



CLEAN + REPEAT

VACATION RENTAL BUSINESS STARTUP GUIDE

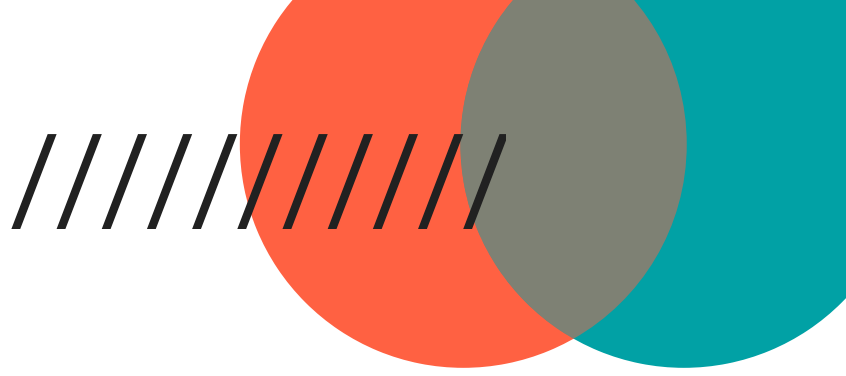
THE COMPANY

We offer automated vacation rental cleaning services for properties in the Charleston area.

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IF YOU ARE

Tossing the idea around getting into the Charleston SC vacation rental business, or if you're looking for ways to run your existing business better, this guide is for you.

We've put this together for both people just starting out and seasoned professionals looking for new ideas and best practices.

To properly plan your vacation rental business, it's imperative to think about what goals you want to achieve with your business, execute against those goals, and properly set up your business from the onset.

Here are five key questions you should answer, along with some supporting questions to help you determine the scale and scope of your venture.

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01

ASK THE RIGHT QUESTIONS

How do You Setup a Legal Vacation Rental Property?

Are there city permits I need to obtain to stay compliant and avoid fines?
Do I need to pay taxes on income earned from my rental property?

What Will Your Day-to-Day Look Like From an Operational Perspective?

Will you have the tools needed to maintain consistent bookings? How will you find vendor partners that you can rely on each and every day? How much time are you willing to invest? Do you have availability to tend to the continuous inquiries, calls, and scheduling requests?

How Will You List and Market Your Property to Ensure Repeat Business?

Will I need to use multiple vacation rental listing channels? How will I manage multiple channels? Should I rely solely on sites such as Airbnb and Homeaway or should I advertise using other more traditional ways. What types of clients are you going to target?

What's Going to Your Make Property Standout?

How are you going to be special and different from your competition? Having a good answer to this question is one of the keys to leaping ahead of your competition.

How do You know When to Expand?

Do you have a plan if everything is going swimmingly to plan and you want to expand? Can I expand into additional properties?



02

STARTING YOUR BUSINESS

Have you figured out your business goals and envisioned what your business operations will be like? If you answered yes, congrats! It's time to concentrate on these basic steps for getting your Vacation Rental business up and running.

GET YOUR BUSINESS STARTED

Set up Your Business with the Government

If creating a separate business entity is the path you choose, the IRS has a website called Starting a Business, which you can find here. This site takes you through all the steps for meeting legal and tax requirements.

Accounting & Tax Preparation

This can vary depending on how you structure your company with the government. Many small rental businesses are setup as a 1099 entity with the ability to have their vacation rental channel withhold taxes each time a rental has been fulfilled. This is your easiest option to stay in good standing with Uncle Sam.

If you choose to create an llc or c-corp business for your venture, we'd recommend consulting with a tax or accounting professional to ensure proper preparation.



03

SETTING UP YOUR ONLINE PRESENCE

Ok, now you've gone through getting the formalities of properly setting up your vacation rental property business. Here comes the fun part, activating your online presence. Below are the steps to take to ensure you get the most eye's on your listing(s) and then ultimately bookings.

Where to Market Your Property

For the Charleston market, we recommend diversifying your postings with a combination of VRBO, HomeAway, and Airbnb. Depending on your properties city ordinance, one may be a more viable option.

Setting up your Account(s)

Once you have done your market research and you have a good grasp on how to position your rental property to meet your booking goals. Follow the steps outlined by either Airbnb, VRBO, HomeAway or other preferred marketplaces and use this guide to avoid frequent mistakes.

Creating your account profile

- Communication - Optimize your rental platform to automatically respond to messages and provide push notifications directly to your cell phone. This is a key part of maintaining consistent messaging between you and your guests.
- Photos - Professional photos create the instant impression of a professional business and a wise upfront investment.
- Description - Use this section to clarify specifications of the property and how the booking process works. Bullet-pointed room lists are a good place to start. Always double and triple check for grammatical errors before you are ready to go live.
- Booking Parameters - Set your property parameters based on your lifestyle and partners you have in place to execute based on the expectations your present.
- Pricing - Pricing strategies should match the demand for accommodation in your area, not just the high and low season. Keep in mind seasonality, local hotel prices, weekends, occupancy rates, and your competition.



OPERATIONS: THE DAY TO DAY

Woohoo, you've officially created a business, identified the best site to market your property, and created your host profile. Now it's time to figure out how to operationalize your property to welcome guests and keep the good reviews coming. The following operations decisions will fork in several paths depending on two factors:

1. Operating your property completely on your own.
2. Operating your property with automated partners.

If you are leaning towards Option 1. // Planning on doing all the leg work, managing your property like a 5-star Hotel, and staying on top of each and every communication piece, more power to you. This is a viable option if you have little life distractions and can be on call at a moment's notice. Unfortunately, things come up and we recommend creating partnerships in the planning phase and keeping them on hand as the inevitable issues/problems occur.

We recommend, Option 2. // Incorporating a strategy that allows for a cohesive partnership approach to manage your vacation rental business at the optimum level, while maintaining profitability and consistent top ratings. To achieve this operational level we recommend securing the following automated partners:

RECOMMENDED PARTNERS

- Clean & Repeat – automated vacation rental turnover service.
- Reliable local Handyman, Plumber
- Vacation rental management software
- Vacation rental property managers



05

MAINTAIN "SUPERHOST" STATUS

Now we are on the final path my friends, you've built out everything and need to carve out your status as a top local vacation rental host. Obtaining the "Superhost" status means you are more likely to have higher search optimization results, resulting in your property being elevated to the top of the listings.

Sounds like the right path right? Well, obtaining this status comes with a dedicated management effort that routinely requires an automated approach to achieve consistency.

THE AIRBNB CRITERIA

01

MAINTAIN A 90% RESPONSE RATE

02

COMPLETED EACH OF YOUR CONFIRMED RESERVATIONS WITHOUT CANCELING

03

OBTAINED A 5-STAR REVIEW AT LEAST 80% OF THE TIME, SO LONG AS AT LEAST 1/2 OF THE GUESTS WHO STAYED LEFT A REVIEW.

04

10+ TRIPS HOSTED



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WANT TO LEARN MORE?

DROP US A LINE



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