



VOLUME 1
FREE
Printable
Version

A guide to

AIRBNB HOSTING

BUILD YOUR PASSIVE INCOME

CREATE PROFITABLE RENTALS

STACEY MILLER

Table of CONTENTS

01 THE PROS AND CONS OF AIRBNB HOSTING

Discover the power of content creation, set goals, and embrace the digital landscape.

02 KEY AIRBNB POLICIES, TAXES & LEGAL CONSIDERATIONS

In this e-book, we'll cover how to build a profitable business as a content creator.

03 HOW TO SET UP PRICING, CANCELLATIONS & HOUSE RULES

Craft engaging content, master storytelling, and leverage various formats and platforms.

04 AUTOMATING YOUR AIRBNB BUSINESS FOR MORE FREE TIME

Define your brand, optimize your online profiles, and increase visibility.

05 BONUS: QUICK-START CHECKLIST FOR NEW HOSTS

Understand your audience, foster engagement, and collaborate with fellow creators.





HI, I'M STACEY

We've talked before about how to start an Airbnb, and of course, there are many ways to do so.

But this guide is going to focus on the foundations of hosting—from setting up your listing to automating your operations for a seamless experience.

Stacey xoxo

LET'S DO IT!



WELCOME TO THE GUIDE

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Welcome

TO THE COURSE

We'll cover everything you need to launch and manage a successful short-term rental, including pricing strategies, must-have house rules, and tools to streamline your workflow.

Whether you're just starting out or looking to optimize your Airbnb, this guide will give you the step-by-step blueprint to make hosting easier and more profitable.

WELCOME TO THE GUIDE

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WELCOME

Hosting on Airbnb isn't just about listing a property—it's about creating an experience that attracts bookings, earns 5-star reviews, and keeps your calendar full. A well-run short-term rental combines smart design, thoughtful amenities, and streamlined operations to stand out in a crowded market. By focusing on the right details from the start, you'll avoid common pitfalls that trip up new hosts, like underpricing your space, dealing with difficult guests, or struggling with last-minute turnovers. The good news? With the right systems in place, hosting can be both profitable and manageable, even if you're doing it as a side hustle.

This guide will walk you through every essential step—how to write a compelling listing description, set up a pricing strategy that maximizes earnings, and establish house rules that protect your space without deterring guests. You'll also learn how to automate guest communication, cleaning schedules, and reviews, so your Airbnb runs smoothly without constant hands-on management. By the end, you'll have a solid foundation for running a short-term rental that not only generates income but also delivers an exceptional guest experience—one that keeps people coming back and recommending your place to others.

WELCOME TO THE GUIDE

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INSPIRATION

GREAT HOSTING

ISN'T JUST

renting a space

IT'S CREATING AN

unforgettable

EXPERIENCE



INSPIRATION

CHAPTER



NUMBER 1

IS AIRBNB HOSTING RIGHT FOR YOU

3 PAGES

LET'S
DO IT

What you will learn

This chapter helps you determine if Airbnb hosting suits your financial and lifestyle goals. You'll explore benefits like flexible income, space control, and creative design, along with challenges such as guest management, regulations, and demand fluctuations. Actionable steps will guide you in researching laws, estimating earnings, and choosing between self-management or hiring a co-host.

The pros

OF AIRBNB HOSTING

01

FLEXIBLE INCOME STREAM

Unlike traditional long-term renting, Airbnb hosting allows you to adjust your pricing based on demand, seasonality, and market trends. This flexibility can help you maximize profits during peak seasons and adjust during slower times.

02

CONTROL OVER WHO STAYS IN YOUR SPACE

You have the ability to screen potential guests and set house rules that align with your values and property needs. This control allows you to curate a better hosting experience while maintaining your space in top condition.

03

HIGHER EARNING POTENTIAL THAN LONG-TERM RENTING

Short-term rentals often generate significantly more income compared to traditional renting. Depending on your location and the demand, you may be able to double or even triple the earnings you'd make with a long-term tenant.

