

Starting Your New AirBnB Hospitality Business

Strathmore Bothy Wagons (SBW) "Logging Mill with custom small homes and sheds"

EM—info@strathwagons.ca PH—416.884.0449 WS—<https://strathwagons.ca>



STRATHMORE BOTHY WAGONS can create your luxury living space that could include bedrooms, bathroom, kitchen, offices, studio, playroom and even saunas – your options are literally endless, you dream it and within certain parameters we'll craft your basic bespoke Bothy wagon shell to your specifications.

► 'Lease to Buy' Your Bothy Wagon

In addition to offering Bothy Wagons for sale, we also provide a lease to buy option as an alternative for starting your new **AirBnB** Hospitality Business.

We understand that setting up **AirBnB** cabin accommodation or adding additional units can be costly upfront. We want to remove that obstacle and offer Bothy Wagon huts under our lease-to-buy program for qualified businesses and individuals with well-thought-out business plans and good credit ratings.

Our lease to buy package offers a simple and cost effective option to acquire Bothy Wagons that can generate potential revenue when set up onsite for hosting on **AirBnB**.

► Consider this: Could this be your comment?

"What an amazing investment! Visitors who stay in our Bothy Wagon hut often comment on how cozy and enjoyable it is. Adding the Bothy Wagon hut to our portfolio has really helped me achieve my long-term financial goals."

► How to get your AirBnB business up and running?

First, you need to decide upon how and where you want your new Bothy Wagon hut to be advertised and bookable. Do you want to create a website solely for your business or would you prefer to advertise via a third party such as **AirBnB** or **Booking.com**?

If you are adding your Bothy Wagon hut to an already established business, expanding your website to incorporate the Bothy Wagon hut will be rather easy. However, if this is your first time, our advice would be to start with a third-party platform. They will make it easy for you to manage bookings, communicate with potential guests, deal with all the fees and expenditures, and help with insurance coverage. Once you are established and would like to expand your business after experiencing the vacation rental unit lifestyle, you could then create your own website and take bookings directly or continue using the third-party platform and create multiple listings on your profile.

► Getting started on AirBnB

Excellent! So, you've decided on the third-party platform. For now, we will use **AirBnB** as an example. **AirBnB** is very well-established in the vacation rental unit world and makes booking easy for both the host and the guest. It offers an inbox for messaging, private notes

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that can be added to bookings, easy pricing adjustments, rule setting, and editable listings. It's the simplest way to list a property and start taking bookings.

To get started you would need to create an **AirBnB** account. Once created and verified, you would switch to hosting and start creating your new listing.

► Top 5 things to do before you start hosting

1. **Book a photographer** — take photos of the Bothy Wagon hut once it is outfitted and in its intended location. Be mindful, professional photos will appeal to potential guests.
2. **Find your niche** — what can you offer your guests that others can't. What makes you stand out from the crowd? Find that special offering!
3. **Pricing** — Use the platform to search the local area for other similar properties and get an idea of what they are charging. Use smart pricing whilst you are starting up or even run a special offer to entice customers.
4. **Don't hold back on the small touches** — try to imagine yourself as a guest and consider what facilities or amenities in your area would make your stay extra special. It could be a particular brand of wash products, robes & slippers, access to bikes or sports equipment, a breakfast or lunch hamper or fresh milk and water in the fridge. These little touches go along way with guests.
5. **Find your suppliers** — housekeeper & laundry service, linens and towels, paper consumables, tea, coffee, snacks, make available beer and wine etc. Work out the most cost-effective way of providing your guests with these items without exorbitant costs and reducing your profit. Make sure you get a fixed price for the cleaning and set this charge up as an additional charge on your listing's prices.

► Getting up and running

After you have set up your listing, it would be recommended to create a guidebook and attach it to your listing; this will give potential guests a further insight into the local area and what they can do whilst staying with you. Fill this with great places to eat, drink and local attractions.

We would also recommend offering a discounted price for the first few weeks of the listing being advertised. This will again entice potential guests. Once you start having bookings and guests have stayed with you, make sure to follow up and request reviews, the more 5★ reviews, the more likely your hut is to get booked! You can set up scheduled messages asking for these reviews, so you don't forget.

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