

# Listing Your Place on Airbnb

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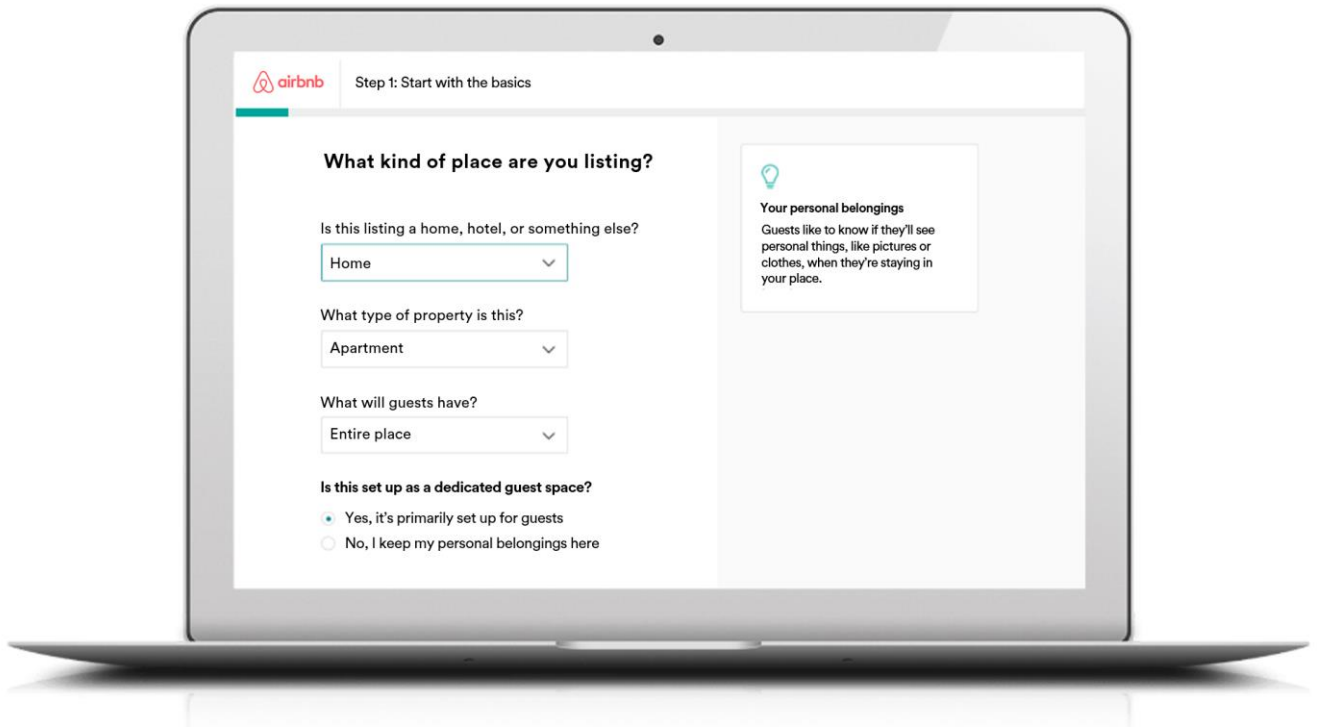


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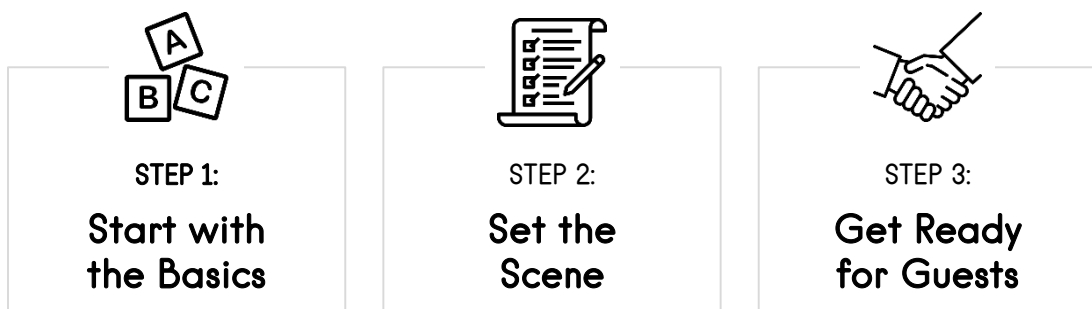
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# Less Daunting Than You May Have Thought

Listing your space on Airbnb may feel like a daunting decision, and one surrounded by uncertainty for first time hosts.



Fortunately, the process is surprisingly simple, and Airbnb break it down into three 'compartmentalized' steps:



Within each step, Airbnb guide you through a set of questions that enable you to customize what you're offering and the types of bookings you'd like to receive.

# Step 1: Starting With the Basics

It's important to remember that guests searching on Airbnb filter their searches to find a space that best match their needs. Some of the basic search filters they're able to specify include:

- Location
- Travel dates
- Guest numbers
- Home & property type
- Price range
- Trip type
- Number of bedrooms, beds & bathrooms
- Accessibility requirements
- Amenities
- Neighborhoods

Therefore, when initially setting up your listing, Airbnb will require some basic information so that your place is able to get found in search results by guests looking for what you have to offer.

The following is a step-by-step guide to everything you'll need to tell Airbnb, to develop a comprehensive listing that'll help guests find your place and satisfy what it is they're looking for.

## 1. THE START

You begin by telling Airbnb exactly **what you'll be listing** on their platform.

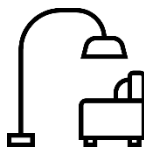
You'll need to say whether you wish to list:



Your Entire Place



A Private Room



A Shared Room

Let's get started listing your space.

### STEP 1

What kind of place do you have?

Entire place

for 4 guests

New York, NY, USA

Continue



Listing for a month, we think you could earn **\$3,333** ?

You'll also let Airbnb know how many guests your place can accommodate, as well as its general location.

# Step 1: Starting With the Basics

## 2. PLACE TYPE

Airbnb will then ask you to provide a bit more information on what **kind of place** you are listing. For your typical host, this is most commonly an apartment or house. Other options you may select include secondary units, unique homes, bed and breakfasts or boutique hotels.

Once selected, you then specify the exact property type you will be hosting. This includes things like condominiums, lofts, serviced apartments, bungalows, cabins, cottages, townhouses and villas.

Depending on your selections, you will be prompted with a couple of other questions. If you selected apartment or house, you will be asked to reconfirm whether guests will have the entire place, a private room, or a shared room. If you selected bed and breakfast or hotel, you will be asked to confirm whether guests will have a private or shared room, as well as the total number of rooms your property has.

Guests like to know if they'll see personal things, like pictures or clothes, when they're staying in your place. You therefore also tell Airbnb whether it's setup as a dedicated space for guests or whether you keep your personal belongings there too.

### What kind of place are you listing?

Is this listing a home, hotel, or something else?

Home ▼

What type of property is this?

Apartment ▼

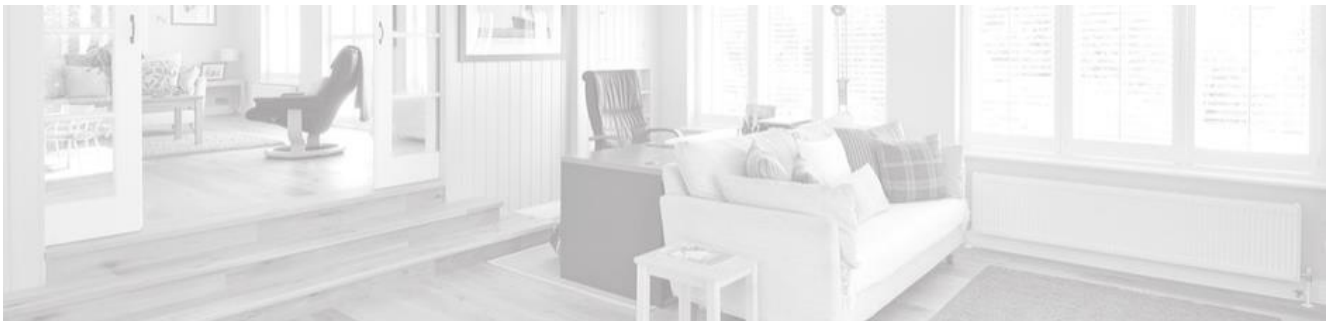
What will guests have?

Entire place ▼

Is this set up as a dedicated guest space?

☐ Yes, it's primarily set up for guests

☐ No, I keep my personal belongings here



# Step 1: Starting With the Basics

Below are explanations of what is meant by some common property types...

Property Type	What is it?
Apartment	Typically located in multi-unit residential buildings or complexes where other people live.
Bed and Breakfast	Professional hospitality businesses that offer breakfast for guests. A host usually lives on the property.
Bungalow	Houses with architectural features like a wide front porch and a sloping roof. They're usually single-level homes.
Cabin	Houses built with natural materials like logs and wood. They're often located in natural settings like forests and mountains.
Condo	Units typically located in multi-unit residential buildings or complexes where other people live. Condos are owned by individuals whereas apartments are usually owned by a property management group.
Guesthouse	A detached building that shares a property with another stand-alone structure like a house. Sometimes these are called carriage houses or coach houses.
Guest suite	Have a private entrance and are inside of or attached to a larger structure like a house or garage. These are sometimes called in-laws.
House	Residential buildings that are often stand-alone structures. Some houses, like duplexes, may share walls or outdoor areas with other houses.
Loft	A space – usually an apartment or condo – with an open layout. Most or all walls in a loft do not extend fully to the ceiling.
Townhouse	Private units that share walls and may share outdoor spaces with other units.

