

Creating Your Short Term Rental Space Listing – Template

Your short term rental should include all of the following to ensure you are providing enough information to the guest to help convert an inquiry into a booking.

Description of your space – Use this paragraph to describe what makes your home special. The size of your home. How many floors. Hardwood or carpets. Is it a newer building or older. Recently remodeled?

Describe Each Room – Write a detailed description of the main rooms in your house: Bedrooms, Kitchen, Bathroom, Living Room, Dining Room, Laundry. Include the size of bed in the bedrooms, utensils available in the kitchen, comfortable couches in other rooms, is laundry available?

Gear- Include any gear you have they can use. Maybe you live near a beach or a mountain. Do you have bikes they can use? Include anything that may help sell your listing.

Family friendly – Include anything you have for kids. Travel crib, toys, board games.

Parking – is this available?

Location – Describe in detail where you are located. This doesn't mean your address (don't give that out until they have booked). Create a list of local landmarks and popular tourist destinations and activities that are near by your home. Make a list of grocery stores that are conveniently located and speak to each one, describing your distance to it. This will help with S.E.O and inform the user on the location of your home.

Getting around – do you suggest they get a car, or is transport or walking fine?

Minimum night stays – what are your minimums in high season and low seasons. Typically in high season that would be 3-4 night minimum and in low 2-3.

Guest Services – How will you go above and beyond? Would you organize flowers for a romantic get away. If they are bringing kids can you arrange to have diapers on arrival. Celebrating a birthday have cupcakes and candles prepared. This is all optional but it certainly sets you apart from other listings and helps you to get a five star review.