

Reviews and Credibility



A close-up photograph of several wooden Scrabble tiles. The tiles are arranged to spell out the word 'LINKS' in a slightly overlapping manner. The letters are black on a light-colored wood grain. The 'L' has a small '1' below it, the 'I' has a small '1' below it, the 'N' has a small '4' below it, the 'K' has a small '5' below it, and the 'S' has a small '1' below it. The background is dark and out of focus.

Reviews and Credibility

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Using the Airbnb Verification Process to Demonstrate Credibility

Airbnb created the Verified ID process to build trust in the Airbnb community. It gives hosts and guests more information when deciding who they want to host or stay with on Airbnb.

Airbnb users have the opportunity of verifying their identity by connecting their Airbnb profiles to other social networks as well as scanning official ID and confirming personal details.

What does the ID verification process involve?



Taking a photo or uploading an image of your government-issued ID



Connecting another social media profile to your Airbnb account



Uploading a profile photo and providing a phone number and email address

When you've completed the Verified ID process, you'll earn an "ID checked" badge on your profile:



Hi, I'm Thomas

Joined in 2013 · [Edit profile](#)

97

Reviews



ID checked



Superhost

Thomas added a government ID. We want you to be confident that people on Airbnb are who they say they are.

[What does ID checked mean?](#)

Many guests look for this badge when deciding whether they wish to stay with a particular host. Verifying your ID to extinguish any trust and safety concerns is the easiest way to eliminate obstacles standing between your listing just being looked over and actually getting it booked.

Using the Airbnb Verification Process to Demonstrate Credibility

Just as you take comfort in seeing the verified ID badge when screening guests that want to stay at your place, so too will guests screen you when deciding where they want to stay.

You can begin the Airbnb verification process by visiting:

www.airbnb.com/verify

To add more verifications: Login to Airbnb > Click on your account profile photo in the top right corner > Select **Edit Profile** > Select **Trust and Verification** from the menu on the left > Add any missing information (**Email address**, **Phone number** and **Identification**) or link your social accounts (**Facebook** and **Google**)

Edit Profile

Photos

Trust and Verification

Reviews

References

Booking Permissions

View Profile

Your verified info

Email address

You have confirmed your email: **thomas.smith@gmail.com**. A confirmed email is important to allow us to securely communicate with you.

Phone number

Your number is only shared with another Airbnb member once you have a confirmed booking.

Identification

You've successfully provided identification. [Learn more](#).

Your social accounts

Facebook

Sign in with Facebook and discover your trusted connections to hosts and guests all over the world.

Connect

Google

Connect your Airbnb account to your Google account for simplicity and ease.

Connect

The Importance of Good Reviews

Think about any time you've ever screened applicants for a job that you were hiring for? Or inquired about someone prior to going on a date? Have you ever Googled someone to see what information comes up? Or if nothing else, read a restaurant review before deciding where you were going to have dinner that night?

Reviews, opinions and the perspectives of others matter. They have become key influences that shape our personal decisions across all facets of modern-day life. And Airbnb is no different.

Gaining comfort from the reviews of previous guests is a critical dependency to winning guests that choose to book your place. A host's reviews and Airbnb reputation remain the principal driver of building this trust and credibility.

Since reviews can only be written after a confirmed reservation has taken place, they represent an opportunity to build a good reputation in the Airbnb community. Guests trust that any review they read is a reflection of the actual experience had by another member of the Airbnb community.

Reviews include a rating system that quantifies your performance as a host across both general and specific criteria. Would you feel reassured seeing the following if you were a guest looking for a place to stay...

143 Reviews



Accuracy



Location



Communication



Check In



Cleanliness



Value



Prospective guests will interpret all information you share on your listing through the lens of your prior reviews and ratings. Having good reviews will validate the trustworthiness of the representations you make. Having bad reviews will negate those representations, whether truthful or not.

The Importance of Good Reviews

There are a number of important reasons you need to have good reviews on Airbnb, all of which feed off one another to create a virtuous cycle:



Get found more often

Hosts with favorable reviews are prioritized higher in search results by Airbnb, resulting in being found more often



Make more money

Greater interest and demand means greater ability to command higher prices from your listing, thus maximizing your earning potential



More booking requests

You and your listing will appear more credible, reliable and trustworthy to prospective guests deciding where they want to stay

As such, good reviews become a critical dependency to success on Airbnb. Taking the time to acquire positive reviews is an investment that will pay for itself many times over.

