

## BOOKING MANAGEMENT

The role involves maintaining an up-to-date calendar, managing bookings, confirming reservations and coordinating with guests on supplements, facilities and check-in/out details. By overseeing the booking process, we guarantee that you, as a host, will have a smooth and organised reservation schedule, minimising the risk of double bookings whilst optimising occupancy rates.

## GUEST COMMUNICATION

Timely response to guests' communication is a fundamental aspect of the booking process. It is essential to respond promptly to guest queries, provide key information and address any concerns or issues that may arise before, during and after the guest stay. Effective guest communication has a positive impact on the overall guest experience, which in turn leads to a higher number of positive reviews and repeat bookings.

## PROPERT LISTING OPTIMISATION

At SBJ-Consulting, we love helping our clients create and optimise their property listings on platforms like Airbnb, Booking.com, VRBO and, of course, your very own website! We love crafting compelling, SEO-ready property descriptions, selecting attractive photos, and ensuring all relevant details are highlighted. Your webpage and published property listings are your shop windows, and we're here to help you make the most of your property's visibility and attractiveness. The more attractive your property looks, the more bookings you'll get! And that's our goal: to help you get the best return on your investment. We also make it a priority to stay up to date with market trends and competitor activity.

## RATE & REVENUE MANAGEMENT

We love keeping an eye on what's going on in the market, what's happening locally and how the seasons affect things. This helps us to make sure we're always offering the best rental rates for you! We love helping our customers make the most of their rental income! That's why we conduct regular market analyses to make sure we're offering the best possible rental rates in line with demand. We'll make sure your listings stay competitive and make the most of peak demand periods.

## HOUSEKEEPING COORDINATION

It is of the utmost importance to us that we are available to coordinate with your on-site housekeeping and/or maintenance teams. Through clear and effective communication, we will schedule cleaning services between guest stays, ensure the property is well-maintained, and promptly address any maintenance issues reported by guests. This proactive approach contributes to a positive guest experience and the overall upkeep of the property.

## REVIEW MANAGEMENT

Effective review management is a crucial element in the process of enhancing a business's reputation and a primary factor in driving guest engagement. By fostering a culture of guest feedback, we are able to identify areas for improvement, address guest concerns, and ultimately enhance the credibility of your property.

## MARKETING & PROMOTIONS

Marketing and promotional activities form the foundation of our services and represent a vital component of our co-host and virtual assistant offerings. From creating engaging social media content, using branded posts, running mutually agreed, targeted advertising campaigns and exploring partnerships with the aim of increasing the property's visibility, we undertake a range of actions to achieve our goals. By employing strategic marketing techniques, we are able to generate bookings for your property while ensuring that it remains at the forefront of guests' minds.