

RENTAL DESIGN 101

Everything you need to know to position the interior of your rental to be unique and successful!

Session 3



RENTAL DESIGN 101

Session 3 - Knowing The Guest & What They Need

- Understanding Your Guest Types
- Checkoff What You Need By Room
 - Living Room
 - Using a Digital Welcome Book
 - Kitchen - Small Appliances
 - Kitchen - Tableware and Flatware
 - Kitchen - Utensils and Accessories
 - Kitchen - Cookware, Bakeware and Pantry Supplies
 - Bedroom
 - Gameroom
 - Bathroom
 - Outdoor Spaces
 - Kid Friendly Items
 - Dog Friendly Items
 - Safety and Cleaning Supplies
 - Welcome Gifts
- *Go to the Next Level from Model Home to Memorable Home, Let's Tell Your Story!*
- *Go to the Next Level with the "Pick The Lock" Consult*
- *Go to the Next Level with Matterport*



Check Off What You Need!

Time for a Check List: To kick start you're planning, we wanted to give you a checklist of everything you need that's essential for your rooms, and the extras you can add to make it...well EXTRA! Of course there are many more items than the ones covered in this list that you can put in your property, but if you keep it simple and along the lines of this list, you will have everything you need to be successful with great reviews. The bottom line is, the items you have in your home should cater to the type of guest you are trying to attract and the unique experiences and emotions you're trying to position. So first, we're going to do a quick look at the 6 primary "guest types" and what they're looking for. Then go through the many small items you'll need to procure to get started. Bonus, you could be going for multiple guest types, which could get really fun. So, get your amazon cart ready and let's go!



Guest Types - Who Are You Attracting

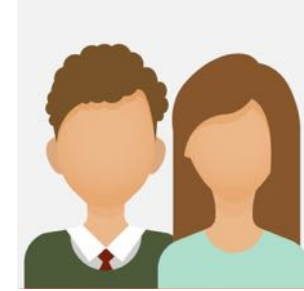


Business Travelers

While many guests use short term rentals when traveling for pleasure, a select group of STR guests use them for business travel. Often they opt for a vacation rental as a cheaper alternative to a hotel stay, especially if they are going to be there for a little while.

How to Attract Them and Keep Them Happy:

- Turn your property into a quiet, well-lit space that is perfect for the business traveler who is looking to escape from cramped hotel rooms.
- Make sure that you mention travel distances and estimated drive times to major points of your city or the nearby metro area.
- Offer technological amenities to give your property a professional edge over what a hotel might have to offer.
- Throw in a few extras, such as luxury toiletries, an espresso machine or even personal shopping services.
- Keep the design, your accessories and all your amenities fresh and clean with very little clutter.



Couples

Couples are always looking to get away from it all and a vacation rental offers the perfect opportunity to unwind. In many cases when couples decide to travel, they are usually celebrating something, such as a birthday, wedding, honeymoon or anniversary.

How to Attract Them and Keep Them Happy:

- All of the amenities that you provide should be designed for two. For example, you'll want to offer two sets of toiletries in the bathroom, two bicycles for getting around town, and two kayaks for enjoying some time out on the lake.
- Provide helpful information about romantic local destinations by picking out restaurants nearby, as well as, local attractions that can double as date ideas, such as going to play mini-golf, visiting a winery or viewing an exhibit at the museum.
- Make sure that your property offers privacy and an opportunity to relax.

Guest Types - Who Are You Attracting



Cultural Enthusiasts

If your property is located in an area that attracts a lot of tourists, it is likely that cultural enthusiasts will be interested in your property. Cultural enthusiasts are travelers who are looking to become immersed in the cultural experience that your location has to offer.

How to Attract Them and Keep Them Happy:

- Offer as many traditional amenities as possible. From the cookware to the bed linens, opt for choices that reflect the traditions of your region and what makes your local area special that they are coming to participate in.
- Put together a list with local dining experiences and activities such as cooking classes, language lessons, festivals and events that demonstrate the best that the local culture has to offer.
- Recommend some one-of-a-kind places where they can go to take photos to remember the experience. This will help to solidify the branding of your property as the perfect place for a cultural enthusiast to stay.



Families With Young Children

Many parents find vacationing with young children (under five) difficult under most circumstances. However, you can make their lives easier by providing a place that is safe and comfortable for the kids.

