



VISUAL STORY TELLING STRATEGY

How we 6x our clients Cabin in 60 days (and how you can do the same for yours)

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HOW IT STARTED

Our client, a 30 year old investor came to us at the end of March 2024. He bought this cabin in the Adirondack Mountains and could not generate many leads or bookings for a full year!



 **East Coast Escape**
CEO



WHAT DID THIS COST OUR CLIENT?



1. Financial Loss
2. Missed Investment opportunities
3. Lowert Marketability
4. Stress
5. Time Consumption

WHAT DID WE DO TO SOLVE OUR CLIENTS BOOKING ISSUES?

- 1 NEW DESIGN
- 2 NEW LISTING
- 3 NEW PRICING
- 4 NEW REVIEWS



1

NEW DESIGN

The Importance of Attractive Design for Booking Your Short-Term Rental

1. First Impressions Matter

Visual Appeal: The first thing potential guests notice are the photos of your property. An attractive design immediately grabs attention and makes your listing stand out among the competition.

Professionalism: A well-designed space conveys a sense of professionalism and care, which reassures guests that they will have a positive experience.

2. Emotional Connection

Guest Experience: A thoughtfully designed interior creates an emotional connection, making guests envision themselves enjoying and relaxing in the space.

Comfort and Ambiance: Cozy, aesthetically pleasing environments contribute to a memorable stay, encouraging guests to book your property over others.

3. Increased Bookings and Revenue

Higher Demand: Attractive properties attract more views, inquiries, and bookings. Guests are more likely to choose a beautifully designed rental over a bland or outdated one.

Premium Pricing: You can command higher rental rates for a well-designed property. Guests are often willing to pay more for a stylish and comfortable environment.



1

NEW DESIGN

Same Home

Different Manager



1

NEW DESIGN

Before

After



1

NEW DESIGN

Before



After



2

NEW LISTING

The Importance of Creating a Brand New Listing When not getting bookings

1. Fresh Start and Improved Visibility

- Algorithm Boost: Airbnb's algorithm favors new listings, often giving them a temporary boost in search rankings to help them gain visibility and traction.
- Increased Exposure: A new listing can attract more potential guests due to its prominent placement in search results, leading to higher booking rates initially.

2. Enhanced Control Over Content

- Accurate Descriptions: Creating a new listing allows you to write a detailed and accurate description that highlights the property's unique features and amenities.
- Professional Photos: You can use updated, high-quality photos that showcase the property in the best possible light, reflecting any recent renovations or improvements.
- Personal Branding: A new listing lets you align the property's branding with your management style and standards, ensuring consistency across your portfolio.

3. Clean Slate for Reviews and Ratings

- Positive Feedback: Starting fresh allows you to build a positive reputation from the ground up, focusing on providing excellent guest experiences to garner favorable reviews.
- Avoiding Legacy Issues: Any negative reviews or lower ratings associated with the previous listing won't carry over, giving you the opportunity to establish a new track record of excellence.



3

NEW PRICING

Why PriceLabs is Important for Short-Term Rental Market Pricing

1. Dynamic Pricing Optimization

- **Real-Time Adjustments:** PriceLabs uses real-time data to adjust your rental prices based on market demand, competitor rates, local events, and seasonality. This ensures your pricing is always competitive and optimized for maximum revenue.
- **Data-Driven Decisions:** By analyzing a wide range of factors, PriceLabs helps you set the right price for each day, minimizing vacancies and maximizing occupancy rates.

2. Increased Revenue and Occupancy

- **Maximized Earnings:** Dynamic pricing strategies often lead to higher overall revenue compared to static pricing, as PriceLabs adjusts rates to capture more bookings during high-demand periods and fill gaps during low-demand times.
- **Balanced Occupancy:** The tool helps balance your occupancy rates, ensuring that your property remains booked consistently without leaving money on the table during peak periods.

3. Time and Effort Savings

- **Automated Pricing:** PriceLabs automates the pricing process, saving you countless hours of manual adjustments and market analysis. This allows you to focus on other important aspects of managing your rental property.
- **Customization Options:** The platform offers customizable pricing rules, allowing you to set minimum and maximum prices, control discounts for longer stays, and apply seasonal adjustments, all with minimal effort.

