




What you'll get from me...

- ▶ **You'll get a Compelling Title :** Your listing title is the first thing potential guests see when browsing short-term rentals, so it's essential to create a captivating and informative title that grabs their attention.
- ▶ **I'll compose you an Engaging Description :** my expertise in composing an engaging, well-written description will help potential guests imagine their stay and understand what sets your property apart.
- ▶ **Including Descriptive Language for Short-Term Rental Listing Optimisation :** thanks to the use of vivid and descriptive language, I will be able to paint a picture of your property and create an emotional connection with potential guests.

at the same time, if we are specialising in a niche, such as sustainable tourism, let us highlight it in our listing as an added e.g. mention how your property supports recycling, saves water, and uses solar energy. This can set you apart from the competition.

- ▶ **Along with Descriptive Adjectives for Short-term Rental Listing Optimisation :** I will enhance selective descriptive adjectives that accurately describe the property and its atmosphere to enhance your short-term rental listing optimisation.
- ▶ **I'll Highlight your best USP's :** each unique selling point / amenities / facilities that may set your property apart, such as a hot tub, parking, private pool, or terrace will be brought forward. This can help attract guests looking for specific amenities or experiences.
- ▶ **I'll call attention to your Location :** drawing attention to your location, be it in your title or description can help potential guests to quickly identify the general area of your property.
- ▶ **Your Key Amenities will be identified :** important amenities and features, such as a fully-equipped kitchen, high-speed Wi-Fi, a washer and dryer, or air conditioning will be brought forward. This can help potential guests quickly assess whether your property meets their needs.
- ▶ **Accentuate Local Attractions and Activities :** following a market survey I'll make sure to provide information about nearby attractions, restaurants, and activities that guests can enjoy during their stay.
- ▶ **I'll use Bullet Points for Easy Reading :** whenever possible, I'll organise key information and amenities in bullet-point format to make your description easy to read. This can help potential guests quickly find the information they need when comparing listings.

As of this stage and in order to complete your listing all relevant parameters described in points **A B C will need to be analysed, verified, boxed in and uploaded the OTA site of your choice.**

- ▶ **Photos / video uploading :** at this stage your photographs will need to be handed over so that a photo album per property may be created. Certain photos will need be edited and each photo is to be titled.
- ▶ **Data parameters :** I will forward you a comprehensive checklist form that you will be asked to complete. This form will need to be returned to me, along with all relevant data pertaining to your rates, availability, policies and house rules.
- ▶ **Review :** we'll do a mutual last minute review via Zoom or Google Meet and off you 



Whats expected from you...

A OTA Registration

Selecting your OTA in order to publish your property : you as owner, will have to select and register your property on an OTA site of your choice. Most OTA sites will guide you through the initial steps of creating your account in order to publish your property listing. Depending on your business model certain regulatory requirements will need to be met, it is therefore advisable to familiarise yourself with the relevant laws and requirements before starting this process.

With the registration complete, your details will go under review and, once approved, you'll receive an email with your login credentials in order to publish your property. In order for me to upload listing, and fill in all details, you will have to add me as a "user", be it as e.g. co-host, reservation, etcetera. As primary account holder you have absolute control on who and with what role / permissions anyone can access your account .

B Photography

In the context of attaining optimum results, hiring a professional photographer to take high-quality photos of your property is an absolute must. A professional photographer possesses not only the necessary equipment but also the expertise to capture the best angles, lighting, and composition.

By investing in professional photography, you emphasise the unique features of your rental property and create a more visually appealing listing. This can lead to increased interest from potential guests and ultimately result in higher occupancy rates and better reviews. In the competitive vacation rental market, presenting your property in the best possible light is essential, and a professional photographer can help you achieve that goal.

Use High-Quality Photos : Visually appealing, horizontally framed, high-quality photos are essential for showcasing your property and capturing potential guests' attention as part of your short-term rental listing optimisation strategy.

Use Natural Lighting : Do what it takes to use natural lighting, it will make your property look more inviting and spacious. Schedule photo sessions during daylight hours, and open curtains or blinds to let in as much natural light as possible.

Stage the Space : Tidy up and arrange furniture and decor in an appealing manner before taking photos.

Update Photos Seasonally : and remember to regularly update your photos to reflect any changes to your property or to showcase seasonal features, such as a snow-covered landscape in winter or blooming flowers in spring.

Videos / virtual 3D : will allow you to provide an effective, remote method to display your property and satisfy your clients. The quality of these tours will be what separates your business from your competitor.

C Parameters

Your pricing parameters : pricing your vacation rentals is no picnic. You have to consider seasonality, competition, supply and demand, as well as global circumstances. A set-it-and-forget-it approach won't do the trick.

In the dynamic vacation rental market, it is essential to stay informed of market trends and adjust pricing strategies accordingly.

It is important to set the right price for your vacation rental properties. If you set your rates too high, you may not attract the desired guests, whereas if you set them too low, you may lose money. The best approach is to check your competitors' rates for the high and low seasons, and to know your minimum night rate.

Specify Your House Rules and Policies : Are parties and pets allowed? What are your check-in and check-out policies? Can guests smoke in your vacation rental property? These are popular guest' questions, so make sure to specify them. I recommend staying flexible in your policies, especially when it comes to the availability of your rental property.

Gone are the days when setting a minimum stay of one week was acceptable. Travelers today juggle multiple responsibilities, often pushing a quick trip among their busy schedules. Making it even trickier for them with limited availability or strict check-in and check-out rules will likely push them away. Don't forget, competition is fierce, so what one doesn't offer, someone else does.

Set Your Availability : Once everything's ready, it's time to define your rental property's availability. Some important factors to consider are managing your cleaning and maintenance providers around your bookings so that everything's up and running for guests. Also, if you offer physical check-in, consider your availability to welcome visitors when they arrive.

As mentioned earlier, stay as flexible as possible to increase bookings. For example, offering check-ins only on Saturdays, like some hosts used to do in the past, will limit your profit and business. Visitors look for convenient accommodation solutions; the last thing you want is to give them a hard time on their vacations.