How to Attract Them and Keep Them Happy:

- Child-proof your home. Have baby gates for the stairs, child locks for cabinets, and a gate for your pool.
- Have a closet with a car seat, high chair, stroller, crib / pack-n-play, and other kid friendly items at your property so parents don't have to travel with all these things. It's a huge marketing point, to be able to leave it all behind and come with a just a suitcase.
- Offer information about the locations of all the closest public parks, zoos, aquariums, children's museums, putt-putt, arcades, theme parks or any other affordable experiences that are great for families with young children to explore.

Guest Types - Who Are You Attracting



Travelers With Disabilities

There are more than 66 million people worldwide who have some sort of mobility issue. Unfortunately, they still have problems finding vacation rentals that cater to their medical needs.

How to Attract Them and Keep Them Happy:

- Make at least one bathroom accessible by adding handlebars and a sit-down shower.
- Provide everything that guests need on one level of your home so that there isn't any need to climb stairs.
- Add a wheelchair ramp to the entrance of your property.
- Install easy to use home automation that your guests and log into and control with ease from wherever they're sitting.



Large Groups

From sports teams to girls' weekend, church retreats, and family reunions, large groups often use vacation rentals for their annual gatherings. While the most important feature for a group is the amount of space that your property has, people also want to experience the best that your area has to offer without feeling like they are making too many sacrifices by rooming together.

How to Attract Them and Keep Them Happy:

- Make sure that there are enough beds and offer optional sleeping spaces with inflatable beds, bunk areas, hidden Murphy beds and sleeper sofas for extra guests.
- Provide information about parking for multiple cars, public transportation, and group discounts for local attractions.
- Have plenty of extra dishes, linens, pillows and seating.

Pro Tip: Don't limit your thinking to just one type. There is a good chance your property may attract multiple guest types and you can cater to more than one at the same time by combining items. So, let's get to the list!

Living Room

Spruce up your living space so guests can comfortably gather, linger, and lounge.

Essentials

- Couch or sofa
- Coffee table
- Smart TV or streaming device WiFi
- Lighting
- House manual**
- Art
- Area rug
- Window coverings
- Coasters

Extras

- Umbrellas
- Smart speakers
- Fireplace accessories
- Throw pillows
- Throw blankets
- Books
- Board or table games
- Mirror



Pro Tip: Consider purchasing a sofa bed, with a queen sleeper, to provide more sleeping space and increase your vacation home's occupancy by 2 guests.

Living Room

Your house manual

The House Manual should provide guests with all the information they need to enjoy their stay and increase their satisfaction. In this sense it's part of your toolset for securing great reviews. And ultimately that translates in to more potential bookings.

Your home will have numerous appliances and systems that come with their own operating instructions and quirks. You can't predict whether or not someone will want to adjust the heating or cook an extravagant meal, so you need to provide clear instructions for how everything works. Guests obviously don't want to spend their time trying to work the air conditioning, or bothering you for the WiFi code. As your guests are only staying for a short amount of time they will want to adapt to their surroundings as quickly as possible in order to fully enjoy their experience. The House Manual is just one tool to ensure this happens. You can make a physical binder on site, but the best way to do a manual is digitally. Why? Because all your guests can have it right other phone and you can update it at any time from anywhere. We recommend Touch Stay. Learn all about it here.



QR Code Generator
CREATE YOUR QR CODE FOR FREE

[CLICK HERE TO MAKE A QR CODE](#)

Pro Tip: After you set up your digital manual, set up a QR code guests can scan and post it all around your property at strategic locations for operating tips.



Touch Stay

[CLICK HERE TO VISIT TOUCH STAY](#)

Why use a digital welcome book?

Digital welcome books allow you to answer your guests' questions easily and in a way that works for them. When you do this, three amazing things happen...



You become more efficient

Are you inundated by the same questions again and again? Save time by directing guests to your home's guidebook.



Your guests feel empowered

Give your guests the freedom to plan their stay with an easy to use digital welcome book that answers all their questions.



You get rave five star reviews

While we aren't responsible for your 5* reviews, we are part of your arsenal. And guests do rave about Touch Stay!

How the magic happens...

We store all your content in a single online location. Then we use a web app to package it up into an easy-to-use, beautiful welcome book format.

Once it's packaged up, you can share your welcome book with your guests by sending them a quick link (and they'll never need to sign up or download anything!)



[LAUNCH THE DEMO GUIDE](#)

[CLICK HERE TO LAUNCH A SAMPLE GUIDE](#)



Share insider tips easily

Our Google Places integration helps your guests explore like locals. Add your best kept secrets such as favourite restaurants, tourist attractions, and more.



Supply practical information

Provide your guests with driving directions, access instructions, check-in times, the nearest ATM or grocery store, and more.



