



GuestBook

108

**Tips, Tricks, Ideas & Techniques
For Property Managers To Improve
Efficiency, Increase Profitability &
Offer World-Class Hospitality.**

**Insider Information From The Fastest Growing Property
Management Software Company In The Short-Term Rental Industry.
+ Bonus Content From Real Property Managers & Industry Experts.**



Jeremy Mays
GuestBook Founder & CMO

www.useguestbook.com

**Do what you
do so well
they will
want to see
it again, and
bring their
friends.**

- Walt Disney

FROM INDIVIDUAL HOSTS TO LARGE PROPER MANAGERS, EVERYONE WORKING IN THE SHORT-TERM RENTAL INDUSTRY TODAY FACES THE SAME UNDERLYING CHALLENGE: THE LANDSCAPE IS CHANGING, IT'S CHANGING FAST, AND THE COMPETITION IS REALLY HEATING UP.

The rise of booking sites, social media, artificial intelligence (AI), apps and a host of other innovations has led to a total transformation in the way property managers run their business and provide hospitality. As a result, the traditional playbook of how people travel and choose where to stay and how to spend their money has also totally changed.

If today's property managers want to achieve success in the long-term, they need to adapt. They need to get creative, efficient and surround themselves with the right team and philosophy when it comes to offering a world-class experience to their guests. But how? How does a company create a thriving property management company that excites owners, drives profit, and keeps guests coming back over and over again?

That was the driving question behind the creation of this book, and instead of trying to answer those questions on our own, we turned to some of the industry's most influential and successful property managers, insiders and professionals. The result is a collection of expert insights, best practices and punch lists, that you can incorporate into your own property management efforts. From marketing, to team building, to efficiencies and profitability. Inside this book you'll find advice for bringing every aspect of your property management business into the modern era and running smoothly.

Thanks for reading.

Mismanaged expectations equals bad reviews!

There is no other reason for a bad review. Trust me. Look at all of your bad reviews and you'll see that your guest is complaining about something that they were not expecting. This topic is deep from your messaging strategy to the text on your Airbnb listing, but what I want to talk about is something that you have never thought about: a floor plan. Do you have one? All of my listings have beautiful hand-drawn custom floor plans so the guest can visually see the space from a bird's eye view.

A floor plan does many things, two of which are setting me apart from my competition (it's a pattern-interrupt photo the FPG likely never seen before) and it helps to set expectations. Contact me at the website listed below to order your custom hand-drawn floor plan.

www.OptimizeYOURairbnb.com

Danny has slept over 600 nights in Airbnbs in 27 countries over the past 5 years. He used to work at Airbnb and is the author of best-seller "Optimize YOUR Airbnb: The Definitive Guide to Ranking #1 in Airbnb Search". He runs a remote full-service Airbnb property management company and blogs about all things Airbnb related. You can find him on Instagram, YouTube, Twitter, and Facebook.

A portrait of a man with short dark hair, a beard, and glasses, wearing a dark jacket over a light-colored shirt. The image is partially obscured by a large yellow graphic element on the left side of the page.

Danny V. Rusteen

Author - Optimize Your Airbnb

Table of Contents

Hospitality

Chapter 1

Scaling Your Business

Chapter 2

Team Building & Management

Chapter 3

Communications

Chapter 4

Efficiency

Chapter 5

Decorating & Setup

Chapter 6

General Operations

Chapter 7

Profitability

Chapter 8

Booking Websites

Chapter 9

Marketing

Chapter 10

Other Helpful Tips

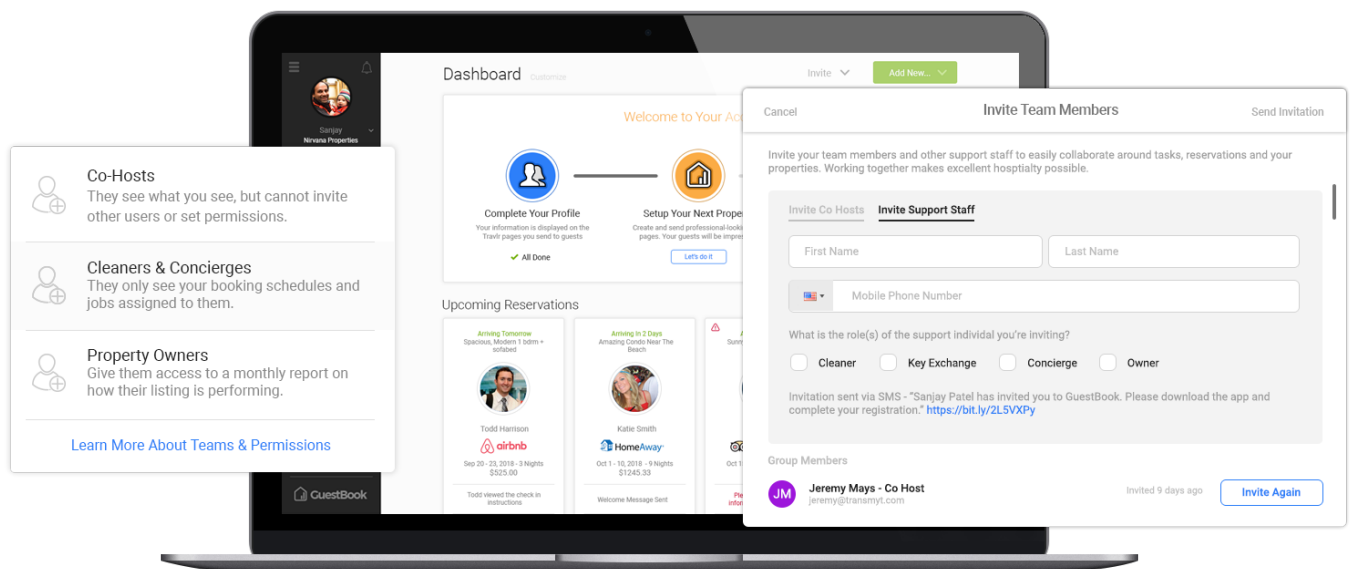
Chapter 11



GuestBook is an integrated, hospitality-focused, software platform and product company focused on improving the experience of the short-term rental, vacation rental and travel industries.