# Step 1: Starting With the Basics

## 3. BEDROOMS

You then tell Airbnb how many guests your place can accommodate, the number of bedrooms guests can use, as well as the number and type of beds that are offered.

All of this information help guests understand what the sleeping arrangements are going to be like at your place.

Based on the number of bedrooms you state that guests are able to use, Airbnb will enable you to then specify the bed types offered for each of those rooms (plus any common spaces you have too).

Number of guests − 5 +

How many bedrooms can guests use?

2 bedrooms

How many beds can guests use?

Total number of beds − 3 +

### Sleeping arrangements

Bedroom 1

1 bed

1 queen bed

Edit beds

Bedroom 2

1 bed

1 queen bed

Edit beds

Common spaces

1 bed

1 floor mattress

Edit beds

Your bed options include:

- Single / Twin bed (31–42" wide)
- Small Double bed (43–48" wide)
- Double / Full bed (49–58" wide)
- Queen bed (59–70" wide)
- King bed (71–86" wide)
- Air mattress
- Bunk bed
- Crib
- Floor mattress
- Hammock
- Sofa
- Sofa bed
- Toddler bed
- Water bed

# Step 1: Starting With the Basics

## 4. BATHS

You'll then tell Airbnb how many **bathrooms** your place has.

If you're listing your place as a private or shared room, you will also specify whether the bathroom is private or shared. If you have a toilet separate from the shower, you count it as a 0.5 bathroom.

## 5. LOCATION

You'll then tell Airbnb where your place is **located** by entering your full address. Your exact address will only ever be shared with guests after a confirmed reservation.

Airbnb will then ask you to confirm that the 'pin' is in the right place, so that guests know exactly where to go once booked. Only confirmed guests will see this, so they know how to get to your place. If needed, you can drag the pin to adjust its location.

### Where's your place located?

Country / Region

United States

Street Address

100 3rd Avenue

Apt, Suite. (optional)

Apartment 10

Suburb / Town

New York

State

NY

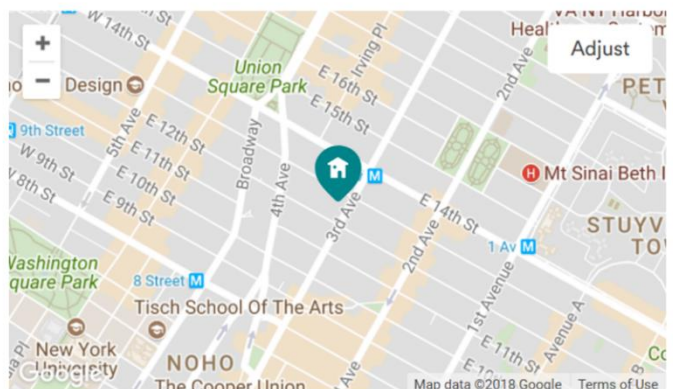
Post Code

10003

### Is the pin in the right place?

If needed, you can drag the pin to adjust its location. Only confirmed guests will see this, so they know how to get to your place.

100 3rd Avenue Apartment 10, New York, NY 10003, United States



# Step 1: Starting With the Basics

## 6. AMENITIES

You'll then tell Airbnb what **amenities** you offer. Whilst none are required, providing these will help guests feel at home in your place and add a nice touch to make them feel welcome and comfortable. The amenities you're able to specify as offering include:



Essentials



Wi-Fi



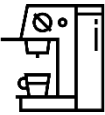
Shampoo

Closet /  
Drawers

TV



Heat

Air  
ConditioningBreakfast,  
Coffee,  
teaDesk /  
Workspace

Fireplace



Iron

Hair  
DryerPets in  
the HousePrivate  
Entrance

Essentials includes towels, bed sheets, soap, toilet paper, and pillows.



You're also able to specify any **safety amenities** you offer:

Smoke &  
CO<sub>2</sub> detectorsFirst aid  
kitsFire  
extinguishersSafety  
cardLocks on  
bedroom door

# Step 1: Starting With the Basics

## 7. SHARED SPACES

You're then required to specify the **spaces** guests can use. These are spaces on *your* property. Your options include:



Private Living Room



Pool



Kitchen



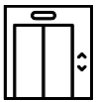
Laundry - Washer



Laundry - Dryer



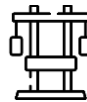
Parking



Lift



Hot Tub



Gym

A recent study has found that an *authentic experience* ranks as the primary reason why 33% of travelers that use Airbnb choose to do so



Don't include laundromats or nearby places that aren't part of your property. If it's okay with your neighbors, you can include a pool, hot tub, or other shared space.

## Step 2: Setting the Scene

In this next step, you help paint a picture for prospective guests to understand your space and all the reasons they should want to book it. You'll be asked to upload photos and provide descriptions of the different spaces you have on offer or any other selling points for your place.

### 1. PHOTOS

Airbnb will ask you to upload **photos** of your place. Including photos of all the spaces a guest can use will help prospective guests imagine what a stay at your place would be like.

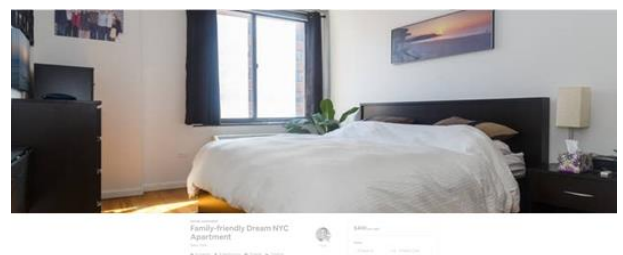
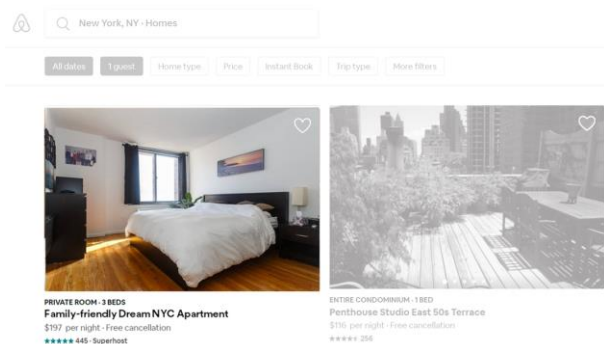
You can start with just one photo and come back later to add more. Alternatively, you can skip adding photos altogether till after you complete the rest of the listing process.

Your first photo will be the photo that gets displayed for your listing in **search results** and the photo displayed at the top of your **listing page**. It is typically a photo of either the master bedroom or lounge room. Make sure to select a photo that showcases the best your place has to offer.



Search Results

Listing Page



## Step 2: Setting the Scene

### 2. DESCRIPTION

Your summary **description** is a brief overview of your place that guests read before they get into the details.

You only have 500 characters to write your summary. The information you provide will appear at the top of your listing page and answer common questions guests have when looking for a place to stay. To the right is an example. You'll also be given the opportunity to elaborate on the different elements of your listing. These include:

- Massive 820 square feet 3-bedroom, 2-bathroom with lounge
- Fully-furnished, light and quiet
- Large appliance-stocked kitchen
- Minutes walk to trains, bus, shops, food and nightlife
- Doorman / elevator building with laundry
- Stunning rooftop view



About  
Your Place



What Guests  
can Access



Interaction  
with Guests



Other Things  
to Note



About the  
Neighborhood



How to get  
Around

Completion of any of these additional descriptions is optional. You are still encouraged to take the time to complete these. Completion of these descriptions will pay their dividends with a best-of-class listing that helps you stand out from the crowd and receive additional bookings. You can always edit your listing and add this information any time in the future too.

### 3. TITLE

You'll need to come up with a **listing name** which is a very brief title for your listing. You only have 50 characters to work with.

# Step 3: Get Ready for Guests

## 1. GUEST REQUIREMENTS

Before your listing goes live, Airbnb like to ensure that hosts feel confident about every guest that arrives at their place. That's why they require certain information from all guests before they're able to book.

You begin by reviewing the Airbnb **requirements** that all guests must meet before they can book:

### Review Airbnb's guest requirements

All Airbnb guests must provide:

- ✓ Email address
- ✓ Confirmed phone number
- ✓ Payment information

Before booking your home, each guest must:

- ✓ Agree to your House Rules
- ✓ Message you about their trip
- ✓ Let you know how many guests are coming
- ✓ Confirm their check-in time if they're arriving within 2 days

New guests must also acknowledge that each place is unique, that they will respect their host's place, and that they will stay in touch with their host.

You also have the option of adding both/either of the following additional requirements:



Government-issued ID submitted to Airbnb



Recommendations by other hosts and having no negative reviews (new Airbnb guests who haven't yet been reviewed will always need to send you a request to book)

**Keep in mind that more requirements can mean fewer reservations**

These optional settings are intended to provide hosts with comfort and certainty around who they let into their homes and space.

## Step 3: Get Ready for Guests

### 2. HOUSE RULES

In addition to Airbnb's requirements, guests must agree to all of your **House Rules** before they book.

Here you can let guests know if their trip is a right fit for your home. Airbnb provide some recommendations on common house rules. These include specifying whether:

Suitable for children (2-12 years)

No | Yes

Suitable for infants (Under 2 years)

No | Yes

Suitable for pets

No | Yes

Smoking allowed

No | Yes

Events or parties allowed

No | Yes

You also have the option of adding any rules of your own. Examples include quiet hours or no shoes in the house.

Hosts never have to host a reservation they're uncomfortable with. If you're ever uncomfortable with a reservation, you can cancel penalty-free before or during a trip. An example is if the guest makes it clear they'll likely break one of your rules, like bringing a pet or smoking.