Use on any device, in any language

Guests can access the guest welcome book from any device using your unique website link. No app needed. They can even choose their own language!



PDF version & print capability

While we provide a digital welcome book, you and your guests can save it as a PDF version and print if needed.

Pro Tip: If you aren't tech savvy or just don't have the time, ask us about our setup service to make your professional digital manual for you.

Kitchen

Small kitchen appliances you need to consider.

Essentials

- Toaster
- Microwave
- Blender
- Dual Coffee maker with filters and Kureg



Extras

- Coffee grinder
- Slow cooker
- Rice cooker
- Ice cream maker
- Air fryer
- Mixer
- Food processor



PRO TIP: Keep your appliances simple and easy to use. The more complicated, the more likely it is to get broken. Also, make sure that you are considering the experiences you plan to offer. If you have a large kitchen, and cooking is part of the experience, have more. Small Kitchen on the beach for example, have less. Know your guest type, and give them what they want.

Kitchen

Tableware and flatware

Essentials (“mo” stands for max occupancy)

- Spoons (qty= mo + 50%)
- Forks (qty= mo + 50%)
- Butter knives (qty= mo + 50%)
- Steak knives (qty= mo)
- Water glasses (qty= mo + 50%)
- Large plates (qty= mo + 50%)
- Bowls (qty= mo + 50%)
- Coffee mugs (qty= mo + 25%)
- Wine glasses (we recommend stemless, which are harder to break) (qty= mo + 50%)

Extras

- Small plates (qty= mo + 25%)
- Plastic cups (qty= mo)
- Plastic plates (qty= mo)
- Pitcher
- Large serving bowls and plates
- Serving platters (at least 2)



PRO TIP: For the most streamlined look and easiest option for replacing broken or lost items, opt for minimalist dinnerware, such as all-white bowls, plates, and mugs.

Kitchen

Kitchen utensils and accessories

Essentials

- Sharp knives (at least 3)
- Ladle
- Slotted spoon
- Cutting boards (2)
- Spatula set
- Tongs
- Mixing spoon set
- Mixing bowl set
- Measuring cup set
- Measuring spoon set
- Oven mitts
- Strainer
- Can opener
- Wine and bottle openers

Extras

- Whisk
- Kitchen shears
- Knife sharpener
- Pancake spatula
- Cheese grater / slicer
- Potato masher
- Potato peeler
- Pizza cutter



PRO TIP: Again, keep it simple. But remember to know the audience you are catering too and the atmosphere you are trying to create. This is not about what you would have in your house, it's about the experience you want for the guest. This list just get's you started. What you buy should be driven by the needs of your guest type.

Kitchen

Cookware, bakeware and pantry supplies

Essentials [?][?]

- 1.5-quart covered saucepan
- 2.5 to 3-quart covered saucepan
- 4 to 5-quart covered sauté pan
- 5-quart steam pot
- 8-quart covered stockpot
- 5.5-inch non-stick egg pan
- 8.5-inch non-stick skillet
- 10-inch non-stick covered skillet
- Baking dish
- Roasting pan
- Cookie sheets (2)
- Muffin pan
- Pizza pan
- Casserole dish set



For leftovers

- Plastic or glass food containers
- Plastic wrap
- Sandwich bags
- Aluminum foil

Starter pantry supplies [?][?]

- Salt
- Pepper
- Sugar
- Cooking Oil

PRO TIP: Try to make sure that you are looking for and buying items that are dishwasher, microwave and / or oven safe. Your guests will abuse your stuff, so don't get premium, but don't get so cheap that they fall apart in use. Also, don't forget some of the cleaning items like scrapers and sponges. Line your drawers and add protectors to help make your items last longer. Pay attention to your drawer and cabinet sizes so you don't order more than you can comfortably store.

Bedroom

A great night of sleep is a signature mark on 5-Star reviews and recommendations for others to come visit your property. Don't skimp on the quality of your beds!

Essentials

- A quality comfortable mattress
- Headboard / foot board and side rails
- 2 sets of sheets
- 2 blankets per bed
- Night stands
- Reading lamps
- Dresser
- Artwork for accents
- Television (networked smart TV)

Extras

- Bluetooth audio speaker / clock
- Area Rug
- Coverlet Bed topper with Accent Pillows
- Foot ottoman or Accent Chair



PRO TIP: If you didn't dig in and read everything on mattresses in session 1, please go back and read it. Choose the right mattress. A good night sleep can make up for a lot negatives when someone goes to write a review.

