

THE **5** BIGGEST MISTAKES OF GOING LIVE WITH YOUR LISTING!



WHO AM I? WHY LISTEN TO ME?

I get it. There are many “experts” who claim they can make you more successful. My goal is to work with you to realize your vision for your STR business. Sounds daunting? It isn't.

Please look at some of my professional accomplishments to learn more about me and how I can help you achieve your goals.

- I started an IT company and sold it to a publicly traded company
- I have two decades of Real Estate experience and 8-figures in outright holdings
- I'm the developer of a STR cleaning app that maximizes the guest experience
- I made millions in rental income and have developed duplicatable processes
- I'm published in multiple papers, appeared in multiple webinars, and articles



I spent the past year documenting all the little things that I have learned over the past decade that I have developed into successful processes. Processes are duplicatable and the same results are expected each time. I am here to share my secret formula with other owners and elevate our industry to the level of VRBOutstanding.

You see, I believe wholeheartedly in the 1+1=3 concept. You can't do just ONE thing right and expect a 5-star review. You must do ALL the little things right. That doesn't mean more work, though! Many of my tips are automated or simple 'one and done' implementations.

When you master these processes, you will command more money per stay. You get more bookings. And there will be less stress because you will get better guests. It takes just as much work being VRBOrdinary as it does being VRBOutstanding, so why not excel?

Finally, for me to help you...you must allow me to help you. You need to be open and accepting of new ideas and step out of your comfort zone. You also need to invest in yourself and your STR.



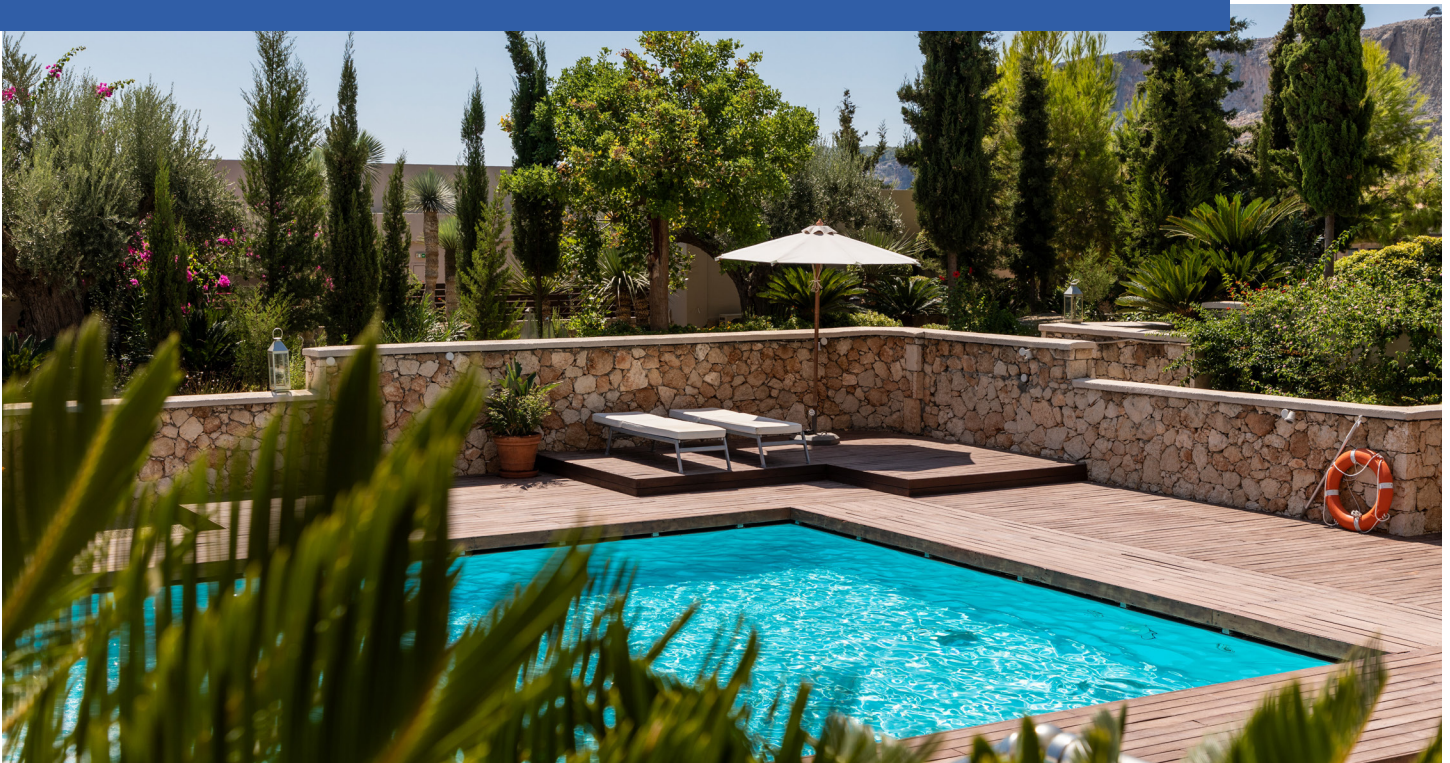
The 5 biggest mistakes of going live with your listing!