You are also provided with the opportunity to tell Airbnb about any **details that guests must know about your home**. These include:




- Must climb stairs
- Potential for noise
- Pet(s) live on property
- No parking on property
- Some spaces are shared
- Amenity limitations (e.g. weak Wi-Fi)
- Surveillance or recording devices on property
- Weapons on property
- Dangerous animals on property

## Step 3: Get Ready for Guests

### 3. HOW GUESTS WILL BOOK

Airbnb will then give you a summary of **how guests will book** with you. There is nothing you need to do here.

Here's how guests will book with you

 <p><b>1. Qualified guests find your listing</b></p> <p>Anyone who wants to book with you needs to confirm their contact information, provide payment details, and tell you about their trip.</p>	 <p><b>2. You set controls for who can book</b></p> <p>To book available dates without having to send a request, guests must agree to your rules and meet all the requirements you set.</p> <p><a href="#">I want to review every request</a></p>	 <p><b>3. Once a guest books, you get notified</b></p> <p>You'll immediately get a confirmation email with information like why they're coming, when they're arriving, and who they're coming with.</p>
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You're protected throughout



In the rare case there are issues, Airbnb has you covered with 24/7 customer support, a \$1,000,000 AUD Host Guarantee, and completely penalty-free cancellations if you're uncomfortable with a reservation.

### 4. MAINTINING AN ACCURATE CALENDAR COMMITMENT

Airbnb remind you that guests will be able to book available days, so you should keep your calendar up to date to avoid surprise reservations. They also remind you that if you cancel because your calendar is inaccurate, you'll receive penalties and those dates will be blocked.

All that's required here is ticking a check-box:

☐ Got it! I'll keep my calendar up to date.

## Step 3: Get Ready for Guests

### 5. QUESTIONS

Airbnb will ask you a few simple questions to help customize your calendar settings.

The first question Airbnb will ask you is **have you rented out your place before?** You can choose between: “I’m new to this” or “I have”.

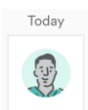
The second question Airbnb will ask you is **how often do you want to have guests?** You can choose between: “Not sure yet”, “Part-time”, or “As often as possible”.

### 6. AVAILABILITY SETTINGS: NOTICE

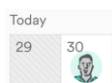
You’re required to specify how much **advance notice** you would like before a booking.

Your options are:

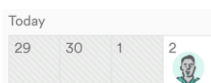
**Same Day**



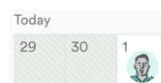
**1 Day**



**2 Days**



**3 Days**



**7 Days**



At least one day’s notice can help you plan for a guest’s arrival, but you might miss out on last-minute trips. If you choose ‘Same Day’, you can specify the exact hour that guests must book before.

You can also specify when guests must **check-in** by specifying a check-in window that includes:

- A **“From” time**: Any time between 8am – 1am the following day
- A **“To” time**: Any time between 9am – 2am the following day

You also have the option of making either or both ends of the check-in window flexible.

## Step 3: Get Ready for Guests

### 7. AVAILABILITY SETTINGS: BOOKING WINDOW

You can specify how far in advance a guest is able to book your place.

Your options are:



Airbnb remind you that you'll get more reservations if you keep your calendar available and only block days you can't host.

### 8. AVAILABILITY SETTINGS: TRIP LENGTH

You have the option of deciding how long guests can stay by setting a minimum and maximum trip length:

**How long can guests stay?**



By default, there is no minimum or maximum trip length. Shorter trips can mean more bookings, but will require you to turnover your space more often.

New hosts are recommended against implementing a minimum stay requirement when starting off on Airbnb. This will help build up your number of bookings as quickly as possible.

## Step 3: Get Ready for Guests

### 9. CALENDAR

When your listing goes live, guests will see your **calendar** and be able to book available days.

Here you're able to look over your monthly calendars and pre-block any days you already know you do not want to make your place available for bookings.

You can therefore create your Airbnb listing before actually wanting to go live.

Update your calendar

January 2019

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### 10. PRICE

You have two options for setting your price: **Smart Pricing** and using a **Base price only**. Airbnb recommend Smart Pricing, and present this as the default option.

Smart Pricing will automatically adjust your nightly price as demand changes based on factors like popular local events, seasonality and weekend vs. weekdays. For example, on a day where few people are looking at your space, Airbnb will drop the price to attract more guests to book with you.

When you turn on Smart Pricing, you set the range you're willing to charge each night. You can always turn off competitive pricing for specific days in your calendar.

## Step 3: Get Ready for Guests

New hosts should start with a lower price to attract their first few bookings. Hosts who set prices within 5% of Airbnb's price tips are nearly 4x more likely to get booked.

In setting up Smart Pricing, you need to tell Airbnb the following things:



Airbnb will offer a price tip for each.

If you opt with the base price only option, then you will not be required to enter a minimum and maximum price.

### 11. WELCOME OFFER

You have the option of offering **20% off** to the first three guests who book your place.

These special offers help attract your first guests, and help get your first reviews. Once you get three reviews, you'll get a star rating in search results, which will help your listing stand out. New listings that get booked and reviewed in the first month appear more often in search results and get an average of 3.6x more bookings in their first three months.

Airbnb let guests who are searching in your area know that they can save 20% if they book your home. This can help get more eyeballs looking over your listing, but only the first three guests who book will be eligible for the offer. After three guests have claimed your offer, it won't be valid anymore. If no one claims the offer, it'll automatically expire after 30 days.

## Step 3: Get Ready for Guests

### 12. LENGTH OF STAY PRICES

To encourage longer stays, some hosts set a **weekly** or **monthly discount**.

If you want your listing to appear in searches for reservations of 28 nights or more, you'll need to set a monthly discount. Weekly discounts will apply to any reservation of 7 – 27 nights.

Travellers often search by price. To help increase your chances of getting weekly stays, try setting a discount. Most travellers staying longer than one month book listings with discounts greater than 25%.

Both weekly and monthly discounts are a '% off' (not dollar amount).

Airbnb will offer a weekly and monthly discount price tip (expressed as a %) which you're able to accept or overwrite with your own amounts.

### 13. SUMMARY

Based on your settings, Airbnb will **summarize** what you could expect...



You're available to host starting 1 Aug

Lou is planning her trip and thinks your listing is perfect.



Guests who meet Airbnb requirements can instantly book.

In addition to meeting guest requirements, Lou agrees to your House Rules.



Guests send a message with their booking confirmation.

Lou says she'll be in town for work and she'd love to stay with you.



Welcome guests to your space!

Before Lou arrives, coordinate details like check-in time and key exchange.

# Step 3: Get Ready for Guests

## 14. LOCAL LAWS

As a final step, Airbnb will ensure that you've familiarized yourself with your **local laws**, as well as their **Non-discrimination Policy**.

Depending on your listing's location, Airbnb may provide some general information on things such as local laws, taxes, rent regulation, zoning codes and business licences. Airbnb encourage hosts to consult a local lawyer or tax professional if they are unsure of anything.

### Your local laws and taxes

Make sure you familiarise yourself with your local laws, as well as [Airbnb's Nondiscrimination Policy](#).

Before deciding to become an Airbnb host in New York, it's important for you to understand the laws that may apply to you. While we do not provide legal advice, we wanted to provide this non-exhaustive information to help you.

**The New York State Multiple Dwelling Law** ([available here](#)) prohibits short-term rentals of property in Class A multiple dwellings used for permanent residence purposes (which includes most apartment buildings but not single and two-family buildings) unless a permanent occupant of the apartment is present during the stay, no money is exchanged, or if the stay is longer than thirty consecutive days.

Please also be aware of the following:

- **Taxes.** New York City and New York State impose multiple taxes that may apply to transient occupancy or tourist use, subject to certain exemptions. Examples of taxes that could apply to your listing are State sales and use tax, City hotel room occupancy tax, and State and City room fees. Additional information about hotel sales taxes is [available here](#). Additional information about NYC hotel occupancy taxes is [available here](#). (The word "hotel" has a broad definition that could apply to you.)
- **Rent Regulation.** The Administrative Code sets out rules for [rent stabilized](#) and [rent control](#) properties that apply in addition to the limitations of the Multiple Dwelling Law. If you live in a property subject to rent control, you may be prohibited from subleasing your apartment. If you live in a property subject to rent stabilisation, laws may restrict subleasing, the amounts you can sublease or require advance notice to your landlord. Financial penalties, eviction or other remedies could apply.
- **New York City Zoning Code.** The [New York City Zoning Code](#) sets out the city regulations on zoning, which may apply to your property.
- **Business Licensing.** The [New York City Administrative Code](#) requires certain businesses to obtain a license. You should consult these requirements to determine if your activity must be licensed. More information is [available here](#).
- **Other Rules.** There are other rules and regulations that may apply to your activity, such as third party agreements including leases, HOA rules, Housing Cooperative documents, and Condominium agreements.

We recommend you consult a local lawyer or tax professional. If you have questions, contact the [Department of Buildings](#), [Department of Finance](#) or other city agency directly.



# Co-Hosts

Airbnb co-hosts take on hosting responsibilities for your listing and offer extra support whenever you welcome guests to your place.

Adding co-hosts is a simple way to allow family members or trusted friends to help with some of the hosting responsibilities from their own account without needing to give them access to your personal Airbnb account, personal details, or payment information.

When you add a co-host to your listing, you enable them to accept, decline, cancel, or alter reservations. They are able to see and respond to guest messages. They can edit pricing and availability, as well as edit your listing descriptions and photos. Co-hosts can also interact with Airbnb customer service on your behalf. Below is a summary of the key things an Airbnb co-host can do for you...