04

OPPORTUNITY TO DESIGN & CURATE A BEAUTIFUL SPACE

Hosting on Airbnb allows you to unleash your creativity in designing a space that stands out. A beautifully curated rental with unique aesthetics and thoughtful touches attracts more bookings and positive reviews, enhancing your earning potential even further.

05

FREQUENT AND PROFESSIONAL CLEANING

Unlike long-term rentals, Airbnb properties are cleaned much more often. In many cases, hosts can require professional cleaning between stays, often at the guest's expense. This helps maintain the property's condition and ensures a consistently high standard of cleanliness.

Challenges TO CONSIDER



HIGHER TURNOVER MEANS MORE MANAGEMENT

Short-term rentals require frequent cleaning, restocking, and maintenance between guests. If you're not prepared for the hands-on work, it may be necessary to hire a cleaning service or co-host to help manage operations.



SEASONAL DEMAND FLUCTUATIONS

Depending on your location, your Airbnb's demand may vary significantly throughout the year. While some hosts thrive during peak seasons, slower months require careful financial planning to cover expenses during lulls.



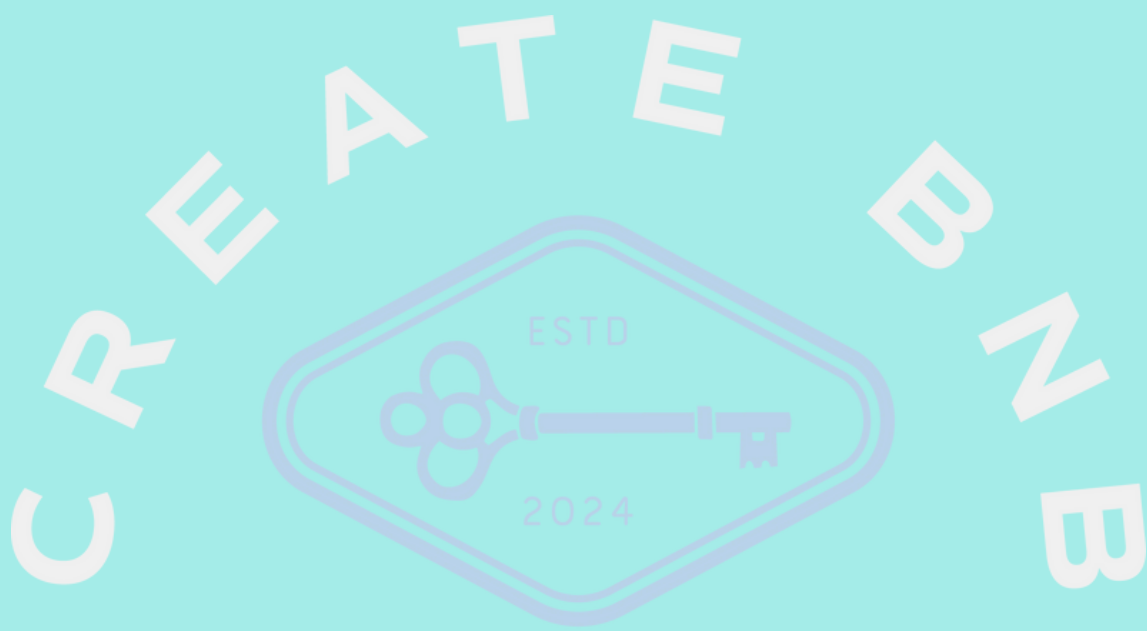
LOCAL REGULATIONS & TAX IMPLICATIONS

Many cities have strict short-term rental laws, requiring permits, taxes, or even limiting the number of nights a property can be rented. Failing to comply can result in fines or legal complications.



GUEST COMMUNICATION & OCCASIONAL PROBLEM-SOLVING

From handling last-minute guest requests to managing unexpected issues like maintenance problems or guest complaints, being an Airbnb host requires strong communication and customer service skills.