We help short-term rental **hosts** and **property managers** better manage their properties, while providing an increased level of hospitality services to their guests. Guests are equally empowered with our products to personalize their trips and take full control of their stay, resulting in higher satisfaction, better reviews and increased likelihood of returning.

Schedule A Demo



www.useguestbook.com





Hospitality

Hospitality

Our listing is for our guest room in our home. Many of our guests have arrived after a long day of traveling.

We have some snacks available for them to enjoy in their room — two bottles of water, four granola bars (different varieties), a small box of raisins, a couple of pieces of candy, and some gummy fruits. Our space has a bit of a music theme so we also have a couple of kazoos in the basket for our guests to take as well. We also created hangtags for the water bottles which serve to further welcome our guests.

We also have a bowl of fresh fruit in our kitchen and guests are encouraged to help themselves. There is also a small sign in the guestroom to remind guests to grab a piece of fruit. To our surprise, less than 5% of our guests have ever taken even one piece of fruit. We are planning to drop the fruit next year since we end up having to eat most of it on top of what we already bought for ourselves.

[Check Out My Listing](#)

David Barnett

Airbnb Super Host

Dave manages 1 listing on Airbnb

Hospitality

Every business needs to keep customers and clients happy, but in the short-term rental industry it's so vitally important to keep guests engaged for the business to grow and prosper.

Good customer service is one of the keys to success in any business, but is particularly important in the short-term rental business, where guests are looking to you and your staff to help them make their stay as relaxing and comfortable as possible and most importantly stress free. A clean place and a "Thanks for booking" are no longer enough. You are there to serve, not the other way around.

Happy customers lead to repeat guests, good reviews, increased status, more bookings and ultimately the ability to increase your rates, which leads to more profits.

Hospitality

- 01.** Remember to stay friendly, personable and helpful in all your interactions with guests and owners.
- 02.** Create/offer a guest experience app: These are great ways to stay connected with your travelers, offer them suggestions on great local experiences and also give them the details on their vacation rental unit.
- 03.** Offer A Memorable Guest Experience.
- 04.** Offer quality toiletry/soap kits, dish/cleaning products, towels and linens. Its all about the details.
- 05.** Have quality coffee or a fancy espresso machine at guest check-in location. Always good to include these in the vacation rental properties as well.
- 06.** Provide orientation/rule guides that help your guest find their way around the home. Also include this information in the guest experience app.
- 07.** Leave hand-written thank you notes at the properties.
- 08.** Have welcome guest books at each property that encourage guest to sign their names and leave a few sentences about their favorite part of the trip or about the home.
- 09.** Provide complimentary chocolates and other sweet treats upon guest arrival. It's the small things that matter.
- 10.** Provide instructions for sound systems or the Apple TV. Make sure the instructions are laminated and easy to follow.

Hospitality

- 11.** Remember to stay friendly, personable and helpful in all your interactions with guests and owners.
- 12.** Make Customer Service a Priority always.
- 13.** Leave a welcome gift basket at each property to leave a lasting impression.
- 14.** Cater to Pet-Friendly vacationers... provide dog treats at check-in and multiple pet friendly units.
- 15.** Make a good first impression with your guests.
- 16.** Share travel tips with your guests via social media. Promote your local area, not just your rental properties via social media and your website.
- 17.** Offer concierge services for local activities. This is a great way to differentiate yourself.

Hospitality

Welcome your guests with a gift box.

Cederwalk at Killington provides every check in with a present! We want our guests to feel welcome the minute they walk in so we provide a beautiful boxed with a ribbon, gift of Vermont pure maple syrup from a local sugar house and organic pancake mix. Our guests love it!!! It's basically breakfast in a box and gives our guests a real Vermont experience.

Check out my listings on Airbnb

Susan Walker

Airbnb Super Host

Location: Vermont -USA. 2 Listings



Hospitality

Monica McKenna

CrashPad Girl



Always make your rental feel like home by appealing to all the senses.

Sight – Have signs of comfort on the walls. Love, peace, joy, family, happiness. Ensure your space is clutter free, neat and tidy.

Smell – Vanilla is a great smell. Wall plug ins. Candles and various air fresheners.

Touch – Cozy blankets hanging on couches and chairs and folded on each bed. Throw pillows everywhere! On each bed and tons of them. On coaches too! Mix and match and incorporate positive sayings on the pillows tying in with the sight factor.

Taste – Cook and bake for your guests at random. Fresh baked cookies evoke feelings of home. Throw a roast with some seasonings on it in a crock pot and let it cook all day. Make a giant pot of apples and cinnamon with orange slices and make your own hot Wazel.

By awakening all the senses your rental becomes the favorite home away from home for your guests.

[Check Out My Website](#)

Hospitality

A bottle of wine, when the guest arrives can actually help someone look past small disruptions or gaps in the experience, its an upfront investment that can really pay off and push the review into 5 stars... **Just don't forget the wine opener.**

You're looking to create a positive feeling and distinguish the service so you still have a chance to get a 5 star rating

Its important to understand the frustration and anxiety of arriving. Many times guests are coming in from a foreign place, so if someone is panicking its not necessarily their fault or it may be circumstantial. Hospitality is about anticipating these potential sources of anxiety and if you haven't, be sure to handle them gracefully.

In all cases, staying calm can reassure the guest that things will be ok, and stay calm too

A black and white portrait of Sanjay Patel, a man with dark hair, wearing a suit and tie. He is looking slightly to the side with a thoughtful expression, his hand near his face. The image is partially covered by a blue geometric shape.

Sanjay Patel

GuestBook Founder & CEO

“Improve Your Hospitality & Impress Your Guests.”



Our **Travlr feature** for your guests, allows you to create secure, beautiful and professional mobile web pages for each of your properties.

These pages contain your property address, check in and check out instructions, the ability for guests to purchase **early check ins and late check outs**, and so much more. You can send your guest a link to access these pages manually, or use our perfectly timed **messaging automation service**, and we'll do it for you.

Send me an email at dan@useguestbook.com to talk about how our guest experience features can really help you level up your hospitality offering, without increasing your effort.

or...

