

KingsCoin Superhost Guide

Including our Top 3 tips
and 5 star checklist

KingsCoin





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Here's exactly what you need to do to earn the coveted Superhost badge.

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5 Star Superhost checklist

It's go time! Use our easy to use checklist to gain and keep your coveted Superhost status.

Superhost Requirements

Here's the basic foundations Airbnb look for before awarding a Superhost badge.

1.

Have no cancellations within the last year.

It is usually best to start with a flexible cancellation policy until you have enough guest reviews. Then to move to a strict policy to ensure more commitment from guests to their booking and less cancellations.

2.

Secure reviews from half of your guests.

Ask every guest for a review after their stay. If you don't ask more often than not you won't receive. Also try to think of ways to exceed expectations to encourage glowing five star reviews.



3.

Respond to 90% of enquiries within 24-hours

This one can be tricky without help. Ideally you want to be responding within 1 hour of guest contact. Utilise apps and technology here to maintain a 100% response rate and happy guests.

Complete 10 bookings in the last year.



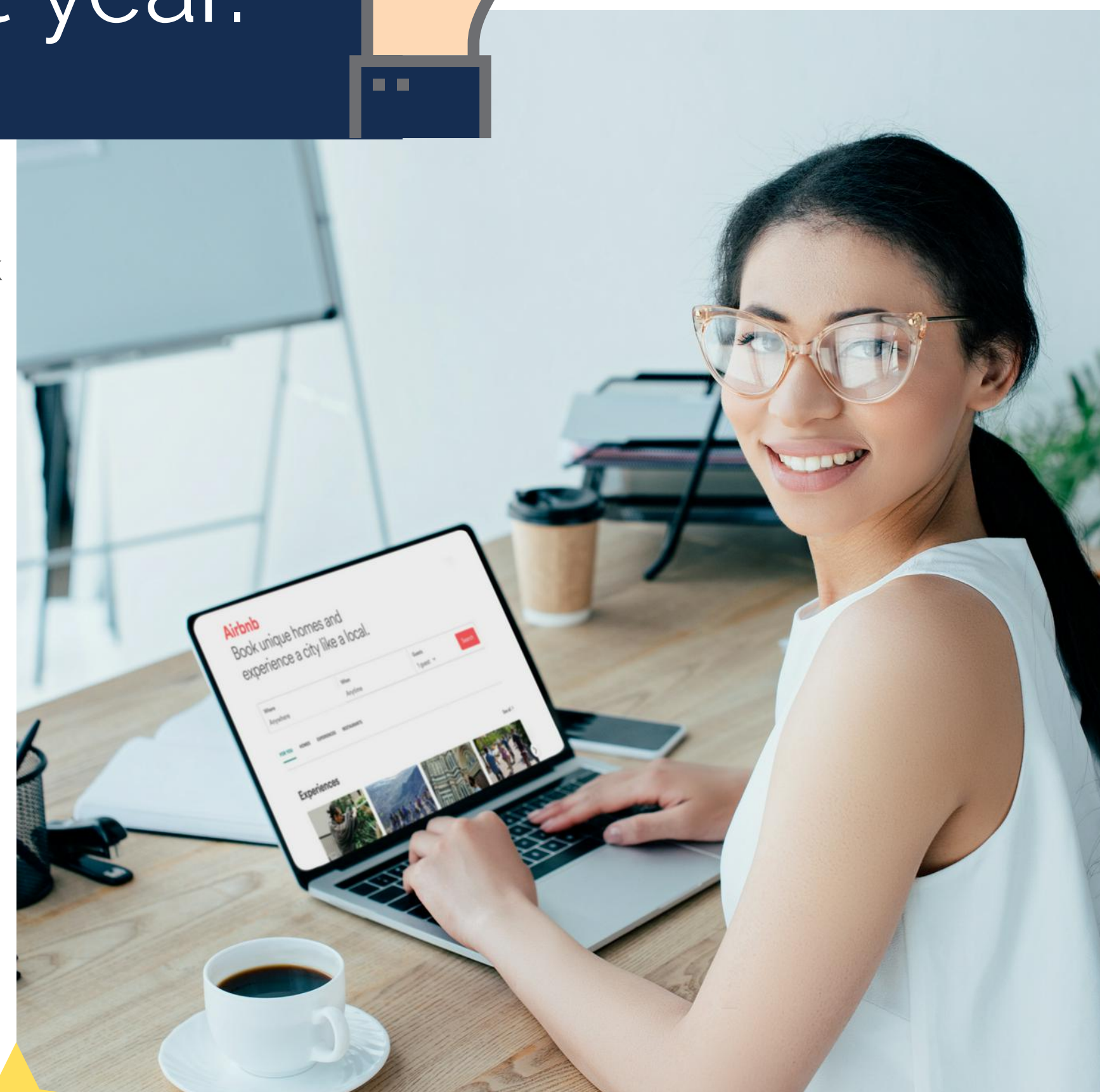
4.

