



LHT PROPERTY MANAGEMENT

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# FULL SERVICE STR MANAGEMENT

**PROPERTY  
MANAGEMENT  
PERFECTED**

WE ELIMINATE THE STRESS  
OF PROPERTY OWNERSHIP



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# MARKETING & LISTING STRATEGY

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## PRE LISTING PROPERTY PREPARATION

- Confirm property is 100% rent ready including checklist of state and federally mandated items such as smoke and/or CO2 detectors within 15 feet of each bedroom.
- Confirm if property is located in an HOA, if so, obtain rental rules and regulations.
- Complete a property information sheet with all pertinent information.
- Schedule professional interior and exterior marketing photos including pictures of the community when possible.
- Enter advertising information on-line and upload photos onto internet sites.
- Verify property has everything needed to be rated highly against similar listings.
- Inventory all household items and notify owner of any items missing or needing replaced.
- Test all appliances, lights, plumbing, HVAC
- Stage each room neatly before taking photos
- Obtain necessary licenses or permits
- Set house rules (no smoking, pets, parties, etc.)
- Confirm insurance coverage for short-term rentals
- Post emergency contact info & evacuation plan



# MARKETING & LISTING STRATEGY

## MARKETING THE PROPERTY

- Write a compelling listing title (highlight unique features or experiences)
- Craft a detailed, guest-focused description with clear layout, amenities, and selling points
- Include check-in/check-out times, house rules, and cancellation policy
- Highlight features that appeal to specific travelers (e.g. pet-friendly, family-friendly, remote work setup)
- Hire a professional photographer and videographer
  - Capture:
    - Every room (wide-angle shots preferred)
    - Key amenities (kitchen, bathrooms, workspace)
    - Outdoor spaces (patios, balconies, parking)
    - Community amenities (pool, gym, clubhouse)
- Stage the property for clean, bright, and inviting images

## ONLINE VISIBILITY

- Optimize Airbnb listing with relevant keywords (e.g., “walk to beach,” “private hot tub”)
- Cross-list on multiple platforms:
  - Vrbo
  - Booking.com
  - Google Vacations
  - Furnished Finder (for mid-term)
  - Direct booking site for your property
- Use dynamic pricing tools to stay competitive
- Create an Instagram and/or Facebook page for your property
- Use relevant hashtags to maximize exposure
- Partner with local influencers or travel pages for exposure

# AIRBNB SUPER HOST & VRBO PREMIER HOST

## Superhost (Airbnb) – What It Signals

Minimum requirements (met every quarter):

- 4.8+ average rating
- 90%+ response rate
- <1% cancellation rate
- 10+ completed stays or 100+ nights booked

## Vrbo Premier Host – What It Means

Requirements typically include:

- High booking acceptance and response rates
- 4.3+ average review score
- Low cancellation rate
- Proven track record of positive guest experiences

## Why This Status Matters to Your Property

- 1.Higher Visibility = More Bookings
- 2.Airbnb and Vrbo prioritize Superhost and Premier Host listings in search results, meaning your home is seen first—especially by high-intent travelers. More visibility means more bookings and fewer vacant nights.
- 3.Increased Trust = Higher Conversion Rates
- 4.Travelers are more likely to book a home managed by a Superhost or Premier Host because it signals reliability, cleanliness, and a great experience. That trust turns into real revenue.
- 5.Better Reviews = Long-Term Success
- 6.Our proven hosting track record means your property starts off on the right foot with guests. Consistent 5-star reviews boost your listing's performance and build lasting value in your rental reputation.
- 7.Higher Rates Justified by Proven Quality
- 8.Guests are willing to pay more for homes with great reviews and trusted management. Superhost and Premier Host badges allow us to command premium nightly rates.
- 9.Platform Perks = Fewer Problems
- 10.As top-tier hosts, we get faster customer service from Airbnb and Vrbo, which means we resolve issues quickly, protect your home, and minimize disruptions to your earnings.

Our Superhost and Premier Host status isn't just a badge—it's a built-in marketing advantage for your home. It helps us keep your property fully booked, attract higher-quality guests, and charge competitive rates—all while giving you peace of mind that your investment is in trusted hands.