## Getting your space ready

Your co-host can help prepare your space so it's ready to welcome guests. They can do a little informal interior design and decorations, recommend repairs to prepare the space, purchase necessary items, create a list of supplies to be restocked after each guest stay (e.g. soap, toilet paper, etc.), setup a lockbox, create a house manual, and more.



## Listing your space

Your co-host can create a listing for your place on Airbnb. They can help with writing listing descriptions, coming up with an appealing listing name, taking and uploading photos, and help with determining the optimal pricing for your place.



## Messaging with guests

Your co-host can message guests on your behalf. Your co-host will communicate with guests using their own Airbnb account to get to know guests, answer questions they may have and coordinate their arrival and departure.

# Co-Hosts



## Handling reservations

Your co-host can handle reservations by responding to booking inquiries and accepting or declining reservation requests in a timely manner.



## Welcoming guests in person

Your co-host can welcome or coordinate in-person guest check-in's for you.



## Responding to guest issues

Your co-host can help handle guest-related travel issues for you. Guests might lock themselves out, the shower may stop working, or the internet may go down. Your co-host can jump in to help with the unexpected. Have a conversation with your co-host about your expectations for these types of situations.



## Reviewing guests

Your co-host can review your guests and leave feedback on your behalf.

# Co-Hosts



## Updating calendar and pricing

Your co-host can update your calendar and pricing. Keeping your listing's availability up-to-date is important so that guests know when they can book your place. Your co-host can help you decide whether to set prices manually or use Airbnb's Smart Pricing tools.



## Restocking essential supplies

Your co-host can help stock your place with a few basic guest necessities like towels, toilet paper and soap; based on an agreed frequency of hosting and purchasing, and with an understanding of how expenses are going to be handled.



## Coordinating cleaning and linens

Your co-host can coordinate the cleaning and turnover of your space for you. Some hosts choose to clean their place themselves, whilst others prefer to work with a cleaning service.



## Coordinating maintenance

Your co-host can coordinate repairs for you. If something needs a fix, you and the co-host can determine what repairs are needed, when the repairs should take place, and how relevant expenses will be handled.



## Interacting with Airbnb

Your co-host can contact Airbnb to report and work towards the resolution of any issues you or your guests have during their stay.

Co-hosts can't access your payout information or personal details. As the listing owner, you can remove a co-host at any time.

At all times, your co-hosts will be using their own Airbnb accounts – you do not need to share a username, password or profile. This means that when you or your co-hosts message a guest, the guest will know exactly who it is they're talking to.

# Co-Hosts

You're also able to designate your co-host as the **primary host** for your listing. This means they become the main point of contact for guests, both before and during their stay.

Guests will see the primary host whenever they look at your listing online and will then expect most of their interactions to be with the primary host during their stay.



Thomas Smith  
Listing admin

## Primary Host

Guests will see you whenever they see the listing, and will expect more of their interactions to be with you during their stay. You can change the primary host any time. [Learn more](#)



Maria Jones  
Your co-host since 12 Aug 2018

[Remove](#)

[Contact info](#)

[Make Maria the primary host](#)



Guests will see your co-hosts' picture and contact information on your listing page, their Airbnb reservation itinerary, and in all messages sent from the co-host's account. This becomes especially useful when your co-host is responsible for most of the guest communications and interactions.

**To add a co-host:** Login to Airbnb > In Hosting mode, select **Listings** from the navigation bar at the top > Click on your listing > Click on **Co-hosts** from the menu at the top > Click the **Invite a friend** button under **Host with a friend**

# Understanding Your Target Guests

Before diving head-first into building the perfect Airbnb listing, it's important to first take a step back to consider who it is you are trying to attract to come stay at your place.

Why? Because Airbnb is active in 81,000 cities and 191 countries. With more than half a million Airbnb stays each night, there are a lot of guests out there looking for a place to stay. All too often, Airbnb hosts make the mistake of casting their net as wide as possible in the hope of appealing to anyone that happens to stumble across their listing.

The hosts that ultimately receive the most reservation requests are those that understand what type of guest is most likely to be interested in their place and then 'positioning' their listing to directly appeal to those target guests.

Will they inevitably lose possible bookings? Potentially. Will these losses be offset by the vast increase in bookings from a smaller number of keener target guests? Most likely. And will these target guests have a better experience being hosted in a way more aligned to their travel needs and preferences? Almost certainly!

**The reality  
is that in  
attempting  
to be  
everything-  
to-everybody,  
hosts often  
end up  
becoming  
nothing-to-  
nobody**



# Understanding Your Target Guests

Remember our different guest types you may want to consider targeting...



Ethical  
Travelers



Cultural  
Purists



Obligation  
Meeters



Social Capital  
Seekers



Reward  
Hunters



Simplicity  
Searchers

Understanding who your target guests are, and then tailoring your Airbnb listing to appeal specifically towards them will increase the number of reservation requests you receive.



These reservations will also arrive from guests more likely to enjoy their stay and leave positive reviews. As a virtuous cycle, all of this will lead to additional bookings from similarly-interested target guests in the future too.

Ensure that as you bulk up and build out your Airbnb listing, you remain mindful of who it is you're trying to attract at all points in time.

# Starting With a Trustworthy Profile

## PROFILE DESCRIPTIONS

Which of the following Airbnb profile descriptions appeals most to you?

### Hey, I'm Thomas!

New York, New York, United States · Joined in March 2010

I'm from Los Angeles. I moved to New York for work. I'm 30 years old, and my favorite thing to do is hang out with my friends.

### Hey, I'm Thomas!

New York, New York, United States · Joined in March 2010

Hi there,

I'm Thomas. I'm a 30 year old guy originally from sunny California, and whilst I miss my friends and family back home (not to mention the beach!), I absolutely love my new home here in NYC!

By day I'm a Creative Director at an advertising agency, and by night I'm an ice-cream enthusiast, comedy aficionado and lover of Broadway shows.

I enjoy travelling the world and creating new experiences. My favorite countries are Argentina, Croatia, India and Australia. Through these travels, I've been fortunate to learn what a good Airbnb experience (and host) looks like: A great home, with a friendly host, in an awesome neighborhood, and the ability to do the things you love! I try ensure that each and every guest I host walks away with all of that and hopefully more.

My life motto is kinda dorky (it's from Dr. Seuss) but I guess sometimes we all just need a little reminder that... You have brains in your head. You have feet in your shoes. You can steer yourself in any direction you choose.

Whilst there is nothing 'wrong' with the first, it lacks personality, color and depth. It does little in overcoming potential concerns prospective guests may have in committing to travel great distances and at great expense to stay in a complete stranger's home. The second profile introduces you, even if only briefly, to someone that looks like a real human being with interests and personality.

These reassuring attributes are intended to paint a picture of the type of experience the guest is likely to have if choosing to stay at that host's place.

**To create (or edit) your profile description:** Login to Airbnb > Click on your account profile photo in the top right corner > Select **Edit Profile** > Write your profile description in the **Describe Yourself** input box within the **Required** section

# Starting With a Trustworthy Profile

When developing your **profile description**, try incorporating the following principles...



## Tell your story

Tell people where you're from, where you've been, and how you got to where you are now. Prospective guests take comfort in knowing that just like them, you too have been on the move in the past.



## Share insignificant details

We all have idiosyncrasies and peculiarities, and exposing yours to a complete stranger will do wonders in helping to break down barriers that creates a sense of intimacy and connection. Demonstrate yourself to be a person of interests and passions.



## Focus on travel

Remember who's reading your profile: Travelers. To build rapport, tell prospective Airbnb guests about where you've traveled and what good travel experiences mean to you. Share travel stories and positive Airbnb experiences that you've had in the past. Let prospective guests know that you've been in their shoes and understand what they're looking for from their Airbnb experience too.



# Starting With a Trustworthy Profile



## Write for your intended audience

Think about the type of guest most likely to stay in your place. Are they business people? Families? Gap-year backpackers? What kind of host are they most likely to connect with, and what sort of experience are they likely looking for? Your profile description represents an opportunity to connect with your target guests as well as weed out prospective guests that you may wish to avoid attracting.



## Demonstrate reliability and maturity

It's a fair assumption that if you're a well-liked person in your day-to-day life, that these attributes are likely to be consistent across all other areas of your life too. Mention your day job, volunteer associations you're a part of or positions of leadership that demonstrate your maturity and credibility.

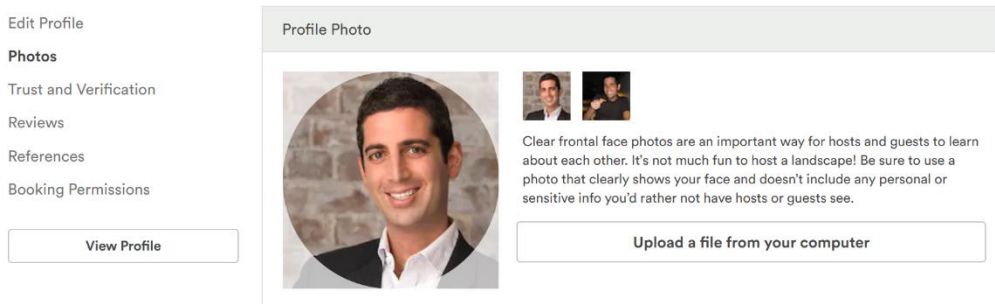


# Starting With a Trustworthy Profile

## PROFILE PHOTO

All hosts are required to have a **profile photo**. Make yours count!

Airbnb enable you to upload multiple photos, although only the first will be your designated profile photo.



Airbnb encourage uploading frontal face portrait photos that clearly show your face. But aside from this basic guidance, what's the right approach?

