

Getting the most out of your Airbnb, Holiday Let & Short-Term Rental

When you decide to rent out your property either as a holiday let / Airbnb or for short term rental, in order to maximise its return and achieve the best feedback possible you need to make sure it makes a great impression. Being a top rated Airbnb host or landlord is a serious business that requires both time and investment to ensure that your property is as profitable as possible.

Most people start their search for holiday homes or rentals on-line. Properties that look better in photos stand out from their competition and are seen as more desirable. Stylish, well dressed rental properties attract more interest and can usually be charged at a higher rate.



So how do you go about achieving this?
Preparing a property to let out on a furnished basis can be both costly and time consuming, not to mention a little overwhelming if you are styling an entire property. A simple yet effective way to achieve this is to hire the help of a professional Home Stager! They are qualified and trained to make the most out of properties from both a visual and practical point of view which makes finding tenants and charging a higher premium easier, resulting in a more profitable return for you. (It is worth mentioning though that not all Home Stagers assist with rental properties!)

So why call in a professional?
Home Stagers are able to showcase the potential of a property resulting in a higher perceived value. A professional Home Stager will ensure that your property is styled with the correct target

audience in mind. This will be dependant on various factors including geographical location, property size and type. Stagers are able to create visually interesting spaces that not only look appealing but are also practical and incorporate the best furniture layout, ensuring that the rooms are visually balanced, functional and engaging.

When preparing an Airbnb, holiday let or furnished rental it is important to factor in many different aspects including how user friendly it is, how easy it is to maintain and keep clean, how much available storage there is, health and safety etc. It is good to include as many multi-functional, practical furniture pieces as possible without over cluttering. For example, the more sleeping options you can incorporate into the space the more profitable the property will be. Incorporating a futon into the living space or using bunk beds in one of the bedrooms can accommodate extra guests and therefore the potential for extra income.

Home Stagers can advise on many of these areas and how to make the most out of your space, helping you to achieve maximum gain.

Is hiring a Home Stager expensive?
Home Stagers are different to Interior Designers - they provide cost effective, flexible services aimed at increasing the probability of your property by appealing to the correct target audience. From Initial Consultations and advice through to full hands on Staging and Styling packages, they can tailor their services to suit your needs.

They are able to assist with floor plans and mood boards to help demonstrate the best use of furniture and explore styling options. Assistance with shopping for inventory from key pieces to soft furnishings, accessories and artwork can also be provided where required. Stagers tend to source items from a variety of suppliers whilst being as resourceful and sustainable as possible, helping to save you both time and money.



PICTURED
Mood board visuals for two bedrooms to help demonstrate to a client how they could style their rental property

Any outlay associated with preparing your rental property should be seen as an investment rather than a cost which is usually paid off quickly by attracting the right guests and tenants.

Benefits for short term rental
Staging a rental property helps to make the property look move in ready and adds a homely feel so potential tenants can imagine themselves living there. This in turn tends to attract reliable tenants who are more likely to look after a well presented and maintained property, and less likely to move out before the tenancy period is up.

Benefits for Airbnb / Holiday Lets
Staging gives the impression of a comfy home from home, relaxing atmosphere, which is inviting, clean and welcoming. This helps with marketing as it enables potential guests to imagine themselves staying at the property and can provide a greater overall user experience. Happy guests leave good reviews which could earn you repeat business, more bookings and Airbnb Plus or Superhost status which in turn leads to more profitability!

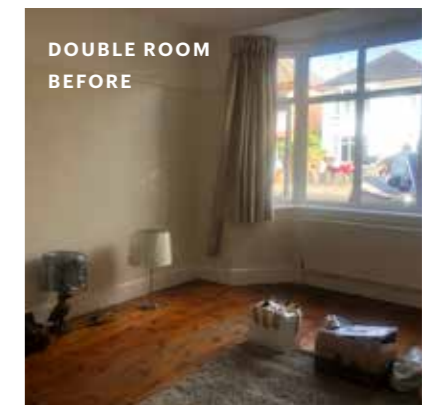
Now is the perfect time of year to focus on getting your rental property ready for the busy seasons ahead! There are many simple, cost effective ways of increasing your property's potential and appeal. To help you we have put together a



blog "Tips for preparing your rental property / holiday let". Please visit www.coastalhomestyling.co.uk/blog

More information about our range of property Staging and Styling services can be found on our website www.coastalhomestyling.co.uk

Further tips, advice and recent project updates can be found on our social media pages too; Facebook @CoastalHomeStyling and Instagram @coastal_home_styling.



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