CURATE, CREATE, ELEVATE

TAKE ACTION: STEPS TO DETERMINE IF AIRBNB HOSTING IS RIGHT FOR YOU

Before listing your property, take the following steps to ensure hosting aligns with your lifestyle and financial goals.

✓ **Research Your City's Short-Term Rental Laws**

Look into local regulations, zoning laws, and any required permits to ensure compliance before getting started.

✓ **Estimate Potential Income Using Airbnb's Calculator**

Airbnb provides an online tool to help you estimate your potential earnings based on location, property type, and market demand.

✓ **Decide If You'll Self-Manage or Hire a Co-Host**

Consider whether you have the time and skills to manage bookings, guest interactions, and maintenance yourself or if hiring a co-host or property management service is a better option for you.

By carefully weighing the pros and cons, you'll be able to determine whether Airbnb hosting is a lucrative and sustainable opportunity for you!

CHAPTER



NUMBER 2

**UNDERSTANDING AIRBNB
RULES, TAXES & LEGAL STUFF**

4 PAGES

**YOU'RE
ON IT!**

What you will learn

Navigating the legal and financial aspects of Airbnb hosting is crucial to ensuring a smooth and compliant operation. This section will guide you through key considerations such as local regulations, taxes, and insurance needs to protect yourself and your investment.

LOCAL REGULATIONS: DO YOU NEED A PERMIT?

Before listing your property, research your city's short-term rental (STR) regulations. Many cities require hosts to obtain a permit or business license, while others may impose limits on the number of rental days allowed per year. Failure to comply could result in hefty fines or even a suspension of your listing.

Before listing, research your city's short-term rental (STR) rules. Many cities require a permit or business license and may have rental limits. Noncompliance can lead to fines or listing suspension.

Short-Term Rentals in Elkhart, Indiana, for example have very few rules, compared to other cities.

Elkhart has zoning restrictions. Review the city's regulations via the [Elkhart City Planning and Zoning Department](#). Some neighborhoods may also have HOA restrictions.

Lee County, home to Fort Myers and Cape Coral, has distinct rental rules - and a lot of them.

Hosts may need to register with the county and comply with occupancy tax laws. Check with the [Lee County Property Appraiser](#) and [Lee County Tax Collector](#).

Lee County Rental Zones

- Daily Rental Zones: Found in tourist-heavy areas like Fort Myers Beach.
- Weekly Rental Zones: Common in Cape Coral and Sanibel Island.
- Monthly Rental Zones: Designed for a more residential atmosphere.

Check zoning details via the [Lee County Community Development Department](#).

What to Check:

- Permit or license requirements
- Rental duration restrictions
- Zoning laws

Pro Tip: Visit your city's website or contact officials to ensure compliance.

hoa & LEASE RESTRICTIONS



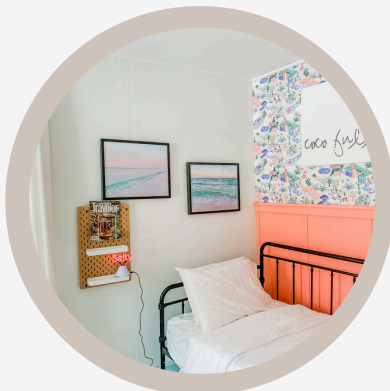
REVIEW HOA RULES AND LEASE TERMS.



