



THE GOOD HOME OWNER'S

▪ MANUAL ▪



Being a home owner is more than just owning a property. It is much more than just listing it online. So much more than merely taking bookings. Being a home owner is an attitude that shines through in the small details. Good home owners not only know and take good care of their property but also of those enjoying it. From start to finish.

HOW TO BE A “GOOD HOME OWNER”?

HOW TO BRING YOUR BOOKINGS THROUGH THE ROOF?

STAGE 1

/The Web



This is our cover letter, the first reference for travelers in relation to our property. It is up to us to make a good impression so they choose to stay at our apartment. But how to do it?

High Quality Images

It's important to pay close attention to the details. Good lighting, choosing the right angle, adding a decorative touch (a flower vase, a bottle of wine and two glasses, a nice towel set, etc.) are all elements that will transmit the excellence of the accommodation to the traveler.

Detailed descriptions that are true to the facts

Misrepresentations and exaggeration only play against us. Travelers should be able to picture everything they will find upon reaching their accommodation, with no surprises.

An updated calendar

Our instant booking system is the most successful of its type on the market, but it does require strong commitment on the part of home owners when it comes to keeping booking calendars up to date, to avoid unpleasant overlaps or overbookings. It's as easy as checking, through the Extranet, whether we've marked off the corresponding dates.

Competitive pricing that is season-relevant

There are times in the year when we are more prone to travel, and others when travelers are less likely to take the plunge.



Low season is a great time to offer discounts or special pricing to incite travelers to book us. Much in the same way, we need to take into account the big events and important dates to level off with the competition, and capitalize on each booking.

Reviews and ratings

Positive user feedback is our best foot forward. Travelers who felt right at home and supported will no doubt let others in their environment know, even if we never hear about it. And there is no better publicity than a happy traveler. Thus, it is our duty as home owners to invite satisfied guests to share their experience with the rest of the traveling community, and to do so online, through Only-apartments' online feedback form or through specialized platforms such as Trustpilot or Tripadvisor.

STAGE 2

/Arrival



Keep an eye on your inbox and phone

Nobody likes to feel ignored, and less so when there is money involved. Nowadays, we have access to multiple communication tools to prevent that travelers ever feel disoriented due to our lack of responsiveness. From the moment a guest gets in touch with us, and even before that, our reaction time should be quick and effective. Ideally, we should make contact the minute we receive confirmation of a booking.

Cleaning before each new tenant

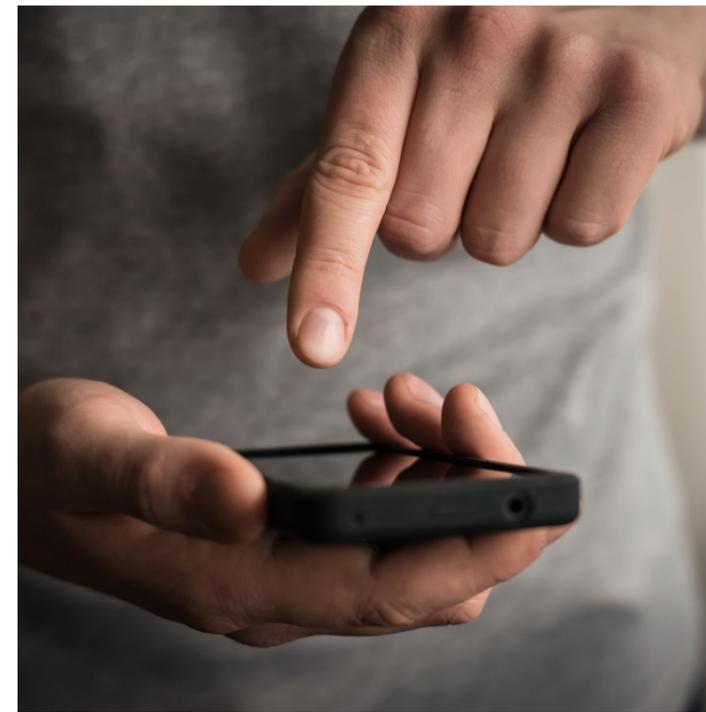
It can seem rather obvious but in all truth, hygiene is an increasingly valued factor. Finding a fresh-smelling apartment that's been newly cleaned will surely score a few points in our favor in the eyes of our guests.

The handover of keys, a chance to earn the trust and friendliness of our tenants

We are finally going to meet our guests, and they'll surely be dying to see what such a wonderful apartment holds. It's in our best interest to arrive to the appointment on time, to greet guests with a smile, and to take advantage of this encounter to make a couple of local suggestions or answer any questions regarding the location.

Welcome gift

Although optional, it's always a good idea to arrange a special little something to make our guests feel welcome and well cared for upon arrival. From a bottle of bubbly, to a box of chocolates, or just a welcome note wishing them a pleasant stay. It's the small details that make us great.



STAGE 3

/Departure

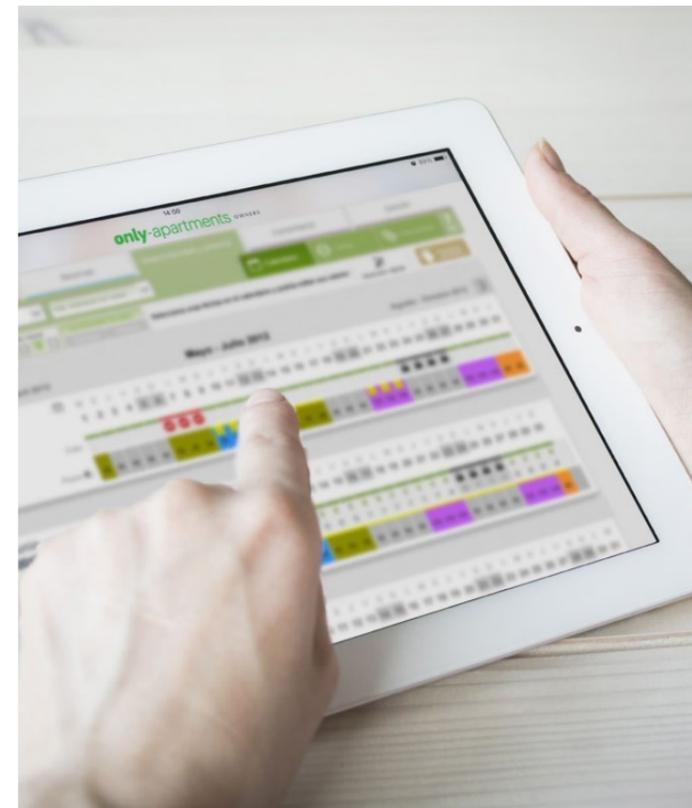


Show an interest in how their stay went, and invite them to leave their comments in the apartment description

If meeting our guests face-to-face at the time of departure, it's best to take this opportunity to have them rate their stay, give us feedback on their experience, and should the latter be positive, encourage them to share it online.

Send a reminder for them to fill in the quality form and add a review

We never heard from that super-satisfied traveler again. It's always good practice to send a reminder so guests' comments can be reflected in our webpage, serving as the basis for future bookings.



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OWNERS