

How to Become a Successful

AirBnb Host





Hosting an AirBnB rental can unlock great opportunities for almost anyone who's willing to do the work. If you have a vacant property or even just a room, transforming it into a beautiful AirBnB might just be the key for you to earn extra money and can give you the financial freedom that you deserve. But do you have what it takes to become a successful AirBnB host?

Here are some tips and tricks that will help you become a SuperHost on AirBnB in no time:

The Advantages of Hosting a Successful AirBnB

1. ***Earn a stable income.*** Although hosting an AirBnB is often times a side hustle, it can definitely give you a steady stream of monthly income.
2. ***Enjoy freedom and flexibility.*** For people who want to be full-time hosts, it can give them more freedom and flexibility to spend time on things they love.
3. ***Have incredible tax benefits.*** You might enjoy tax benefits and deductions because of your rental earnings.
4. ***Expand your investments.*** Your money is not just stuck in bonds or stocks, you have now diversified your investment portfolio by hosting an AirBnB.

6 Tips to Become a Successful AirBnB Host

1 Make a business plan

The right way to start your AirBnB business is by crafting a business plan. Even if signing up for AirBnB is just a way for you to make extra money, you should still consider it as a business from the beginning. Create a goal (e.g. target number of guests per month) and make rules on how you plan to run your rental. Aside from being aware of AirBnB's regulations, you'll also need to create realistic rules to protect you in case issues come up (e.g. unruly guests, cancellations, missing/broken items, no-show, etc).

After you have set your rules, you'll need to assign people to each task of running the business (or if you're running it alone or from far away, you might consider hiring out help). First of all, you'll need to communicate with guests on the app. You'll need someone to respond to guests, accept bookings, and the works. Next, you'll need to keep track of your finances. Next, you'll need to check on and adhere to any local laws in your area, which could include needing to apply for any permit. You might also need to hire a reliable cleaning service that can come after every guest check out. Not to mention keeping track of your reviews.

I know, it can be a lot. That's why having a business plan from the beginning and assigning people (or hiring help) can help you avoid any problems and keep your AirBnB running smoothly.

2 Set a fair price

When browsing through rentals on AirBnB, one of the first things guests will look at is the price. If your AirBnB's cost per night is too expensive, people will most likely scroll through it. However, having a price that's cheaper than average might get you bookings, but it might not give you a good profit. When setting a price, it should be fair for both you and your guests. A price where you can earn while giving your guests value for their money.

The first thing you need to consider is the type of property you own. Consider your location, how many guests you can accommodate, the amenities and features you offer, and more. Next, list down your operating expenses, fees, and taxes. Next, you'll want to compare prices with your competitors: different AirBnB rentals and hotels in your area. Once you have everything accounted for, set a good profit margin that meets your business objective and goals.

3 Take quality photographs

Once you have set a good price for your AirBnB, the next thing that will set you up for success are high quality photos. Take photos at a good angle and make sure to capture each room, the surrounding area, and amenities. Make sure to stage your rental and remove any clutter and to have good lighting. You might even want to consider hiring a photographer.

On the other hand, aside from attractive photos it's also important for the photos to be accurate on what your guests will see when they arrive. Don't try to make your listing look larger than it is or edit it too much so that it will look different than in real life. Overdone photos might lead to disappointment and to a bad review. Make your photos high quality while still reflecting reality.

4 Invest in adding value to your AirBnB

Competition can be tough when it comes to AirBnB rentals. To make yours stand out, it's important to invest in adding value to your AirBnB. For starters, not all rentals offer breakfast nor does everyone include basic toiletries (towels, shampoo, soap). Another thing that might help you attract guests is transforming your rental into a child-safe and pet-friendly rental. Completing these basic amenities plus offering some more value might be the difference between getting booked and getting scrolled through.

Some of the other things you could add to your rental is Wi-Fi, complete kitchen essentials, air conditioning and heating, self check-in feature, free parking, a laptop-friendly workspace, movie streaming apps like Netflix, board games, and welcome gifts for your guests. Be thoughtful, creative, and offer something unique for your AirBnB. By going the extra mile, you get to give more value for your property, attract more guests, and might even allow you to increase your rental rate a little higher.

5 Pay attention to reviews

Aside from looking at the price and photos, reviews are another thing that most people look at when browsing rental properties on AirBnB. No matter how great you think your listing is, if you don't have enough good reviews, people might think twice about booking your place. Whenever you finish a booking, make sure to request for a 5-star review. Also, take time to regularly check the reviews that were left by your guests. Address any issue that may have come up and use any negative review, if any, as a lesson to improve your services as a host.

6 Go above and beyond

As a host, remember to always strive to go above and beyond in providing excellent service for your guests. Remember that people are booking your place to relax and have a good time whether their stay is for business or vacation. You need to make sure that everything is set before their arrival and that they are comfortable throughout the duration of their stay. Be available to communicate with them and settle any requests or complaints that they might have promptly.

This is what it means to go above and beyond as an AirBnB host. It might take up a lot of your time and resources in the beginning, but your hard work will eventually pay off when you get 5-star reviews and recommendations from satisfied guests that would hopefully result in more bookings in the future. You'll also be on your way to becoming a Superhost on AirBnB which means that you have a good reputation and that you are a trustworthy host that can offer a good experience to their guests. Plus, you'll unlock benefits and rewards from AirBnB!



AirBnB Hosting Checklist

To manage your AirBnB more efficiently, take a look at this checklist:

- ☐ **Automated messaging** - Set up automated responses for frequently asked questions so you wouldn't have to spend time answering these questions repeatedly.
- ☐ **Caretaker** - Regular upkeep is required in maintaining an AirBnB. Hire a caretaker as doing this for every check-ins and check-outs can be too demanding for you.
- ☐ **Inventory spreadsheet** - This is to easily keep track of your AirBnB essentials and ensure that they are always stocked up.
- ☐ **Cleaning routine and essentials** - Since cleaning needs to be done for AirBnBs often, make sure your cleaning essentials are stocked up and set a cleaning routine or checklist to ensure that you or your caretaker won't miss anything.
- ☐ **Financial monitoring** - The main goal of having an AirBnB rental is, of course, gain profit so make sure you monitor the finances related to your rental business.

Being an AirBnB host might seem overwhelming. With all the responsibilities and the maintenance required by managing a short-term rental business, you could have probably thought that it's a lot of work and you'd rather not do it. But if you just learn about the basics and get used to the important details of AirBnB hosting, you could be able to eventually grow this into a lucrative business.

Connect with me:

Erick Mariscal
(832) 405-9575
www.realestatebyerick.com