There's a small game of 'catch-up' to play for new hosts who don't have the luxury of a long hosting track-record on Airbnb. Especially if you're starting off as a new host, the most important thing you can do for your ongoing success is expediting the process of getting good reviews.

As a new host, consider strategically discounting to maximize bookings (and therefore reviews) as quickly as possible. The value of good reviews will far surpass the revenue lost in the short-term to get those reviews.

How to Score 5-Star Reviews

At the conclusion of each stay, guests review their hosts against six criteria, each of which are rated between one to five. Before the guest reviews each criteria, they are asked to rate the entire stay out of five:

How was your stay at Thomas's place?

We won't share your responses until after your host writes a review too.



They are then asked to **describe** their trip. Hosts will only ever see aggregate answers that multiple guests have picked. When describing their trip, guests are asked the following questions and are provided with the following answer options:

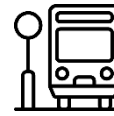
How would you describe the location?



Central



Walkable



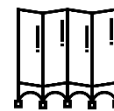
Close to public transport



Close to nightlife



Close to restaurants and shops



Secluded

What was the neighborhood like?



Residential



Lively



Hip



Scenic



Quiet



Family-friendly

How to Score 5-Star Reviews

Did you stay here for any of the following reasons?



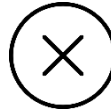
Family travel with
children under 2



Family travel with
children under 2-12

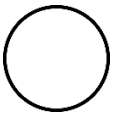


Business travel



None of the above

How would you describe the quality of the home?



Budget

Limited amenities and
minimal furnishing



Basic

Standard necessities,
plain or outdated furnishing



Comfort

Well-equipped space
for a comfortable stay



Upscale

Beautiful space with high-
end amenities and decor

Guests are then asked to rate each of the following criteria with a star rating of one through five:



Accuracy



Cleanliness



Location



Check-in



Communication



Value

How to Score 5-Star Reviews

ACCURACY

This is a guest's opportunity to shower thanks upon truthful hosts that set honest expectations from the get-go or seek payback for being sold a misrepresentation of a place different to what they were led to believe they would be walking into.



Under Airbnb's Content Policy, hosts are obliged to create listings that are honest, clear, and helpful to potential guests. Whilst there's nothing wrong with positioning yourself in your best light, the Content Policy does include a prohibition against posting content that is fraudulent, false, misleading or deceptive. Common sense should be your guide in deciding what constitutes effective 'marketing' versus deceptive misrepresentations.

Airbnb guests are not typically looking for cookie-cutter accommodation options. When communicated effectively, accuracy in your listing's unique features and differentiators can actually be transformed into key selling points that elevate your listing and its appeal to guests.

If anything less than 5-stars are given, Airbnb will ask the guest what were the main issues? In addition to adding personal details, the guest is able to select from the following issue options:



Amenities



Listing description



Noise



Photos



Size of home



Wi-Fi

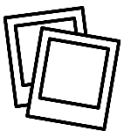
How to Score 5-Star Reviews



Tip 1: Not everything will be pretty

Even if you have an impressive pad in a great neighborhood with amazing amenities; your place will inevitably possess some less-than-desirable features. This is part and parcel of reality.

Bar open downstairs till the wee-hours of the morning? Mattress a little more on the firmer side? Sociable roommate that likes to bring the party home? Call these out early and help guests avoid unwanted surprises. You never know... for many people, these may actually be drawcards for wanting to stay at your place.



Tip 2: Accuracy in pictures too

Include photos that truly help a guest envisage what it would feel like to stay at your place – not just the key features and amenities. Include at least one photo of each room that guests will have access to.

Ensure the place looks its best, but don't dress it up to the extent that guests wonder if they've walked into the right home upon arrival.



How to Score 5-Star Reviews



Tip 3: Thoroughness in your listing

Your Airbnb listing is your principal mechanism for providing prospective guests with an insight into what it might be like to stay at your place. They are yet to see it and therefore have only your listing page to go by when making their choice.



An Airbnb listing is comprised of a listing name and summary; overview of the space, areas the guest can access, your interaction with guests, the neighborhood, how to get around and house rules.