Game / Media Room

Larger floor plans can accommodate media rooms or game rooms. Here are the items to consider for your property if you have the space:

Essentials

- Pool table
- Shuffle board
- Foosball
- Vintage arcade style games
- Air hockey
- Skee-ball
- Ping pong
- Poker / card table
- Pinball machine
- Media seats



Extras

- Popcorn machine
- Video game console
- Love sacks

Check out this really cool way to make any space a marketable and memorable. Arcade1Up debuts the **Infinity Game Table** featuring digital versions of both classic and iconic board games like Hasbro's Monopoly™, Scrabble™, Trivial Pursuit™, Chutes and Ladders™, Candy Land™, Yahtzee™, puzzles, card games, coloring books, mini-games, comic books, and many more licensed and indie games to be announced in the near future! It's available in two size options -- 24" and 32" -- both under \$700 and 900 dollars. Both include an HD Touchscreen, personalized dynamic zoom viewing, responsive tactile feedback, Wi-Fi connectivity, online play, and an ever-expanding selection of downloadable games and interactive content via the app store. Have all the fun family games without losing the pieces! It's sold at several stores including best buy. Click the link to check it out there.

[32" infinity Game table at Best Buy](#)

PRO TIP: A lot of properties don't have the space to dedicate to whole game or media rooms. If you're short on space, use small arcade games, pinball or an infinity table (featured above) to make a corner of a room an arcade area you can advertise. Or, in the main living room, oversize the tv to a 80"+ and add an upgraded sound system and preloaded gaming console so it doubles as media and gaming. If you have a full media room, consider swapping the media seats for a sectional with a pull out sleeper to make it one of the coolest extra bedrooms in the house. And, remember to buy the extended warranty on any gaming equipment!

Bathroom

Raise the (soap) bar and provide these necessities to make every day feel like a spa day:

Essentials

- Hooks to hang clothes and towels
- Clear surface space
- Trash can
- New shower head
- Toilet plunger and toilet brush

Extras

- Hamper
- Shelves for storing personal items
- Upgraded Pulse Shower Spa

ADA Friendly Extras

- Handrail next to the toilet
- Handrails in the shower
- Shower seat
- Shelving at a lower, more accessible height

Paper & Linen Essentials

- Toilet paper (we recommend 2 rolls per bathroom)
- Body towels (minimum 2 per guest)
- Hand towels (minimum 4 per guest for today's increased hand washing)
- Wash cloths (minimum 2 per guest)
- plunger and toilet brush
- Cosmetic black towels (minimum 2 per guest)

Linen Extras

- Stylish and clean shower curtain
- No-slip mat for inside the shower
- No-slip mat for outside the shower

PRO TIP: When it comes to bath products like shampoo, conditioner, body wash and lotion, there are several ways to go about this. The least expensive way is stocking the shelves with whatever is on sale at Wal-mart. You can always upgrade the brand to fit your vibe. Next up, you can install locked dispensers, like many hotels, and buy bulk gallon, better performing and smelling products that are refilled by housekeeping on turns. Last you can order individual, travel sized items for each bath, but this really adds up over time and won't last guests longer than a couple days, leaving them to go purchase something else. We recommend dispensing in bulk if you can.

Outdoor Spaces

Deck out your outdoor space so guests can sit back and enjoy the sun and stars.:

Essentials

- Outdoor table and seating
- Patio umbrella or other sun protection
- Beach / pool supplies (towels, chairs, beach umbrella, and sand toys)
- Outdoor lighting (app controlled RGB LED if possible)
- Outdoor blankets
- Dishwasher-safe plastic plates, bowls, cutlery, and cups
- Barbecue grill
- Grill brush
- Grill utensils (spatula, tongs, and fork)

Extras

- Fire pit
- Outdoor games (like frisbee, corn hole, or a basketball hoop or you can add a small putting green for less than you think)
- Cooler



PRO TIP: Seating comes in many forms. If the plan is to be conversational, look at a sofa with multiple side chairs. Modular sectional pieces are great too, so you can really custom fit the space. Try to get Sunbrella level fabrics on your pieces so they last longer. Anarondak chairs are great too and they last forever. Have a pool? Make sure guests have the seating to lay out and a place set down a drink. Finally, if you can add a fire pit, you add another level of ambiance for better reviews.

