

AIRBNB MASTERMIND WITH MJ & TEAM HANDOUT

APRIL 7TH 4:00 PM-7:00 PM

4:00 PM- Introduction

Melissa – Birth of Deja Blue Retreat LLC
Where I am From and My Background to Where I Am Today!

4:20 PM- Lynn & Shirley (15 mins)

4:25 PM Shirley slide (5-10 mins)

5:00 PM- Marcy Give some SAUCE! (Aka Knowledge) RAFFLE, Group Activity!

5:15 PM- Introduction of Sponsors what do they have to offer?
Faith - Ivan- Naydine - Christina - Lynn- Shirley

5:35 PM - 10 MINS BREAK (Eat & meet Sponsors)

5:45 PM- AIRBNB HOSTS/LANDLORDS PANELIST

5:50 PM - AUDIENCE ASK QUESTIONS TO PANEL

6:00 PM – RAFFLE!

6:25PM - MEL SHARES THE “*MUST KNOW*” FOR NEW OR CURRENT STR INVESTORS!!!

6:30 PM- Mel Speaks MENTORSHIP & COACHING INFORMATION & DEJA BLUE SERVICES

7:00 PM –YOU ARE DISSMISSED (MORE DRINKING ON US)



Scan me

Important Websites

BECOME A HOST

www.airbnb.com/r/mjpabongroup?s=6&t=06Inog

CONTROL PRICING

www.beyondpricing.com/#r=TALMEW

Management / Pricing/ Direct Booking

<https://www.igms.com>

WHERE'S THE PROFITS?

www.BnBVestor.com

www.auction.com/dashboard/account-info/

FIND INVESTMENT PROPERTIES

www.Roofstock.com

SHOPPING

www.Amazon.com , www.Wayfair.com , www.Walmart.com

THE HAVES & HAVE NOTS OF AIRBNB

Where do we look for profitable areas? BnBvestor.com & www.mashvisor.com

Who controls the Pricing? Beyond Pricing (Charges 1% of booking)

Where can I find Airbnb's for sale? Facebook Groups / Marketplace / Roofstock.

Where do I find Investment Properties? Roofstock.com / FACEBOOK
Find Out the Airbnb Laws and Rules

Who and how to find people to clean my Airbnb? Turnover Cleaning Crew, Indeed.com for / Maintenance Crew (Interview them) or look for talent when out and about.

How can I communicate to everyone helping me maintain my property?
The SLACK APP

Where do I find furniture? Wayfair.com, Amazon.com, Walmart, Offer Up, FB Marketplace, Thrift/Consignment Stores

1. *DO NOT HIRE UNEXPERIENCED OF LESS THAN TWO YEARS!*
2. *DO NOT HIRE LARGE CLEANING COMPANIES*

AIRBNB property should be an EXPERIENCE to generate the most bookings.

Why would someone choose you instead of his/hers?

- It should not have anything political or religious within the unit
- It should be max 20 mins from Points of Interest
- Only 30 mins from an airport
- Listing should have a Selfie wall or an Interaction with guest theme!
- Listing should have key words for those to google and find you
- Every STR listing should have a Social Media Platform for visitors to visit & post pictures!
- Add a nice pic of you (family) within the home! Gives a nice touch.
- Saved notes to copy & paste to guest at check-in/check-outs
- Excel Sheet of Guest Names/Phone/Email (Market to them)
- Please take PROFESSIONAL PHOTOS – no cell phone pics

Hire a co-host (ME) Hire DEJA BLUE RETREAT LLC

- Job duties of Co-Host: Interact with guest, cleaning crew, maintenance crew. Leave reviews, respond to reviews. Handle emergencies!
- Manage bookings and complaints. Generate 5-star reviews!
- Maintain Airbnb, VRBO, and Trip Advisor listing websites, giving Host full access to view and edit.
- Set nightly rental rates on all sites.
- Ensure all calendars are immediately updated with any new booking or booking change.
- Maintain the property and its furnishings appropriately to attract desirable guests.
- Promptly address any maintenance or repair need reported by Host.
- Make every effort to schedule any foreseeable contract work (e.g. septic and water system maintenance) when Owner will be present.
- Obtain Host's consent before scheduling any such work that must be done when Owner cannot be present.
- Pay for all maintenance and repairs, including landscaping, and water service—either directly or by reimbursing Host if/when Host considers direct payment infeasible.
- Provide Host with a business-use credit card for incidental expenses required to keep guests comfortable and happy.
- Provide Host with a key to Owner's <TOWN> PO Box for collection of mailed liability waivers or other miscellaneous items.
- Maintain business license, and file and pay all lodging and sales taxes.
- Keep electricity, property tax, and property insurance payments current.
- Maintain a \$1,000,000 umbrella liability insurance policy.

