelp.com

198

Major Repairs

- You will want to keep your rental unit in continuous operation without any gaps.
- You cannot maximize your occupancy rate if the rental is not fit for guests
- Depending on what type of rental it is will determine what type of repairs you might need

199

• Whole house

- Anything goes – exterior, interior, decks, trees, etc.

• Apartment type

- Appliances
- TVs
- Heat – A/C
- Plumbing

200

Guest Reviews

- This may very well be the most important thing you work on
- STR Platforms have a secret algorithm that determines where on the search list your property appears when potential guests are looking for a place to stay
- Guest Reviews is weighted very heavily in that secret algorithm, so...

201

Make your guests *Very Happy!*

- Responsive communication
- Freebees
- Information on local attractions
- Attend to their problems and needs quickly
- Make sure the unit is squeaky clean
- Leave lots of instructions throughout the unit

202

Reviews

We were two families with a total of 9 people and had an AMAZING time! The house was wonderful - clean, spacious and perfectly located. The communication from the homeowner was great. We were down the street from a public dock where we swam and put in our inflatable kayaks. There were a half dozen great Local ice cream shops within a few miles. We rented a pontoon boat from and played minigolf in Alton Bay, close by. The hike at Mt Major was tough, but doable for the whole family, and we'll worth it for the fantastic views at the summit. And the summer adventure activities at Gunstock were so much fun. The house was great and the location perfect. Couldn't have asked for a better summer vacation spot! Andrew

203

This home is spacious, clean and absolutely beautiful. A great location with plenty of amenities. We have stayed here twice and will be planning a third stay soon! Debbie

204

They thought of everything! We had such a comfortable stay at his home. It is the perfect place to enjoy the surrounding area. **5 stars!** Elizabeth

205

The place is more spacious than the pictures showed. The beds were comfortable, top notch a/c system, kitchen stocked with dishes, pans and a great coffee maker for both a pot of coffee or k-cups. **The use of the garage was very much appreciated.** So much to do in that area. Close to many restaurants, movie theaters, and shopping ♡ Deb

206

Simply amazing! We spent a month at this lovely, clean home and it would have been a steal at twice the price. Communication with our Host was always efficient and lovely. The wifi was strong and handled all 4 of us zooming with zero issues. The kitchen was well stocked and we cooked every single day. It snowed a lot while we were there, and the nice gentleman who plowed the driveway came by like clockwork. My kids loved the game room and my husband and I loved the **HUGE** fireplace. We had never had such a big, wonderful fireplace before, and spent every single night enjoying a warm drink by the fire. It was so calming. The area itself is also simply gorgeous. We skied multiple weekends. We hiked several nearby hills for the amazing views. And the lake itself is walking distance. On a sad note, my 10 year old managed to break his leg skiing in a freak accident, but even then we were so happy to be in this home. John's daughter was kind enough to send my son books and gifts to occupy him while he rested and recuperated. Just so so thoughtful! If you are looking for homes in the area and are considering where to rent, just rent this home. You will be so happy that you did. We can't wait to be go back next winter. Gunce

207

Maintain Your Listings

- Update local events and places to visit
- Keep your house book current
- Change pictures on occasion
- Do your own guest reviews quickly
- Watch to keep your Super Host status

208



209

Maximizing Profitability

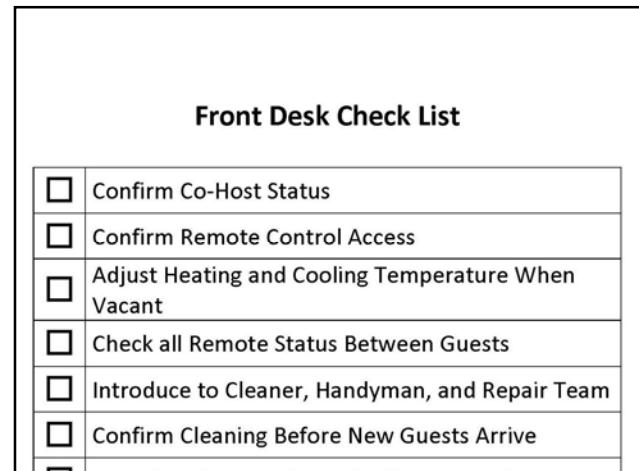


210

Checklists

- We have several checklists to help you get through the process of starting up and running your business.

211



212

<input type="checkbox"/>	Send Standard Pre-Check in Message to Guests
<input type="checkbox"/>	Communicate with Guests as Needed
<input type="checkbox"/>	Track Consumables and Freebees Stock
<input type="checkbox"/>	Check Gaps in Occupancy & Offer to Registered Guests at a Discount
<input type="checkbox"/>	Watch Ahead for Vacancies & Adjust Price to Draw Attention to Potential Guests
<input type="checkbox"/>	Do Guest Reviews

213



214