Schedule A Demo With Me



Dan Engel

GuestBook Director of Business Development



Scaling your business

Scaling your business

- 18.** Use yield management software: Yes, the science is real folks! It's time to invest in this part of your business to ensure you maximize your company's results.
- 19.** Work with Realtors to refer vacation rental properties to your company. Typically, there are many local real estate brokerages in a given area, and in most cases, not all participate in vacation rentals. Build relationships with those real estate brokerages that don't have vacation rental divisions and build a referral partnership with them.
- 20.** Meet with Homeowners Associations: Building great relationships with these influence makers can deliver a treasure trove of new possible owners for your vacation rental company.
- 21.** Meet with Investor Organizations: A major portion of the local vacation rental inventory may be owned by a group of investors. Find out more info about these groups and market to them as it might equate to multiple units, not just one here or there.
- 22.** Establish yourself as a professional business: Just the basics, but you would be surprised how many new entrepreneurs forget to incorporate, get the proper licenses, secure a great domain, or trademark your company name.
- 23.** Start Accepting Credit Cards: You might think this is a given, but some property managers don't accept credit cards. Always a good idea to give guests many ways to pay.
- 24.** Bookings come easier and more often when value outweighs price. Focus on making your properties the best they can be.
- 25.** Develop a presentation that you give to all prospective clients: Develop a great "pitch deck" that talks about the many reasons why owners should pick your company over others.

Scaling your business

26. Have a professional, visual presentation that covers your advertising strategy, marketing strategy, tenant screening process, financial reporting, fee schedule, eviction notice, and all other items that you cover.

27. Monthly Newsletters: Mail these out to the target database of potential vacation rental home owners. Don't make the focus of the newsletter obtaining their business, rather make the focal point as things to do, local places to see, real estate updates, and local news. Weave in your services but don't make it the only focus of the newsletter.

Scaling your business

Holiday in your own property!

There is no better way to find out if your property is ready for guests than to spend a night in it prior to listing on Airbnb or other sites. You can assume that you have everything a guest needs, until you try and cook a meal in the home only to find that you do not have a chopping board or cannot figure out how to use the oven. Put yourself in the guests shoes to ensure that your property is well equipped, you have provided an accurate description of the home and your listing lives up to the Five Star Review you are wanting to achieve.

My other top tip for new Hosts or Property Managers is to 'NOT overthink this process'. Remember that all of the successful stories you will read in this E-Book are written by people that started out just like you! We have all made mistakes... and learned from them. Try not to be daunted by the overload of information or the anxiety of the review process. Jump in, list the property, host your first guests and enjoy the experience. It is well worth it!

Julie George discovered the world of Airbnb in 2016 when she listed her one bedroom unit on the platform. Julie then replicated this process for other property owners and established Host My Home, one of the largest Airbnb Property Management companies in Australia, that now manages 115 properties bringing in nearly \$3 million in bookings in 2018. She is considered the Industry Expert on Airbnb in Australia and has published a best selling book called Million Dollar Host (available on Amazon and leading online bookstores) outlining her story and her strategies. She also offers mentoring and consulting to other budding entrepreneurs and can be contacted on email - julie@milliondollarhost.com.au or on [Facebook](#).

Visit my website
Purchase my book !

A black and white portrait of Julie George, a woman with long blonde hair, smiling. The image is partially covered by a blue diagonal graphic element.

Julie George
Director - Host My Home
Author - Million Dollar Host

“Focus On Growing Your Business. We’ll Take Care Of The Rest.”



Because we’re a fully integrated solution, GuestBook gives you time back to focus on acquiring more properties, growing your business, and focusing on your guests and owners.

We Offer: [Messaging](#), [Cleaning Automation](#), [Channel Management](#), [Reservation Controls](#), [Teams](#), [Reporting](#) and [World-Class Mobile Apps](#).



Dan Engel

GuestBook Director of Business Development

Send me an email at dan@useguestbook.com to talk about how our integrated solution can really help you grow your business. We also offer back end office services such as accounting and call center services as well.

or...

Schedule A Demo With Me



Team Building & Management

Team Building & Management

28. Build relationships with outside vendors and local law enforcement.

29. ALWAYS show your staff how much you appreciate them: Your team is on the front lines and always be doing things to thank them for their hard work.

30. Connect with your local service providers: The local HVAC company, painters, pressure washers, independent cleaning companies, and contractors know the owners of your local vacation rental units as good as anyone.

31. When hiring, look for people that can empathize with the guest



Communications

Communications



Mayank Verma

Tim & Reuben Vacation Properties

I would recommend setting up a back end group chat on instant messaging apps like whatsapp / telegram as almost everyone uses it these days.

We typically include our booking manager, local property manager, property owner, cleaning crew, housekeeping staff and the guest. We also asks guests if they want to add more members from their party to the back end group. Any of our team member can respond to the guest's questions in the group.

Provided that we have properties in different parts of the world and have people working round the clock, we can answer guest's questions in real time. This helps in a smooth check-in (flight delays can be easily communicated and sets realistic expectations for the guest) and quick response to the questions and results in positive review and pleasant stay experience.

Check Out Our Website

Communications

- 32.** Publish your general reservation emails, phone numbers, and rental agreements online for review. Make this information accessible for your guests.
- 33.** Be easily available, accessible, and open to communication. Those who communicate best, typically win in the vacation rental business.
- 34.** Hire reservation agents who are happy, positive and like to smile. It really does make a difference.
- 35.** Have your staff call the guest to make sure everything is to their liking within a few hours of check in.
- 36.** Provide an after-hours emergency phone number.
- 37.** Make communication a priority with your owners and guests.

Communications

We are using [Chat Bot for Vacation Rentals](#), it takes care of guest communication from the moment of reservations until they check out.

We struggled a lot with communication before – guests were texting from a dozen of different channels, from random numbers, and they kept asking the same questions again and again, and again. It was very time consuming.

Chat Bot for Vacation Rentals, moved about 80% of our communication to one channel – Facebook Messenger, it automated up to 75% of our communication with our guests and released lots of time back to the development and growth of our business.

