



Co-Host King

Presentation

Co-Host



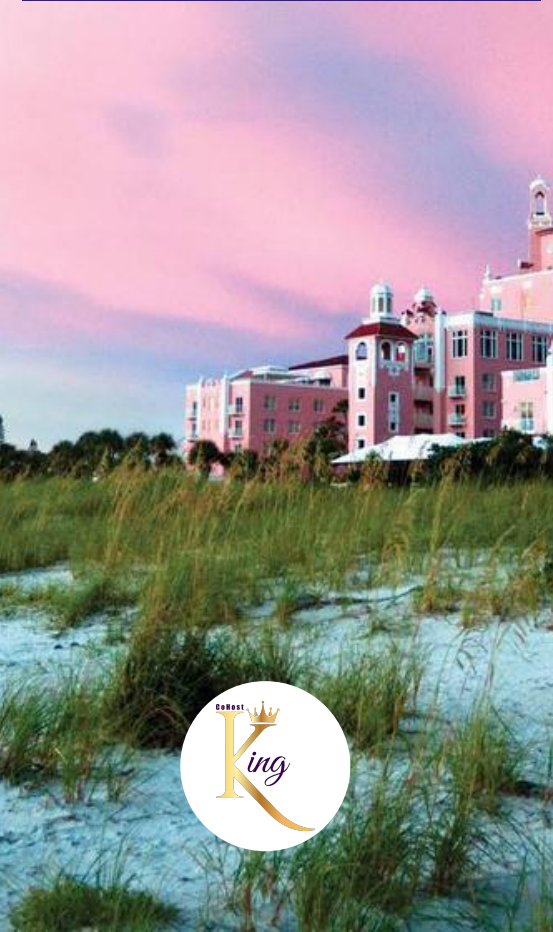
Royal Guest Experiences

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Outline



- **About Us**
- **Market Overview**
- **Long Term vs. Short Term Comparison**
- **Why Hire A Property Manager?**
- **Why Us?**
- **How We Get You 5 Star Reviews**
- **Listing Tracking & Optimization**
- **Package Options**
- **Process Timeline**
- **FAQ's**
- **Next Steps**

About Us



- CoHost King was developed to help hosts create environments and experiences where guests feel like royalty.
- Short term rentals rely on building an impeccable reputation by consistently getting 5 star reviews from guests.
- This dynamic is ideally suited for smaller companies like ourselves because we can give premium, individualized care for both hosts and guests.
- I'm your sole point of contact and oversee every aspect of the listing.
- We take care of everything from start to finish so you can go back to living your life and building your kingdom.



About Us

FL Real Estate License # - SL3499265

 **LODGIFY** | ACADEMY

CERTIFICATE OF COMPLETION
**How to Get Started With Your
Vacation Rental Business**

Dave Seidl

is hereby awarded this certificate of achievement for the successful
completion of our vacation rental course.

 **LODGIFY** | ACADEMY

CERTIFICATE OF COMPLETION
All About Dynamic Pricing For Vacation Rentals

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 **LODGIFY** | ACADEMY

CERTIFICATE OF COMPLETION
Get Direct Bookings with SEO For Vacation Rental

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CERTIFICATE OF COMPLETION
How To Use Social Media For Your Vacation Rental

