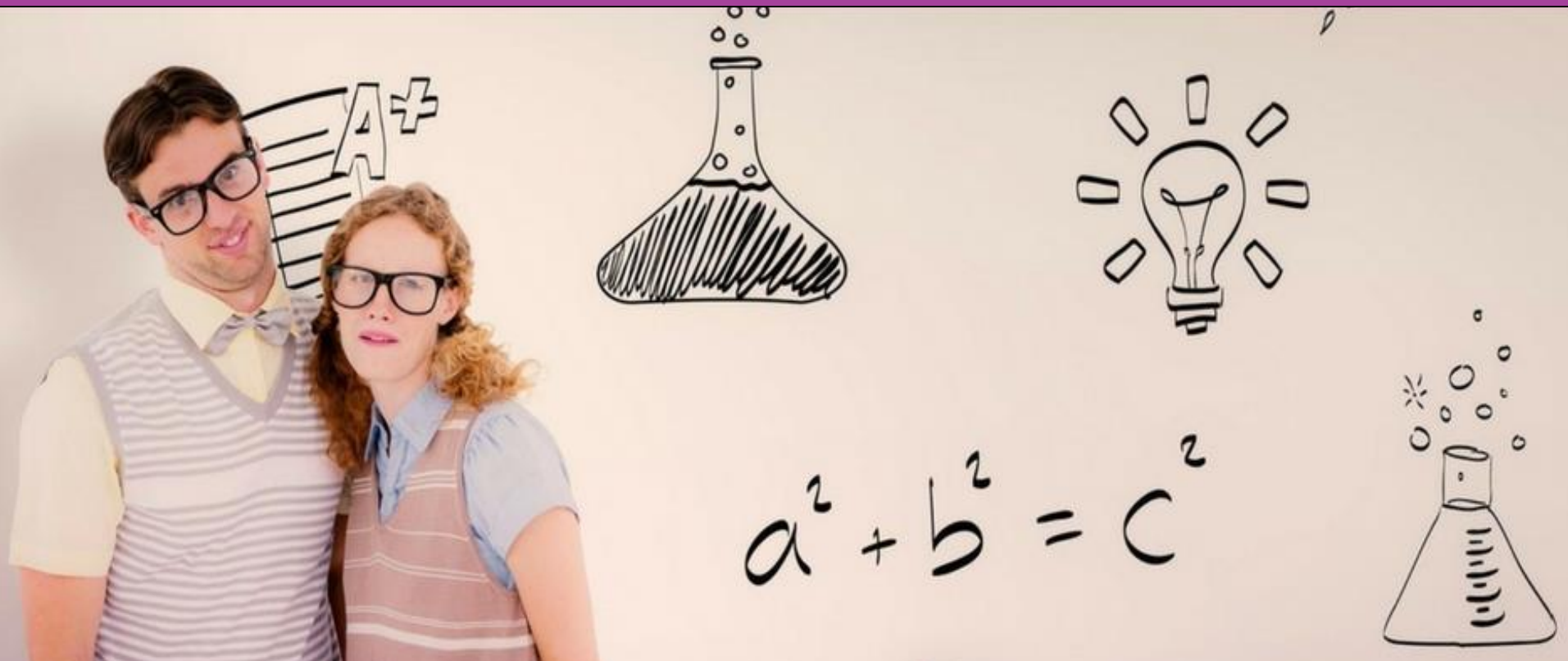


77 Step Formula To Propel Your Profits



Karen Spencer
THE BUSINESS OF
HOLIDAY RENTAL

Who Am I and Why Listen To Me?



Karen Spencer
THE BUSINESS OF
HOLIDAY RENTAL

Who Am I and Why Listen To Me?

Years of knowledge and experience:

- Office manager in a self-catering agency
- Departmental coach for large organisation
- Experienced quality cottage owner
- Qualified home staging stylist



Who Am I and Why Listen To Me?

