



Grow your  
accommodation  
business

SETTING UP

 flairbnb

Boutique Property Management

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# Setting up your property

The most important part of the business is the property presentation and guest experience. Providing consistency is the key to receiving great reviews.

## PRESENTATION

How does your property look? Step into the shoes of someone who has never seen your property before.

Is your property easily accessible? Think about driveway and front door. Do you need to add signage or clear details in your check in instructions?

What is your street appeal? A poorly maintained garden and unwelcoming entrance will leave people wondering why they have booked your property and what is on the inside. Set a good experience from the start.

What is the first thing people see when they arrive? Set the scene from the first moment and you should have great guests.

## EXPERIENCE

What type of experience would you like for your guests? Romantic, luxurious, relaxing, fun, easy, family or friends gathering? What extras will you be providing based on the experience you want people to have at your property.

Is your property a destination like a farm stay, retreat centre or a heritage location? Or is your local area specifically desirable? Will people stay during the day at your property or is it used as a base to explore the region?

There are some basics to take care for each and every guest.

- The property should be cleaned each and every time - taking care of the small details so your guests don't find fault. Think dusty skirting boards, cobwebs and the top of the fridge.
- Have clean, hygienic and great quality linen. Your towels, sheets and doonas will set your property apart, so invest in quality and launder to the highest standard.
- Well-stocked kitchens, covering all the basics including crockery and cookware, plus tea and coffee-making facilities (ideally without pods) and basic breakfast items are always a winner. Check with your local council regarding permits you may need to serve food.
- Supplying items like shampoo, conditioner and shower gel are a nice extra. For extra luxury supply moisturisers, hand creams and shaving gels.
- You should always include basics like toilet paper, handwash, dishwashing liquid, dishwasher tabs, laundry detergent and cleaning products.
- Have a welcome book which tells your guests everything they will need to know about your property and eases frustrations when they are trying to turn on heaters on or log on to WIFI. You can also include suggestions for local restaurants and attractions.

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## THINK OF THE SENSES

**TOUCH** What can the guests feel? Think about the temperature. Do you need to heat or cool the property to make it feel good when your guests arrive?

**SIGHT** What can they see? Are they being enticed and welcomed into your property, as if it was their home? Do you have good lighting and plenty of lamps?

**HEAR** What can they hear? Is it traffic or birds? What about nightlife? Warn your guests if there is a chance they will be disrupted by making the surrounding location clear in your profile.

**SMELL** You want people to smell fresh and clean when they open your door - essential oils, wax burners or even a nice room spray will help. But not too much!

**TASTE** Leaving a bottle of wine, biscuits, chocolates, fruit or other local produce can help people settle into your property.

## CREATE A COMFORTABLE ATMOSPHERE

You want your guests to feel at home and comfortable. You want them to respect the property and you as the owner. Showing you take the time to present your property to the highest standard you will earn that respect. Have a think about the following:

**CLUTTER** Do you have lots of knick-knacks around the place? These collect dust, can busy the mind and are just asking for children to play.

**COLOUR** Using a neutral colour pallet in your property with pops of colour is the safest and best way to present your property in the best way.

**DECORATIONS** Using wall art, cushions, throws, vases sparingly throughout your property will help to make it feel welcoming, spacious and elegant.

**PLANTS** These are a great way to make people feel comfortable. Use real where possible and plastic sparingly (if at all). Keep them watered and maintained.

## THE MISSION

Flairbnb Boutique Property Management is on a mission to provide short-term rental property owners with increased revenue, and guests with quality accommodation. We do this while taking the hassle out of promoting and hosting Flairbnb 5-Star Standard holiday rentals.

Operating in Ballarat, Geelong and on the Surf Coast.

### Eve Fisher Owner



As a successful Airbnb host Eve would like to share her knowledge, and experience, and see others have the same success she has had.

Eve's background is in media and education so communication is her thing, while her passion for tourism has emerged from living in Torquay, one of the busiest holiday destinations in Australia.

### Rachel Allan Owner



Strategic marketing is Rachel's thing. Seeing businesses flourish with effective marketing is her passion.

Rachel's background is tourism management including spearheading Visitor Information Centres and regional marketing. She has also run her own self-contained accommodation, operating at high occupancy.