**How work Airbnb for owners: the PDF guide**

Follow our guide for host of Airbnb and make the profile perfect. Optimize your announcement and your chances of reservation making memorable the experience of your guests.

Follow our guide to discover how work Airbnb for owners. Start to create a profile optimized to become the perfect Airbnb host and make memorable the stay of your guests.

Introduction

Founded in 2008 in San Francisco, Airbnb is the platform online more known in the world for the reservation of houses holiday, structures extralodgings and private rooms. With over 100 million users spread in over 200 countries around the world, Airbnb continues to grow always more and not there is from wonder that now there are more of 640,000 host registered on the platform! But with so much competition, how can you ensure that your announcements be noticed? What are the errors main that you should avoid? Create a profile Airbnb effective and complete can reveal complicated, but at the same time also extremely easy when know how do it. Designed for owners of houses holiday, B&B, rooms for rent and all the types of structures extralodgings that wish to understand how work to rent on Airbnb, our guide will teach you much more of the simple concepts basic on Airbnb. Together with the suggestions of experts of the sector, we will reveal what you must do to create a profile and an announcement perfect. We will also help you to fix the "rules of the house" and will teach you the strategies of price more effective that will take off your performance on Airbnb.

**1. The first steps: what you should do before to subscribe to Airbnb**

So you are thinking to promote your property on Airbnb, congratulations! But how work Airbnb for those who rents? Before to add anything to your profile, you must think about your target reference and as you will be able to stand out from the mass. Own a beautiful property with space for guests? Make you these questions:

1. The area around my property is attractive and safe for the travelers?

2. My property is close to tourist attractions?

3. How many travelers attracts my city/area every year?

4. Should to renew my property?

5. Should to buy new furniture?

6. Is welcoming and sufficiently clean to receive guests?

7. I am comfortable to accept "strangers" in my property?

8. There is something that I could do to make my property even better for my guests?

9. How much time and money can and want to invest in this business?

There are three things fundamental that you should always do before to begin any type of activity on Airbnb:

• Create a business plan of success

• Make a research of market

• Analyze your competitors, learn from them.

Know your competition

Search and study your competition: you can use Airbnb to do it!

• Search your city/area on Airbnb

• What type of properties appear in the results?

• With how many properties will you have to compete? (try dates different!)

• Your house is at least on par with those present on Airbnb?

• Simply search for properties with characteristics similar in your area. We are talking about the same number of rooms bedroom, bathrooms, equipment kitchen similar and other services as pool or garden

• Look their photos

• Check their furniture

• Read their reviews

• Discover what the guests love or hate about their properties

• Give a glance at the way in which the other hosts make the things and let yourself be inspired by your property and your announcement.

Your house has some possibility of competing? The guests could really be interested to your insertion if use the photos, the title and the price just?

You can also take the price average for properties similar in your area to have an idea of as to evaluate your property. You can then check the rates that you have estimated with those of properties smaller and larger in the same region to ensure that they are appropriate.

• What is the price average of the properties similar in your area?

• Of how many guests have need to cover your investment?

• You have some possibility of to reach your objective?

Know your target audience

Before to begin any activity of this type, keep always in mind your target audience.

Identify your guests ideal and bases all your strategies of marketing around this type of users:

If your property is more suitable for a family young, not show photos of students university that jump in the pool during a party.

Similarly, if you aim to the travelers retired, not show photos of the toys for children that you put to disposition in house!