

The Top 5 Most Common Host Mistakes— And How to Be an **Abundant Host** Instead!

Mistake #1

You don't raise your prices during major local events.

During major event weekends and holidays, hotels will often raise the price of their rooms by 200% (sometimes more). Why would you not do the same? This isn't about price gouging; it's about **valuing your place**, and showing your guests that you've created a home that's worth it.

How to be an **Abundant Host**:

Most hosts get that they should raise their listing's price over Christmas, but they're often clueless as to their own city's major events (for example: in New York City, the annual marathon; anywhere there's a university: parents' weekend, football season home games, graduation, etc.).

The main reason hosts don't do this is lack of education and/or research laziness (trust me, I've been there!).

Your place has standards for the right reasons—**don't be afraid to communicate that through price**.



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Mistake #2

You have trash cans, bookbags, etc. in your photos.

Of course you use a trash can! But does your overflowing bathroom garbage need to be in your photos (you *are* taking advantage of those free professional photos provided by Airbnb, I hope)? Move them (don't worry, people won't think you don't have one). In fact, **move anything that looks cluttery**—your purse lying on the floor, your dishes drying in a heap, etc.

How to be an Abundant Host:

All of this does NOT mean your place shouldn't have personal, lived-in touches—it most definitely should (see #4!). Guests want to experience that; but they also need to see enough **space for themselves to fit into it**. This is a classic trademark of home design.

For your listing's photos, go the extra mile and **put out the welcome materials for your future guest**: the beautifully folded towels they'll arrive to, the array of maps and locally made chocolate bar they'll be gifted with, etc. Imagine your guest having the point of view of the photographer—what will they be greeted with? Show them.



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Mistake #3

You're not thinking of a guests' basic essentials.

Obviously you provide toilet paper, shampoo and soap (I hope). But there are plenty of **things that other people consider basic essentials** that maybe you don't. For me, I don't make coffee at home or iron any of my clothes—but most people do!

How to be an Abundant Host:

Make sure you're providing guests with the **simple luxuries** found in hotel rooms—a coffee maker, hot tea, an iron and ironing board, a suitcase rack (you can find these at hotel sales for free), shower gel (I use soap bars, but a lot of people don't!), and a hairdryer (this one for ladies is so important!).

And **leave some extras they wouldn't find in hotel rooms** like curling irons, cotton swabs/balls, etc. I also leave a helpful basket in the bathroom with essentials they may have forgotten, such as an extra razor, toothpaste, a clean nail clipper, etc.

Scandalous tip: You can grab these small items when you stay at hotels or when you go to a spa. Don't grab too many, of course. ;)



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Mistake #4

You don't put *you* in your home.

Many hosts start off thinking their place needs to be sparse with no hint of personality. This couldn't be further from the truth. If your place is a bro's football haven—do it up! If your place is a sacred goddess cavern—light those candles for the photos, woman! You'll **attract people like you**—and since you're an Abundant Host who reveres their place, isn't that exactly what you want?

How to be an Abundant Host:

Leave bits of yourself around. **Make sure your energy is in your place.** The biggest way I do this is my book collection, and I constantly get compliments on it. I have guests that delight in everything from my cheesy romance novels to my earmarked copy of the Bhagavad Gita. And it's beautiful to know they're having a fabulous time exploring them.

Of course, **avoid the sense of clutter.** But feel free to leave pictures of your family on the fridge, or put up *New Yorker* cartoons you find humorous over your desk. Be *you*—this is the #1 biggest tip I can offer you to attract the kinds of guests you want staying in your place. You **get back what you put out**—so put out something curated, personal and lovely.



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Mistake #5

You're not taking advantage of the guest review.

Do you leave guests reviews? Sure, probably 85% of the time, if you're like most hosts. But are you leaving guest reviews the right way—the way that will likely generate more traffic back to your listing, thereby **increasing your search result standing within Airbnb** and the likelihood that people will serendipitously find and book your place? Read on, my friend.

How to be an Abundant Host:

When it's time to rate your guest, include a couple of sentences like: "Gary and his son left my place in superb condition! They are welcome back to my downtown Portland sanctuary anytime." Why? Not only are you increasing the likelihood that someone will click on your listing, you're **creating channels of serendipity**.

For example, if Gary and his son request to stay somewhere in Texas in the next month, those hosts will look at Gary's reviews. What if they are going to Portland soon? What if they've thought about going to Portland and wondered where might be a great place to stay? Because you mentioned Portland in your review, they'll click on you—thereby **generating more clicks on your place**—star your place as a favorite (ranking you higher in search results), and maybe even book with you in the future.



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What makes **The Abundant Host** different?



We address the oft-ignored sense of connection, community and magic that being a host can bring into your life. We want to help you have seamless turnovers, lucrative experiences and serendipitous encounters through hosting on Airbnb.

If you have any specific questions or issues that you want to dive into, give us a call anytime and schedule an **Airbnb consult with Amy!** She'll give you tangible, actionable steps, blueprints, tips and guides to uplevel your hosting:
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