On top of that, our chat bot, offers extra services for guests, and processes payments, so we don't really pay for it. It pays for itself, it generates extra income and frees up our time.

[Check Out Our Website](#)

The Good Host is a group of experts in short term rentals in Prague. We've been working with Airbnb and other platforms for more than 6 years and now we are here to share our knowledge and to make hosting process more professional and simple. We aim to provide end-to-end experience for the guests, from their arrival to their departure.

Anton Porotikov
The Good Host



“Don’t Ever Miss A Message To, Or From Your Guest With Our Messaging.”



Our perfectly-timed, **automated messaging sequences** means no matter how many guests you have staying, booking, arriving, or leaving on any given day, you’ll never miss a critical message... ever!

It’s simple yet effective, meaning you can get all of your properties setup in minutes. And the best part, any responses from your guests come straight to your inbox, every time

Send me an email at dan@useguestbook.com to talk about how our messaging features can improve your communications and save you a massive amount of time per month.

or...

Schedule A Demo With Me

Dan Engel

GuestBook Director of Business Development



Efficiency

Efficiency


Speed up turnovers by keeping multiple sets of sheets for each bed and multiple towels for the bathrooms.

During busy season in South Florida I often have same day turnovers (meaning one party checking out and another party checking in on the same day). When you do have same day turnovers, having to do laundry just to turnover sheets and towels is often risky. The laundry may not finish in time or you might run into an unexpected stain or rip.

The easiest way to speed up turnover is to have extra sheets and towels on-hand, on standby and in storage. I have 3-4 sets per bed. I was able to buy them all inexpensively on Amazon. I have one set of sheets on the bed, one set in the closet in case something happens during my guests' stays, and one or two that my cleaner keeps in her storage.

No rushing to get them into the washer, dryer and back on the bed. Simply strip the sheets, leave the extra set in the closet, put the clean ones on the bed and take the dirty ones with you when you go.

With towels we do the same. Fresh towels in the bathroom, extra towels in the closet. Including beach towels since we're in Miami, and an extra set brought in from outside the condo to make turnover quick and easy.



Jeremy Mays
GuestBook CMO

Efficiency

- 38.** Invest in a web-based property management software that has great training and great support. Super important!
- 39.** Automate as many processes as possible: You are going to grow and when you do, you are going to want as many processes in place so you can scale your company.
- 40.** Have a checklist for inventory before each guest arrives.

“Efficiently Schedule Your Cleaners To Show Up And Clean, Every Time”



Want to be efficient? Don't spend another minute scheduling your cleaners to show up after guests depart. Let our **cleaning management feature, schedule, remind and track your cleaners for every job automatically.**

Your cleaners get a dedicated mobile app so every time you get a reservation at a property they're assigned to, they're automatically scheduled, reminded and when they're done you see a full performance report.

Send me an email at dan@useguestbook.com to talk about how our cleaning automation features are specifically designed with efficiency in mind.

or...

Schedule A Demo With Me

Dan Engel

GuestBook Director of Business Development

Case Study: How Susan Bisnoff from HostyMosty uses GuestBook to run her property management business.



How has your business improved since you started using GuestBook?



I have so much time back and since GuestBook handles all of my guest messaging, it's easier for me to not worry whether guests are getting the information they need to check in, check out and learn more about one of the properties they're staying at.



What difference has it made on your business?



I've definitely made extra money with their [extended stay feature](#) which my guests love. They can pay for early check ins and late check outs seamlessly and the money is sent straight to me. It's been great having GuestBook in my corner.

Company

HostyMosty

HQ Location

Miami Florida

Annual Guests

600+

Website

www.hostymosty.co

[Read The Entire Case Study](#)



Decorating & Setup



Decorating & Setup

- 41.** Make sure your properties are focused on comfort and interior design. Nice furniture and relaxing settings equate to more bookings.
- 42.** Properties should ALWAYS be in pristine condition upon guest arrival.
- 43.** Educate your owners to offer better amenities in their properties: By adding a hot tub, pool, pool table, outdoor fire pit or air hockey table, you can grow your bookings. Also don't forget to market these new amenities on your property listing.
- 44.** Offer rental properties that are accessible for those that may have a disability.
- 45.** Ensure everything in your properties are in proper working order.
- 46.** Select neutral colors for walls and natural woods for furnishings. This ensures that your decor appeals to the greatest number of people.
- 47.** Choose accent pieces to add character. Start with one statement piece such as a painting, colorful piece of furniture, or pottery item. Use this statement piece to select complimenting colors for other items in the room.
- 48.** Use a variety of textures to add extra interest. Decorative fabrics can be used in throw pillows, slipcovers, window coverings, and wall hangings.

Decorating & Setup

- 49.** Maximize your beds to increase rental income. For example, have a futon or pull out couch in the living room. Also, include two full beds in a spare room. These can be pushed together to accommodate two kids or a couple. Get the biggest mattress you can for the master bedroom. And consider offering an air mattress or cot to further increase your maximum number of guests.
- 50.** Make sure your property passes the smell test, by adding potpourri near the front entrance.
- 51.** Leave plenty of hallway space from the front door to the room(s) so that baggage doesn't bang against walls and furniture.
- 52.** Provide sufficient electrical outlets, extension cords, and mobile phone chargers.
- 53.** Place a doormat by exterior doors to save your floors and carpet.
- 54.** Hang mirrors in strategic spots to add light and make your place appear more spacious
- 55.** Include a luggage rack. It will save your furniture from dirty suitcases and bags and it's great to help guests pack / unpack.
- 56.** Stylish furniture doesn't have to be expensive. Retailers like Wayfair and Ikea are affordable, stylish and often offer delivery and setup services making setting up a new place simple and quick.
- 57.** More often than not, the to cost of any one piece of furniture should be less than the total deposit so if a guest ruins something, their deposit should cover a replacement if need be.



General Operations

General Operations

58. Offer modern payment options: Give your guests the ability to pay online, pay via ACH, pay in multiple payments and even as a group (multiple parties for one booking).