Kid Friendly Items

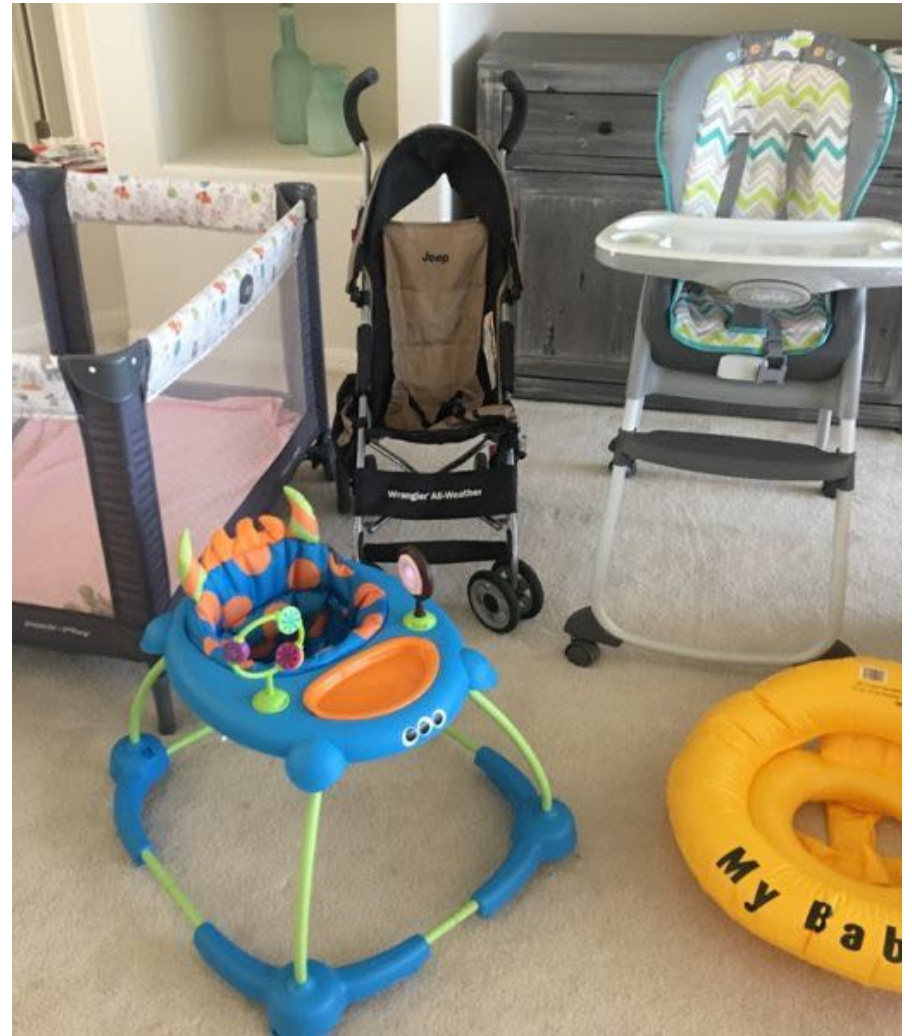
Give parents peace of mind (and lighten their luggage) by offering these family-friendly items to help keep their children safe and having fun.

Essentials

- Portable play yard / Pack-N-Play
- High chair
- Child safety locks
- Corner guards and safety bumpers
- Outlet covers
- Kid-friendly stair gates
- Bed rails

Extras

- Sippy cups, kid-friendly and dishwasher-safe plastic plates, bowls, and cutlery.
- Bunk beds
- Baby crib - if you have the room, do it!
- Small Stroller
- Collapsible baby walker
- Family-friendly games
- Puzzles
- Coloring books and washable markers
- Or you can get an infinity table that covers the last 3 items digitally!



PRO TIP: So you don't want child safety items permanently installed around your home? Makes sense to us! Simply tuck the items in a closet with instructions in your guest book of what's available, where it is and how it works. Having these items is a big deal in your marketing if you are targeting families. It also opens you up to people flying, who can't bring all that stuff.

Dog Friendly Items

On average, vacation homes that allow dogs have 10–20% higher rental income than those that don't. Welcome four-legged guests with these items:

Essentials

- Plastic dog bowls
- Furniture and carpet cleaner
- Small black towels to wipe muddy paws
- Dog bed with machine-washable cover
- Dog waste bags

Extras

- Extra leashes
- Machine-washable chew toys
- Recommendations for pet-friendly eateries and off-leash areas



PRO TIP: Like the child safety items you won't want these permanently sitting around your home? Simply tuck these items in a closet as well, with instructions in your guest book of what's available, where it is and how it works. Also, if you are going to allow dogs, there are a lot of other issues to consider in your furnishing choices, maintenance services and cleaning. Though you can get higher rates, make sure you consider the hidden cost potential of being pet friendly.