# GUEST SERVICES PROCESS

## Pre-Booking & Reservation Setup

- Enable instant booking (if preferred) and confirm calendar is up-to-date
- Clearly outline house rules, check-in/check-out times, and fees
- Set booking requirements (e.g., verified ID, positive reviews)
- Prepare automated messages for inquiry responses and bookings

## Pre-Arrival Communication

- Send booking confirmation with basic info
- 1 day before arrival, send:
  - Check-in instructions (address, access code, parking, etc.)
  - Wi-Fi info
  - House manual with a digital guidebook
  - Local recommendations (restaurants, attractions, etc.)
- Offer early check-in/late checkout if availability allows

## Check-In Experience

- Confirm self-check-in instructions are clear and accessible
- Ensure property is fully cleaned, stocked, and staged
- Test keyless entry or lockbox before each arrival
- Leave a welcome note or small gift (snack, coffee, water, etc.)
- Ensure lights are on or timed for evening arrivals

## During the Stay

- Send a friendly message the morning after check-in to ask if everything is okay
- Remain available for questions leading up to and during the stay
- Provide clear troubleshooting instructions for TV, Wi-Fi, appliances, etc.
- Offer local concierge-style support (restaurant reservations, rentals, etc.)
- Address complaints or issues within minutes if possible

## Checkout Process

- Send checkout instructions the night before departure:
  - Load/start dishwasher
  - Trash disposal details
  - Lock-up process
- Confirm guest departure before sending the cleaning team
- Inspect the property for damage or missing items
- File a claim through STR insurance if needed

## Guest Review Management

- Follow up post-stay with a thank you message
- Ask guests to leave a review and let them know you'll do the same
- Respond professionally to all reviews, including negative ones
- Use guest feedback to improve future stays

## Ongoing Guest Service Optimization

- Monitor response time and maintain "Superhost" standards
- Track common guest questions and add answers to guidebook
- Regularly refresh décor, linens, and amenities based on reviews
- Review local competition and adjust guest offerings accordingly

# VENDOR MANAGEMENT & COORDINATION

## Cleaning & Turnover Services

- Hire a licensed, insured cleaning team experienced in STR turnovers
- Provide detailed turnover checklist including restocking supplies
- Confirm cleaners can report damage or missing items
- Set up automated cleaning schedule (based on bookings) via tools like Turno or Hospitable
- Ensure proper laundering of all linens and towels

## Maintenance & Repairs

- Identify a reliable handyman for general repairs
- Have specialists on call for:
  - Plumbing
  - Electrical
  - HVAC
  - Pest control
- Establish response time expectations for urgent issues
- Create a maintenance log to track recurring issues and service dates

## Landscaping & Outdoor Services

- Set up regular lawn and garden care
- Hire for:
  - Pool/spa maintenance
  - Pressure washing
  - Trash removal
  - Outdoor lighting maintenance

## Inventory & Supply Management

- Identify vendor(s) for:
  - Toiletries
  - Coffee, tea, snacks
  - Paper goods
  - Cleaning supplies
  - Linens/towels replacement
- Track inventory and set reorder points
- Schedule routine restocking (weekly/monthly)

# REVENUE MANAGEMENT

## Dynamic Pricing Optimization

- Uses AI and data analytics to automatically adjust nightly rates based on:
  - Local demand and events
  - Seasonality
  - Occupancy trends
  - Competitor pricing
- Integrates with platforms like Airbnb, Booking.com, Vrbo, etc.

## Market Intelligence

- Continuously analyzes market data and competitor listings
- Identifies underperforming dates and adjusts pricing accordingly
- Recommends minimum night stays, discounts, and promotions to maximize occupancy and ADR (Average Daily Rate)

## Real-Time Performance Monitoring

- Hosts get access to a dashboard with:
  - Revenue per listing
  - Occupancy rates
  - Booking windows
  - Booking channel breakdowns
- Transparent insights to compare actual performance to projections

## Calendar & Availability Management

- Enable calendar syncing across platforms to prevent double bookings
- Adjusts availability to optimize pricing during peak demand or low occupancy

## Monthly Reporting

- Detailed monthly financial statements for owners
- Tracks revenue, fees, maintenance deductions, and profitability

A photograph of a city skyline at night, featuring several tall skyscrapers with illuminated windows. The image is partially obscured by a white diagonal shape that serves as a background for the text.