59. Offer online signatures where allowable for e-lease agreements.

60. Provide an online portal for owners to make maintenance requests.

61. Offer Damage Protection (instead of a security deposit) to your guests.

62. Make sure all of your owners have proper liability insurance in place for vacation rental activities.

63. Foster Positive and Lasting Relationships with residents and owners. Always be thinking of ways to surprise or bring a smile to your owners


64. Accept online bookings: I know it should be a given, but companies that accept online bookings obtain sometimes more than 50% of their bookings from the world wide web.

65. E-invoices make the payment process simple, transparent and easy.

66. Provide a link to the reviews page on your listing.



Profitability



We've had the unfortunate experience of **damage from guests**, and how frustrating it can be when you find out you don't have any protection.

Property Protect was designed by Hosts, for Hosts. We understand the financial impact or logistics involved when you rent out your personal home or investment property. And, we also know how complicated it can be when things don't go smoothly. That's why we're here...To give you peace of mind and affordable insurance coverage.

Our pay per night, digital insurance platform offers short term rental policies in a straightforward and completely paperless way. In just a few clicks we make it easy to sign up, get insurance coverage and when that unfortunate time comes, we makes filing a claim a piece of cake. Property Protect is reinventing insurance by adding a little design, data, and technology. To stay up to date with Property Protect, follow [MyPropertyProtect on Facebook](#).

Kate Birch

CEO - Property Protect

Kate was born in the San Francisco Bay Area. She's been a marketing executive for start-up companies for the last 15 years and a short term vacation rental host for the last six years. She owns and manages property all over the world ranging from Hawaii to Austin, TX and from Central Coast Vietnam to Cape Town, South Africa. She's rented her properties from \$19 per night to \$10,000+ per month. Her properties range from high-rise condos to beach houses to cottages and international homestays. When she's not working she's an avid traveler, reader and startup entrepreneur.

Get coverage for your rentals

Profitability

- 67.** Delegate or contract out work that you shouldn't be doing...time is money.
- 68.** Maintain live, real-time rates and calendars on all of your properties.
- 69.** Provide access to added services such as a personal chef, baby sitter, or grocery delivery.
- 70.** Use rent comparison tools to help you analyze rental prices in your market.
- 71.** Offer discounts and bonuses on open rental weeks to get them booked.
- 72.** Track your marketing results so you continue to improve year after year.
- 73.** Determine your multiple target demographics and create a strategy around each one.

Profitability

A great trick to fill up those nasty one day gaps in your calendar is to offer an extended stay, at a discount to the guests that have booked the days before and after.

You are more likely to fill up a one day gap this way than to receive a one day booking. Besides, those can be a real hassle. Instead, as soon as a one day gap forms, message the guests whose booking created the gap and offer them the extra day at 25 to 50% discount. Sometimes guests are still flexible on dates right after they booked. If they pass, message the guests who booked the other side of the gap.

This process takes very little time and will make you some extra money. Plus, the guests usually appreciate the offer even if they decline it. It helps to create a professional impression of you as a host. If guests do want to extend, you can simply adjust the reservation through the Airbnb website.

Jasper has been an Airbnb host since 2012 and is focussed on helping people make money through Airbnb and other short term rental platforms. He is the co-author of [Get Paid For Your Pad](#), the [Amazon best selling resource on Airbnb hosting](#) and arguably the most comprehensive resource on the topic.

Jasper hosted over 260 podcast episodes through his podcast, [Get Paid For Your Pad](#), in which he interviews Airbnb hosts from all over the world. He has spoken on several conferences on the topic of entrepreneurship and Airbnb including DNX, Lifeafar and the Airbnb Open.

Save time and money with my favourite [Airbnb tools](#)

Check Out My Website

Jasper Ribbers

Founder - Get Paid For Your Pad



Profitability

We have a catalogue of designer extras visible in the units , which range from soaps, tins of local delicacies, t-shirts, etc.

Clients can order and have same delivered within 24 hours. It would be good if your program could be tailored to include extras, not just early check in .

3 Properties in Cape Town South Africa and Porto Portugal

Craig Krull
Oporto luxury

“GuestBook Helps You Earn More Money On Each Reservations”



We’re the only platform that seamlessly builds personalized check in and departure times directly into the [guest experience](#) by offering your guests “extended stay”

Activating [extended stay](#) from your property settings give you the potential to earn thousands more per year* by allowing your guests to request and pay for early check ins and late check outs (at a rate set by you). Our property manager customers using extended stay, are seeing on average, an additional \$3,000.00 - \$5,000 per year in their bank accounts just for keeping this service turned on.

Send me an email at dan@useguestbook.com to talk about how [extended stay](#), and other convenience charges activated inside of your account can make you more profitable.

or...

Schedule A Demo With Me

* Extended Stay revenue is based on a number of variables including, rates set, volume of visitors, and number of properties.

Dan Engel

GuestBook Director of Business Development



Booking Websites & Channels

Booking Websites & Channels

Consider major listing sites like HomeAway, VRBO, Airbnb, Evolve, TripAdvisor, and Booking.com to promote your listings. You can also hire outside channel managers to assist in distributing your vacation rental properties to hundreds of outside websites.

All Logos Link To Each Booking Website.

agoda.com



Agoda (Nasdaq:BKNG) is one of the world's fastest-growing online travel booking platforms. Established in 2005, the start-up quickly expanded in Asia and was acquired in 2007 by Booking Holdings Inc. – The world's largest seller of rooms online.



Airbnb uniquely leverages technology to economically empower millions of people around the world to unlock and monetize their spaces, passions and talents to become hospitality entrepreneurs.



AsiaYo is an online room booking platform offering people a chance to discover over 60,000 uniquely designed accommodations covering 60 cities in Asia.



BodyCasa offers locals accommodations when traveling abroad. Staying at locals' allow the travelers to discover a city, a culture and its traditions through the eyes of the locals.

Booking.com

With a mission to empower people to experience the world, Booking.com invests in digital technology that helps take the friction out of travel. At Booking.com, we connect travelers with the world's largest selection of incredible places to stay.



BreakAway Vacation Rentals is an alternative vacation rental website created by a group of progressive owners, professional property managers and top vacation rental marketing professionals.