Safety and Cleaning Products

These items help guests stay safe and keep things clean and free of germs and grime:

Essentials for Safety

- Smoke detectors
- Carbon monoxide detectors
- Small home safe
- Flashlight
- Fire Extinguisher

Essentials for Cleaning

- Hand soap
- Dish soap
- Dishwasher detergent
- All-purpose cleaner
- Sponges
- Cleaning gloves
- Kitchen and bathroom hand towels
- Paper towels and paper towel holder
- Disinfectant wipes
- Disinfecting spray
- Hand sanitizer
- Garbage bags
- A small vacuum cleaner
- Mop and mop bucket



PRO TIP: For your safety products, schedule out the dates when you'll need to swap out your vacation home's smoke detector batteries. Put it on your bookings calendar. For cleaning products, use amazon to set up routine deliveries of all the disposable and reusable products in the house. It's going to take a few months to figure out how fast you run out of product, but once you do, auto orders will save you lots of time and it's easy to budget.

The Welcome Gift

The welcome gift is a highly debatable item amongst rental owners. What should it be? Is there enough for everyone? Who do I target, adults or kids? What if people are splitting the expenses and one person feels left out? Those are all good questions.

So, we got you a list of what we believe are 10 really good options for creating a gift. If you choose to do one, obviously the max number of guests and your target guest type matters. So does your theme and the vibe you are desiring to create from the moment your guests arrive.

Combine all those together and see if any of these ideas helps out or sparks a new one. At the end of the day, it's the thought that matters, but you do want to try your best to make sure every guest at the house feels thought of.



The infographic features a central illustration of a woven basket filled with 10 gift ideas, each represented by a colorful diamond-shaped icon. The icons include: 1. A bottle of wine and a glass. 2. A box of assorted snacks. 3. A birthday cake with candles. 4. A coffee mug with a coffee pot. 5. A water bottle and an energy drink. 6. A water bottle and a jar of honey. 7. A bottle of shampoo and a bar of soap. 8. A hot chocolate mug and a juice box. 9. A beach ball and a volleyball. 10. A strawberry shortcake dessert.

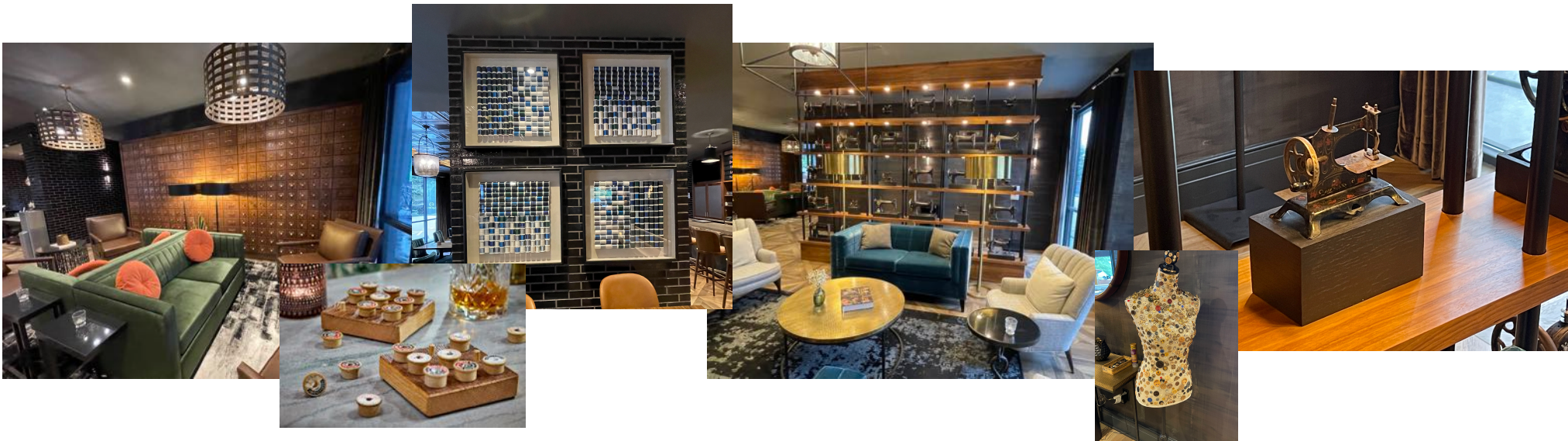
- 1 THE SWEET AND SIMPLE SURPRISE**
 - A bottle of wine
 - A box of chocolates
 - A gift card to a nearby cafe
- 2 THE BUDGET BASKET**
 - Tasty snacks
 - A mug filled with small treats (cookies, chocolate, etc.)
 - Things you already provide (mini shampoo, conditioner, lotion, etc.)
 - Fresh flowers from the garden or local store
- 3 THE CELEBRATION FOR SPECIAL OCCASIONS**
 - A personalized cake
 - A bottle of champagne
 - Celebratory balloons
 - Mr & Mrs mug or robe set (for honeymooners)
- 4 THE CHOCO-COFFEE BASKET**
 - A variety of interesting chocolates
 - A luxury coffee tasting set
- 5 THE HEALTH-NUT'S DREAM**
 - A water bottle
 - An energy drink
 - Healthy snacks like nuts, fruit, and protein bars
 - A voucher for an activity like a guided hike or a surfing lesson
- 6 THE LOCAL SHOWCASE**
 - Any product your area is known for (honey, olive oil, maple syrup, artisanal bread, etc.)
 - Items to complement the product (yogurt for the honey, cheese for the bread, etc.)
- 7 THE SELF-CARE SPA EXPERIENCE**
 - Shampoo and conditioner
 - Toothpaste and luxury soap
 - Bubble bath and body lotion
 - Hand wash
 - Scent diffuser
 - Scented candle
 - Sleeping and face masks
- 8 THE FAMILY-FRIENDLY BASKET**
 - Wine for the parents
 - Hot chocolate or juice boxes for the children
 - Ice cream with toppings for the family
 - Family-friendly activities guide
- 9 THE ON-THE-GO COMPANION**
For areas with nearby beaches
 - Beach bag
 - Sunscreen
 - Towel
 - A hat or sun visor
 - An inflatable beach ball
- 10 THE EXTRA-EXTRAVAGANCE BASKET**
 - High-end wine or champagne
 - A DIY cocktail kit
 - Chocolate dipped strawberries
 - A cheese or charcuterie board
 - Luxury toiletries and fluffy robes
 - A guide to the fine-dining restaurants in the area

