

Here's a checklist to help you become a successful Airbnb host!

Stage 1 - Plan your Airbnb business.

Executive summary: (this will briefly outline your business and your potential guests)

Unique Selling Point (USP): (mention what differentiates your property from competitors)

Market Research:

1. Number of similar listings in the market: _____
2. Average ADR: _____
3. Average occupancy: _____
4. Average RevPAR: _____
5. Average Booking Window: _____
6. Average Lead time: _____
7. Peak seasons: _____
8. Low seasons: _____

Competitor Research:

1. Competitor 1: {Mention property name}
2. Competitor 2: {Mention property name}
3. Competitor 3: {Mention property name}
4. _____
5. _____

What have they done right? (mention their minimum night restrictions, amenities, cleaning fee, average daily rate, etc)

What have they done wrong?

What do your guests need?

Stage 2 - Staging Your Property

Write down everything you need to stage your property.

Living Room Essentials:

- ☐ TV with streaming services like Apple TV or Netflix
- ☐ Sofa with throw linens
- ☐ Coffee table
- ☐ Artwork
- ☐ Greenery

Bathroom Furnishing Checklist:

- ☐ Shampoo
- ☐ Conditioners
- ☐ Hand towels
- ☐ Soaps
- ☐ Bathroom slippers
- ☐ Mirror
- ☐ Towel hangers
- ☐ Clothing iron
- ☐ Rainshower

Stage 3 - Frame A Compelling Listing

- ☐ Take professional photos
- ☐ Create a catchy title
- ☐ Write an attractive listing description
- ☐ List on multiple booking platforms
- ☐ Sync all calendars

Stage 4 - Set Up Your Pricing Strategy

- ☐ Set a base price
- ☐ Set a minimum and maximum price
- ☐ Set your minimum night strategy
- ☐ Set your last-minute prices
- ☐ Set your far-out prices

Stage 5 - Plan and Strategize the operations

- ☐ Get vacation rental insurance
- ☐ Set a cleaning schedule
- ☐ Create a smooth check-in/out process
- ☐ Test communication methods with guests
- ☐ Set a maintenance schedule
- ☐ Create a welcome book

Stage 6 - Be ready for the growth

Social media marketing plan

Bedroom Checklist:

- ☐ Convenient electrical outlets for charging devices
- ☐ Extra linens, blankets, pillows
- ☐ High-quality bedding

Kitchen Checklist:

- ☐ Paper towels and napkins
- ☐ Salt, pepper, and basic spices
- ☐ Microwave
- ☐ Storage containers
- ☐ Dishwasher
- ☐ Coffee maker
- ☐ Wine opener and glasses
- ☐ Utensils and other cooking essentials

Direct booking:

- ☐ Create a website
- ☐ Create blogs to be published on the website

Stage 7: Analyze and report

Regularly review your:

- ☐ Pricing strategy
- ☐ Minimum night strategy
- ☐ Marketing plan
- ☐ Operations plan
- ☐ Maintenance strategy

Voila! You're all set to welcome guests to your property!