The adage "Ready, Aim, Fire!" applies. It seems that almost everyone who is new to STR goes about it in the reverse order, "Fire, Aim, Ready!". Too many are in a rush to start earning. They don't realize that they all make at least 3 key errors that may cost them hundreds to thousands of dollars in the first several weeks of going live and taking bookings.

The OTAs (Online Travel Agents - VRBO and AirBnB) tell you how quick and easy it is because THEY profit regardless of YOUR being successful. There are no "new user" or "getting started" courses. They prefer trial by fire as they push you into the deep end of the pool to sink or swim.

It doesn't matter to them that you are not getting bookings, just as long as the person on their site books with ANY of their property owners.

If you are not 100% ready, it is going to cost you bookings! For many, it costs them a lot more when they find out what a disrespectful guest is capable of. If you are not setup for protection, you will have little to no recourse. What's worse, is that if you are lucky enough to have back-to-back bookings, you won't have time in between guests to make any repairs caused by that disrespectful guest. You will either need to compensate your next guest, cancel a booking, or risk losing your chance at 5-star review.



Mistake #1

You get ONE chance to make a first impression! Photographs are the key thing that get you bookings. I can assure you that no matter how good you think your photographs are, they can be improved. It's not just the quality of the photos, it is the staging and types of photos. My course goes into 3 key secrets of getting the MONEY SHOT of your home that make a guest click BOOK NOW!

Without these three things, you are NOT setting expectations, NOT capturing their imagination, and NOT getting the booking. You don't have to have a mansion, but you DO have to have CAPTIVATING photos that are FULLY STAGED. Are there secrets to getting them? Yup, and photographers don't know them all!



Mistake #2

I am a Premier Host with VRBO. 90% of VRBO and AirBnB listings do not utilize all of the tools available to them in the listing fields. Did you know that the top 10% of listings get almost all of the bookings! What makes certain listings always at the top of search results? How do Premier Hosts who have multiple properties always have their listings at the top? That's because they are PREPARED and know what it takes to get there. They aren't going to share their secrets with you – but I will!

People often list in a rush without seeking help from professionals as to what makes a listing popular. Instead, they ask others who don't know much more than they do to review their listing. After 3 weeks and little to no bookings, they wonder if they made a mistake by getting into vacation rentals. Further, they may feel dejected and take discounted bookings from guests who disrespect their property.



Mistake #3

You don't have a signed rental agreement! Remember the adage, "Good fences make good neighbors?", well that pertains here. Don't just upload the RA. It needs to be signed, AND you need to do a few other things or it won't be worth the virtual paper it's printed on! You need to have more information in there than you may realize. Using a generic one off of some random website isn't going to help you, either.

You need to be sure that you are able to get compensation and have liability protection without spending thousands on an attorney. Many "experts" state that you only need a RA with direct bookings, NOT TRUE! You also NEED one with VRBO and AirBnB bookings or you will be caught with your pants down, I can ASSURE you! Never count on the OTA to have your back. Remember, a signed agreement is legally binding, enforceable, and protects you.



Mistake #4

Do you know the difference between a deposit and Accidental Damage Protection? Do you need both or just one? Should you use both? Does it matter to the guest? Does it matter to you? The fact is that over 95% of new STR owners do not understand the difference, nor limitations. They often find out the hard way early on.

This is the #1 mistake of all new STR owners and what discourages them the most. I'd love to share ALL of this information in detail right now, but the fact is that there have been webinars on this and all of them are over an hour long. I've got the Cliff Notes version in our course but the long and the short of it is that you NEED BOTH.

You also need to know WHEN to use each so that you get compensated and don't upset the guest.

Plus, do you know how long you have to file a claim? How long the process takes? Did you even know that there are 3rd party companies that offer BETTER coverage options than VRBO's? Furthermore, there is option that costs you NOTHING and you actually MAKE money on! That is what I save for my course, because this information alone will pay for the course in one season!

Mistake #5

Renting out your property before you are ready! You may think you are ready, but believe me, you aren't! The secret to being ready is in my course. Something that is so obvious and simple that I cannot give you more of a hint because it would give it away. The concept is so simple but valuable, you will implement it in all your STRs. Sorry to be so mysterious, but it is really THAT EASY. I do it with ALL of my new STRs.



In Summation

$$1 + 1 = 3$$

It's ALL the little things, never just one thing. It all adds up to the experience your guests will treasure. They will look forward to coming back annually to and booking DIRECT! Direct bookings save you commissions, which now go into your pocket.

If you complete my course and didn't learn anything of value, I'll give you a 100% refund. You have nothing to lose but EVERYTHING to gain. It would pain me to see you making easily preventable mistakes that could cost you hundreds to thousands of dollars. By taking my course you'll learn how to get you MORE BOOKINGS, HIGHER RATES, and BETTER-QUALITY GUESTS!

***"You miss 100% of the shots
that you don't take."***

Wayne Gretzky

DON'T WAIT - TAKE THE SHOT!