Each of these represents an opportunity to provide information with great clarity and accuracy. They also represent an opportunity to mislead guests and provide inaccurate representations.

Ensure accuracy prevails in your listing descriptions.

How to Score 5-Star Reviews

CHECK-IN

The check-in process is arguably the most important criteria to get right. A warm, frictionless and problem-free check-in will set the tone for the rest of your guest's trip. Getting off on the wrong foot will have the opposite effect and flavor all other elements of the stay in a negative light.

Fortunately, the check-in process happens to be highly repeatable. You're also able to anticipate many guest questions, and the information that would be most helpful to them too. With all of this in mind, taking a moment to get this right at the outset will enable you to simply hit the repeat button for future guests too – a big reward from a small investment.

If anything less than 5-stars are given, Airbnb will ask the guest what were the main issues? In addition to adding personal details, the guest is able to select from the following issue options:



Directions



Entering the home



Late host



Tip 1: Getting them to your place

Helping guests simply get to your place is the first step to a problem-free check-in. Find out how they'll be arriving (flight, rail, bus, driving, etc.) and let them know the easiest way of getting from their arrival point to your place. Ensure they know how to contact you if there are any hiccups to their arrival plans, and ask if there's anything you're able to do to help make their arrival more effortless or comfortable.

Explain the check-in procedure, whether anyone will be there to meet and greet them, and how they're able to get the keys and orient themselves to your place and the surrounding area.

How to Score 5-Star Reviews



Tip 2: Have someone meet them in person

It may not always be possible to meet and greet your guests in person upon their arrival at your place. Depending on your motivations for hosting on Airbnb, doing this for each and every guest may represent taking your desired investment in Airbnb further than you have any interest. Despite this, there's no substitute for the warmth and reassurance felt by having a friendly face be there in-person to physically meet and greet you upon arrival.

Guests greatly appreciate having a real person walk them through their temporary home-away-from-home, explain amenities and features in-person and answer any questions they may have. Whenever possible, this is highly preferable and will be rewarded with positive reviews.



Tip 3: Create a House Manual

A House Manual explains how amenities and features of your home works (like explaining how to turn on the hot water heater or where they can find extra blankets).

Guests receive this information in an email once they've confirmed a reservation. It's likely that many guests won't review your house manual at the time of booking, and those that do will almost certainly have forgotten the finer details by the time of their stay. Therefore, print off your house manual and leave it as a hard copy too for reference upon check-in or at any other time throughout the booking.

House Manuals eliminate problems by preempting known challenges or questions and ensuring your guests appreciate the full range of amenities and home features available to them. House Manuals leave guests feeling confident and content from the get-go - a sentiment likely to be carried throughout the rest of their stay too.

How to Score 5-Star Reviews

CLEANLINESS

One of Airbnb's Hospitality Standards is cleanliness. Providing a clean and tidy space will make your guests feel comfortable from the moment they arrive as well as show your commitment to making them feel welcome and at home.

You have the ability to add a cleaning fee to your listing price. If you can't (or don't want to) do the cleaning yourself, you can always hire a professional cleaning service.

If anything less than 5-stars are given, Airbnb will ask the guest what were the main issues? In addition to adding personal details, the guest is able to select from the following issue options:



Bathroom



Bugs



Dust



Floors and
carpets



Kitchen



Odors



Shower



Towels and
linens



Tip 1: Welcome guests to a clean home

Many guests have traveled great distance to finally arrive at your place. The last thing a paying guest wants to walk into is a messy place. It may seem obvious, but clean every room that your guests can access throughout their stay. Pay special attention to bedrooms, bathrooms and the kitchen and make sure towels and sheets are freshly-washed.



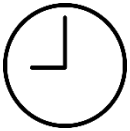
How to Score 5-Star Reviews



Tip 2: It's often the small things...

Take care of the small things that show extra consideration: Dust the bookshelves, wipe the mirrors, empty the wastebasket and make room in the closet or dresser so that guests can store their belongings.

These things may feel like they'll go unnoticed, but are likely to be remembered upon reflection precisely because it's often the small things that get remembered the most.