# ACCOUNTING MANAGEMENT

## **Income Tracking**

- Collect and track revenue from all booking platforms (Airbnb, Vrbo, Booking.com, etc.)
- Aggregates gross income, cleaning fees, and channel-specific charges

## **Owner Dashboard & Reporting**

- Property owners receive access to a real-time performance dashboard showing:
  - Gross revenue
  - Net payouts
  - Occupancy rates
  - Upcoming reservations
- Monthly financial statements are issued with clear breakdowns

## **Expense Management**

- Track and deducts property-related expenses such as:
  - Cleaning and linen services
  - Maintenance and repairs
  - Platform service fees
  - Supplies and restocking
- All deductions are itemized in monthly reports for owner transparency

## **Payouts & Disbursements**

- Processes monthly owner payouts
  - Typically within the first few days of the following month
- Offers direct deposit to bank accounts
- Clear visibility into how much is paid out vs. retained for services

## **Tax Preparation Support**

- Compiles year-end income summaries to assist with tax filing
- May provide Form 1099 (in the U.S.) where applicable for independent property owners
- Helps owners stay compliant with short-term rental tax laws

# FULL SERVICE STR STAGING

Transforming a property into a standout Airbnb rental can be overwhelming, but our Full-Service Airbnb Staging & Setup Package makes it effortless. This comprehensive, turnkey service handles every aspect of preparing your home for short-term guests - from initial design conception and décor sourcing to final touch-ups and guest-readiness. In fact, a quality Airbnb furnishing solution will typically manage everything from design through installation, and that's exactly what we deliver. We coordinate furniture procurement, delivery logistics, assembly, staging, and stocking of essentials, ensuring your home is fully stocked, stylishly styled, and 100% guest-ready. The result is a beautifully furnished space that delights guests with a five-star experience while relieving you of all the operational hassle.

With this hands-off service, we handle all the heavy lifting:

- Design and furniture sourcing
- Full home staging and décor
- Stocking essentials and guest amenities
- Final styling and professional photography setup
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From start to finish, our full-service approach relieves you of all the operational stress involved in setting up an Airbnb. By using professionals to handle the entire furnishing and setup process, you avoid the hassle of managing dozens of tasks on your own. Instead of worrying about design decisions, furniture deliveries or last-minute trips to the store, you can simply relax while we do the heavy lifting. The outcome is not just a stylish property, but one poised to deliver exceptional guest experiences. Travelers will walk into a space that feels welcoming and thoughtfully prepared - a key to earning five-star guest reviews and repeat bookings. Ultimately, our Full-Service Staging & Setup Package lets your listing stand out from the competition and ensures your property is ready for success from day one, with a stress-free process that gives you complete peace of mind.

# MENU OF SERVICES

## Basic Co-Hosting Package – 10% Commission

Perfect for hands-on owners who need a trusted partner for listing management and guest visibility.

Includes:

- Hire a Professional for listing photos
- Airbnb listing creation and optimization
- Access to our Superhost status (boosted visibility & trust)
- Calendar and booking management
- Guest messaging support

Great for owners who want to manage their own home but benefit from our Superhost status.

## Full-Service Management Package – 15% Commission

Ideal for owners who want a completely hands-free experience. We take care of the guest experience and property logistics.

Includes everything in the 10% package, plus

- Listing on VRBO, Booking.com, Google Vacations, and Direct Booking site
- Dynamic Pricing
- Full vendor coordination (cleaners, maintenance, supplies)
- Guest review monitoring and response management
- Resolution assistance (damage claims, disputes)
- Inventory tracking and restocking coordination
- Performance monitoring & optimization

Designed to protect your property, maintain 5-star reviews, and streamline your Airbnb operation.

## Premium Marketing Package – 20% Commission

Our most comprehensive service. Designed for Investors looking for maximum revenue and exposure.

Includes everything in the 15% package, plus:

- Enhanced Airbnb listing with premium copywriting
- Social media marketing (Instagram, Facebook, TikTok promotion)
- Custom digital welcome guidebook creation
- Listing on the following sites
  - Airbnb
  - Rentalz
  - Ecbyo
  - Savvy
  - Vrbo
  - Google
  - Rove
  - Agoda.com
  - [booking.com](https://www.booking.com)
  - Hometogo
  - American Airlines hotels
  - AARP
  - Expedia.com
  - Hopper
  - United mileage hotel
  - Hotels.com
  - Vrbo.com
  - Capital one
  - Delta sky miles
  - Orbitz
  - Guesty.com
  - World of Hyatt
  - Southwest
  - Travelocity
  - Blueground
  - Trip.com
  - Sabre

# GET IN TOUCH

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