4

NEW REVIEWS

The Importance of Five-Star Reviews for Your Short-Term Rental Business

1. Builds Trust and Credibility

- **Guest Assurance:** Five-star reviews signal to potential guests that your property is reliable and high-quality, making them more likely to book.
- **Reputation:** Consistently high ratings build a strong reputation, positioning your rental as a preferred choice in the market.

2. Increases Bookings and Revenue

- **Higher Conversion Rates:** Listings with numerous five-star reviews are more likely to convert views into bookings, directly impacting your occupancy rates.
- **Pricing Power:** A high rating allows you to charge premium rates, as guests are often willing to pay more for a property with excellent reviews.

3. Boosts Visibility

- **Search Ranking:** Platforms like Airbnb prioritize highly-rated listings in search results, giving you greater visibility and attracting more potential guests.
- **Attracts More Guests:** Positive reviews act as social proof, convincing more people to choose your property over others with fewer or lower ratings.

4

NEW REVIEWS

Results

5 Star 



Thomas

Newburgh, New York

★★★★★ · Today · Stayed a few nights

my wife and I were looking at property in the area and used Christine's place as our home base. the property was well maintained and secluded, the cabin was perfect for our needs and the Ohio tavern is half a mile down the road. the food was so good we ate their both nights.

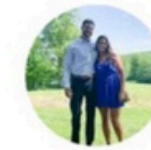
Christine was very helpful and the cabin was beautifully decorated and tucked away off of a quiet street.

This location is perfect for exploring the hinkely reservoir or if your just looking for a quiet escape. We will for sure be back!

East Coast Escape



5 Star 



Allen

Fairport, New York

★★★★★ · 3 weeks ago · Stayed with a pet

We loved our time spent at Christine's house! Listing was very accurate. House was clean and perfect. Outside was peaceful and exactly what we were looking for! Easy drive to food places and outside fun. Thank you for the stay!

East Coast Escape

4

NEW REVIEWS

Results

10/10 Excellent

Stephanie K.

May 19, 2024

😊 Liked: Cleanliness, check-in, communication, location, listing accuracy

Overnight stay

Love this cute little cabin. A great spot off the road, cute fire pit area. Would definitely stay here again.

Stayed 1 night in May 2024

10/10 Excellent

Leah A.

Apr 28, 2024

😊 Liked: Cleanliness, check-in, communication, location, listing accuracy

Perfect place for a quiet get away

The host was very responsive and the house was perfect! The trail behind the house was beautiful.

Stayed 2 nights in Apr 2024



WHAT SHOULD YOU DO?

Take

ACTION

Here is how we put it all together on our listing.



VISUAL STORY TELLING

Adirondacks Cabin: A Romantic Getaway for Couples with Pets

When we took over this charming cabin nestled in the heart of the Adirondacks, we envisioned creating a perfect retreat for couples and their furry friends. To bring this vision to life, we crafted a storyline that would resonate with our target audience.

Our Storyline:

"Love, Adventure, and Paws in the Adirondacks"

Imagine escaping to a cozy cabin surrounded by serene woods and picturesque mountain views. Our cabin offers an idyllic setting where love blossoms and adventures await. Designed with couples and their pets in mind, every detail of our cabin aims to provide a memorable and romantic getaway.

Features:

- **Pet-Friendly Amenities:** From plush pet beds to spacious outdoor areas for playful romps, your pets will feel right at home.
- **Romantic Touches:** Enjoy evenings by the fireplace and share intimate meals prepared in our fully equipped kitchen.
- **Outdoor Adventures:** Explore scenic hiking trails, paddle along tranquil lakes, and discover the natural beauty of the Adirondacks together.

Why Choose Us? Our cabin isn't just a place to stay; it's a destination where couples can reconnect and create lasting memories with their pets. With our attention to detail and commitment to comfort, we ensure that your romantic escape is nothing short of magical.



These are the steps I would follow if you're not getting bookings. This is the exact methods we use when onboarding new clients. Our clients have been very happy with the results (see example below)



Bailey Powers

2 reviews



43 minutes ago

NEW

East Coast Escape took over my property in Adirondack Park of Upstate New York and completely took the property to another level. Aside from the property being on a snowmobile trail, what else did it have to offer? ECE redesigned the interior very tastefully that was also wallet friendly, as well as had top tier professional pictures taken for a picture perfect listing. The management alone makes the company great, very friendly and take care of everything immediately, communication is phenomenal as well. Being happy with East Coast Escape is an understatement and I am thrilled to continue working with them!