BringFido

BringFido is the world's leading pet travel and lifestyle brand. Our website and mobile apps connect millions of pet owners around the globe with more than 250,000 pet friendly places.



Clickstay is a holiday home rental website with adverts for thousands of holiday properties in destinations worldwide.



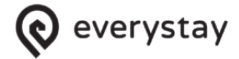
At Couchsurfing, we envision a world made better by travel and travel made richer by connection. Couchsurfers share their lives with the people they encounter, fostering cultural exchange and mutual respect.



We're committed to helping travelers have a unique cultural experience with local people whilst using their skills to help others. And we're committed to helping local hosts across the world improve their English in a dynamic & fun way.



We wanted to provide those looking to rent holiday properties in Europe an easy to use system that enabled even an internet novice to navigate our website with ease.



Everystay lets you find a beautiful house or flat to spend your holidays or you can list your own place for other people to find. Our mission at EveryStay is to make the world of online vacation rentals a better place for both owners and guests.



Expedia powers travel to a highly valuable global audience of travel consumers, collaborating with the world's leading consumer brands to provide incremental demand and direct bookings.



FlipKey is part of TripAdvisor Rentals, a leading vacation rentals marketplace with more than 830,000 properties in 190 countries.



GoHolidayLets is an advertising service platform for owners and agents of holiday properties all over the world. We are also an accommodation search facility for Holidaymakers.



HomeAway is a vacation rental marketplace with more than 2,000,000 vacation rentals in 190 countries listed on its website.



HomeShareNow cultivates mutually beneficial matches for home providers and home seekers to expand the possibilities for how we live.



Homestay.com now offers guests a selection of over 55,000 rooms in over 160 countries. With a vision of taking an offline industry online and making home-stays and private room rental a popular accommodation choice.



HomeToGo is the world's largest search engine for vacation rentals. We have compiled a unique portfolio of the best and most renowned providers of vacation rentals for our customers.



Houfy is an online market network that enables its users to advertise properties, discover accommodations or find real estate for sale, and share or connect with their clients as well as make new connections on its social platform.



HouseTrip is one of the largest vacation rental websites in the world. An ideal alternative to hotels, a HouseTrip stay means authenticity, privacy, value for money, and flexibility.



Discrimination happens on Airbnb and other platforms primarily through folks seeing the names and photos of guests before accepting the booking. Innclusive removes this opportunity for discrimination by introducing the photo only after the booking is confirmed.



Hand-picked accommodations around the world, plus insight from local parents about how to get the best out of their destination, we're minimizing the pain points and revolutionizing how families travel.



Locasun launched a bold bet to offer holiday rentals on the internet while Google was still taking its first steps and Facebook did not exist yet



At Clanventure, we aim to simplify family vacation planning. We are a team of parents who are enthusiastic about family travel and are committed to helping you find a vacation rental quickly and easily.



The Luxury Villa Collection offers you properties that are stylish, luxurious, comfortable, and well located to allow you to enjoy the very best of the destination.



MediaVacationRentals.com is a specialist in owner direct vacation rentals since 2002, with: A million rental inquiries a year, around 250,000 rental agreements generated annually, 17,000 listings in 83 countries, a 7-language network that is present in all the main European countries.



A short-term rental service by and for gay men was needed to help provide not only a safe and comfortable experience but also one where gay men can connect and expand their sense of community.



Niche Escapes help find the perfect rentals based on demographic, geographic, and personal preferences.



Discover somewhere out of the ordinary but where you'll feel instantly at home. A Niche Retreat is defined by unpretentious luxury, inspiring living spaces, distinctive interiors and unusual finishing touches that delight and surprise.



Owner Direct takes some of the frustration out of finding that perfect place – just for you. Clear, concise, easy to read listings, coupled with excellent customer service and great prices are the perfect combination to help you save time and money when planning the perfect getaway.



Onfinestay is a hospitality brand like no other – offering an unprecedented level of service for stays in the finest homes. We seek out the best homes, looking for space, character and comfort, so you can experience them.



Only-apartments specializes in accommodations rentals for short and medium stays, currently list over 150,000 accommodations in 120 countries worldwide offering the widest selection of accommodation at best price.



On Perfect Places, travelers can search for short-term rental properties on PerfectPlaces.com for free. The Vacation Rental properties offered on PerfectPlaces.com include homes, condominiums, villas, cabins, bed and breakfasts, and more...



Tourist Paradise offer a choice from 65.000 abodes. Whether a family holiday or a vacation with man's best friend; whether on the beach in the mountains or something completely different, you'll find what you're looking for here.



Tripping search lets you filter, compare and sort over 12,000,000 available properties from the world's top vacation rental sites including HomeAway, VRBO, TripAdvisor, Booking.com and more.



Tujia now covers 345 destinations in China and 1037 destinations overseas. The online listings exceed 1 million sets, including accommodation products such as homestays, apartments, villas and extension services



Rent by Owner mission is to match every traveler with their perfect accommodation. RentByOwner.com, a Left Travel brand is part of the world's largest network of vacation search engines. We find and compare over 10 million listing from around the world to make your search easy.



TravelStaytion is an online platform for professionally managed holiday and short term-let rentals. We connect business and leisure travelers with certified professional property providers and managers, offering access to a wide spectrum of stunning properties in top destinations across the globe.



Tripz.com is an advertising platform that empowers travel enthusiasts to connect efficiently and cost effectively, making travel more affordable and the world more reachable. We are committed to putting owners and travelers first by building our features around their needs.



TurnKey Vacation Rentals was launched in 2012 when founders John Banczak and T.J. Clark realized that the vacation rental industry was missing what most travelers value: the fine hotel experience of reliable customer service, cleanliness, and quality in what was otherwise a unique and exciting way to travel.



The Holiday Let provides an outstanding holiday property website with great design, usability and value for money. Giving the hosts the very best advertising at affordable price without compromising on design.



Forget anonymous hotel rooms—from entire oceanfront houses with private beach access to city condos in luxury buildings, TripAdvisor Rentals offers you places with personality to make your trips unforgettable.



With TUI Villas, you'll find a large selection of holiday homes and apartments throughout Europe and beyond. We are the operator of all the properties tagged with the TUI Smile and you will benefit from many advantages.



