

Checklist for Pillar 4: Market

Lesson 1 - Create the listing

- Gather all the information about the house:
 - Configuration of each room to maximize efficiency and for entertaining
 - Number of beds
 - Number of people
 - House Rules
 - Amenities
 - Area attractions
 - Passcodes to front door
- Create listing on VRBO and Airbnb
- Synchronize calendars for booking sites
- Research listings in your area that have at least 50% occupancy for ideas about creating your listing

Lesson 2 - Optimize your listing for maximum bookings

- Use a Wow! photo for the first image
- Write captivating headlines that draw attention to the listing (DON'T BE AFRAID TO CAPITALIZE AND USE EMOJIS: such as ★ ★ ★ ★ ★ OR ❤️)
- Write a subheadline that builds on the message in the headline
- Write an enticing description
- Include any special packages in the 2nd paragraph of the description
- Write a bio that balances professionalism and personal interests
- Turn on Instant booking
- Make sure you're responding within an hour to all inquiries

(No checklist for Lesson 3 as it is more examples of listings)

Lesson 4 - Price your home for profitability

- Sign-up for online pricing app and input the info about your property (when first starting out)
- Use suggested pricing from app for about 30 to 60 days (strongly suggest - use 10-15% discount for first 30-60 days only - don't discount on premium dates)
- Set-up advanced payment with VRBO as soon as you get your first booking
- Establish the base price for 6 to 8 people
- Create an additional per person per night fee (\$25 to \$40)
- Include a reminder in correspondence about the additional person fee
- Create Honor System jar for additional person fees
- Charge a standard Damage Waiver (from \$199 to \$249)
- Pay your insurance bill
- Charge \$350 - \$399 cleaning fee, depending on size of property

Lesson 5 - Provide stellar customer service

- Respond to all inquiries within 24 hours
 - Build rapport
 - Keep them mindful of the house rules
 - Convey Logistics
- After 60 days automate emails with Guesty or any other property management software
- Call or text the guests upon their arrival (I automate this before they arrive to get everyone in sync and on the same page, so the lines of communication are already established)
- Respond to any issues that come up while guests are staying in the property
- Follow-up emails to request a 5-star review (automate entire process after 30 - 60 days)
- Proactively approach any guest who you think might not give you a 5 star review, and work something out... It's better to get NO review than less than a 5 star review, especially when you're first starting out.

(No checklist necessary for Lesson 6 as it is a recap of the entire course)