Tip 3: Give yourself enough time

Ensure that you give yourself enough time to clean your space, particularly when you have back-to-back bookings. Giving your guests the ability to tidy up after themselves will be a big help, so be sure to leave cleaning supplies in your space to enable guests to take care of spills and accidental messes.



How to Score 5-Star Reviews

COMMUNICATION

Most hosts think about communication being important only in terms of their responsiveness to booking inquiries and reservation requests. Whilst definitely important, this represents only the beginning of good communication between you and your guest.

Whether it's in solving specific problems, providing general advice, or simply letting guests know how to operate the TV; remember that Airbnb hosts adopt the role of a hotel concierge when it comes to maximizing the ease and enjoyment of your guests' trips.

You therefore need to remain contactable, communicative and helpful at all times throughout your guest's stay.

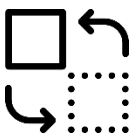
If anything less than 5-stars are given, Airbnb will ask the guest what were the main issues? In addition to adding personal details, the guest is able to select from the following issue options:



Check-in arrangements



Host unreachable



Tip 1: Notify guests of unexpected changes

If something about your place has changed since the time you confirmed a reservation, communicate it in advance to your guests. Guests are much more likely to be understanding when given foreknowledge.

If the change is substantial, offer practical suggestions for ways you may be able to provide a temporary remedy or partially compensate for the inconvenience. Whilst this is also just common courtesy, it will often be seen as going above-and-beyond what was reasonably expected.

How to Score 5-Star Reviews



Tip 2: Maximize the ways guests are able to contact you

Let guests know how you're able to be contacted throughout their stay. Are you happy for them to email you? SMS you? Call you?

A natural reluctance of hosts is the fear that opening too many channels of communication is an invitation for being inundated with problems left, right and center. The reality is the opposite. Guests are typically either focused on utilizing their limited travel time for best use, or reluctant to bother their hosts unnecessarily. And sometimes simply providing an answer to a basic question over a call will avoid a long and drawn-out game of email or SMS 'ping-pong' – thus actually saving you time and inconveniencing you less.

A great way to establish the multitude of communication channels available to guests is in the **Interaction with Guests** section of your Airbnb listing. In addition to explaining all of the communication channels available to guests, you also come across as a great host and increase the chances of receiving additional bookings as a result. Here's an 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 for 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.

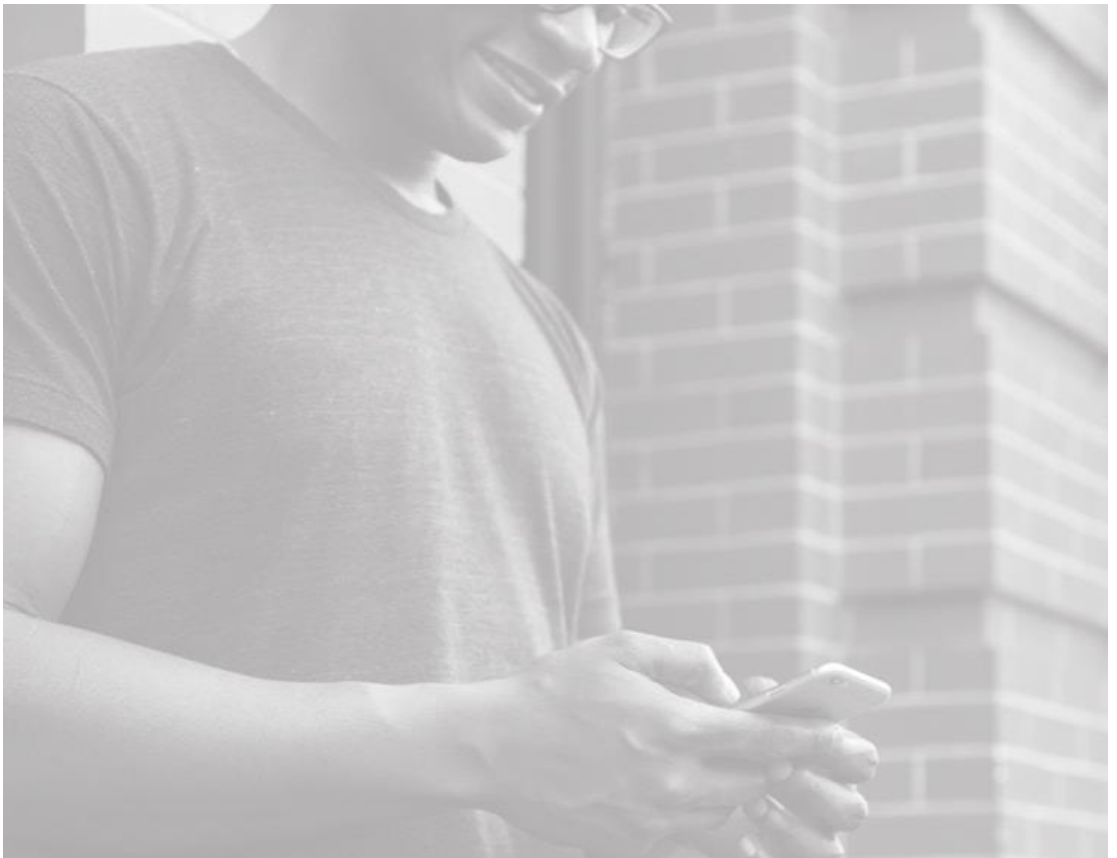
And if you're anything like me, you'll forget half your luggage in the mad scramble back to the airport. Don't worry – this has happened 2983492934 times before (especially with kids!) and we always find a way to get your prized possessions back into your hot little hands.

