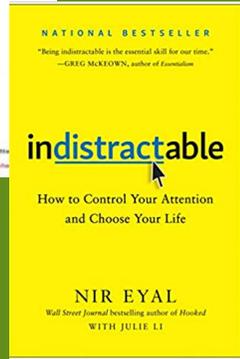
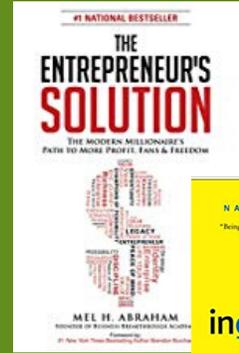




Michelle's Recommendation



Support Our Show
Please, Use Our Links

Remember:

Don't use the words
CoVID, Virus, or
Pandemic. Never
imply Cleanliness or
Safety or make
promises or
guarantees.

COMING SOON!!

**Lisa Ko
and your
Spiritual
Business**

E090 - HOW COVID CHANGED OUR INDUSTRY & How to Market Your Property



The world is going through some challenging times. Whether there will be a "new normal" or whether we will go back to our old normal is yet to be seen. One thing we know for sure is the Short-Term Rental Industry has been impacted dramatically by the Pandemic. What, exactly, has changed the and what can you do to roll with the punches until normal becomes normal again? How can you market your property so potential guests understand the new measures you've implemented in your business? What words can you use? Find out in this episode and be sure to get all our checklists for cleaning, plus a lot of other great advice for, not just surviving but thriving during the CoVID Pandemic.

Some Changes

What it Means:

More people are keeping their travel closer to home, less than 50 miles



We need to accept more locals but still, check them out carefully.

More people are looking for cheaper stays, less than \$50 a night because a lot of people's incomes have been impacted by the LockDown.



Depending on your area, you may want to think about lowering your prices, at least for the meantime.

More people are booking within a week of travel AND are want less strict cancellation policies.



We need to be more flexible and ease up on our cancellation policies.

Less and less shared spaces, more and more entire units are being booked



We need to fill that need with separate entrances and separate units.

More people are looking for a safe, CLEAN space.



Our cleaning routines have to change. We need to market how we've changed to potential guests. Ratings in cleanliness will be more important than ever.