MUST HAVES IN YOUR AIRBNB

(INVENTORY LIST)

Guest book Binder

Small table near entrance to place Guest Binder, Gate Key Cards, etc.

10-15 Bath Towels, Pool Towels

20-40 wash cloths

Shampoo /conditioner/lotion

Shampoo /conditioner/lotion holder

Throw pillows

Bed Pillows

Comforters/ DUVET only (WHITE or Solid light Patterns)

Bedsheets, Throw Blankets

Floor mats, Shower mats

Patio rug

Cotton balls, Q tips

Shaver Blades, Shaver Cream

Toilet paper, Paper Towels

Plunger, Toilet Scrubber, Cleaning Products

Coffee/Tea, Coffee creamer

Laundry Detergent Travel Bags

Dish Soap/ Dishwasher Soap

Garbage bags

Keurig & Regular Coffee machine

Seasonings, Condiments (Ketchup, Mustard, Hot Sauce, Sugar) Cooking oil

Plates, Bowls

Pots & Pans

Glass Cups, Coffee Cups, Wine glasses

Fork, Knives, Spoons

Kitchen Cooking Utensils

Cutting Board

Toaster/ Waffle Maker

Clothing hanger

NO WAX CANDLES (Plug-ins Only)

Board Games, Books, Bluetooth Radio

Flat Iron/ Curling Iron

Batteries

Iron / Iron Board

USB Plugs for devices

Small Fans

Pack & Play, Air Mattress

WIFI Sign /No Smoking Signs

Tip jar for cleaning crew

MUST HAVES' TECH/AND DEVICES

**ROKU'S OR SMART TV'S
YALE BY AUGUST DOOR LOCK
BATTERY OPERATED VIDEO RING WITH CHIME
(WIRED PREFERRED)
LOCKBOXES FOR EXTRA KEYS
NEST THERMOSTAT
WIRELESS WIFI ROUTER**

Host to Guest Responses Samples

Booking Message:

Hi {guest_name},

Thank you for choosing to book our apartment. I'm really looking forward to hosting you on your stay in {town_name}.

I will send all the check in information on the morning of your arrival including directions. I'll also send WiFi details and so on.

In the meantime, if you have any questions or need any recommendations, please don't hesitate to ask.

Thanks,
{your_name}

Reminder Message:

Hi {guest_name},

Just checking in with you ahead of your stay in 4 days. I trust you're looking forward to your visit.

This is just a reminder that check in time is anytime after {check_in_time}. I will forward all check in instructions the day before.

Again, let me know if you have any questions.

Thanks,
{your_name}

Check-In Message

Good morning {guest_name},

Your {city_name} trip is here!

For check in anytime after {check_in_time} today, we have a lockbox by the door with a key inside. Just enter code {lockbox_code} and you're all set. Then at checkout just pop the key back in.

The address is {property_address} and we have an undercover area where you can park your car free of charge. There is also plenty of off street parking available.

Free WiFi is also provided during your stay:

- **Username:** {username}
- **Password:** {password}

If there is anything else you need, like recommendations or directions or anything for the house, just let me know. I am only too happy to help and want you to have a 5 star experience.

Thanks,
{your_name}

Check-Out Message

Hi {guest_name}

Thank you so much for choosing to stay at our place while in {city_name}. We hope you had a great time here and enjoyed your stay.

We would love it if you could take 2 minutes this afternoon to leave us a quick review. Of course we will leave you one in return.

A 5 star rating is very important to us and goes a long way to helping our family business. So if you had any issues during your stay please let us know before leaving your review as we value your feedback. It helps us grow as hosts.

Thanks again and safe travels !

Can we get a Discount on current Price?

Hi {guest_name},

Thanks for reaching out to me. We do indeed offer a price reduction.

There is a **5% weekly discount** and a **10% monthly discount**. We apply these discounts automatically when you select the dates on our booking calendar.

Unfortunately we do not offer any price reductions for stays less than a week.

Thanks,
{your_name}

Do you allow Pets?

Hi {guest_name},

Unfortunately we do not accept pets in our property.

I am an animal lover myself and absolutely adore pets, especially dogs. But sadly some guests are allergic to animal hair and it can have disastrous consequences.

So I have made the decision not to accept pets in my Airbnb. I hope you can understand.

Thanks,
{your_name}