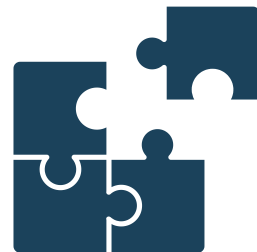


PURCHASE A PROFESSIONAL LOOKING PROPERTY LISTING

An effective vacation rental listing must captivate the reader and convey the appeal of the property. It should be more than just an advert – it should allow potential guests to imagine themselves in your property.

A well-crafted listing should immediately convey the property's suitability for guests' needs and persuasively highlight its unique selling points, presenting a once-in-a-lifetime opportunity for their dream vacation. A vacation rental listing is not merely a means of promoting a property; it is the art of crafting a narrative that sells the promise.



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 sites as our value proposition. e.g. mention how your rental 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 or amenities 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 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.
- ▶ **Major Local Attractions and Activities will be considered :** following a careful 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 scan and read. This can help potential guests quickly find the information they need when comparing listings.

Once you've handed over all photos, parameters and data (see paragraph 2a and 2b), we'll take a look and make sure everything's good to go. Then, we'll get started on the uploading and boxing-in process, on the OTA site of your choice !



What I'll get
from you...

A Photography

Photos:

Minimum twenty-four (24) high definition horizontally framed photos
(max 2,5 mb)

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

Hire a Professional Photographer

In the context of short-term rental listing optimisation, 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 short-term rental market, presenting your property in the best possible light is essential, and a professional photographer can help you achieve that goal.

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.

B Parameters/data

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 in your listing. 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.

A good rental listing earns more bookings, and more bookings lead to more reviews, enhanced visibility, and ultimately, more guests. Remember, your listing is more than an advertisement: it's essentially the wind in your business's sails. If you require any assistance regarding the parameters and data needed to optimise your listing, please feel free to reach out !