Next Level Engagement

Going from Model Home to Memorable Home

Our Rental Design 101 sessions are intended to give you everything you need to get a “model home”. By model home we mean a clean, picture worthy design that will sell in pictures. The next level is taking it from a model home to memorable home! You are competing with a lot of other properties. Properties with the same boring pics of room shots full of, in many cases, pretty looking furniture, basic accessories, and a message of “this is the space we have, this is stuff that’s in it, and here is where we’re located”.

Let’s use an example when looking at pics of hotel rooms while planning a trip. You click through different properties and it’s the same, then the same, and more of the same clean, pretty yet sterile vibe. Then you come across a hotel with a story, like the Cumberland House in Knoxville. It tells the story being an old sewing factory converted to a hotel with vintage sewing machines, bobbin themed games and artwork, reclaimed mailboxes and fashion references everywhere. It’s unique, and it grabs your attention.



You suddenly stop and feel like that property is different, engaging and fun. It’s an instagramable and memorable experience over just a pretty model room. Most would book that one unique property over the dozens of just pretty properties in a heartbeat and, will even pay more to stay there so they didn’t miss out on the experience. This story, this “soul” of a property needs to be developed for you to make all your design choices come together. It will tell the story and evoke the emotions that boost reviews and raise your rates to maximize your investment. Then you have to know how to show it off. That is going to the next level and we can take you there with our “Pick the Lock” consult and a Matterport virtual tour with a flyover.

Next Level Engagement

Are you ready to “Pick the Lock” of your project?

A lot of times, after someone reads through this guide, their initial response is something like, “I thought you were trying to help me with this, but now I feel totally overwhelmed”! If you feel that way, it’s normal. Setting up a top rated STR is intense and, well, it’s a lot of work. And if you’re not overwhelmed, you may just be stuck in a few areas and need help unlocking a few items. We do a powerful consultation we call our “Pick the Lock Consult”, and it’s designed to organize and bring your project to life with a story and a soul. The metaphor of “picking the lock” is symbolic of being locked out the front door, with tools in hand, ready to jimmy open the barrier that is standing in the way of taking your STR to the next level. When the lock is picked, you can sense all the pins falling into place with such certainty that when it sets in, you feel it, you turn the key, and everything opens up. It’s the one big idea that leads to all the remaining ideas that execute your vision and story. Plus, it gives you a litmus test to bounce all your ideas against so that your whole property design is consistent and the story flows throughout.