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 **LODGIFY** | ACADEMY

CERTIFICATE OF COMPLETION
Photography For Vacation Rentals

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Key Team Members

Owner



Interior Designer



Virtual Assistant



Photographer



Cleaner



Handyman

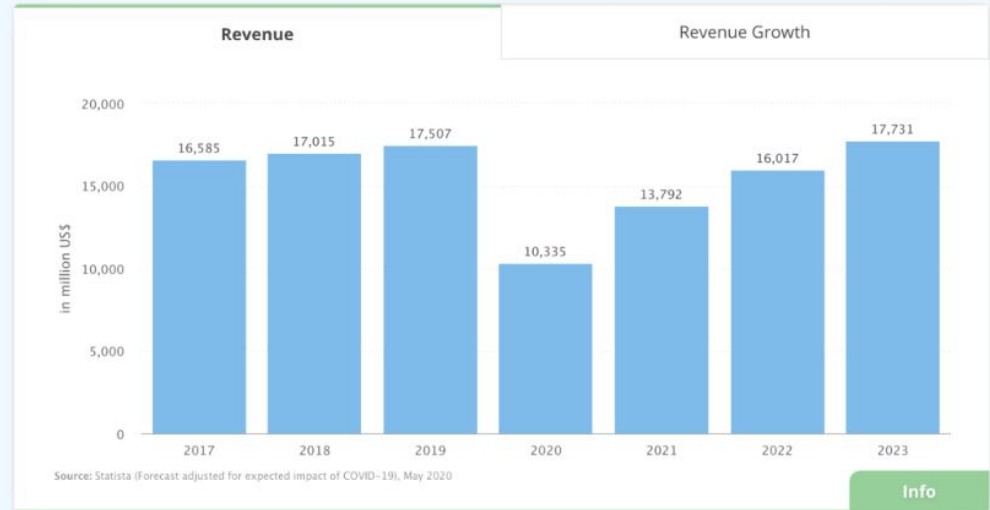


Short Term Rental Market Overview

- **\$17B Industry**
- **Over 4 million hosts worldwide**
- **Over 60k Hosts in Florida**
- **2-4 Times More Earning Potential**

United States Total Vacation Rental Revenue by Year (Statista)

– 2020 Total United States Vacation Rental Revenue: \$10.335 billion (USD) (Statista)



Indian Rocks Market Analysis

Market Summary

The median rent for 1 bedroom properties in Indian Rocks Beach, FL is **\$1,895**.

Median Rent

\$1,895

Month-Over-Month Change

+\$45

Source: Zillow Rentals Data

AIRDNA

Explore Short-Term Rental Data

United States (USD)

Coastal Indian Rocks Beach Listing Performance

Back

Market Overview: Indian Rocks Beach

Save Share

Market Performance 1 Submarkets 3.1K Active STR Listings For-Sale Properties

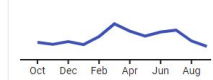
How is this market performing?



Market Score

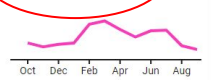
Annual Revenue

\$95.8K -0% past year



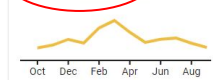
Occupancy Rate

73% -0% past year



Average Daily Rate

\$361 +1% past year



RevPAR

\$272.9 +16% past year



63 Investability

78 Rental Demand

70 Revenue Growth

71 Seasonality

68 Regulation

- Average Daily Rate (\$361) x 365 days divided by 12 months x 73% occupancy rate = 8,015 per month
- Average Monthly Rate \$1,895



Orlando Market Analysis



Market Summary

The median rent for all bedrooms and all property types in Orlando, FL is **\$2,028**.

Median Rent

\$2,028

Month-Over-Month Change

-\$72

Source: Zillow Rentals Data

AIRDNA

Explore Short-Term Rental Data

United States (USD)

Suburban Orlando Listing Performance

Back

Market Overview: Orlando

Save Share

Market Performance 35 Submarkets 13.4K Active STR Listings For-Sale Properties

How is this market performing?



Market Score

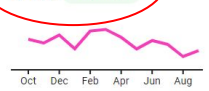
Annual Revenue

\$50.5K +10% past year



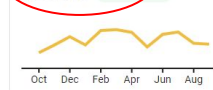
Occupancy Rate

64% +1% past year



Average Daily Rate

\$215.5 +8% past year



RevPAR

\$146.1 +5% past year



- Average Daily Rate (\$215.5) x 365 days divided by 12 months x 64% occupancy rate = 4,195 per month
- Average Monthly Rate \$2,028

Sarasota Market Analysis

Market Summary

The median rent for all bedrooms and all property types in Sarasota, FL is **\$2,900**.

Median Rent

\$2,900

Month-Over-Month Change

\$0

Source: Zillow Rentals Data

AIRDNA

Explore Short-Term Rental Data

United States (\$USD)

Mid-size City

Sarasota

Listing

Performance

Back

Market Overview: Sarasota

Save Share

Market Performance

13 Submarkets

9.1K Active STR Listings

For-Sale Properties

How is this market performing?

