

Airbnb Bed & Management Plan

1. Business Overview

- **Purpose:** Provide comfortable, home-style accommodation.
- **Target Guests:** Couples, solo travellers, business travellers, tourists seeking local experiences.
- **Unique Selling Points:** Personalised service, local knowledge, homely atmosphere,.

2. Operations Management

Check-In & Check-Out

- **Check-in:** 2–10 pm (self-check-in option with lockbox or smart lock).
- **Check-out:** 10 am.
- **Pre-arrival communication:**
 - Send welcome message 24 hours before arrival.
 - Provide directions, parking info, and house rules.
- **Departure process:**
 - Simple instructions (leave key, turn off lights, close windows).
 - All sites advertising the property are linked with Calander sync and are monitored regularly to ensure no bookings can overlap
 - Entry is monitored by CCTV outside only to ensure only booked guests arrive

3. Guest Experience & Hospitality

Welcome Experience

- Fresh linens, clean room, small welcome treat (cookies, fruit, or local snack).
- Provide a printed or digital **guest guidebook** with:
 - House rules
 - Clear check in details
 - Wi-Fi details
 - Local attractions
 - Emergency contacts

Breakfast Service

Not included

Daily Service

- Full clean after checkout.

4. Cleaning & Maintenance

Cleaning Standards

- Change linens
- Sanitise bathroom
- Dust and vacuum
- Restock amenities
- Check for damage
- Use high-quality, hypoallergenic cleaning products.

Maintenance Schedule

- Weekly: inspect appliances, check smoke alarms, test Wi-Fi.
- Monthly: deep clean common areas, service air-conditioning.
- Quarterly: pest control, plumbing checks.

5. Safety & Compliance

Legal Requirements

- Ensure compliance with local council regulations for short-stay accommodation.
- Register the property
- Maintain appropriate insurance (public liability, property, contents).

Safety Equipment

- Smoke alarms in each room.
- Fire extinguisher and fire blanket.
- First-aid kit.
- Clear emergency exit instructions.

6. Pricing & Financial Management

Pricing Strategy

- Use Airbnb's smart pricing as a guide
- Adjust for:
 - Peak seasons
 - Local events
 - Weekends vs weekdays

Financial Tracking

- Track income, expenses, occupancy rate.
- Keep receipts for tax purposes.
- Budget for maintenance and upgrades.

7. Marketing & Visibility

Airbnb Listing Optimization

- High-quality photos (bright, clean, inviting).
- Clear, friendly description.
- Listed on Agoda
- Listed on Airbnb 5 star guest Favorite
- Listed on bookings.com 10 out of 10 exceptional rating
- All listings are calendar sync to Avoid double bookings and are regularly monitored by the primary property manager

Guest Reviews

- Encourage reviews by providing excellent service.
- Respond to all reviews professionally.

Local Partnerships

- Collaborate with cafés, tour operators, wineries, or local attractions.
- Offer recommendations.

8. House Rules & Policies

Complaint management

- Complaints can be made through the platforms Airbnb, Agoda and bookings.com from clients
- Complaints from neighbours can be made via phone call to the primary property manager
- Site can be attended to within 30 min if a complaint is logged.

Any complaints from neighbours can result in immediate cancellation of booking and removal from the premises

- Breaking of house rules will result in complaint being issued to the provider of the booking and may result in additional cost to the client.

Common Rules

- No smoking indoors.
- No unregistered guests.
- Quiet hours (10 pm–7 am).
- Minimum 2-night booking
- 2 bays for parking onsite driveway
- Maximum 8 guests
- Strictly no parties
- Strictly no pets
- Strictly no additional visitors
- Any complaints from neighbours can result in immediate cancellation of booking and removal from the premises
- Breaking of house rules will result in complaint being issued to the provider of the booking and may result in additional cost to the client.
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Cancellation Policy

Non-refundable

9. Staffing (if applicable)

- Full time cleaner who is in control of cleaning and waste management ensuring correct bins have been used. Also to put bins out the day prior to collection
- Gardener
- Pool man
- 24/7 contact Property manager [REDACTED]
[REDACTED]
- Second property manager who has access to all bookings and messages [REDACTED]
[REDACTED]
- Second property manager is in case the client cannot get in touch with the primary property manager, but will otherwise only deal with laundry and cleaning side of the business
- Details will be given to city of Rockingham and immediate neighbours

10. Continuous Improvement

- Review guest feedback monthly.
- Update amenities based on trends (e.g., USB chargers, smart TV).
- Refresh décor annually to keep the space appealing.