



What You Should Do Before Joining Airbnb

Are you thinking about listing your property on Airbnb – but where do you really begin?

Before adding anything to your Airbnb profile or listing, you need to think about your market and how you're going to stand out from the crowd.

Here are some tips to get your business up and running in no time.

1. Time Commitment

Do you have the time and the flexibility to do what it takes to succeed? Listing and running a successful Airbnb listing could take much more time and effort than you expected, especially in the beginning. Even when you've got your procedures down and you're not spending as much time handling all the bookings, you could still expect to be on call for emergencies whenever you have a guest staying with you.

2. Know Your Competition

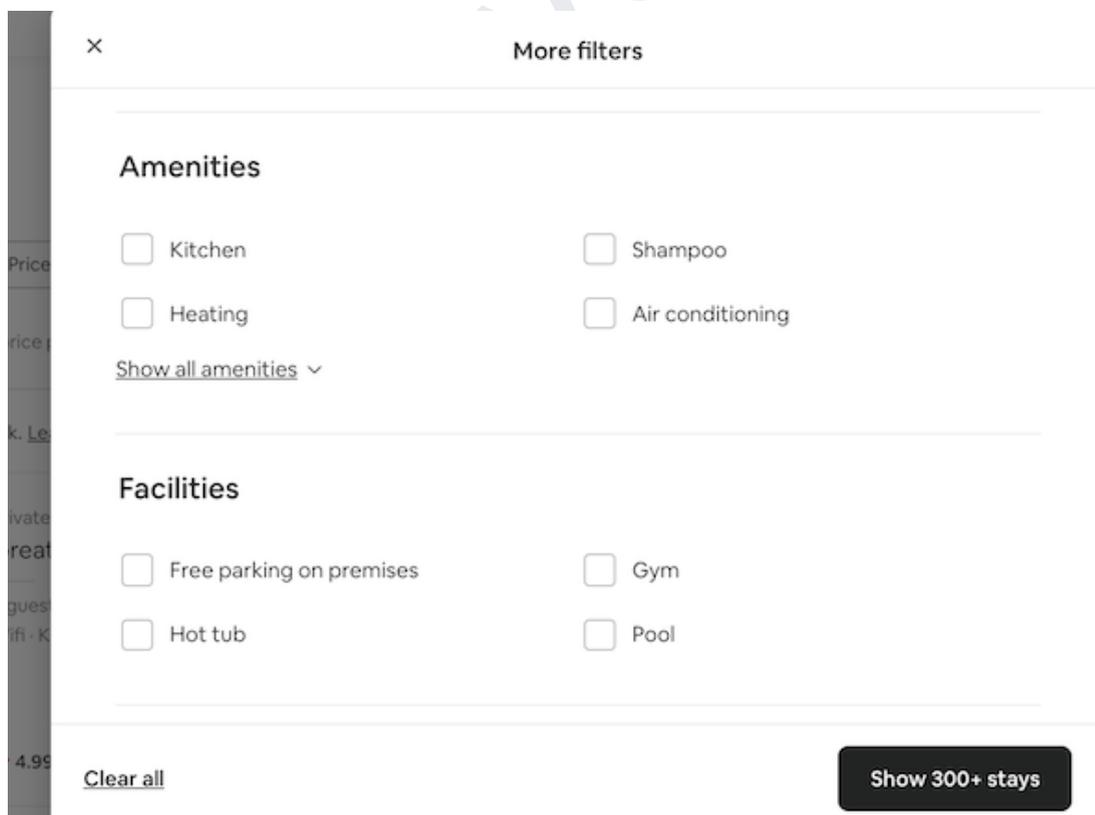
Identify your competitors and spend some time doing research to learn what they do well. You can do this directly on Airbnb by searching for properties with similar

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characteristics in your area. Using filters, you can narrow properties down to the same number of bedrooms, bathrooms, similar kitchen facilities, and other amenities like pools or gardens.

Once you've found a variety of competitors, take a look at their photos, furniture, and reviews. Learn what guests love or hate about them, and find out why! By taking a look at what other hosts do well, you can inspire yourself and get some ideas for your own Airbnb listing.

You can also take the average price for similar properties in your area to get a good idea of how to price your own



The image shows a screenshot of the 'More filters' dialog box on the Airbnb website. The dialog box is titled 'More filters' and has a close button (X) in the top left corner. It is divided into two main sections: 'Amenities' and 'Facilities'. Under 'Amenities', there are four checkboxes: 'Kitchen', 'Shampoo', 'Heating', and 'Air conditioning'. Below these is a link 'Show all amenities' with a dropdown arrow. Under 'Facilities', there are four checkboxes: 'Free parking on premises', 'Gym', 'Hot tub', and 'Pool'. At the bottom left of the dialog box, there is a 'Clear all' link. At the bottom right, there is a dark button with the text 'Show 300+ stays'.



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property. You can then validate your estimated rates against those of smaller and larger properties in the same region to make sure they're suitable.



3. Risk & Liability

Outside of personal safety, you are exposing yourself to a host of other risks by hosting on Airbnb. You're putting your property at risk of theft. You're at risk of renting to a squatter. You'll also risk potential liability risk if your guests get injured or if they damage other property or injure neighbors. With the proper Airbnb liability insurance coverage, you could minimize many of these risks.

4. Know Your Target Audience

When you start anything related to your vacation rental business, always bear in mind your target audience. Identify your ideal guests and base all your property marketing strategies around them:

- If your property is more suitable for a young family, don't show pictures of college students jumping in your pool on spring break



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- Likewise, if you're aiming for retired travelers, don't put them off with pictures of kids' toys all over the house!

5. Know Your Location

Most of the time, travelers – whether business or leisure – have a reason for wanting to stay in a certain area. That might be because of a famous landmark, a tourist attraction, or even an event taking place nearby.

Think about the following for your vacation rental's location:

- Who lives in the neighborhood? Is it a family area, a student area, or full of businesses?
- What draws visitors to the area? Is it the proximity to Disneyland, the buzzing nightlife, or the huge sports stadium that brings people here?
- Where is your home located? Is it in an up-and-coming hipster destination, the financial center of the city, or close to an internationally renowned event venue?
- How many hotels are nearby? If there aren't many around, you could be onto something great. Your vacation rental may be one of the best options for any kind of traveler passing through your city! If there are plenty of hotels, however, it might be difficult to compete with their pricing. Always check and compare rates to other types of accommodation in your area.

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6. Know Your Property

When you've defined the types of people that live in your area and the travelers that will be attracted to your neighborhood, you can deduce potential guests by thinking about your property specifically.

For example:

- What is your property type? To use Airbnb's terminology, are you offering an entire home, a private room, a shared room, or a unique property?
- What are your property's amenities? Do guests have access to laundry facilities? Kitchen? Swimming pool? Backyard?
- How does your place compare to others nearby? Is it the jewel of the neighborhood or somewhere you wouldn't like to pass by in the dark?

Once you've answered these questions about your property and location, you'll be able to start thinking more in detail about the target market you've identified. That's not to say you'll only attract these types of guests, but they'll probably make up the larger part of your yearly bookings.



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7. Keeping Up with News & Market

As you can already tell, if you want success as a host on Airbnb, you'll need to be constantly learning and adapting your listing to the changing market conditions, guest tastes, or even local law. You may have very different kinds of travelers during different seasons that require completely different positioning. Your city may be evaluating a ballot measure that could significantly affect your Airbnb listing (or shut it down). Ready to keep up?

Thank You