How to Score 5-Star Reviews



Tip 3: Proactively check-in periodically

There's nothing more comforting than receiving a message or SMS from your host that simply asks how everything's going and if there's anything they're able to do to make the stay more enjoyable.



Being proactively communicative will be a welcome surprise for your guest, and stand out in their memory upon reflection of their trip.

Remember too that guests may often feel that their “problem”, “issue” or “concern” is too minor to warrant contacting their hosts about, so being a host that gets on the front-foot and asks their guests about anything that would improve their stay will be a welcomed gesture.

How to Score 5-Star Reviews

LOCATION

It may seem somewhat unfair that location is one of the review criteria that you're scored against. A natural objection is that your place is simply located where it is located, and there's little you're able to do about that. Logic would suggest that a place in a less-than-desirable location will simply charge less in recognition of this fact. Whilst all of this is true, guests have a keen interest in staying in prime locations.

Doing a few simple things will go a great distance in bringing out the best your local area has to offer, helping guests avoid the places they'd most likely want to avoid, and assisting them in getting around to everywhere they likely want to go.

If anything less than 5-stars are given, Airbnb will ask the guest to explain why with personal details.



Tip 1: Create a guidebook

The easiest way to let guests know about the best your local area has to offer is with a local area guidebook. Guidebooks let hosts suggest great local spots like restaurants, grocery stores, parks, and attractions.

Guidebooks take the guesswork out of deciding where to go to experience all the sort of things guests are typically interested in. Guidebooks leave guests feeling like they've been provided with insider tips that inevitably leave them feeling like a true local.



How to Score 5-Star Reviews



Tip 2: Use your Airbnb listing

When guests feel like a 'local' they naturally form a personal affinity towards the local area. And this affinity means they're more likely to view the location favorably upon reflection.

Your Airbnb listing provides a section for overviewing **the neighborhood**. Use this section to highlight your neighborhood's key selling points and proximity to places of interest, key landmarks, attractions and public transport.

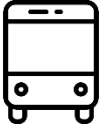


Here is an example of how to use this section effectively:

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

How to Score 5-Star Reviews



Tip 3: Recommend public transport options

Your guests will almost certainly want to leave your immediate local area at some point throughout their stay. Providing them with clear instructions on the various public transport options available to them will help reinforce the impression that your place is situated in a convenient spot.



You're able to do this on your Airbnb listing in the **Getting around** section, such as in the example to the below:

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

How to Score 5-Star Reviews

VALUE

Just like location, value is a highly subjective concept. What you charge will likely be a key determinant on perceptions of value by guests: At \$100 a night, maybe your place would be considered lacking in value, but at \$50 a night it may be considered a steal. Unfortunately, perceptions of value will differ from guest-to-guest and there isn't much you can do to overcome variance in expectations between guests.

However it isn't just your nightly rate that establishes value. If anything, guests are unlikely to have booked somewhere that they didn't feel provided value for money at the time that they booked it.