The reality is that the right approach is simply to avoid the wrong approach. And the wrong approach is anything that detracts from building trust and confidence with prospective guests.

Your profile photo needs to instill a level of trust and confidence in guests that are yet to meet you and see first-hand how great you actually are. How you go about achieving this can be done in a multitude of different ways.



# Starting With a Trustworthy Profile

To make the point, take a look at the photos below...



From these photos, ask yourself... which of these hosts' homes would you feel comfortable staying in, and which would you not? (HINT: They're all the same person!)

Did some of the photos invoke trust, likability and rapport whilst others invited doubt, worry or concern? Repeat this exercise, and for the same photos, pretend that you are now a...



Business person



Gap-year backpacker



Senior traveler

Did this change your level of comfort with the potential host? Probably so. What this should highlight is the overarching need to be conscious of the type of guest you're trying to attract and ensuring that your profile photo creates the necessary level of trust required for them to then book.

**To edit your profile photo:** Login to Airbnb > Click on your account profile photo in the top right corner > Select **Edit Profile** > Select **Photos** from the menu on the left > Click the **Upload a file from your computer** button

# Use Headings and Bullets

It's a little trick that makes a big difference: Use **headings and bullets** throughout your Airbnb listing.

Compare the following two examples:

## Without Headings and Bullets

### The space

The apartment has 3 bedrooms and 2 bathrooms. 2 of the bedrooms are bigger than the 3rd bedroom. 2 of the bedrooms have a queen-size bed, and 1 of the bedrooms has a king-size bed. 1 of the bedrooms has an ensuite attached to it – very useful! Each of the bathrooms have a toilet, shower and bathtub. The apartment also has air-conditioning and heating.

There's a really big kitchen with pretty much everything you would want in a kitchen, like a microwave, oven and even a dishwasher.

In the building there is also a laundry room in the basement. The building also has a doorman, and an elevator which is neat!

## With Headings and Bullets

### The space

#### THE BUILDING

- Brand-new 23-story luxury rental building
- 24-hour doorman
- Magnificent 20-foot artfully-crafted marble lobby
- Laundry room with washing machines and dryers
- Hallways elegantly carpeted and wallpapered
- On-level garbage and recycling chute

#### APARTMENT AMENITIES

- Double-glazed, insulated, sound-dampening windows
- Hardwood oak floors

#### THE BEDROOMS

- Room 1: 180 square feet with ensuite bathroom, queen-size bed, television, walk-in closet, dresser, bedside table, desk and couch
- Room 2: 180 square feet with king-size bed, walk-in closet, 2 dressers, bedside table and desk
- Room 3: 120 square feet with queen-size bed and 2 dressers
- Air-conditioning / heating units in each bedroom

#### THE KITCHEN

- Beautifully appointed, European design appliance-stocked kitchen
- Massive 100 square feet space
- Microwave, oven and dishwasher
- Top-of-the-line GE appliances
- Granite floors

#### THE LOUNGE ROOM

- Large 100 square foot space
- Surround-sound television and entertainment unit
- 4-person super-comfy sofa
- Air-conditioning / heating unit

#### THE BATHROOMS

- 2 superbly-appointed bathrooms, each containing: Toilet, shower with detachable head, bathtub, vanity with basin, extended mirrors and cupboard storage space

#### THE ROOFTOP

- Incredible high-rise view of city
- Uninterrupted views of Freedom Tower, Empire State and Chrysler Buildings

# Use Headings and Bullets

## Benefits of Using Headings and Bullet Points:

- Standing out from the crowd
- Breaking information down into its component parts
- Looking professional and credible
- Highlighting all key points and facts
- Encouraging your audience to read until the end

See what we did there?

Headings and bullet points help the brain digest information quickly, simply and without getting overwhelmed.

You need to remember that prospective guests are most likely looking at many other listings at the same time they're looking at yours. These guests simply won't take the time to sit there and read through long, dense and heavy blocks of text.

The easier you make their job in understanding why your place is the best option, the greater the likelihood that prospective guests will request to book it.



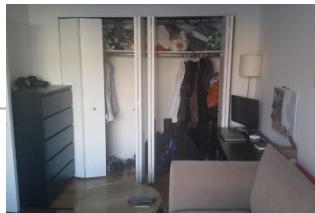
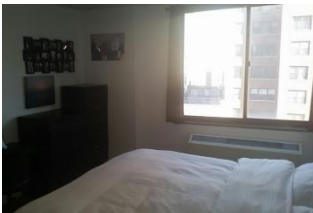
# Photos

They say that a picture tells a thousand words, and Airbnb is no different. Including photos of all the spaces a guest can use helps guests imagine what it'll actually be like to stay at your place.

Your photos are the first thing prospective guests look at and are frequently the decisive factor in determining with whom they wish to book.

Listings with bad photos will struggle to even stand a chance. And the best copy in your listing descriptions will count for nothing if your photos aren't appealing enough to make them want to learn more.

Compare the following sample listings:



VS.



Which listing would you prefer to stay at?  
Guess what... they're the same place!

Having professional-grade Airbnb photos from day-one is therefore highly recommended.

This becomes especially important with the knowledge that many of your competitors have all but likely already done so themselves.

**Listings with professional photos tend to get booked 24% more often than listings without professional photos**

## Photos

Airbnb offer hosts the option of a paid professional photography shoot for their homes, providing them with at least 12 photos of their space.

The shoot varies in price depending on the size and location of the home. Hosts receive a quote online prior to committing to the service. Once Airbnb match the host with a photographer, the shoot is scheduled directly with the photographer.

After the shoot, the review process can then take up to a month. Hosts can still list their space with their own photos while they wait for their professional photos. Once the photos are approved, Airbnb will deduct the total cost of the photo shoot from the next scheduled payouts until the full amount is collected.

To get a quote and schedule a professional shoot for your place, go to:

<http://www.airbnb.com/info/photography>

Listings with professional photos tend to earn 40% more than other listings in their area without professional photos

### PREPARING YOUR HOME TO BE PHOTOGRAPHED

Whether you're booked in for a professional Airbnb photography shoot or taking the snaps yourself, there are a number of things you're able to do to optimize the way your home presents and ensure your photos come out looking great.

If a professional Airbnb photographer turns up to your place, they'll spend somewhere between 30-60 minutes doing their thing. It's still your responsibility to ensure that you set your photographer up for success by preparing your home to have it shot looking its best.

The following page contains tips for preparing each key area of your home to be photographed.

# Photos



## The Exterior of Your Home

- Landscape (mow lawns, trim shrubs, rake leaves, pull weeds, etc.)
- Remove garden hoses, sprinklers and garden tools
- Move garbage and recycling cans out of sight
- Move cars from the driveway
- Close the garage door



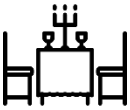
## Bedrooms

- Do not stuff things under the bed if it's in any way visible
- Remove bedside table items (e.g. books, tissues, etc.)
- Ensure any open closets are neat and tidy
- Make beds like they do in hotels
- Add decorative pillows



## The Kitchen

- Remove dishes, cleaning products and dish towels from the sink
- Clean major appliances and wipe down counter-tops
- Remove everything from the fridge (e.g. magnets)
- Remove everything from kitchen counter-tops
- Remove visible child-proof equipment



## The Dining Room

- Set the table using good dinnerware and decorative place settings
- Add a centerpiece (e.g. flowers or candles)
- Dust and polish tabletop
- Conceal electrical cables
- Space chairs evenly



## The Living Room

- Arrange furniture to show off communal and connected space
- Remove newspapers and magazines
- Hide remote controls from sight
- Conceal electrical cables
- Fluff furniture pillows



## The Local Neighborhood

Whilst not part of your home, make sure to include a few photos of key landmarks or attractions from your local area. These can be of any points of interest that showcase your neighborhood in its best light.

# Photos

## TAKING PHOTOS YOURSELF

Airbnb's professional photography service may not be available in your local area. Even if it is, you may still wish to take photos yourself, or do so while you wait to receive your professional Airbnb photos (which can take a month or longer).

If you decide to take photos yourself, here are a few tips used by the pros when taking professional photos...



### De-Clutter Your Space

Create an environment that maintains your personality whilst still remaining agreeable enough for guests to imagine themselves living in



### Get Clever With Angles

Photographers typically take photos from the doorway, capturing room features from this angle. Remember this when arranging furniture and styling the room



### Brighten Up the Inside

Shoot during the day, open all blinds and curtains and turn on all lights. Focus the camera away from windows wherever possible and ensure flashes do not show up as reflections



### Fake It Till You Make It

Little staging tricks like displaying fruit bowls, flowers and coffee table books go a long way in taking things up a notch



### One Picture Per Room

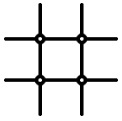
Take one picture per room that guests will have access to. Remember that guests aren't familiar with your place, so make sure they appreciate everything it has to offer

# Photos



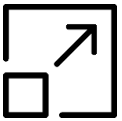
## Highlight Unique Features

Take pictures of anything that sets your place apart from other homes or hotels. Highlight unique amenities and capture anything that fills your home with life and personality



## Composition

Use the rule of thirds – the idea that an image should be imagined as divided into nine equal parts, with two equally spaced horizontal lines and two equally spaced vertical lines



## Shoot Into a Corner

Do not shoot flat onto a wall. This will make a space seem smaller than it actually is. Shooting into a corner shows a broad range of space and gives a sense of perspective



## Vertical Lines

Ensure that all vertical lines such as door frames and cupboards remain vertical and do not appear to lean on an angle. Using a tripod when shooting will achieve this



## Take Photos Outside Too

The best time to shoot outdoors is the first and last hour of the day's sunlight. Include photos of your local neighborhood too, including key attractions



## Resolution

Take high-resolution photos that are at least 1024 x 683 pixels. Bigger is always better



## Orientation

Wherever possible, take photos in landscape format. In the case of Airbnb, photos simply look better when displayed in landscape orientation.

