

# Checklist for Pillar 3 - Set-up

## Lesson 1- Set up operational logistics and supplies

- Prepare instructions for potential problem areas and identify special items + laminate and place signs strategically throughout the house and point out each item as needed.
- Laminate a copy of the House Rules
- Create concierge book
- Shop for maid's closet supplies
- Set-up kitchen (this is a critical step and can break the bank). I use Good Will for a lot of filler items. Every other Saturday is 50% off you would be surprised how far your money goes. Have fun with it... :)
  
- Register utilities in your company name and get them turned on:
  - Gas
  - Electric
  - Trash
  - Internet
  - Cable
  - Water
  
- Install the following:
  - Front door lock
  - Maid's closet lock
  - Other locks if needed
  - Set up wifi thermostat control
  - Set pool and spa control (work with landlord on this)
  
- Contact the neighbors (Ask the landlord before proceeding... some landlords don't want you to do this)

## Lesson 2 - Set-up Furnishings (if the home doesn't include furniture)

- Take photos of the empty house
- Send photos to a virtual staging company (specify the number of beds and types of furnishing you want in each room)
- Send virtually staged photos to furniture warehouses and discount stores for quotes
- Decide which furniture to purchase from which supplier
- Establish favorable financing from supplier. LuxHomePro has a perfect solution for you to get ZERO interest credit cards if you need to make purchases at various locations. It is fico score driven and doesn't cost anything to apply. <https://apply.sproutfin.com/LUX>. Immediate 2 minute Approval Process (Based upon Credit Score) and super easy to use.
- Set delivery date based upon when you take over the lease or property. Make sure you provide yourself enough time to get plenty of advanced bookings. (I normally try to get 45 - 90 days)
- Check estate sales, craigslist and other sites for unique items

## Lesson 3 - Get Spectacular Photos of Your Property

- Use virtually-staged photos for interior, only if needed
- Use virtually-staged photos for exterior (I use this to bring out color and make home pop) i.e. for grass that is kind of brown, have them fill it in to show a very well manicured yard
- Make sure your photos are inviting, attractive and engaging
- Use exterior photos that highlight curb appeal and outdoor entertaining spaces
- Listing should contain at least 20 photos
- Choose first photo for the listing that really stands out - this can be a captivating picture about the area - disclose this via the description tag in the picture

**IMPORTANT:** If using virtually staged images, you must disclose that rooms are virtually staged in your listing. Send out actual photographs to all guests prior to their arrival to avoid any problems upfront. "My home is being redecorated and we are using a professional designer to help with the layout and design. Actual furniture is based upon the virtually staged pictures seen in our listing."



## Lesson 4 - Create an Amazing Experience for Guests

- Identify the primary reasons people travel to the area and create a special package for them
- Assemble Concierge Book:
  - Shopping centers  Grocery stores
  - Drug stores  Gas stations
  - Golf courses  Beaches  Natural areas  Walking parks & trails
  - Various types of restaurants  Night clubs  Synagogues  Churches
  - Equipment rental (e.g. bikes, sail boats, paddle boards or roller blades, etc.)
  - Discount packages (e.g. golf, hot air balloon rides, skiing, amusement park etc.)
  - Private chef
  - Babysitting
  - Tour guides
  - Other amenities

## Lesson 5 - Acquire Operations Team

- Hire maid service (professional company with multiple crews)
- Train crew how to clean and stage to your specifications (this is the most important aspect of your business, do this well and your life will be a whole lot easier -- don't skimp on this step)
- Provide photos of how the house should look
- Provide checklist for tasks and supplies
- Hire handyman who can respond within 24 hours
- Contact company that can respond to emergencies
- Hire Landscaper
- Have copies of the home warranty policy
- Take photos and write "how to fix" instructions for all potential problem areas
- Gather the contact information for:
  - Hot Water Heater
  - All Major Appliances
  - Pool or hot tub
  - Cable
  - Internet