68
Good

Market Score

54 Investability

80 Rental Demand

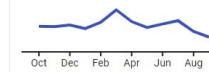
10 Revenue Growth

61 Seasonality

54 Regulation

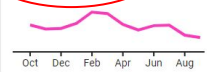
Annual Revenue

\$79.3K -0% past year



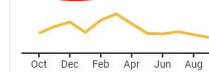
Occupancy Rate

68% +2% past year



Average Daily Rate

\$318.3 -5% past year



RevPAR

\$219.5 -0% past year



- Average Daily Rate (\$318) x 365 days divided by 12 months x 68% occupancy rate = 6,583 per month
- Average Monthly Rate \$2,900



Mission Statement

CoHost King helps owners take advantage of the incredible earning potential offered by short term rentals without the hassle of dealing with maintenance. We turn underperforming investment properties into lifestyle assets by mitigating risk and increasing your overall value while building your property into a brandable business with top notch customer service and new age technology.



Why Hire A Property Manager?



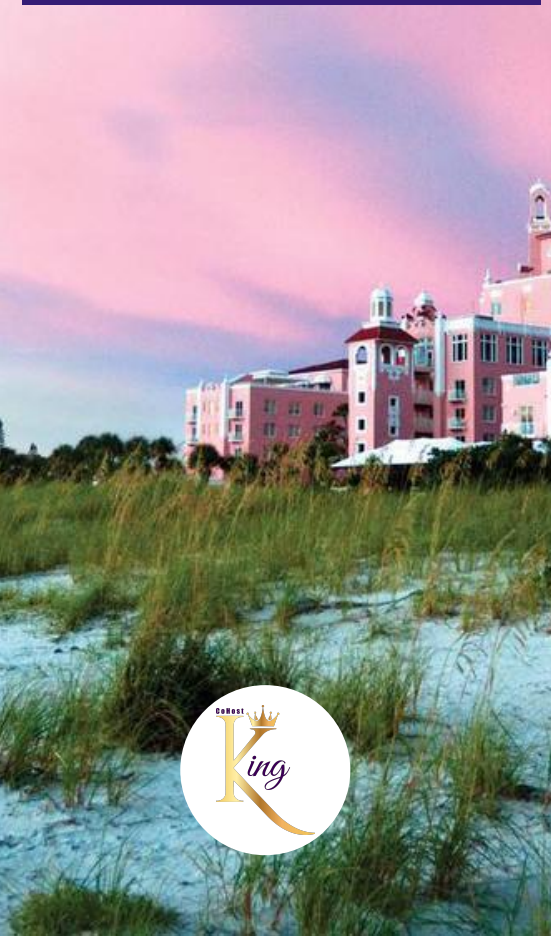
- **Maximize Property Potential**
- **Less stress, more time**
- **Scale your portfolio**
- **Long Term Growth Strategy** (invest in interior design, amenities, create a brand, add value and a business model for resale value)
- **Year-round impeccably clean home**
- **Professionals handling home maintenance, repairs, and upgrades**
- **Faster response times to guests** (increases conversion rate from inquiry to reservation)
- **Round the clock on-call emergency contact**
- **Knowledge** (how Airbnb works, recommendations for trusted smart locks, etc.)
- **Increased occupancy and nightly rate**

What We Do - A Total Solution



- Create a Highly Converting Airbnb profile and listing
- Listing Optimization - Title, Description, Host Profile, Etc. for High Airbnb search placement
- Dynamic Pricing - Connect your Airbnb listing to a third-party intelligent pricing partner (not Airbnb's Smart Pricing) and monitor your calendar and rates
- Professional Photos
- Guidance on Interior Design, Amenities & Staging
- Cleaning Coordination
- Digital Guestbook Creation To Manage & Set Proper Expectations
- Guest Screening
- Guest Messaging - Check In, Check Up, Check Out, Etc.
- Key Management
- Noise Control
- Respond to 100% of initial guest inquiries within minutes
- Providing a 24/7 local emergency contact
- Coordination of all maintenance issues
- Performance Tracking & Monitoring
- Guest Review Engagement & Monitoring
- Handle any Resolution Claims resulting from any reservation
- Continual suggestions for improvement

What We Do - An Effective Listing



4 Keys To An Effective Listing

1. Eye Catching Headlines

- Proven Formulas - Adjective + Property Type + Top Features
- Only Have 50 Characters - Use Abbreviations & Emoji's
- Avoid Generic Words like Great, Good, Etc.

