



2023

Airbnb cheat sheet



THE PASS THE KEYS CHEAT SHEET



08:00AM

Change the cover photo



12:00PM

Change the amount of deposit



14:00PM

Post link in a different facebook group everyday, Change amenities or add amenities



16:00PM

Change the amount of the weekly & monthly discount, Even if it is just up or down 1%



18:00PM

Change the rates, change description



22:00PM

Change the cover photo again and change photo order/ listing title

RESPONSE RATE



Response rate and response time: The quicker and more consistently you respond to guests, the better your listing can do in search. Search also considers how many guests you accept. Rejecting a large number of requests, or failing to respond to enquiries will affect your placement and visibility in search.

CHECK YOUR COMPETITION



It's important to keep an eye on your competition, make sure you document who your 3 main rivals are! Check their availability and rates.

If they are a lot more expensive than you, then you may have missed an event that's going to be happening. It's got to be competitive, so you are always one of the first to be booked.

WHATSAPP YOUR GUESTS



In the morning, check to see if you have any arrivals and whatsapp them their check-in information along with any videos or anything else needed.

I label my guests on whatsapp business so they are easier to find, along with setting up standard replies.

FAQ's



HOW TO USE LABELS

Labels can help you easily organize and find your chats and messages. You can create labels with different colors or names, and add them to an entire chat, group, or certain messages within a chat.

Once you have collected guest details, these can be used to retarget for future bookings.

Apply labels

To an individual or group chat: Swipe left > More > Label Chat.

To a single message in a chat: Tap and hold the message > More > Label.

Alternatively, you can add an existing label or create a new label by going to Chart > swipe > Tap Labels > Add New Label > enter a name for the new label > tap Save.

Note: You can create up to 20 labels.

Manage labels

To manage your labels, go to the top of the charts tab and swipe down. Then, tap Labels.

Edit a label: Tap a label > Edit.

Change the color of a label: Tap a label > Edit > tap the color palette icon > tap save.

Delete a label: Tap a label > Edit > Delete Label > Delete.

If more than two labels are applied to a:

Chat Labels appear side-by-side, next to each other.

Message Labels appear stacked one over the other.

CHASE FOR REVIEWS



Any outstanding reviews chase them up as we know how important they are!!!!!!
Send a polite email or whatsapp asking for the review stating that we are a family run business and rely on them a great deal.

SOCIAL MEDIA



Look for any events that you can post in, or any popular hashtags that you can link your property too. It's important to keep looking for these as prices might spike and then you may miss out on higher nightly rates.

