



Field Scout Guide // Land Unlocking & Onboarding Hosts

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Questions?

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Goal + Objective:

As a Field Scout, you will take on the critical responsibility of finding, contacting, and adding hosts and private landowners to Hipcamp, so that our campers have more places to camp!

Since you're the one on the road and already a great ambassador of the Hipcamp mission, you are the ideal person to find new hosts and landowners who have awesome places to stay and land to camp on. You will introduce potential hosts to the benefits of Hipcamp and educate them on how they can make money from hosting Hipcampers.

Being successful in this endeavor will make a massive impact on Hipcamp, because the work you do will grow Hipcamp across the United States, and then the world.

For every new Hipcamp host you sign up, you will make \$100. Sign up ten total hosts, and we'll throw in an extra \$1,000 (for a total of \$2,000!).

How to approach a Hipcamp Host:

- Since you're already on the road and already a great ambassador of the Hipcamp mission, you should feel confident driving up to and introducing yourself to different landowners, farms, vineyards, tipis, yurts, treehouses, cabins, and any place you think is a good fit!

- Simply pull up to their property, see if anyone is there, introduce yourself and tell them that you work for Hipcamp, and that you think their land is a great fit. (You can follow the Host Elevator Pitch below). This is how we initially launched our platform and it was super fun!
 - If you'd like to plan out your Land Unlocking excursion, you can call the landowners before you arrive, tell them who you are, and that you'd like to stop by their property.
 - We'll give you handouts and stickers to present to each of the potential hosts, to explain how they can easily sign up and host their land to our Hipcampers!
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Hipcamp Host Elevator Pitch:

Have you ever heard of Hipcamp?

Hipcamp is a community of over 3 million people who are looking for new places to stay and land to camp on. I think your place would be a perfect fit -- you could help us make getting outside more accessible while you make easy money!

It takes 5 minutes to get your free listing started, and I can help you. Let's go to a computer and go to www.hipcamp.com/host. In the referral field, put the Hipcamp Field Scout's name :)

Talking points & benefits of Hipcamp:

- We have over 3 million people using Hipcamp to find a place to stay
 - Help more people get outside and connect to nature
 - You can make passive income from renting out your land or property: Within the first 8 months of partnering with us, several Hipcamp Hosts earned as much as \$9,000, \$11,000, \$18,000 and even \$21,000.
 - Creating a listing is free
 - We send a field scout / professional photographer out to you for free once your listing goes live. If your property is ready now, we can take professional photos right now, since a field scout is already on the property!
 - Intuitive online booking software with landowner backend for easy management
 - Direct deposit weekly payments to landowner
 - We only take 10%, you keep 90% of all bookings, so you can set your cost accordingly
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Potential Objections & Responses:

I already list on Airbnb / VRBO / etc.

That's exactly why you're a good fit for Hipcamp, because you're already used to hosting guests! Your Hipcamp calendar will sync with other calendars, so you don't have to worry about double bookings. With Hipcamp, you'll be able to reach more people looking to get outside and fill your booking calendar more quickly. Nothing to lose! And I bet you'll like our people more.

Syncing Other Calendars:

You can sync your Hipcamp calendar with your personal calendar as well as with your calendars from other booking sites like Airbnb and VRBO -- you'll reach more people without having to manage more than one calendar or worry about double booking!

Insurance:

We are thrilled to provide hosts with our full support and the peace of mind that they will be taken care of in the rare event of a camper injury or property damage. Hipcamp currently has two ways to protect you: [The Hipcamp Insurance Policy](#) and the [Property Protection Plan](#).

Hipcamp Insurance Policy

In order to have a live listing on Hipcamp and receive bookings, it is required you have the proper insurance in place. There are two ways to be covered:

1. Leverage your own commercial insurance policy. If you have one, this will be your best bet!
2. Qualify to be covered under Hipcamp's own Insurance Policy. If you qualify, you could be protected for up to \$1 million for general liability claims per occurrence. This policy would be in excess to your homeowner's insurance, and in the event you do not have coverage under a homeowner's insurance, this would act as your primary coverage.

In order to qualify to be covered under Hipcamp's Insurance Policy, you must:

- Never have been convicted of a felony;
- Have no homeowner's or renter's liability claims against you in the past 3 years;
- Not be a Commercial Campground

Why would someone even want to stay on my land?

Even if public campgrounds aren't booked, the opportunity to stay somewhere private is a huge factor when people decide to book through Hipcamp.