2. Punchy Descriptions

- Be Specific & Honest
- Tell A Story
- End With Call To Action

3. Beautiful Photographs

- We Use Professionals
- Add Captions
- Most Don't Include: Floor Plan, Internet Speed, Guidebook, Local Attractions

4. Effective Personal Profiles

- A Human Face Is a Stronger Trust Signal Than A Logo
- Not Just Booking A Space But Get Access To You, Your Knowledge & Connections
- Longer Is Better

AIRBNB TITLE GENERATOR

1. Address

2. Premium District?

3. Hot Tub? ☒ No ☐ Yes

4. Pool? ☒ No ☐ Yes

5. Balcony? ☒ No ☐ Yes

6. Do you have any other unique feature?

7. Square Footage/Square Meter of the entire home including balcony/patio?

[+ Show More Questions](#)

Do you want to include emojis in your title? (ie 🌟, 🏡, 🍷, 🚶, 🌳) ☒ No ☐ Yes

What You Can Expect



WHAT CAN YOU EXPECT WITH AN OPTIMIZED LISTING?



Higher Occupancy

Receive more bookings from more desirable guests.



Increased Nightly Rate

Make more money from each guest that stays at your property.



More Listing Views

Your Airbnb listing will be more prominent online.



More Inquiries

With more exposure comes more interest in your listing.



Better Credibility

With each positive review, your chances of booking increases.



Higher Search Rankings

Your Airbnb listing will be found easier by those who are ready to book.

How We Get You 5 Star Reviews

- Expectation Management, Communication, Surprise & Delight
- Your guests are treated like Royalty from the time they book, during their stay and post-stay.
- Our Communication Process
- Guidebooks
- Restaurant Recommendations
- Discounts from local connections
- Niche Package options for beach rentals and owners who want to be pet friendly



Rating & Review Guide



Nobody is perfect, but I enjoyed my stay here!



There are several issues that need to be corrected.



There are major problems with this listing.



This listing should be removed.



Ban these hosts for life.

84 Reviews ★★★★★

Search reviews

Summary

Accuracy



Location



Communication



Check In



Cleanliness



Value



*How We Get You 5
Star Reviews*

Welcome Book

Enjoy Your CoHost King Stay!

Includes:

- Emergency Contact Info
- Check-In & Check Out Instructions
- House Rules
- Instructions For Appliances
- Login Details & Passwords
- Top Attractions
- Things To Do
- Dining & Nightlife Recommendations
- How To Get Around



How We Get You 5 Star Reviews



Our Guest Communication

- **Inquiries**
- **Request To Book**
- **Booking Confirmation**
- **Check-In Message**
- **Check-Up Message**
- **Check-Out Message**
- **Friends & Family Discount**
- **Review Reminder**

How We Get You 5 Star Reviews



Surprise & Delight Ideas

- Welcome Gift (Wine, Champagne, Etc.)
- Slippers
- Reusable grocery bags and grocery caddy
- Umbrellas • Ice cube trays already filled up
- Extra phone chargers
- Local souvenirs
- Gift card to a local café
- Discounted or free mid-stay cleaning
- Create a deal with a nearby bar for a welcome drink or a discount.
- Car or Scooter Rental
- Beach Chairs
- Pet Friendly ideas like dog treats, bags, etc.
- Board Games
- Cornhole
- Hammock

Tracking Performance - Listing Optimization

Tracking your performance is important to help you optimize your listings and maximize your earnings. Here are some key metrics we track on a weekly basis:

- 1. Occupancy rate:** This is the percentage of nights that your property is booked over a given period. A high occupancy rate indicates that your listing is in demand and you may be able to increase your rates.
- 2. Average nightly rate:** This is the average price per night that you charge for your listing. Keep track of this metric to ensure that you're pricing your property competitively.
- 3. Revenue:** This is the total amount of money that you've earned from your Airbnb listings over a given period. Tracking your revenue can help you identify trends and adjust your pricing and availability accordingly.
- 4. Guest reviews:** Guest reviews are an important indicator of your performance as an Airbnb host. Pay attention to guest feedback and use it to make improvements to your property and your hosting practices.
- 5. Response rate and time:** Timely and responsive communication with guests is essential for maintaining a positive reputation as an Airbnb host. Track your response rate (the percentage of inquiries you respond to within 24 hours) and response time (the average time it takes you to respond to inquiries) to ensure that you're providing excellent customer service.
- 6. Number of bookings:** Keep track of the number of bookings you receive over time to see how your performance is trending. If you notice a decline in bookings, it may be time to adjust your pricing or make improvements to your listing or hosting practices.