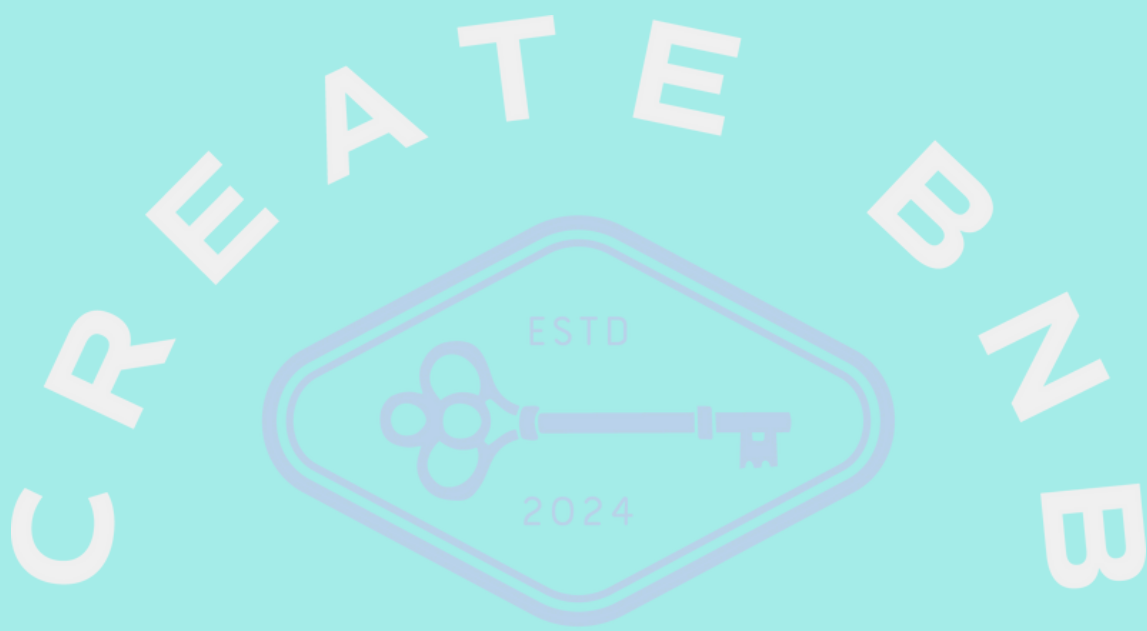
CONFIRM WITH YOUR LANDLORD OR HOA BOARD.



GET WRITTEN APPROVAL IF NEEDED.



Check HOA bylaws and lease agreements before listing. Some explicitly ban STRs, while others have guest restrictions. Ignoring this step can lead to eviction or hefty fines.



CURATE, CREATE, ELEVATE

TAXES: KNOW YOUR OBLIGATIONS

STR income is subject to local, state, and federal taxes.

✓ **Occupancy Taxes**

Some cities, counties and states collect lodging taxes. (In some states, all three entities collect taxes.) These are your job to collect and remit to the proper authority. Local taxing authorities often have staff members whose job is to search for those who aren't in compliance - which can lead to fines, interest and back taxes owed. In some locations, Airbnb or VRBO actually collect and pay taxes for you.

✓ **Income Reporting**

Airbnb reports earnings over \$600 to the IRS. You will need to make sure you FEIN or Tax ID are consistent on your taxes with what is set-up in Airbnb or VRBO.

✓ **Deductions:**

Expenses like cleaning fees, repairs, and supplies may be tax-deductible. Make an appointment with a tax advisor (different than an accountant) to get a good understanding of what you can or can't deduct.

Pro Tip: Keep records of all expenses to maximize deductions. Have a dedicated bank account, and/or credit card for expenses. Use a software like Quickbooks Self-Employed to easily manage these expenses.

Pro Tip 2: Major property repairs are typically depreciated, but you can request to expense all at once if you have a lot of income to offset.

insurance needs

PROTECT YOUR PROPERTY

01

AIRBNB'S HOST GUARANTEE

Provides up to 1 Million dollars in coverage. You will need extensive proof to utilize this policy. Photos, videos, etc. All taken prior to a new guest arriving.

02

STR INSURANCE

Covers liability, injuries, and property damage. You must protect yourself.

03

COMMERCIAL INSURANCE

Some cities require it for STRs.

04

CONSULT A LAWYER AND INSURANCE PROFESSIONAL

Do not ignore insurance. You will need it if you have a popular property. Factor this into your expenses from the very beginning. You can also add additional fees onto your STR listing platform and offset the cost by passing it off to your guests to pay.