Pulling a property all together cohesively to tell this story and stimulate an emotional experience is the name of the game. Properties that can achieve this will have higher ratings, better reviews, and generate higher revenues. Having a clear vision for your property is the most critical place to start. Without it, you don’t know where you’re going. It’s then very hard to come up with all the unique cool ideas for photos, the Instagramable moments, or the awesome decor ideas that set your property apart. Your place needs a soul, and we’re good at helping you give it one.

By the time we’re through with our consultation, the goal is for you to have the following:

1. An inspired and clear vision for your property's story, atmosphere, vibe, evocable emotions, and personality. (The Tag Line)
2. A working name or title for your property
3. A plan for overcoming your top pain points that may have you stuck
4. A prioritization list of your necessary to-do's to get you producing results with the minimum amount of outflow
5. Decor ideas, design concepts, industry shortcuts, and/or vender reference points for you to start executing
6. A clear understanding of how WYN could help supply you with elements of your project
7. One engagement idea that allows your guests to interact with your theme and leave a piece of themselves behind
8. A PDF Package full of design tips, sample designs and bright ideas for everything you need in your rental (that’s this document)
9. A recap of our conclusions and recommendations
10. Peace of mind that only comes with purpose and a plan

For more info or to set up a Pick the Lock Consult, please email mike@WynDevelopment.com or scan/visit the link below to get scheduled.



<https://calendly.com/wynmike/pick-the-lock-consult?month=2022-10>

Now You need a Matterport Scan

Create the best booking experience with a 3D virtual tour

Now that you have a story to tell, it's time to promote it correctly. Many STR homeowners create immersive digital twins of their homes to help them with: future design and improvement projects, document their possessions for insurance, the ability to take digital measurements for unique decor items, or to share on their listings. 3D virtual tours strengthen customer confidence in the booking experience by providing the most immersive, informational, and accurate representation of your unique space as possible.

With Matterport, your guests know what they are seeing online is actually how a space will look in real-life when they get there. By providing the most realistic representation possible, guests feel more confident and more likely to book. After thousands of customers have embedded 3D spaces on their listings and websites, Matterport has been able to produce results with data:

- Increased web engagement by as much as 15%
- Increased conversion to bookings by as much as 14%
- Increase positive customer reviews

For more info or to schedule a Matterport scan/visit the link below to our Vodysey Services page and scroll down to the Matterport section and submit the form. You will not be asked for any payment info when you submit. We will contact you with availability.



http://www.wyndevelopment.com/vodysey_services?r=20220515131345

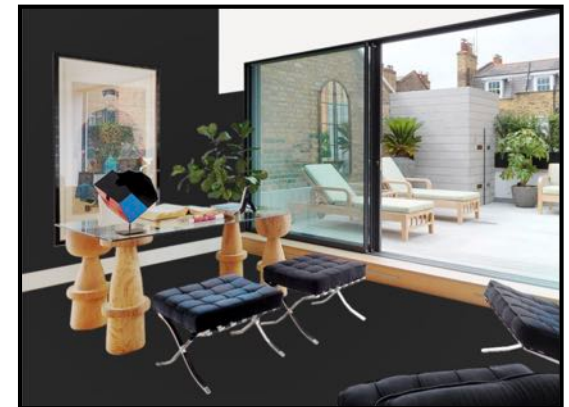
We have a national Matterport account and can help you scan your property literally anywhere. Once you have a scan, We can also get you drone flyovers to show your relative location to surrounding attractions and you will have a full digital model for virtual walk throughs with the ability to render accurate 2D floorplans. You can even layout furniture in the space. Best part is... IT'S TOTALLY AFFORDABLE at only .15 cents a foot!



3D Scan With the 3D virtual tour model, you can walk through the entire property, name and point out unique aspects you want guests to notice, and take digital measurements to the 1/8 of an Inch without being on site. You're also set up to add a tremendous amount of extra services. Click on the image above to see a sample tour of a really cool firehouse renovation.



2D Floorpan Guests love to see floorplans in the listing. One of the cool add-ons once you have a scan, is the ability to turn the 3D model into a very accurate 2D floorpan. Many short term rental properties don't have blue prints available to review, even after you purchase the property. With Matterport Schematics, you can have plans in a matter of hours once the initial scan is complete.



Furniture layout Another great benefit from having a scan and a 2D print, is the ability to digitally furnish and layout a furniture plan in your property. That allows you to know your site lines and get a feel for what pieces should go where and at what size to create your look and vibe to perfection.