This represents an opportunity to demonstrate value in a variety of other ways too. With small but smart tricks, you're able to win over even the harshest of critics and leave guests feeling like they've hit the jackpot in finding your place.

If anything less than 5-stars are given, Airbnb will ask the guest to explain why with personal details.



Tip 1: A few little touches go a long way...

Airbnb guests are typically not the type of travelers looking for 'just another' travel accommodation option. They are discerning travelers wanting a one-of-a-kind experience with personalized touches. Great Airbnb hosts frequently go the extra mile and provide additional amenities and value-adds for their guests.

These are often small, inexpensive things such as a welcome basket of snacks, chocolates on the pillow, basic toiletries and beauty products or complementary tickets to a local tourist attraction.

How to Score 5-Star Reviews



Tip 2: Provide future discounts

Since value is so inextricably linked to price, offering guests discounts for future stays will boost perceptions of value for their current stay, irrespective of whether or not they end up taking you up on the offer in the future.

Offering something as small as a 5% discount on any future stay, or one free night for any future stay over a week will not only increase the perception of value, but may also assist with gaining additional future bookings too.



Tip 3: Send a thank-you note

Remember that guests are not obliged to complete the review process. For less-than-desirable guests, this may be a good thing. But many guests simply forget to leave reviews which can be a real pity if they had only good things to say.

Sending a thank-you email immediately after the stay is not only a great reminder to leave a review, but also a reminder of what was hopefully a great experience with an equally-great host – all of which reinforce intrinsic value.



How to Score 5-Star Reviews

Once the six review criteria have been completed, guests are then given the option of adding a private note to their hosts. Here guests are able to offer suggestions for small improvements or say thanks for being a great host.

Finally, the guest is asked to leave their written review. This is a public review and will live on the host's Airbnb listing page as well as also being viewable from the host's profile. Below is an example of a public review:



Judy

July 2018



This was definitely my best ever experience on Airbnb. Thomas' house was beautiful, clean and tidy. You couldn't ask for anything better! A few days before the booking, Thomas gave clear instructions that guaranteed a smooth check-in. The apartment is located in a very convenient area of town, with local shops and transport close by. I would recommend Thomas' place to anyone looking for a great time in NYC!



Use your reviews (and private feedback) as an opportunity to make improvements to your listing or the hospitality you provide.

Leaving Reviews

Leaving a review for your guest is a chance to show your gratitude and provide helpful feedback. Because they're public, your reviews help other hosts know what to expect when they receive a reservation request from a guest who has stayed at your place before.

**Rate & review Judy's group**

Family-Friendly Dream NYC
Apartment
Jul 15 – 20, 2018

Describe Your Experience (required)

Your review will be public on your guests' profiles.

What was it like to host these guests?

500 words left

Private Guest Feedback

This feedback is just for your guests. We won't make it public.

Thank your guests for visiting or offer some tips to help them improve for their next trip.

Cleanliness

Did the guests leave your space clean?

**Communication**

How clearly did the guests communicate their plans, questions, and concerns?

**Observance of House Rules**

Did the guests observe the house rules you provided?

**Would you recommend these guests?**

Your answer will not be posted on your profile or your guests' profiles.



[Report unsafe behaviour](#)

Submit

Leaving Reviews


The Airbnb review system is a 'blind' review – meaning that both hosts and guests do not need to worry about retribution negative reviews if they give negative reviews to the other.

Neither the guest nor host knows how the other party have reviewed them until both parties have reviewed one another or the two-week window for providing a review has closed.