CHAPTER



NUMBER 3

**SETTING UP PRICING,
CANCELLATIONS & HOUSE RULES**

3 PAGES

**YOU
GOT
THIS**

What you will learn

Setting the right price, cancellation policy, and house rules is key to a successful Airbnb experience. This section covers smart pricing strategies, including using Airbnb's Smart Pricing tool and adjusting rates for peak seasons. You'll also explore cancellation policies to balance flexibility and security. Finally, you'll learn essential house rules to ensure a smooth rental experience and protect your property. By the end, you'll be ready to optimize your listing for profitability and guest satisfaction.



SMART PRICING TIPS: MAXIMIZING YOUR EARNINGS WITHOUT SCARING OFF GUESTS

Pricing your Airbnb too high can leave your calendar empty, while pricing it too low can cut into your profits. The key to smart pricing is to be competitive yet profitable by adjusting based on demand, seasonality, and market trends.

YOU CAN CHANGE YOUR PRICING UNTIL IT'S RIGHT!

How to Price Strategically

✓ *Use Airbnb's Smart Pricing Tool—
But Don't Rely on It 100%*

- Airbnb's Smart Pricing automatically adjusts your rates based on demand, but it often undervalues listings to prioritize bookings over earnings. Manually adjust for peak seasons and local events.

**Offer Weekly & Monthly Discounts to
Attract Longer Stays**

✓ *Extended stays reduce turnover and cleaning costs while keeping occupancy rates high.*

- A 10-20% discount for week-long stays or a 25-40% discount for monthly bookings can appeal to digital nomads, business travelers, and families.

✓ *Research Your Competitors & Set Prices 10-15% Lower When Starting Out*

- New listings need traction! To attract your first guests and build positive reviews, price slightly below market rate until you gain momentum. Once you have consistent bookings and 5-star reviews, you can gradually increase prices.

Adjust for Seasonality & Local Events

- Are there festivals, conferences, or sporting events in your area? Increase your pricing during high-demand periods but remain competitive.

Bonus Tip:

Use dynamic pricing tools like PriceLabs, Beyond Pricing, or Wheelhouse to automate adjustments and maximize your earnings year-round.

Cancellation POLICIES



FLEXIBLE POLICY 🏷️ (BEST FOR NEW HOSTS & HIGH-DEMAND MARKETS)

- Allows guests to cancel up to 24 hours before check-in for a full refund.
- Pros: Increases bookings and appeals to last-minute travelers.
- Cons: Higher risk of cancellations, leading to unfilled nights.



MODERATE POLICY 📊 (BEST FOR STEADY BOOKINGS & BALANCE)

- Guests must cancel at least 5 days before check-in for a full refund.
- Pros: Reduces last-minute cancellations while keeping your listing appealing.
- Cons: Guests still have flexibility, so some cancellations may occur.



STRICT POLICY 🔒 (BEST FOR LUXURY, HIGH-DEMAND, OR SEASONAL RENTALS)

- Guests must cancel at least 14 days before check-in for a refund.
- Pros: Provides financial security by limiting cancellations.
- Cons: May deter some guests who prefer flexibility.



WHAT WORKS BEST?

- New hosts should consider Flexible or Moderate policies to attract early bookings and gain reviews.
- Established hosts in high-demand areas may opt for Strict policies to prevent last-minute gaps in their calendar.

ESSENTIAL HOUSE RULES EVERY HOST SHOULD HAVE

House rules set boundaries and ensure guests respect your home while keeping your hosting experience stress-free. A well-crafted set of rules helps prevent disputes and ensures guests know what to expect before they book.

Quiet Hours 🕒

- Specify when noise should be kept to a minimum (e.g., 10 PM - 7 AM).
- Helps prevent neighbor complaints and ensures a peaceful stay.

No Smoking 🚭

- Indicate whether smoking is allowed inside, outside, or not at all.
- If allowed outside, provide an ashtray to prevent littering.

No Parties or Events 🚫

- Clearly state that gatherings, parties, and unauthorized guests are not allowed.
- Use Airbnb's "No Parties" setting to prevent large group bookings.