# Photos

## EQUIPMENT YOU'LL WANT

Have a friend that's an amateur professional photographer? Recruit their help in exchange for a home cooked meal or nice bottle of wine. Try get your hands on the following **photography equipment** essentials:



DSLR camera



Tripod



Electronic flash



Wide-angle lenses



**Listings with professional photos can charge a 26% higher nightly price than listings without professional photos**

**To add additional photos to your listing:** Login to Airbnb > In Hosting mode, select **Listings** from the navigation bar at the top > Click on your listing > Click the **Edit** button for the **Photos** section (on **Listing details** tab) > Scroll to the bottom and click within the **Add another** rectangle

## Photos

## PHOTO CAPTIONS

Photo captions help prospective guests imagine what sort of experience they will have in your place. These captions can be just as important as the copy in your listing description, and help prospective guests imagine themselves actually staying in your place.

Compare the following photo captions:



✗ Master bedroom  
VS.

✓ Experience spaciousness and personal space... a rare commodity for New York City apartments



✗ Bedroom with walk-in closet  
VS.

✓ Recluse to your own personal space whilst the family entertain themselves in the room right next door!



✗ Living room  
VS.

✓ Gaze out at the Empire State Building whilst unwinding in your very own oversized lounge

Before they know it, guests are picturing themselves staring out at the Empire State Building and unwinding on an oversized lounge as they book.

# Photos

## SEQUENCE AND NUMBER OF PHOTOS

The **order and number of photos** matters. You'll want to use your photos to create the closest thing possible to a guided tour of your place. Do so by sequencing your photos in an order that makes its way logically through your home.

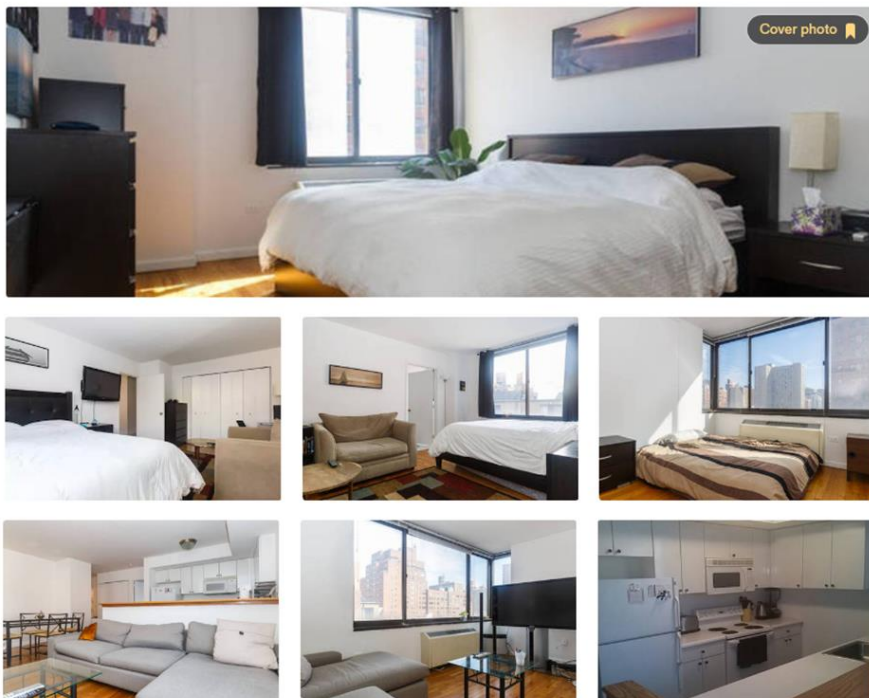
Hosts frequently start with the most captivating photo which is commonly the master bedroom or lounge room.

Remember that the first photo will also be your 'showcase' photo that gets displayed in search results and at the top of your listing page. Make sure it counts!

Do not duplicate photos of the same room unless the extra photos show off additional features or selling points not seen in other photos. Typically, 15 photos (give or take) is considered a good number to include.

### Photos

Add photos that show guests what your place looks like.



# Elements of an Airbnb Listing

In the past, travelers were limited in their options for accommodation: Stay in a hotel, hostel or traditional bed & breakfast. Whilst the concept of providing four-walls-and-a-roof to travelers is far from unique to Airbnb, each and every place listed on Airbnb is unique to the flavors of the host, their home and the local neighborhood.

So what does this actually look like? It may be comic book fans that aren't shy to display their collection of Superman figurines in every corner of their home. Maybe it's a beach-side bungalow that embraces its surroundings through color, decor and furnishings. Or urban retreats that adapt to their hustle-and-bustle metropolis surroundings.

Guests frequently select their Airbnb in the hope of being exposed to unique experiences and local flavors. Many are looking beyond just *price* in their selection process.

**79% of  
guests  
choose  
Airbnb  
because  
they want  
to live  
like a  
local**

Your listing needs to be crystal clear in communicating...



What kind  
of place  
you have



What kind of  
experience you'll  
be providing



Why you  
love where  
you live



Why guests  
should choose  
to stay with you

As the sole mechanism for providing prospective guests with an insight into what it might be like to stay at your place (and all the reasons your place is better than others they may also be considering), your listing represents the vital link between simply being *listed* and actually getting *booked*.

Prospective guests are yet to see your home and have not personally met you – they have only what they read on your listing to go by in deciding where they want to stay.

# Elements of an Airbnb Listing

There are different **elements of an Airbnb listing** – everything from the listing name, through to a summary of the space and the local neighborhood. Getting each of these elements right is critical to slowly edging prospective guests closer and closer towards the necessary comfort they need to feel before booking your place.

The ability to lose them at any point on this journey cannot be understated enough.

There's a lot to get right in building an effective Airbnb listing that generates reservation requests. This represents both an opportunity and a challenge: Get it right, and you set yourself up for long-term success on Airbnb. Get it wrong, and you risk becoming another anonymous listing amidst a sea of competition. Make sure you seize the opportunity.

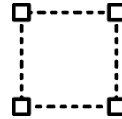
To truly give your Airbnb listing depth and color, you should complete each of the sections available to you:



Listing  
Name



Listing  
Summary



The  
Space



Guest  
Access



Interaction  
With Guests



Other Things  
to Note

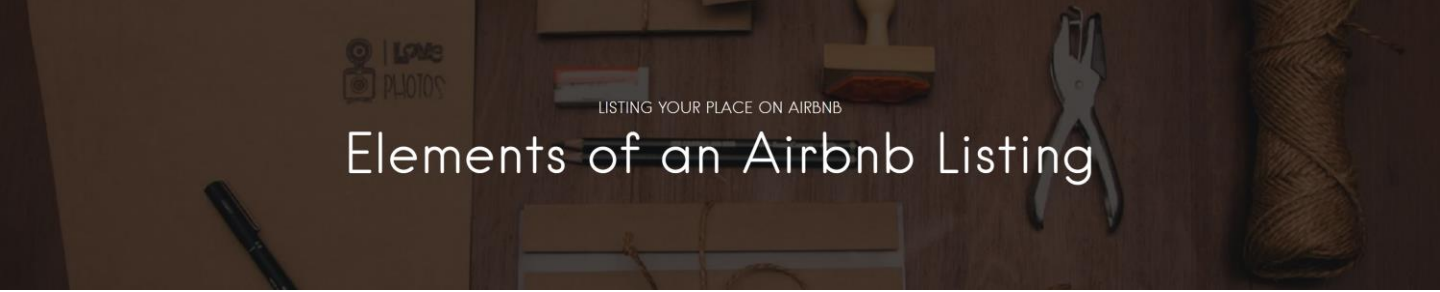


The  
Neighborhood



Getting  
Around

We run through each of these sections across the following pages...



# Elements of an Airbnb Listing

## LISTING NAME

**What's the aim?** To make your listing stand out from other listings in search results, enough to make prospective guests want to click through and take a look at your listing page.

**Character Count Limit?** 50 characters

### Tips and Tricks?

- Don't focus on the things that guests can learn elsewhere (e.g. the number of bedrooms or bathrooms)
- Highlight your differentiating attributes (for example, is it family-friendly? Close to the city? Free access to gym facilities?)
- Remain conscious of your target guests and the type of travelers most likely to be interested in your place. Make sure to tailor your listing name to their particular interests

#### Poor Example

**3 Bedroom, 2 Bathroom  
Apartment**

#### Best Practice Example

**Family-friendly  
Dream NYC Apartment**

Here are a few of the titles for top performing Airbnb's from all around the world:

- **Sunny Studio Close to San Telmo** | Buenos Aires, Argentina
- **Perfect Escape Sunny Roof EnSuite** | Bangkok, Thailand
- **Modern Luxury Close to Beach, City and Transport** | Sydney, Australia
- **Luxury design apt w spacious sunny balcony** | London, UK
- **Romantic Hideout in Paris** | Paris, France
- **Lovely Room, EXCELLENT AREA for Access to all NYC** | New York, US

# Elements of an Airbnb Listing

## LISTING SUMMARY

**What's the aim?** To provide a teaser that whets the appetite of prospective guests enough to make them want to keep reading the rest of your listing page and descriptions.