- Reason #1: Privacy. People are looking for a quiet place to enjoy nature (and that can be hard to come by at a public campground).
- Reason #2: Your land is a unique place to stay

- Reason #3: Public land is often booked (or first come, first served - people like to be able to book something and know where they're actually going to be staying)

Screening your guests:

(If someone is concerned about how to screen/approve guests - we don't have a 2-way review system like Airbnb)

- If you are concerned about who will be booking your property, you can select the "Request to book" option, so you can screen your campers before accepting their reservation.
- You can view camper profiles and see where they have stayed in the past before you accept their request.
- We send out field scouts to most places to provide verification as well (in case guests are concerned that we don't screen host)

FAQ

What is Hipcamp?

Hipcamp uses the internet to connect people with nature. We partner with private landowners to unlock access to new places for people to get outside and camp. We believe that spending time in nature is essential to a happy and healthy human life. We are passionate and driven by our mission to get more people outside!

Why was Hipcamp started?

Getting more people outside really starts with access; access to land, but also to information about that land. We don't think finding somewhere to camp should be such a time-consuming, convoluted and confusing process, which is why we started Hipcamp.

Does Hipcamp take a standard commission?

Yes, we take a flat 10% commission from your gross booking earnings. 3% of it goes toward a payment processing fee that goes directly to Stripe, our secure payment processor.

Money you earn from Hipcamp can help offset taxes, mortgage, upkeep, monitoring fees, etc. Listing with Hipcamp provides a wide range of opportunity such as:

- Email and social media marketing to our growing community of 250k+ campers

- Intuitive online booking software with landowner backend for easy management
- Professional photography of campgrounds whenever possible
- Land improvement assistance through community and brand stewardship days
- Equipment improvement assistance (composting toilets, tents, etc.)
- Direct deposit weekly payments to landowner
- Insurance assistance
- Campsite layout consultation and assisted management for landowners

How much does it cost to list?

Nothing! It's free to list on Hipcamp and there are no contracts.

How does hosting work?

List your land:

- You start by creating your listing. You can do that by visiting www.hipcamp.com and clicking on "Host Campers".
- You'll fill out a description, upload photos, pick a price, and set your availability. Your listing helps campers get a sense of what your land is like. Click [here](#) for a step by step tutorial on how to make a listing.
- You set the rules for who stays and when. Booking and camper preferences help hosting fit into your lifestyle.

Campers find your listing and book on Hipcamp:

- Campers will find your listing and book directly through Hipcamp. You'll get a booking confirmation email with all the details about the campers stay.

Get in contact with the camper:

- In your booking confirmation email you will receive the campers contact info. Messaging the camper after receiving their booking helps you get to know them and answer any questions they may have.

Plan for check-in

- You have the option of requiring that the camper meet and greet with you prior to settling into camp. Others provide directions that will lead the camper straight to camp. You choose what works best for you!

From getting your site ready and choosing a price, to understanding how to manage your listing we're here to help!

Is my property right for Hipcamp?

Our community of campers are looking for unique camping experiences. Hipcamp welcomes many different kinds of listings on our site from cabins, yurts, tee-pees, domes, RV sites, treehouses, and primitive tent campgrounds.

It's up to you where you want campers to sleep on your property. That can either be in their own tent, a structure or both! As long as campers have a spot to pitch a tent or a structure to spend the night you're welcome to list on Hipcamp!

Almost anyone can be a host! It's free to sign up and list your land. The listings available on Hipcamp are as unique as our community of campers and hosts.

How much money can I make?

Sharing your spot with our community of Hipcampers is a great way to connect people with nature while earning some extra revenue. Within the first 8 months of partnering with us, several Hipcamp Hosts earned as much as \$9,000, \$11,000, \$18,000 and even \$21,000.

How should I price my property?

We advise you price your campsites comparable to similar sites in your local state park. This can range from \$50 for a basic campsite with little to no amenities to \$300 group camps with private lake access. With Hipcamp, you can add as many camps and sites as you'd like so you can always earn more by hosting more!

Can I make money from referring my friends and family to be a host?

When your friend becomes a Camp Host on Hipcamp, we'll give them \$100 of cold hard cash. The best part is, you'll get \$100 too.

How does the Land referral bonus work?

It's simple! You refer a friend who owns a beautiful piece of land, and they will instantly receive an email stating you think they'd be a great Camp Host and that their land is perfect for Land

sharing. Your friend will then be prompted to list their land, and when they become an active Camp Host and accept a booking, we'll send them and you \$100 each.

How does the friend referral bonus work?

It's easy!! You refer a friend who loves camping, and they will instantly receive an email stating you've sent them \$20 in Hipcamp credit to put towards their first camping trip. Your friend will then be prompted to sign up and book their first trip. Once your friend makes a booking, we'll send your \$20 credit!