Pet Policy 🐾

- If pets are allowed, specify size restrictions, additional fees, and cleaning expectations.
- If pets aren't allowed, make it clear in the listing to avoid surprises.

Pro Tip:

Add house rules in multiple places—inside the listing description, in a digital house manual, and on a printed sign inside your Airbnb.

Be prepared for many guests to ask you questions that are already answered in your house rules of your house manual. You can set-up systems for commonly asked questions to automatically answer with your policies and procedures.

CHAPTER



NUMBER 4

**AUTOMATE & STREAMLINE
YOUR AIRBNB BUSINESS**

4 PAGES

**FINAL
STEPS!**

What you will learn

Managing an Airbnb can quickly become overwhelming if you're handling every guest message, check-in, and cleaning schedule manually. The key to a stress-free and scalable short-term rental business is automation.

By leveraging the right tools and systems, you can eliminate repetitive tasks, reduce human error, and create a seamless guest experience—all while freeing up your time!

This section will walk you through the best automation tools to optimize your Airbnb operations and turn your rental into a passive income powerhouse.



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SAVE TIME WITH THESE ESSENTIAL AUTOMATION TOOLS

Guest Messaging – Automate Communication Like a Pro.

Guest communication is one of the most time-consuming aspects of hosting. Using an automated messaging tool like Hospitable, Hostaway, or Smartbnb can help you:

- **Instantly send booking confirmations and welcome messages**
- **Provide check-in instructions before guests arrive**
- **Send reminders about house rules, checkout times, and reviews**
- **Respond to FAQs automatically (e.g., “Where’s the WiFi password?”)**

Pro Tip: *Customize pre-written templates for different guest scenarios (e.g., first-time guests, long-term stays, or late check-outs) to personalize the experience while keeping communication effortless.*

SMART LOCKS - ELIMINATE KEY EXCHANGES & LATE CHECK-INS

BEST OPTIONS FOR AIRBNB HOSTS:

- August Smart Lock Pro – Works with existing deadbolts & integrates with Airbnb
- Schlage Encode – Built-in WiFi for remote code generation (Our personal favorite brand here at CreateBNB!)
- Yale Assure Lock – Custom PIN codes & auto-locking feature

Gone are the days of meeting guests for check-ins or worrying about lost keys. Smart locks provide secure, keyless access and allow you to manage check-ins remotely.

BENEFITS:

- Guests receive unique access codes, which expire after their stay
- No more last-minute lockouts or needing a physical key
- Increased security with activity tracking & remote locking/unlocking

**PRO TIP: INCLUDE
STEP-BY-STEP
CHECK-IN
INSTRUCTIONS (WITH
IMAGES) IN YOUR
AIRBNB WELCOME
MESSAGE SO GUESTS
HAVE A SMOOTH
ARRIVAL EXPERIENCE.**

Cleaning

MANAGEMENT STRATEGIES

A spotless Airbnb is non-negotiable for 5-star reviews. Instead of texting your cleaners manually, automate your cleaning schedule with a shared Google Calendar or a cleaning service app. Here are a few ways to manage your cleaning automatically.

01

USE TURNO (FORMERLY TURNOVERBNB) TO AUTO-SCHEDULE CLEANINGS BASED ON BOOKINGS

02

SYNC GOOGLE CALENDAR WITH YOUR CLEANER'S AVAILABILITY & REMINDERS

03

ASSIGN TASKS USING SLACK OR WHATSAPP TO KEEP COMMUNICATION CLEAR

04

HAVE A BACKUP CLEANER ON STANDBY FOR EMERGENCIES

05

***PRO TIP:* CREATE A DETAILED CLEANING CHECKLIST FOR YOUR TEAM TO ENSURE CONSISTENCY ACROSS ALL GUEST STAYS.**

DYNAMIC PRICING

DYNAMIC PRICING


DYNAMIC PRICING


DYNAMIC PRICING


dynamic pricing

MAXIMIZE REVENUE WITHOUT CONSTANT ADJUSTMENTS

Setting the right price can make or break your Airbnb profits. Instead of guessing how much to charge each night, use dynamic pricing software like PriceLabs, Beyond Pricing, or Wheelhouse to automatically adjust your rates based on the following scenarios:

 Seasonality & Holidays – Charge higher prices during peak travel times

 Local Events & Demand – Adjust rates for concerts, sports events, or festivals

 Competitor Pricing – Stay competitive without undervaluing your rental

DYNAMIC PRICING

DYNAMIC PRICING

DYNAMIC PRICING

DYNAMIC

Benefits of Dynamic Pricing:

- Increases bookings during slow periods
- Maximizes revenue during peak demand
- Saves hours of manual price adjustments

Pro Tip: Set a minimum nightly rate to ensure your profit margins remain intact, even during low seasons.

DYNAMIC PRICING

DYNAMIC PRICING

DYNAMIC PRICING

DYNAMIC PRICING

DYNAMIC

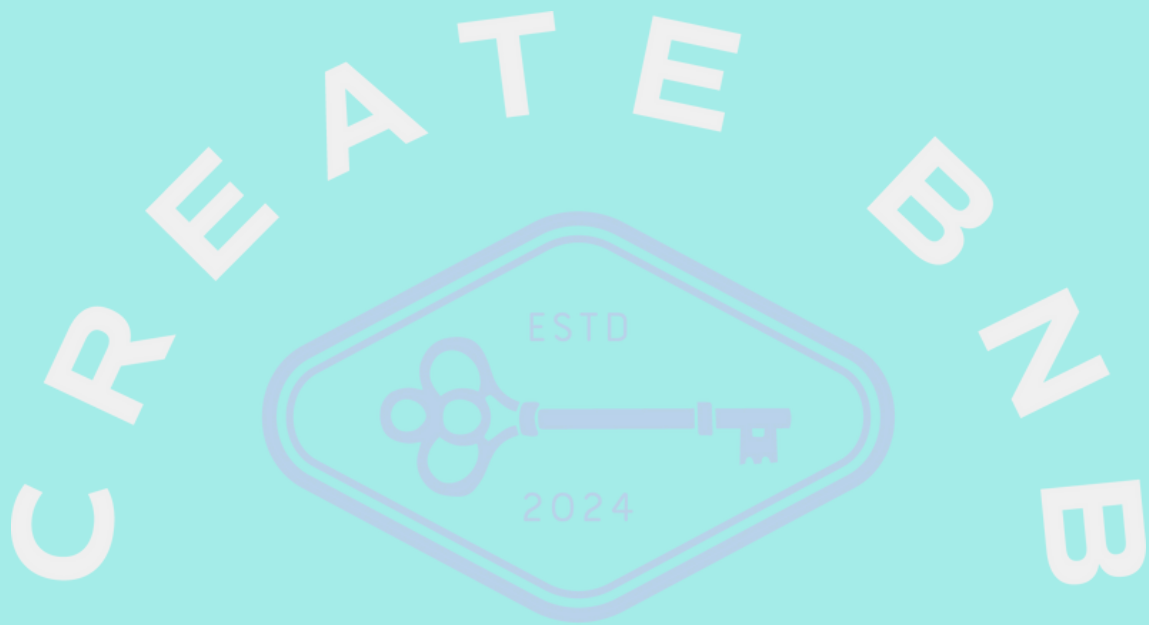
QUICK-START CHECKLIST

Address

Tasks	✓	Notes
Research your local short-term rental laws		
Set up a separate business bank account for Airbnb income		
Buy STR insurance & check tax requirements		
Design a standout listing with pro photos		
Set up automations for guest communication		
Install smart locks for keyless entry		
Order essentials (linens, toiletries, kitchen basics)		
Write a house manual with local recommendations		
Go live & start welcoming guests!		

Thank you
FOR READING

**CONGRATULATIONS! YOU ARE ONE STEP CLOSER TO
BECOMING A SUCCESSFUL AIRBNB HOST!**



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