**Character Count Limit?** 500 characters

### Tips and Tricks?

- Use bullet points
- Focus on the top-5 differentiating attributes of your place
- Highlight amenities and features most likely to appeal to your target guests

### Poor Example

The apartment is a big 3 bedroom 2 bathroom apartment in Gramercy (2 rooms are larger). It is already furnished and there is also a big kitchen. It is kept very clean & we are close to everything you would want. It also has a rooftop and an elevator

### Best Practice Example

- Massive 820 square foot 3-bedroom, 2-bathroom with lounge in doorman / elevator building with laundry
- Fully-furnished, light and quiet
- Large appliance-stocked kitchen
- Minutes walk to trains, bus, shops, food and nightlife
- Stunning rooftop view





# Elements of an Airbnb Listing

## THE SPACE

**What's the aim?** To provide assurances to prospective guests that all amenities and features of importance to them are provided at your place.

### Tips and Tricks?

- Use headings and bullet points
- Breakdown the description of your place into its individual rooms and sections of your home
- Minimize use of overly-poetic language in preference for clear and simple descriptions

## Poor Example

### The space

The apartment has 3 bedrooms and 2 bathrooms. 2 of the bedrooms are bigger than the 3rd bedroom. 2 of the bedrooms have a queen-size bed, and 1 of the bedrooms has a king-size bed. 1 of the bedrooms has an ensuite attached to it – very useful! Each of the bathrooms have a toilet, shower and bathtub. The apartment also has air-conditioning and heating.

There's a really big kitchen with pretty much everything you would want in a kitchen, like a microwave, oven and even a dishwasher. In the building there is also a laundry room in the basement. The building also has a doorman, and an elevator which is neat!

## Best Practice Example

### The space

#### THE BUILDING

- Brand-new 23-story luxury rental building
- 24-hour doorman
- Magnificent 20-foot artfully-crafted marble lobby
- Laundry room with washing machines and dryers
- Hallways elegantly carpeted and wallpapered
- On-level garbage and recycling chute

Continued next page



# Elements of an Airbnb Listing

## Best Practice Example (continued)

### APARTMENT AMENITIES

- Double-glazed, insulated, sound-dampening windows
- Hardwood oak floors

### THE BEDROOMS

- Room 1: 180 square feet with ensuite bathroom, queen-size bed, television, walk-in closet, dresser, bedside table, desk and couch
- Room 2: 180 square feet with king-size bed, walk-in closet, 2 dressers, bedside table and desk
- Room 3: 120 square feet with queen-size bed and 2 dressers
- Air-conditioning / heating units in each bedroom

### THE KITCHEN

- Beautifully appointed, European design appliance-stocked kitchen
- Massive 100 square feet space
- Microwave, oven and dishwasher
- Top-of-the-line GE appliances
- Granite floors

### THE LOUNGE ROOM

- Large 100 square foot space
- Surround-sound television and entertainment unit
- 4-person super-comfy sofa
- Air-conditioning / heating unit

### THE BATHROOMS

- 2 superbly-appointed bathrooms, each containing: Toilet, shower with detachable head, bathtub, vanity with basin, extended mirrors and cupboard storage space

### THE ROOFTOP

- Incredible high-rise view of city
- Uninterrupted views of Freedom Tower, Empire State and Chrysler Buildings

# Elements of an Airbnb Listing

## GUEST ACCESS

**What's the aim?** To maximize perceptions of personal space and access to amenities or home features that would be desired by guests.

### Tips and Tricks?

- Overtly state all of the areas that guests will have access to
- Make mention of things that guests would appreciate having access to (even if they may seem obvious)
- Explicitly encourage guests to feel at home and use all amenities they are granted access to within your place

### Poor Example

#### Guest access

The entire apartment is yours. You can also use the laundry room and go on the roof.

### Best Practice Example

#### Guest access

**ACCESS TO EVERYTHING – FEEL LIKE IT'S YOUR HOME:**

- Complete and uninterrupted access to all areas of entire apartment
- Access to in-building laundry room (with washing machine and dryer)
- Access to rooftop





# Elements of an Airbnb Listing

## INTERACTION WITH GUESTS

**What's the aim?** To eliminate any apprehensions prospective guests may have around a smooth-sailing Airbnb guest experience and providing comfort that their preferences for personal space and socialization will be respected.

### Tips and Tricks?

- Include an introductory statement that recognizes the importance of a problem-free travel experience
- Let prospective guests know all the ways you ensure their concerns are taken care of
- State all the ways you're happy to be contacted before, throughout and after the guest's stay

#### Poor Example

##### Interaction with guests

I'll meet you at the apartment and give you the keys

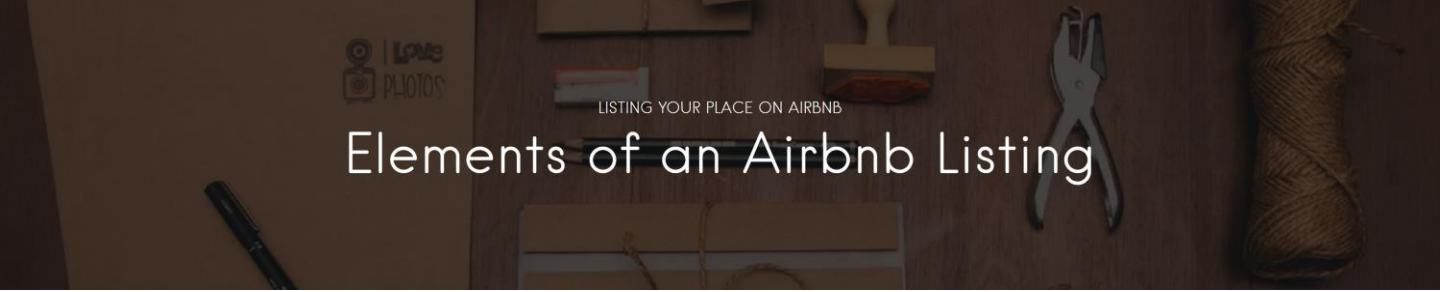
#### Best Practice Example

##### Interaction with guests

I like to ensure your vacation starts off on the right foot. I will personally greet you upon arrival at the building. To ensure your every concern is able to be taken care of, I also like to introduce you to the doorman. Once you've had a chance to dump your bags and grab a drink, I'm always happy to give you a quick walk-through of the local area. If you're not up to it, I'm equally happy to run you through a list of key attractions and cheat sheets for making the most of your stay.

As a longtime local, I'm well-placed to suggest the best attractions, advise on the best ways of getting around, recommend key attractions or offer suggestions on anything that might pop up during your stay. I'm only ever a phone call away. And feel free to drop me an email anytime – I'm at the computer so often anyways.

And if you're anything like me, you'll forget half your luggage in the mad scramble back to the airport. Don't worry – this has happened 29383419 times before (especially with kids!) and we always find a way to get your prized possessions back into your hot little hands.



# Elements of an Airbnb Listing

## OTHER THINGS TO NOTE

**What's the aim?** To call out any other details that may impact a guest's stay, for better or for worse.

### Tips and Tricks?

- Explicitly mention any additional amenities or features likely to be of interest
- Highlight the importance of having a positive travel experience
- Invite the opportunity to open up communication channels for further discussion

### Poor Example

#### Other things to note

The garbage chute can be accessed in the trash room which is at the end of the corridor and to the right.

### Best Practice Example

#### Other things to note

Your enjoyment in our home is our PRIMARY concern. Here are a few things we think you'll want to know...

**WELCOME BASKET:** You'll arrive to a welcome basket inclusive of milk, cereals, chips, cheese & crackers, sodas & juice boxes, chocolates, popcorn & other yummy snacks

**COFFEE AND TEA:** Premium coffee machine with wide selection of flavors, as well as assortment of teas provided free-of-charge

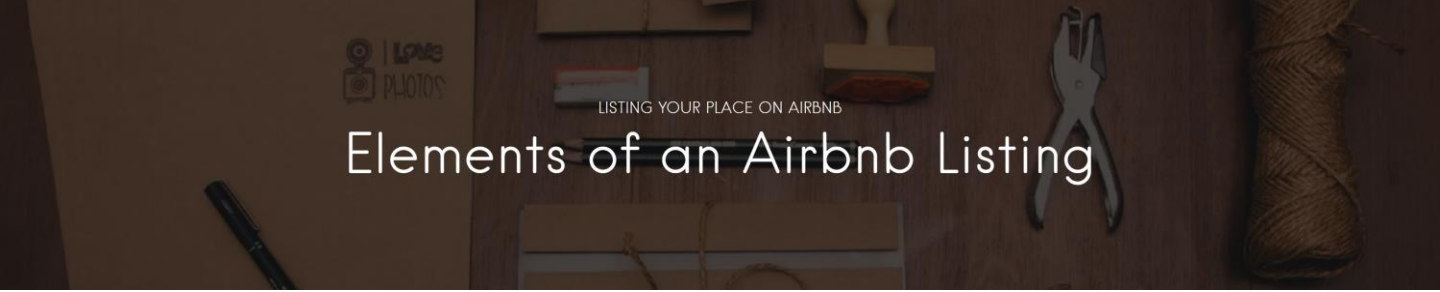
**COOKING BASICS:** Help yourself to condiments (such as jam, peanut butter, ketchup, mustard, etc.) as well as sugar, salt, olive oil, vinegar and a selection of herbs and spices – all provided complimentary for your stay

**GARBAGE AND RECYCLING:** There is a garbage chute and recycle room located right next to the apartment

**PARKING:** There is unmetered all-day street parking in the streets around the apartment. There is also a secure parking garage on-site. Regrettably, the garage fits small to medium-sized cars only

**MAINTENANCE:** The building has on-site maintenance. Speak to the doorman 24/7 to report any issues for immediate repair

Don't be shy to contact me if you have any questions about the home or local area. I love to help my guests.