This will be your most straightforward superhost metric. Ask family and friends to share the news you are now listing on Airbnb to drum up initial bookings and support. You will be surprised at the network you have at your fingertips.

5.

80% of reviews five stars

This means maintaining an overall rating of 4.8 or above. The focus here must be on improving guest experience.



How do you know you've become a Superhost?

There is no application process for Superhost status. If you earn it, it will come. Airbnb checks your account every three months and if you meet the standards, you'll earn your badge.

How can I get more 5 star reviews?

Here's 7 ways to encourage 5 star Airbnb reviews;

1. Excellent, fast but thoughtful communication
2. Fast and reliable check in
3. Clean and presentable properties
4. Surprisingly helpful local area instructions
5. Gift baskets - consider including local produce or transport card
6. Amenities they weren't expecting - single use toiletries are a fave
7. Helpful offers of public transport directions or even a lift



Why being a Superhost matters

Airbnb awards superhosts a special profile badge that is prominently displayed in the search results—where travellers first see your listing. **It stands out.**

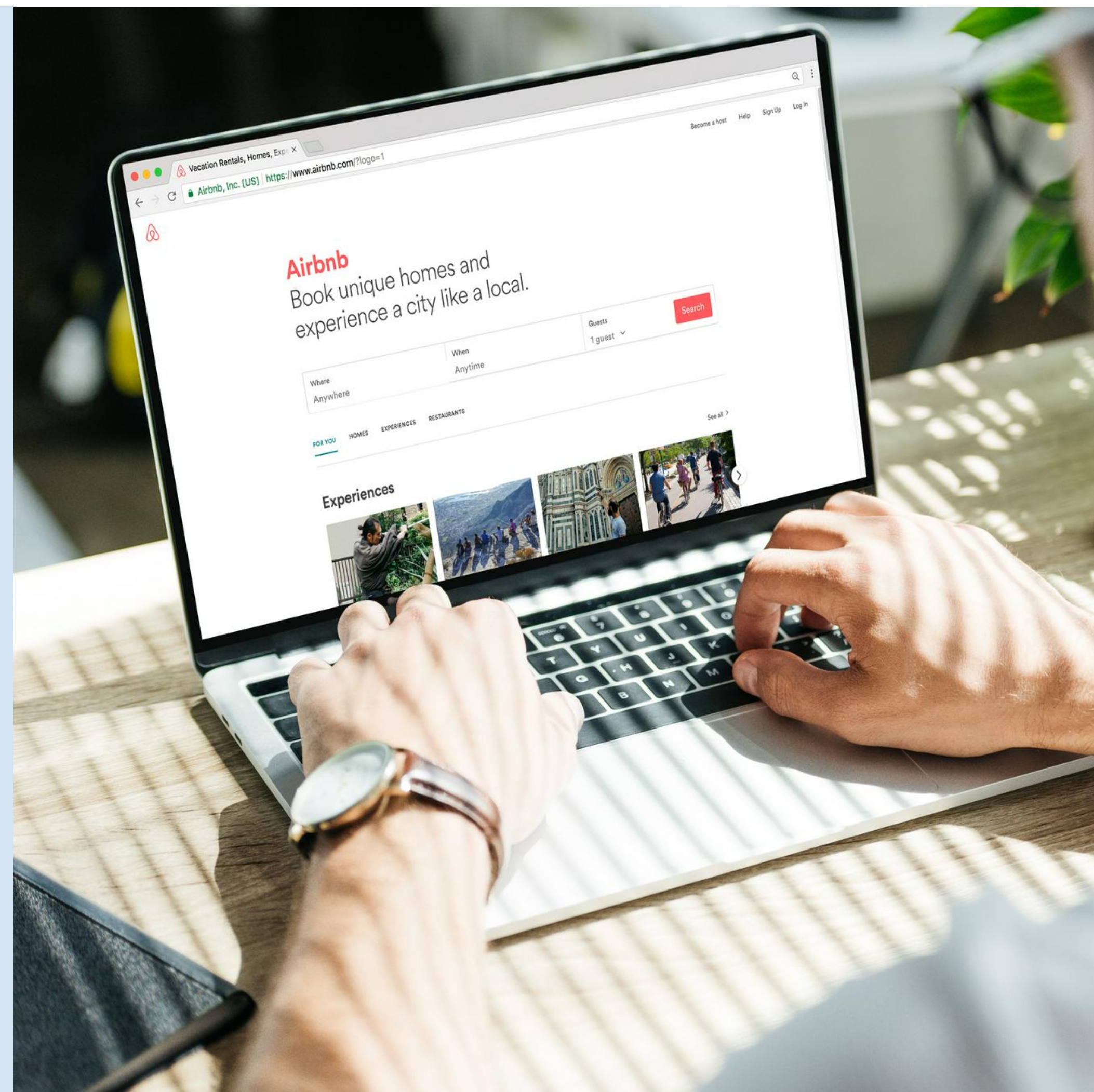


Guests see the badge and know they are dealing with a professional. Travellers can also filter listings so only listings operated by super hosts display in their search results.

Did you know?

As a superhost you get these benefits:

- Increased visibility in search results.
- Plus priority placement in search
- \$100 travel voucher if maintained for 1 year.
- Priority support when calling Airbnb.
- Superhosts receive product exclusives.
- Previews of upcoming releases
- Opportunity to attend exclusive events.



Airdna noted these increases for superhosts

81% higher occupancy rate.

60% more revenue per day.

5% increase in listing traffic.

Why being a Superhost matters cont.

Airbnb competition is *fierce*, for example even though there is over 36,662 listings in Sydney currently only 7,732 have been recently or frequently booked!

That's only **21% of listings** taking most of the Airbnb income pie.

