



Get Noticed: Signs of a Quality Listing

SOURCE: Flipkey.com

Showcase Your Home

You can capture travelers' attention with a compelling headline. Avoid using vague adjectives and leave out listing criteria like the number of bedrooms and bathrooms. Instead, opt for descriptive terms unique to your home's features. Write your property description so that travelers can scan it easily. Try breaking up your summary into chunks while painting a picture of what it's like to stay in your home.

Take the Perfect Shot

We see it again and again: photos play a big role in capturing traveler interest. It's your first impression, so choose photos that are appealing and well-lit. A dark, pixelated image of a cluttered room will be overlooked in favor of ones in which a traveler can actually imagine themselves. For instance, if you're photographing your dining room, set the table as though you're hosting a dinner party for friends.

Set Competitive Rates

When setting your rental rates, check out what similar properties in your area are charging to make sure that your prices are competitive. Keep your pricing structure simple and easy to understand by providing nightly and weekly rates, categorized by season.

Establish Clear Policies

From damage protection to refunds, your policies help set travelers' expectations prior to booking. When you edit your listing, you can set explicit policies that ensure your protection, and define what you and your guests are responsible for throughout the booking.

Update Your Calendar

Finally, the most important piece of your listing is your rental calendar. It's simple: an up-to-date calendar leads to more qualified inquiries and booking requests. You can manually add your booked dates, or sync it with an existing calendar by importing the data from websites like Google or other listing site

About Blaine

Blaine Wiggins is a former Fortune 500 company Vice President turned full-time REALTOR® and Vacation Cabin Expert, specializing in both West Valley Real Estate and second homes (cabins) in the White Mountain towns of Heber-Overgaard, Show Low, Pinetop-Lakeside, and their surrounding areas. He is active in his church and community of NW Glendale, AZ, has been married to his wife Teesha for 15 years, and is the father of five children ages 12 to 6 months. You can find him on Facebook and Twitter @ListWithBlaine or via his website, www.ListWithBlaine.com.

