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# 11 PRO TIPS FOR MAKING YOUR PROPERTY AIRBNB READY

*Your bespoke, full service property  
management experts.*

# QUALITY PHOTOS ARE KEY!

**Generally, the first thing that catches a renter's eyes are the pictures of the unit, which is why having quality property photos is so important. Put yourself in the tenant's shoes: would you rather live in a place that looks dark and cold, or one that's warm and inviting? The pictures of your property will be the starting point for potential renters, and they will likely use them to decide whether to tour your unit or not.**

- You can either hire a professional or learn how to take good property photos on your own; whatever you decide, just make sure the pictures are both accurate and put the unit in a good light.
- Good pictures will add to the legitimacy of your property; this will be key in finding quality tenants, as they have certain standards when it comes to how much effort landlords and property management companies put into their listings.
- Include pictures that do the unit justice; crisp, clean, and nicely framed photos give potential tenants an idea of what the property actually looks like and what it could look like once they decorate it.

# DETAILED LISTING WRITE UP

One of the best ways to get your property rented faster is to create a detailed, well-written listing. Be sure to be as specific and comprehensive as possible; renters generally know what they're looking for, and if your description hits all of their criteria, you'll get a tenant in no time. Below are a few things to mention when writing up your property listing description.

- Room dimensions (kitchen, bedrooms, living room)
- Pet restrictions, if any
- Hardwood floors or carpeting
- Washer/Dryer in-unit or on-site
- Central heat and air
- Balcony or patio
- Additional complex amenities
- Neighborhood vibe
- Public transportation nearby

# BE REALISTIC ABOUT YOUR PRICING

**One of the biggest mistakes that home owners, and sometimes even property managers, make when renting out a home is to set the pricing too high. Be realistic about your approach here. Do the research. Check what others are charging and do overprice your home. Finding that sweet spot might be hard, but that's the trick if you want to have high occupancy rates. This is one of the property management tips that could make or break your year when it comes to financial growth.**

# HAVE A SOLID MARKETING PLAN!

Simply listing your home on AirBnB, or any other vacation rental website, isn't a marketing plan. It's a start. But, it's not a plan.

Today, there are so many other channels where you can market your home as a vacation rental, but the flood of inventory on those channels has made competition so fierce. If your goal is to maximize your revenue, do research on how to optimize your listing and consider using software like myvr.com to keep everything up to date on all the listing sites.

# PLAN TO REINVEST IN YOUR HOME

**If you're running your home as a vacation rental, you have to plan to reinvest in it with part of the revenue you earn from the home during the year. This will keep your home in ideal condition and tip-top shape as you rent it out. Remember, the more guests you have, the more "use" your home or condo or apartment will experience. This is especially true if you have a luxury home and people are paying top-dollar to rent it.**

# THINK ABOUT YOUR HOME LIKE A HOSPITALITY BUSINESS

**If you're running your home as a rental, treat it like a hospitality business. The care and attention that most fine hotels put into their facilities and rooms is second to none. While a property management company can help you with this, if you're going it alone, you need a genuine desire to please your guests. Treat them like friends or family. If it feels more like a nuisance to you, then you shouldn't manage the guests because your reviews will ultimately reflect the negative experience received.**

# PROVIDE EASY-TO-USE INSTRUCTIONS

When guests go on vacation and rent a home, they don't want to spend all their time figuring out how to use that home. Make it simple for them. How do you use the A/V systems? What about the TV, Cable or Apple TV? How about any music systems or the laundry? Great property management companies will actually go through and detail out all of this for you so that you won't have to do it yourself. But, if you do it on your own, be extremely thorough and meticulous.

# ENSURE PROPER LEVELS OF INVENTORY

One of the biggest reasons why guests rent homes and travel in groups is so that they can cook and eat their meals together. Some of the best memories created are around the eating and dining experience for the guests. So don't hamper it by lacking kitchen essentials. Properly stock the kitchen and other home essentials to ensure that nothing is lacking. If you're unsure, find a great property management company to help you identify what's missing.

# DYNAMIC PRICING AND REVENUE MANAGEMENT

**Airlines and hotels have used a dynamic pricing and revenue management model for years. The underlying concept? Ensure that pricing adjusts with demand and supply. If you're managing your home, learn everything there is to know about revenue management with tools like HomeAway's Market Maker or Beyond Pricing to help you price your home appropriately, and vary that pricing based on the market.**

# BUILD REDUNDANCY INTO YOUR INSPECTIONS

Even talented people with high levels of attention to detail will miss things. Many property managers and owners managing their vacation rentals on their own level inspections to the housekeeping or maintenance people performing the service. Since it's incredibly difficult to inspect your own work, find a secondary inspector to overlook things. Let them test all the systems and inspect everything prior to the guest's arrival to ensure everything is perfect.

# BUILD A GOOD RELATIONSHIP WITH YOUR HOUSEKEEPING TEAM

Having a good housekeeping team is crucial. If you're doing your own property management, you should put a high level of care and attention into finding and interviewing the right team. If they're careless and they overlook the details, it's going to reflect back on you. You'll receive complaints and negative reviews and your business will suffer. If you do find a great team, set the expectations clearly in writing at the beginning of the relationship to help avoid conflict in the future.

## ABOUT THE STAY HUB

# PROFESSIONAL. DILIGENT. COMMITTED

### Bespoke full-service property management experts.

At The Stay Hub, we are more than just property managers - we are the point of contact for thousands of travellers and visitors every year and strive to provide that personal experience that helps create valuable travel memories.

We have a knowledgeable and dedicated team on-hand every step of the way, providing a high-quality and efficient service, giving our guests more time to relax and explore the area highlights.

For those listing their properties with us, you can rest assured knowing that our team is working hard to take the hassle out of running a short-term rental property, at the same time boosting return on your investment.

For both property owners and guest, our work is more than just delivering a service - it's about building relationships with everyone that comes in contact with us. This means we can provide a bespoke experience that's human to human, rather than business to client.

#### CONTACT US:

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