

Greendown.

SHEPHERD HUTS

AirBnB - Setting up your listing

- Set up AirBnB hosting account or add a new listing if you already have an account with AirBnB
- Create new listing by clicking on **MENU** and **LISTINGS** on the right it will say create listing - follow the steps to build your new listing - you can save and exit at anytime
- Take professional photos of the hut once it's been furnished and is in place.
- Add photos to your listing, select the best cover photo, make sure that photos are well lit, aligned well and show the most for your listing, people book on photos so make sure they are good ones!
- Decide on your rates and if you want any minimum night stay rules put in place
- Once your listing is completed, go back into it and go through all the details, make sure you have as much information as a guest would need.
- Make sure your additional charges set up i.e cleaning, linen, pets etc this can be found on the listing under **PRICING AND AVAILABILITY** and scrolling down to **ADDITIONAL CHARGES** this page also set up your booking rules and prices so check these are all correct too.
- Policies page - this confirms your house rules, check in / out times and cancellation rules.
- Info for guests page - this is again your check in / out times, guidebooks, and details of the property and location include as much information as possible so you get asked less questions.
- Once the advert is live, set up a special offer this could be a reduced rate on the night stays for a minimum amount of weeks, this will encourage people book and leave reviews, once you have reviews set up and a little traction on the bookings feel free to increase the nightly rate back to the rate you would like it to be booked at.



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You can preview your listing at any time by clicking on the **EYE** symbol on the far right hand side of the listing page. This helps give you an understanding of what a potential customer will be seeing.

Replying to messages

- Setting up a reply template is going to be key, it saves so much time and reduces the amount of questions you get from potential guests.

How to:- You can do this by clicking on your inbox and on the right hand side next to **ALL MESSAGES** you will see three lines, click on that and it will open up a box, scroll down and click on **QUICK REPLIES** this will give you the open to create a new template, we would recommend a minimum of 3 templates:-

- Booking confirmation
- Check in details
- Check out details

Feel free to add more templates along the way, as you get more enquiries you will find repetitive questions being asked and you can then make templates to suit those needs.

Once you have these templates set up you can also automate them to be sent for you, you can do this by clicking on the **SCHEDULED MESSAGES**, you may want to stick to manually replying at first, then moving to the automated process later down the line unless you are familiar with having a listing on AirBnB.

Guidebooks

- Create a guidebook for your listing

How to:- This can be done by **MENU** at the top of the main page and scrolling down to **GUIDEBOOKS**. Then click **CREATE** and follow the process of building your own guidebook, this can also be put into the message templates by using the shortcodes part.

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You can also send these guidebooks to the guests in messages by clicking on **SHARE RECOMMENDATIONS** to the left of the box you write in, then clicking on the guidebook and pressing share.

Suggestions to include in your hut:-

Kitchen

- Cutlery
- Bottle opener, knives, scissors,
- Glassware
- Pots and pans
- Mugs, plates and bowls
- Tea towel
- Kitchen Roll
- Washing up liquid
- Wash cloth / sponge
- Hand Soaps
- Tin Foil / Cling Film
- Chopping Boards
- Kettle, Toaster, Coffee Machine
- First Aid Kit

Bathroom

- Shampoo / Conditioner
- Body Wash or Small soaps
- Toilet Rolls
- Hand Towel
- Bath Mat
- Flannels
- Hair Dryer
- Robes / Slippers / Towels

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Lounge

- Small pull out table
- Chair/s
- Firelighters / Matches
- Wooden Logs for fireplace
- Fan
- Umbrella
- Tissues
- Radio or speaker

Bedroom

- Bedding
- Throws
- Hot Water Bottles
- Books
- TV

Outside

- Table and chairs
- Plants
- Firepit (if allowed)