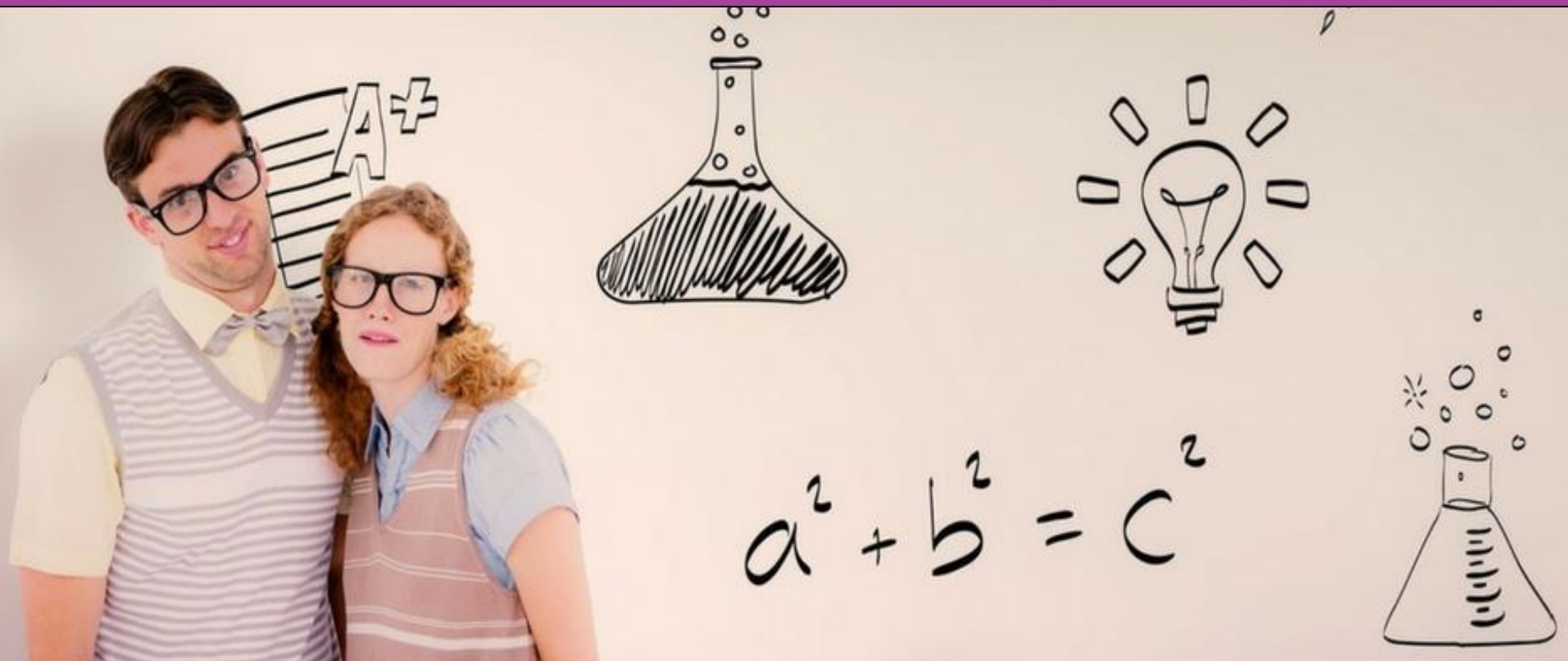
I understand what it's like to run a holiday rental business.

- your frustrations
- feeling of overwhelm
- where to focus your limited resources
- scared of the pitfalls
- your need and want to earn more

I get it!



77 Step Formula To Propel Your Profits



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Step 1 – Your Guest

Your ideal guest :

- what is it?
- why is it important?
- how to find your ideal guest



Step 2 – The Product

Stand out from the crowd:

- present what you have in the best way
- add value without spending shed-loads



Step 2 – The Product

Stand out from the crowd:



Step 2 – The Product

Stand out from the crowd:



© Browns Photography

Step 3 – The Experience

Provide experiences and memories that will last a lifetime:

- how to treat your guests
- making strong first impressions
- adding extra (low cost) touches



Step 4 – Visibility

How to get seen by guests:

- optimise your time on social media
- your website
- listing site decisions
- being visible in your area



Step 5 – Going Pro

Run a business not an expensive hobby:

- what are your goals?
- keep an eye on the money
- set stretching prices
- business mindset



Step 6 – Relationships

Build relationships with past and future guests:

- the customer journey
- return guests
- email marketing
- social proof



Step 7 – Momentum

Go forward as a confident, competent business owner

- your important business tasks
- planning ahead
- operating efficient systems
- regular business reviews



The Holiday Rental Success Formula



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