Packages



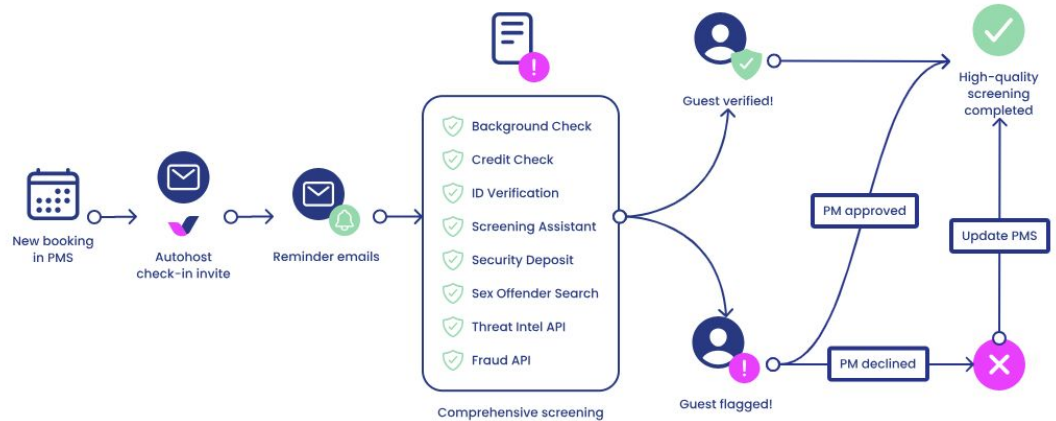
Packages	Prince Pack - BNB Buddy	King Pack - Royal Treatment	Pet Friendly	Beach Pack
Cleaning	✓	✓		
Photos	✓	✓		
Listing Optimization	✓	✓		
Dynamic Pricing	✓	✓		
Guest Communication	✓	✓		
Key Management	✓	✓		
Noise Control		✓		
Website		✓		
Social Media		✓		
Interior Design Consultation		✓		
SEO/PPC Consultation		✓		
Cost	\$499 & 20%	\$999 & 25%	TBD	TBD

FAQ'S

- How are guests vetted?

We use a software that links to our management system. We also personally pre-screen them ourselves. This is in addition to requiring a verified ID and Airbnb's Trust + Safety department.

A DYNAMIC VERIFICATION PROCESS TO VET YOUR GUESTS



FAQ'S



- **What Happens If A Guest Causes Damage Or Steals Something?**

We proactively advise hosts and take steps to prevent damage or theft. In the unlikely event that damage or theft happens, we assist you to gather evidence and submit a claim through Airbnb's Resolution Center. The host is expected to cover low-value damage and repair as a cost of doing business. AirBNB offers a 1,000,000 host guarantee and there are many options for Short Term Rental insurance.

- **How do you differentiate with all the new Airbnb competition?**

Airbnb expert Daniel Rusteen has said that 90% of rental property managers are not good. They don't aspire to be great hosts and are therefore not our competition. We separate ourselves by prepping and servicing with the goal of being great.

- **How Do You Handle Early Check In and Late Check Outs?**

We try to accommodate early check ins if they are reasonable and available. Late check outs past one hour are charged.

- **Can I Cancel At Anytime?**

Yes

Process

**Preparation
Call**

Cleaning

**Staging/Interior
Design**

Photos

**Listing
Optimization**

Guidebook

Approval

Go Live

Next Steps



- **Sign User Agreement**
- **Set Prep Call**
- **Property Prep**
- **Listing Optimization**
- **Go Live**



Contact *Info*

***THANK
YOU!***

Managing your property is a big deal and a task we take very seriously. Your consideration in partnering with Co-Host King means the world to us!



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www.Co-HostKing.com