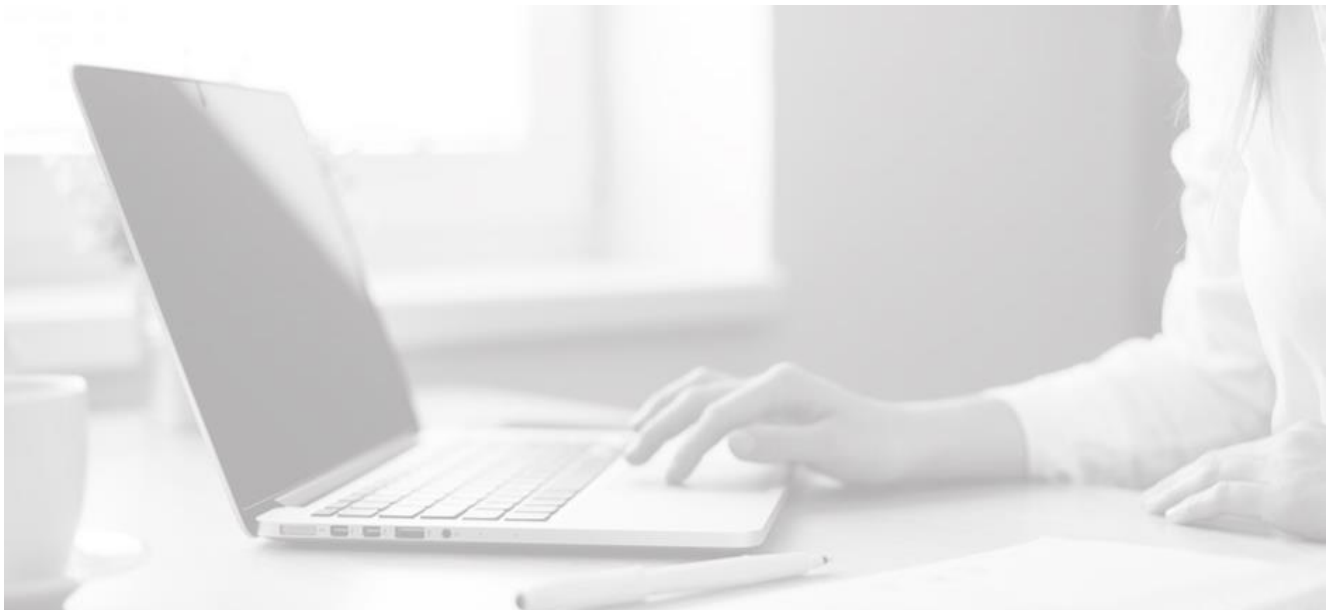
If you have constructive feedback for a guest, you're able to share this feedback with them either through your review or private feedback. Just like you, most guests will appreciate this feedback in a private message unless it's something you believe future hosts should be made aware of.

Here's an example of private feedback that was provided by a guest during the review process and is only visible to the host:

Private feedback

 This is just for you. It won't appear on your listing or profile.

Thank you for hosting me and my family. Our stay was great. Unfortunately we had trouble accessing the rooftop with the keys you gave us. We eventually got it, but you might want to check if the locks need replacing.



Leaving Reviews

TIMING

You have 14 days to complete your review after a trip has ended.

You'll only see the guest's review from a completed trip after both you and your guest have left a review, or at the end of the 14-day review period – whichever comes first.

Within 24-hours of your guest's check-out, you will be sent an email reminder to leave a review of your guest:



Tell Judy's group what you loved and what they can do better

Judy's group just checked out, so now is the perfect time to write your review.

Reviews are an important part of the Airbnb community. Please take a moment to provide your guest with some helpful feedback—it'll only take a few minutes.

[Write a Review](#)

You're encouraged to send a thank you note too that mentions your positive review of them and a request for them to reciprocate in kind should they have had a good time staying at your place.

Leaving Reviews



Being Strategic When Things Went Well...

Clever hosts use the timing of when they leave their reviews as a strategic tactic for increasing the likelihood of receiving positive reviews.

The more time that passes between a guest's stay and their submission of a review, the less likely they are to remember all the little things that they enjoyed. Moreover, the less time that passes, the more likely they are to explain in great detail and specificity all of the things they enjoyed throughout their stay.

Therefore, when a problem-free trip has finished, ensure that you submit your review of your guest as soon as possible. Upon doing so, the guest will receive an email notification that their host has submitted a review:



Find out what Judy wrote

You can read Judy's review after you rate them as a host.

[Write a Review](#)

Many guests will also be intrigued to find out what you had to say about them, and the only way they're able to find that out (without waiting out the 14 day review window) is to submit a review of their own.

Leaving Reviews



Being Strategic When Things Didn't Go Well...

Clever hosts appreciate that the opposite also applies when leaving reviews. If there were problems or any obvious dissatisfaction by your guest, you will be smart to not submit a review at least until the guest has done so themselves.

This way, you will not trigger the automated notification being sent to the guest that tells them you've completed your review of them, to which they will then likely complete their (negative) review of you.