THANK YOU

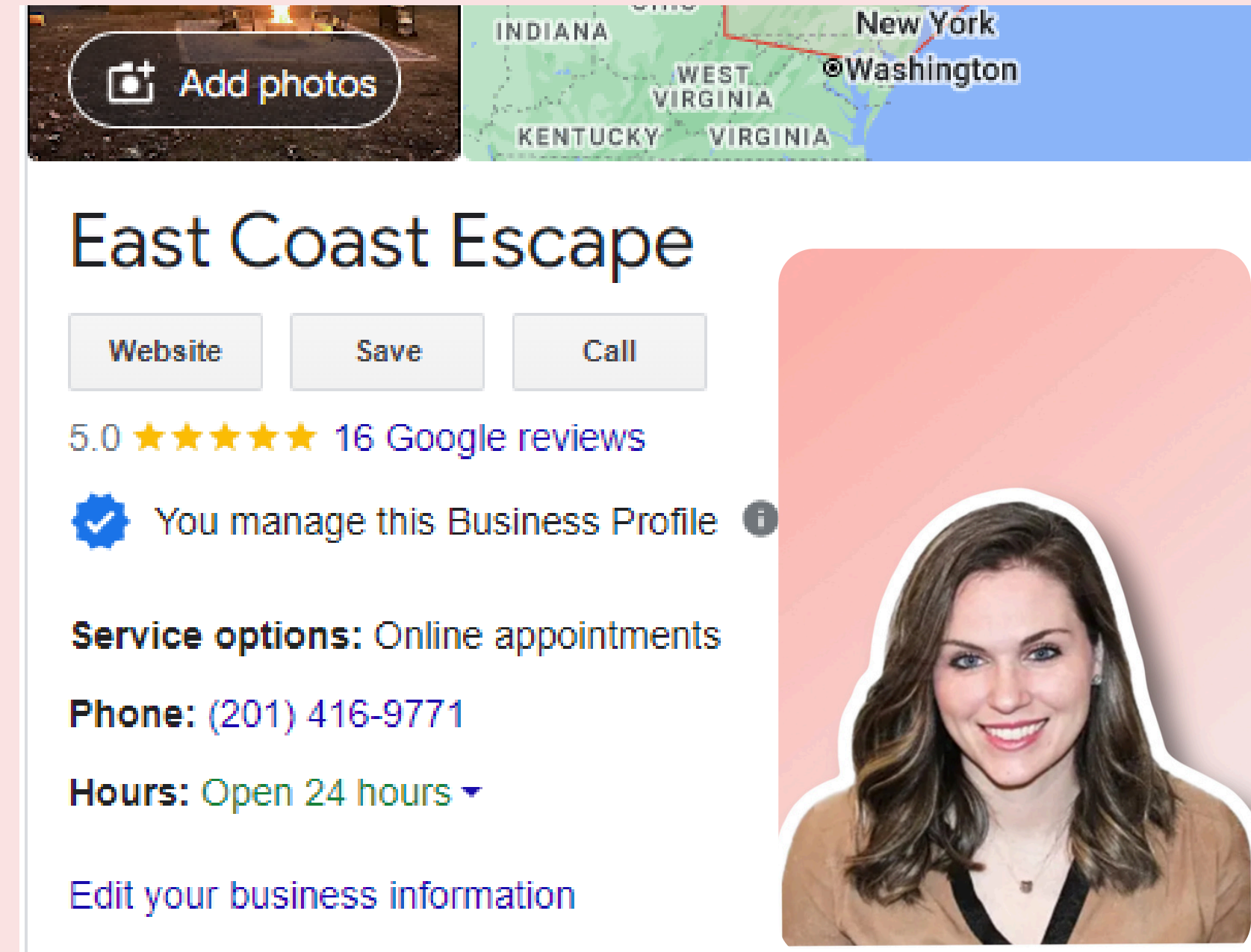


I hope this was helpful and you can put it into action.

We are a property management company with listings throughout the East Coast.

If you would like to learn more about our services, feel free to book a call with our team.

[Schedule a call](#)



www.eastcoastescape.com