# Elements of an Airbnb Listing

## NEIGHBORHOOD OVERVIEW

**What's the aim?** To let guests know why your neighborhood is better than other alternatives they may also be considering.

### Tips and Tricks?

- Use bullet points
- Overview your neighbourhood's key selling points and proximity to places of interest, key landmarks, attractions and public transport
- In both content and language, overview the type of places that your target guests would be most interested in

### Poor Example

#### The neighborhood

The apartment is in the Gramercy neighborhood. Getting around is pretty easy since the 6 train is very close to the apartment, and Union Square station is not too much further either. There are a ton of great tourist sites that are close by to the apartment, and a lot of great places to go out and eat around the apartment too.

### Best Practice Example

#### The neighborhood

- Located in beautiful Gramercy area and a couple of blocks away from trains (4, 5, 6, L, N, Q, R lines) and buses that'll take you anywhere uptown, downtown, crosstown and into Brooklyn
- No more than 15 minute walk to Empire State Building, Union Square, Herald Square, Flatiron Building, Madison Square Park and East River
- Never more than 30 minutes away from neighborhoods like Greenwich Village, West Village, Chelsea, SoHo, Chinatown, Lower East Side, Times Square, Grand Central Station or any other downtown or midtown spot.
- Located in the heart of countless bars, restaurants, shops and central transport hubs
- Easy to get to by cab or public transport from JFK, LaGuardia and Newark airports



# Elements of an Airbnb Listing

## GETTING AROUND

**What's the aim?** To provide assurances to guests that getting around will be simple and uncomplicated

### Tips and Tricks?

- Explain all of the various public transport options (trains, buses, cabs, ferry and driving) that guests have easy access to from your place
- Let guests know where the public transport options will take them (as opposed to simply stating just what those public transport options are)
- State the proximity and travel time involved in getting to each of the public transport options

### Poor Example

#### Getting around

Getting around is really easy from the apartment. The 6 train is really close

### Best Practice Example

#### Getting around

**TRAINS:** 5min walk to 6 line (taking you everywhere on the East side of Manhattan) and 10min walk to L, 4, 5, N, Q, R lines (taking you uptown, downtown, crosstown and into Brooklyn)

**BUSES:** 5min walk to multiple buses that go up and down 1st, 2nd and 3rd Avenue as well as crosstown (at 23rd Street)

**CABS:** Readily available cabs constantly driving past building and surrounding streets

**FERRY:** 15min walk to East River Ferry at 35th Street

**PARKING:** Parking lot located one block away

# House Rules

You have the option of setting **house rules** for your guests. Your house rules let prospective guests know how you expect them to behave when staying at your place.

Hosts never have to host a reservation they're uncomfortable with. If you're ever uncomfortable with a reservation, you can cancel penalty-free before or during a trip. An example is if the guest makes it clear they'll likely break one of the host's rules, like bringing a pet or smoking. However hosts who set fewer rules tend to get more reservations.

Airbnb provide a few common suggested rules you may wish to set. You are also able to add any other rules you choose yourself. Additional house rules can cover anything that's important that you'd like your guests to know. This includes things like areas of your home that are out-of-bounds or permission to have visitors.

## House Rules

Guests must agree to your House Rules before they book.

Suitable for children (2-12 years) ?



[Explain why](#)

Suitable for infants (under 2 years) ?



Pets allowed ?



Smoking allowed



Parties and events allowed



### Additional rules

You can include any requirements around safety concerns, shared space rules, and your community regulations, as well as rules like: "No solo travelers" or "Quiet time after 10pm".

Your house rules appear on your listing page so that guests can review them before requesting to book. This has the benefit of allowing hosts to be upfront in their expectations, as well as eliminating any surprises that guests only learn about to their disappointment throughout their stay.

# House Rules

Despite these benefits, house rules also have the potential to scare off guests that are considering staying at your place too. Being too heavy-handed with your house rules gives prospective guests the impression that you're the kind of host that's likely to be overbearing (even if the rules themselves are fair).

Therefore, the purpose of your rules should simply be to increase transparency and clarity around your expectations. You'll want to use your rules as an opportunity to demonstrate your commitment to providing consistently positive experiences for *all* of your guests.

Prospective guests should ideally see your rules as an effort to create a great space that *they* will benefit from as much as *you* will.

## PRINCIPLES



### Be Conscious of Guest Types

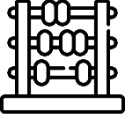
You wouldn't explain road rules to your five year old child in the same way you'd be discussing them with a teenager that's learning to drive.

Your audience matters in how you phrase your rules. This comes down to the type of guest you most commonly attract to your place.

For example, to an ethical traveler, your request to switch off the lights and air-conditioner when not in use could be phrased as being to help the environment. This is something they'd likely willingly support.

Make sure that whenever describing your rules, you put yourself in the shoes of your target guests. Eliminate as many objections as you're able to pre-empt by phrasing the rule in a way that will resonate and sit best with them.

# House Rules



## Limit the Number of Rules you Mention

House rules primarily establish the expectations you have of guests to eliminate any surprises that may arise throughout the duration of their stay.

Whilst you're able to cancel a booking without penalty if a guest breaks your rule, it'll be a drawn-out and unpleasant process to bring into effect, and a scenario you'll want to avoid. You may also find it hard to define a definitive list of things that *are* and *are not* permitted within your place.

Any attempt to build an exhaustive list of *every* possible rule that covers *every* possible contingency is an exercise doomed to fail. This problem is compounded by the risk of putting off guests by coming across as heavy-handed with too many rules.

Therefore be selective in the house rules you choose to include. Limit these to the top 3–5 most important rules to you, if you decide to include any at all.



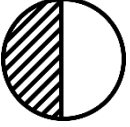
## Don't Dump Everything in House Rules

What constitutes a rule is a broad concept. For example, is your maximum occupancy a potential house rule? Yes, but it is also something you're able to specify as a booking setting.

It is important to be selective in what you choose to classify as a house 'rule'. There may be things you consciously omit so you don't give the impression of being an overbearing host.

Reserve precious house rule *real estate* exclusively for things that can't be dealt with elsewhere. Consider also whether you're able to communicate any of these things during pre-arrival communications, the check-in process, in house manuals you develop, or other sections of your listing page (such as the Other things to note section).

# House Rules



## Limiting Rules are Better than Blanket Rules

As we've established, nobody likes rules. However rules need not be only black or white – there can be grades of rules too. And a partial rule is better than a blanket rule.

For example, you may have had bad experiences in granting guests access to the kitchen. Maybe they failed to clean up after themselves? Maybe this caused you to get bugs? And maybe all of this caused frustrations with other roommates or guests?

The knee-jerk reaction would be to simply implement a rule that forebode guests having access to the kitchen. Problem solved? Yes. But a little heavy-handed? Probably so.

Given the problem you're trying to avoid, what if the rule were simply a requirement that guests clean up after themselves if using the kitchen? This would seem reasonable and unobjectionable to your common guest as well as solve the problem you're trying to avoid.



# House Rules



## W.I.I.F.M. (What's In It For Me?)

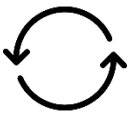
With a sea of choices on Airbnb, guests have a wide selection when deciding which place will be best for them. As paying customers, they'll inevitably frame this decision around the question: What's in it for me?

They'll do this on multiple occasions throughout the process of deciding where they want to stay. And the influence of house rules on these decisions cannot be emphasized enough.

Your job is to explain what benefits your guests stand to gain, not lose, through your rules. When done correctly, this will transform your rules into something that has the potential to enhance, not hinder, their travel experience.

For example, you may have a rule requiring guests to switch off all lights, A/C and heating when they leave your house. Your motivation is most likely to minimize electricity costs. Through phrasing this cleverly, you can position this rule as principally being for the guest's benefit: Lower electricity costs = lower overheads = savings you pass on to guests.

Guests will likely be more understanding of your rules once they can appreciate what's in it for them.



## Reciprocity

An offshoot of the W.I.I.F.M. principle is reciprocity – the idea that people are willing to give back the kind of treatment they receive. This becomes especially important when what you're offering on Airbnb is a shared or private room (i.e. living with others).

When done correctly, you'll transform your house rule from an edict you're imposing onto guests into a level playing field where guest and host are equals.

## House Rules

## EXAMPLES

Do not view these as an exhaustive list that *must* be added to the house rules section of your Airbnb listing. Rather, select the two or three that may be of most importance and relevance to you. A problem-free track-record may indicate a lack of needing to implement any house rules at all. If this is the case, then view these examples as rules to keep up your sleeve for a time you feel it necessary to implement at your place.



**Access:** Are there prohibitions on any areas that guests are and aren't allowed access to?



**Amenities:** Are there any rules for using any amenities or features of your home?



**Behavior:** Do you have any expectations around the ways guests should be behaving within your space?



**Cleanliness:** Are there any cleaning or cleanliness expectations?



**Damage:** What are your expectations around spills or damage to property and being informed about incidents that take place?



**Drugs:** What actions will be taken if illicit drugs are consumed on the property?



**Electricity:** What expectations or requirements do you have around lights, air-conditioning and heating being used?



**Noise:** What limitations are there around making noise, music volume, or the times that guests are expected to be quieter?



**Security:** Are there requirements to keep doors, gates or certain areas locked?

Ensure that any rules you decide to include comply with Airbnb's Non-Discrimination policy.



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- Deciding to List your Place on Airbnb
- Safety, Security & Protecting Your Property
- Pricing
- Booking Settings
- Getting Found
- Communications
- The Check-In Process
- Providing a Phenomenal Guest Experience
- Check-Out, Cleaning & Turnover
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