Your best hope is that they will simply forget to review you at all and consequentially help you 'dodge a bullet'.

You can't change or remove a review you receive from a guest that you've hosted. Nonetheless, both you and your guests have two weeks to respond to any review that you do receive. Your response will appear on your listing page directly below the review it relates to.

Ensure that you respond to all reviews – both good and bad.



Responding to Positive Reviews

When you respond to a positive review, thank the guest for their kind words, and make mention of a few small details that you enjoyed about hosting them. Let the guest know that they're always welcome back at your place:



John
July 2018



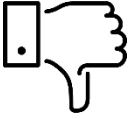
Amazing home. Great location. Friendly host. Couldn't have asked for a better find on Airbnb!



Response from Thomas:

Thanks John. It was a pleasure hosting you. You are welcome back anytime in the future!

Leaving Reviews

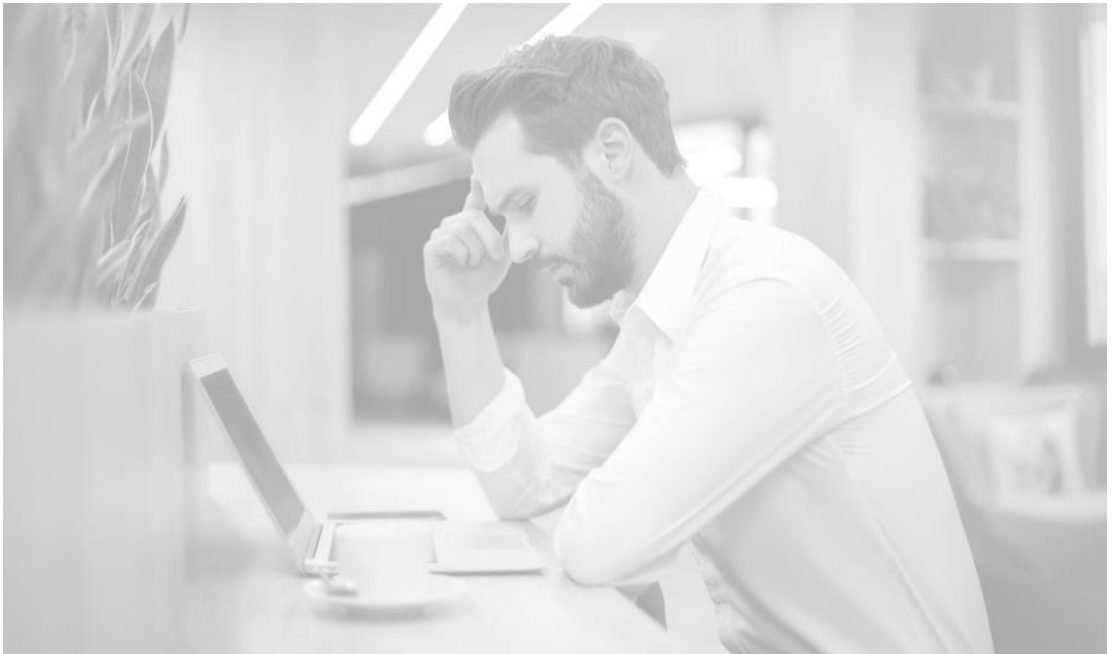


Responding to Negative Reviews

When you respond to a negative review, focus on simply rebutting the specific issues the guest has raised that would otherwise tarnish your good reputation.

For example, you may wish to explain anything that happened that was outside your control and any remedial measures you took to address a problem that the guest failed to mention.

Don't get swept up in a nasty, petty or bitter who-did-what-to-whom debate – whether right or wrong, you won't come across favorably in the eyes of prospective guests who are yet to meet you.



Simply state your case, and leave it at that. If you're lucky and do this right, it may even represent an opportunity to show off your maturity and how you're the type of the host that won't get swept up in personal or petty attacks whilst still demonstrating your commitment to satisfying your guests and the Airbnb community.



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selling your space and making more money on Airbnb

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- Safety, Security & Protecting Your Property
- Listing Your Place on Airbnb
- Pricing
- Booking Settings
- Getting Found
- Communications
- The Check-In Process
- Providing a Phenomenal Guest Experience
- Checkout, Cleaning and Turnover
- Payment and Taxes
- Continuous Improvement

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