With industry-leading technology and dedicated local teams, Vacasa brings confidence to vacation rentals.





VR411 offer a diverse and curated selection of boutique vacation rentals, condominiums, villas and cabins at the world's top resort locations. All coupled with the easiest-to-use website in the industry.



Unlike general hotels and inns, we interact with local hosts.

Also, if you have kitchen facilities, you can also enjoy dishes using local ingredients.

Private accommodation facilities are not a guest, but rooms are set up with rates, so the cost per person will be lower as the number of people increases.



Part of the HomeAway Family

Flexible listing options, worldwide exposure, easy-to-use listing management tools, a secure online booking and payments platform, dedicated customer support, and more!



We are Wimdu, one of the world's leading search engines for vacation rentals. We believe passionately in the power of travel and strive each day to make quality travel experiences more accessible to everyone.



Xiaozhu, an internet platform that relies on the sharing economy to provide users with short-term rental services. It is a representative enterprise in the field of housing sharing economy in China.



On 9flats.com, you can rent someone else's apartment, room or house (or even igloo) and enjoy feeling more at home while you travel. Or you can earn money renting out your spare space.

“The More Booking Sites You List On, The More Reservations You’ll Get.”



Seamlessly sync and publish your listings across multiple booking sites for broader distribution, more exposure and increased revenue.

GuestBook currently connects to the major booking sites with new channels being added every month. With our one-click publishing, you can be up and running in minutes, rather than recreating your listing every single time you want to add a channel to your portfolio of sites where you list your place.

Send me an email at dan@useguestbook.com to talk about how our rapidly expanding channel manager can help you reduce vacancy, boost exposure, and increase revenue.

or...

Dan Engel

GuestBook Director of Business Development

Schedule A Demo With Me



Marketing

Marketing

74. AMAZING photos of your properties: Spend the extra money and get professional photographs of all of your vacation rental listings for your website and other media where you market. This is super important if you want to run a company that not just thrives but survives.

75. Number of photos: Potential guests are more likely to inquire on listings that have over 20 photos. More photos = more bookings.

76. AMAZING photos of your area: Commission a local photographer to take unique photos of your area. Remember, to win the war at Google, its just not about the written content. People search by websites, video, news and now pictures. Include lots of beautiful pictures of your area and this drives visitors to your site to book renters or owners to have you manage their places.

77. Do Online Paid Advertising: This is a great way to drive traffic to your site.

78. Long Tail advertising: When doing online advertising, don't just focus on the expensive "real estate" (aka "insert town name" vacation rentals). Focus on the search terms that might only get 25 to 50 search inquiries per year, but create a huge list of these "long tail" terms. In aggregate, these can drive a lot of traffic to your site and also be fairly inexpensive.

79. Strengthen your online presence with social media. This should not be just a once a week type of thing, but a long term financial and time investment. The bigger the audience you build via social media, the more successful your property management company will be.

Marketing

- 80.** Use [Instagram](#), [Facebook](#), Pinterest and [Twitter](#) in your online strategy.
- 81.** [Build Landing Pages to track new leads](#): Create pages on your website to target the specific audience. Create subdivision specific or beach specific pages to target owners or vacationers to specific parts of your vacation rental destination.
- 82.** Ensure your company's website is mobile and tablet friendly: More and more travelers are searching via their mobile device or tablet. If you don't have a mobile friendly site, your business will be impacted negatively. Create a GREAT mobile experience!
- 83.** Make short videos about what makes your market unique: Interview local restaurants, best surf spots, best hiking trails, local hang outs, surf shops, best sushi place in town and all points in between. Promoting these hot spots will drive traffic to your site and also result in more units and more bookings.
- 84.** Target your marketing efforts to the owners that have out of town addresses: These are typically your best targets for possible vacation rental home owners.
- 85.** Email Campaigns to past guests offering discounts is a great way to get repeat customers through your doors.
- 86.** Host Events: These are great ways to connect with possible local vacation rental owners in a relaxed, social setting.

Marketing

87. Have an Exceptional Website: Building a terrific website includes having great information, spelling out why your company is different than the competition, and why an owner should rent their property through your company. Also include great content for those looking for a great rental property. Include things like: local content, things to do, videos, local blog, in depth detail on all your units and things that perhaps might go unmentioned by your property manager competitors.

88. Focus on the long tail: Your competitors focus on the BIG things like general information about your city, big festivals and basic skiing or fishing information. Focusing on the “long tail” means capturing those small handful of travelers that want to come to your vacation rental destination because of a specific high school Summer baseball tournament, destination wedding, bird watching group, or even treasure hunters. Having a page of great, TARGETED, content could pay big dividends for your company.

89. Your properties description should command the traveler’s attention throughout and speak to why its unique.

90. [Start doing Influencer Marketing](#): Connect with those that have large followings on Instagram or Facebook. Offer them a discount on a property in your area in exchange for a spotlight article on your company or vacation rental area.

91. Work with travel bloggers to better promote your properties and your local vacation rental destination. Many of these travel bloggers have huge audiences and this provides a great way to reach many new guests that may not know about your company or your area of the world.

92. Use [Google AdWords](#) and [Facebook ads](#).

Marketing

- 93.** Build your own professional brand: Have a great memorable logo, create your company's personality and don't be afraid to be different.
- 94.** Your website should be built and designed in a way that is search engine optimized.
- 95.** Your website is an investment, with a REAL purpose of increasing your bookings.
- 96.** Invest in [Search Engine Optimization](#) (SEO). Hire an expert in this field to assist you.
- 97.** Sponsor local events with your town Schools, Community, Chamber, and Charities. Invest in your community.
- 98.** Consider local print options for advertising. It still works!
- 99.** Advertise EVERYWHERE: online, print, email and social media.
- 100.** Create direct email campaigns for previous guests.



