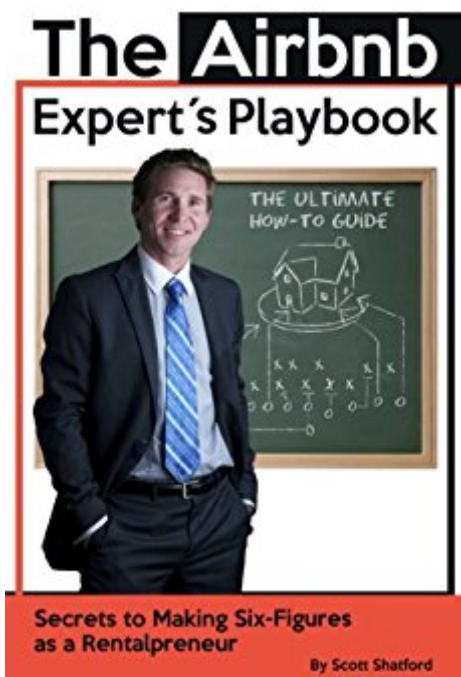


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# The Airbnb Expert's Playbook: Secrets To Making Six-Figures As A Rentalpreneur



## Synopsis

After ten years working at stable desk job, Scott Shatford was laid off at the end of 2012. Instead of immediately searching for another job, he decided to book a one-way ticket to Bangkok and listed his Los Angeles apartment on Airbnb to help pay the bills while traveling. Within two weeks Scott earned enough money on Airbnb to cover all of his expenses, and soon after, he was earning extra income that helped pay for his adventures. Returning home 6-months later, Scott struggled for months to find work in his field of Business Intelligence. With his financial reserves depleted, he needed to find a creative way of making money fast. Utilizing his experience in analytics, Scott researched the short-term rental market and strategically built an Airbnb enterprise that generated over \$100,000 in profit in its first year. By analyzing the performance of hundreds of thousands of Airbnb listings using his proprietary AirDnA tool, and interviewing the most prolific Airbnb moguls, Scott establishes a proven framework for operating a hugely successful vacation rental business. This Airbnb Expert's Playbook provides a detailed step-by-step guide to starting, running, and growing a six-figure business by renting accommodations to vacation travelers. This book will teach beginners and experienced hosts how-to: - Dynamically price their places for maximum returns - Manage a rental property in less than 2-hours per week - Achieve 90+% occupancy throughout the year - Appear on the first page of Airbnb and Google search results - Identify high potential Airbnb rental properties - And 25 other tips on furnishing, listing, and managing finances. The shared economy is quickly creating huge opportunities for entrepreneurs that get in early. Airbnb is now valued at \$30 billion dollars and doubling in size each year. Get your ticket on this rocket ship and learn how to create your very own six-figure income today. Book Updated with new content on Nov 11th, 2014

## Book Information

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## Customer Reviews

My husband and I have had a weekend/vacation home in Marina del Rey, CA for years, When we considered posting it on AirBnB to help a little with monthly expenses, we started a search for resources that could guide us on the best way to do it and bought the "Expert's Playbook"... we couldn't be more pleased! It is an extremely well-laid out "For Dummies" style book sprinkled with insightful anecdotes and covers every aspect of running a profitable and relatively STRESS-FREE vacation rental. I was continually surprised by the ingenuity of the simple things one can do to make managing a vacation rental easy AND profitable. After reading, we took the advice to heart and spruced up the place according to recommendations and then we had professional photos taken. We posted it a month ago and already have booked 60 nights. We're not nervous or scared anymore....we're excited about hosting people from all over the world and being the ones to introduce them to beach life in Southern California.

I just can't score it any less than 5. It echoed all that i had learned about this sector and then added a huge amount of polish to how we do things. Indeed, it motivated me to become a professional #AirSupport entrepreneur - providing turnkey solutions to people with spaces to rent who want a professional job done... and all thanks to this very well laid out and written book.

As a beginner Airbnb host myself, I learned a lot from this book. I will begin to implement some of the strategies to improve my property. He goes into great detail on how to maximize bookings and profits. I recommend this book to anyone getting started with Airbnb.

One of the best airbnb books I've read and I've now read quite a few. It has all the knowledge

suitable for beginners and well seasoned users alike. The author speaks to you as if the two of you are sitting down for a cup of coffee and he is your private tutor in setting up your new business. It really is a must read!

Lots of good info for turning Airbnb into a business. Not focusing on how to rent out a room or building in your home. Highly recommend!

Great practical tips, online resources and structured strategies to help evaluate and plan for a successful air bnb rental business!

It has a little bit of fluff but it was worth the time. I'm just someone who is considering being involved in this type of rental. This book is \$3.00 at the time and I think that it was worth it.

Some useful tips.

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