

Airbnb Tricks to Maximize Your Investment

These steps are important to get right from the very beginning. It is really hard to catch up if you don't hit these markers from the beginning, so prioritizing these items will help you be successful.

1. Be a Superhost

To become a superhost you have to meet some minimum requirements:

- Have 10 stays per year
- Have a 90% response rate (make sure you respond to questions at least 90% of the time)
- 80% 5 star reviews
- Honor confirmed requests – don't cancel reservations!

2. Conversion Matters (re-sets when a property gets a new owner)

- Conversion is calculated based on how many people click on your link and how many bookings come from those clicks. The higher your conversion rate is, the better your listings will do.
- Don't have your friends check out your listing! These extra clicks with no bookings will harm your conversion.
- Start your listing at a low rate to entice people to book.
- Have your friends book stays for a \$1.
- Use Price Optimization through Airbnb.

3. Cancellation Rate

- Keep your cancellation rate low or zero. Keep a really short cancellation window, like 7-14 days so people won't book without being totally committed and then cancel.

4. Reviews Matter!

- Do what it takes to make sure you get at least 80% 5 star reviews.

5. Social Media

- Don't advertise on social media! This gets too many clicks and ruins your conversion rate.