It's very similar stories in Melbourne, Adelaide, Brisbane and the Gold Coast, with an average of **23% of listings** taking the majority of known revenue.

Get expert help.

To be a part of this group of properties you may need expert help. That's where we can help.

KingsCoin's Airbnb Property management team are well versed in what it takes to communicate for Superhost success and will ensure you swiftly reach this sort after status.



“Host responsiveness is the single most important determinant of successful Airbnbs.

It has been proven to be the largest influencer of booking conversions, Airbnb search placement and overall listing views.

Those who can't respond to all messages within an hour are advised to sign up for an external service to help manage inquiries.”

- Courier Mail



Top 3 Tips for Superhost Success

01

Remove security deposits

More experienced hosts increase cleaning fees to cover any instances where a deposit may be required and remove the security deposit entirely



02

Enable Instant Book

Airbnb gives preferential treatment to properties with this feature enabled, meaning more prominence in search results and better performance overall.



03

Strict Cancellation policy

Start off with a flexible cancellation policy then change it to strict after receiving at least 10 - 5 star reviews. As cancellations can kill your profitability.

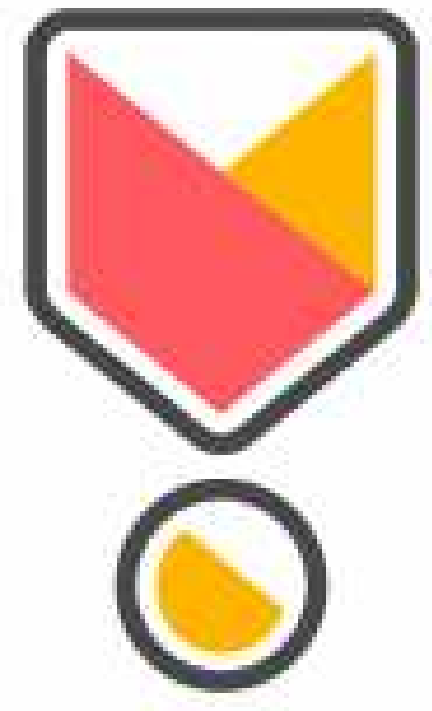


Always remember the cornerstone to any successful Superhost strategy starts with your guests. Continuously improve your guest experience and be rewarded with more bookings + income.

Best for your guest.

5 Star Superhost Checklist

to gain then keep your badge



Enable Instant Book



Apply Strict Cancellation policy



Remove security deposits



Have no cancellations in the last year



Complete 10 bookings in the last year



Secure reviews from at least 50% of all guests



Five star reviews from 90% of guests



Respond within 24 hours every time

Hosting ten trips and not cancelling reservations are pretty straight forward. However, there are some actions you can take to help ensure you keep superhost status once you've earned it.



Update calendar daily + keep your availability current



Maintain Fast Communication - *Ideally within the hour*



Implement great guest satisfaction strategies

www.kingscoin.com.au