Other Helpful Tips

Other Helpful Tips

- 101.** Have an owner portal on your website: This is a must in today's competitive landscape. When picking or switching to a new vacation rental management software, make sure you ask about their "owner's portal" too.
- 102.** Join [VRMA](#) (Vacation Rental Management Association).
- 103.** Offer travel protection to your guests.
- 104.** Start a Blog on your website with valuable content for both vacationers and owners.
- 105.** Have a FAQ section on your website: Create one for both owners and one for vacationers.
- 106.** Prioritize on building more value for your customers. If you deliver the best bang for your buck, both owners and travelers will turn to your services for years to come.
- 107.** Be careful to not misrepresent your properties. Put properties in their best light but stay truthful and honest about the property.
- 108.** [Analyze your competitors](#). Understand what they do well and incorporate your findings into your own company.
- 109.** Network with other property management companies from other areas to learn best practices.
- 110.** Be unique and have fun! There are many industries you could be involved in around the world and you get the opportunity to work with people on vacation!

Surprise!
There's
actually
110 not
108 :)



Hemal Monani

GuestBook Customer Success

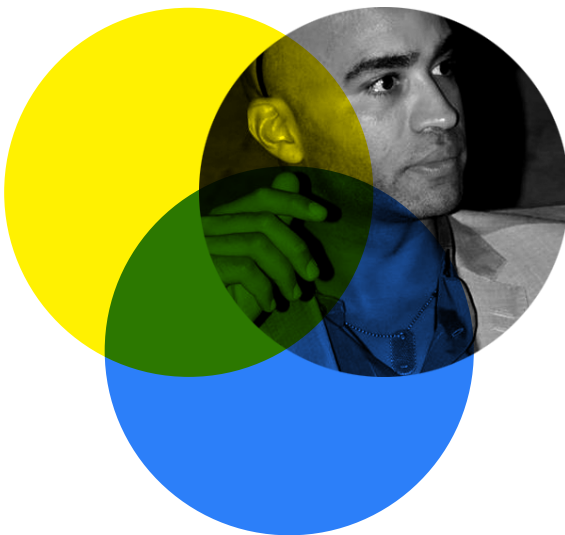
If there's ever an instance where there's a problem at check in, like the guest can't get in or they show up and the cleaning isn't done for some reason...

Send your guest a small gift, pay for a meal at a local restaurant, or give them the courtesy of a late check out if they'd like one. Often times small gestures can be a big difference between a good and bad review. Guests can be incredibly understanding when things go wrong as long as you are empathetic to their situation as well.

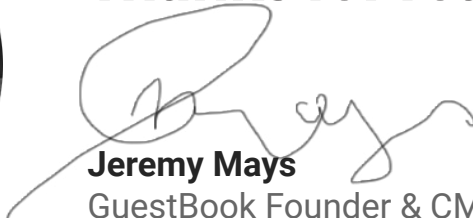
Final Thoughts

Thanks for reading!

We'd also like to thank all of our short-term rental industry experts featured in this book for sharing their wisdom. The goal of this book was to shine a light on some of the modern strategies and tactics that leading-edge property managers can use to drive growth and build lasting businesses. We hope that this book succeeded in nudging you outside of your comfort zone, and that you'll put some of the lessons you learned here into practice.



Thanks for reading



Jeremy Mays
GuestBook Founder & CMO

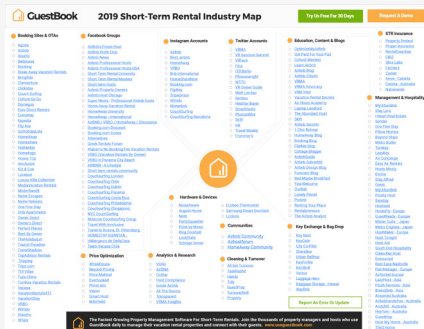
Email Me: jeremy@useguestbook.com



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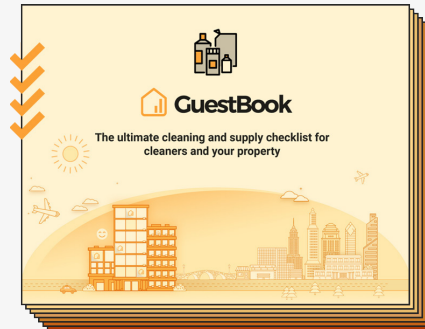


More Great Resources



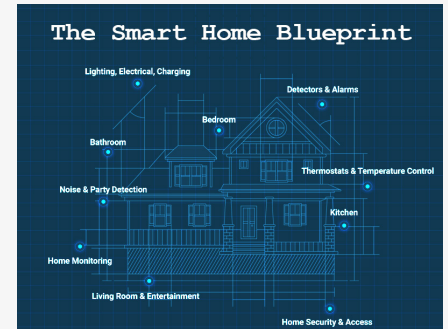
The 2019 Short-Term Rental Industry Map

GuestBook has updated our 3rd annual short-term rental industry map with the most up to date look at the industry. 13 Categories, 248 Live Links Including: Booking Sites, Instagram Accounts, Twitter Accounts Industry Blogs, Facebook Groups, Services and more...



The Ultimate Cleaning Checklist

Stop getting bad reviews about your cleaning. This fully loaded checklist will ensure that you get a consistent and thorough clean every single time. All rooms, 56 cleaning items, 26 supply suggestions.



The Connected Smart Home Blueprint

There are thousands of smart devices out there these days. Choosing the right combination of products for your rental can be challenging. However, the right selection can give you the freedom to move about your life.



The Perfect Welcome Letter Template

A simple, informative and welcoming letter and / or email could make all the difference to a first-time guest. Let them know you're expecting them and give them all the rules and instructions for your property.



Global Short-Term Rental Regulations

Want to know which countries, states, cities and local municipalities have short-term rental regulations?

Use our interactive map to zoom in on any area around the world where a pin is located and click on it to learn more about a specific location and local news updates. This map updates regularly.



Case Study: How Susan Bisnoff from HostyMosty uses GuestBook to run her property management business.

Introducing HostyMosty, a full service vacation property management company. HostyMosty takes the pressure off busy people like you to manage the multiple bookings that you should anticipate.

Contribute

If you're interested in being featured in this book, it's not too late. We're interested in hearing from you. You can contribute a tip through our website and we'll continue to update this document as the information comes in.

The more content we receive, the more valuable this book will be for you and other property managers. We can't wait to receive your contribution.

Contribute