



1 | EYE-CATCHING PHOTOGRAPHY

Quality & Quantity! Professional photos with purposeful staging stand out from the crowd. Photos should give a “sense of place” showing surroundings, aerial shots, parking, shuttle service and nearby shops. Think of your vacation rental as a place you’ve never been and show what you’d like to see inside and out.



2 | RESPOND TO REVIEWS

The more reviews you have the better! Each review should be responded to even if it’s glowing. If you have a few negative comments, a response should be made on the review - quickly & kindly - never defensively. This builds trust for potential guests to book your home.



3 | HELPFUL, ACCURATE & LOCAL DESCRIPTIONS

The best property descriptions share nearby shops & restaurants as well as clearly explain bedding and each level of the home. Note a nearby locals’ favorite and include a map of the area with landmarks noted - remember, guests are going on vacation, not buying a home. Help make this an easy break from real life.



4 | ACCENTUATE YOUR AMENITIES

Make sure to state the obvious, even brag about all the amenities your property has. Wi-Fi, hot tubs, a well-stocked kitchen, high-end sheets & towels, local supplies such as coffee or soaps and smartphone chargers in the bedrooms are all highly-sought-after perks. Pet-friendly? Tell the world!



5 | COMMUNICATE FROM THE START

Ease guest worries by letting them know how easy their stay will be. Keyless check-in is a must and should be indicated on the listing. Quick responses to questions are vital - 15 minutes can be the difference between winning & losing a booking. Be friendly and welcoming!



6 | LOCAL TOUCHES MATTER

Make sure to show off that you are the local authority on all things Winter Park. Showcase local products in your property (and in the photos!) and send them local tips while booking or ahead of their arrival. A local beer or wine upon arrival might create an Instagram moment in your property...free advertising!

PRO TIP

Did you know that **over 50% of bookings** now come from a mobile phone or tablet?
Make sure your listing is optimized to be viewed & booked on those devices.

