

BOOST YOUR AIRBNB PROFITS

Insider tips from a local property manager



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WELCOME

Hi there,

Whether you're already an Airbnb host in Eindhoven or just exploring the idea, this guide is packed with insider strategies to help you boost your rental income and reduce the stress of managing it all yourself.

As a local property manager, I've worked with hosts who struggled with pricing, guest expectations, and inconsistent bookings—until we turned things around with just a few key changes.

This guide shares those same strategies, plus tips specific to the Eindhoven market. By the end, you'll have clear steps you can take today to earn more while working less.

Ready to go hands-off? You'll find an invitation for a free consultation on the last page.



MAKE YOUR LISTING STAND OUT

Photos sell the stay

People book with their eyes.

Invest in well-lit, high-resolution photos that show off natural light, cozy touches, and the unique character of your space.

Quick checklist:

- Shoot during the day with curtains open
- Include 2-3 exterior shots (entrance, balcony, view)
- Highlight key spaces: living area, kitchen, bathroom, bedrooms
- Show off any extras: coffee machine, workspace, bike storage

Write to Convert

Skip the fluff. Lead with benefits, not just features.

"Wake up to morning light in this bright studio, just 10 minutes from TU/e and High Tech Campus."

Use bullet points to highlight:

- Free parking or fast Wi-Fi
- Proximity to major spots
- Self check-in or other conveniences



PRICE SMART, NOT SAFE

A huge mistake many hosts make? Setting one price and leaving it for months.

Here's how to do it better:

- Use dynamic pricing tools like PriceLabs, Beyond, or Airbnb Smart Pricing
- Raise rates on weekends, holidays, and for local events (Dutch Design Week, PSV matches, Glow Festival)
- Lower rates slightly for last-minute availability or to fill slow weeks

Tip: Price too high = fewer bookings. Price too low = leave money on the table.

Data-driven pricing earns more and fills your calendar with better guests.



THE 5-STAR FORMULA

More 5-star reviews mean:

- Higher rankings in search
- Better booking rates
- Increased pricing power

Your 5-star checklist:

- Self check-in with clear instructions
- Quick replies (within 5-10 mins max)
- Small personal touch (e.g. coffee pods, welcome card, a map of your favorite spots)
- Ultra-clean space (no hair, no smells, fresh linens)



TIPS

Always message the guest after check-in to ask:

“Is everything okay with the apartment? Let me know if you need anything!”

This one message solves 90% of problems before they become reviews.

AUTOMATION = MORE FREEDOM

You don't need to be glued to your phone to be a great host.

Use tech to your advantage:

- Automated messaging: Airbnb tools, Hospitable, Host Tools
- Cleaner scheduling: TurnoverBnB
- Keyless entry: Smart lock or code box
- Calendar sync: Avoid double bookings if on multiple platforms

Once it's all set up, your property can basically run itself—especially if you have a manager keeping an eye on things.



EXPAND BEYOND AIRBNB

More platforms = more bookings.

Yes, Airbnb is dominant—but guests also book through:

- Booking.com (popular in the EU)
- VRBO (great for longer stays or families)
- Your own website for direct bookings

Use a channel manager to sync calendars automatically.

Pro Tip:

Offer a small discount or welcome bonus for repeat guests who book directly = no commission fees.



STAY COMPLIANT IN EINDHOVEN

Many hosts skip this—and end up facing fines or bans.

Do your homework on:

- Local permits (check with Gemeente Eindhoven)
- Registration of your listing (in some zones it's required)
 - Maximum number of guests
- Collecting and reporting tourist tax correctly

Want help? I stay on top of all local updates and help my clients stay 100% legal.



WHEN TO CALL IN BACKUP

Ask yourself:

- Do I enjoy managing my Airbnb?
- Am I replying to guests at 10pm?
- Is cleaning becoming a hassle?
- Am I unsure how to improve earnings?

If any of these hit home, you might be ready to delegate. A good property manager doesn't just take over the work—they make your rental more profitable.

You earn more. You work less. Guests leave happier. Win-win.



FREE CONSULTATION – LET'S TALK

If this guide sparked ideas or made you think,
"Yes, I need this,"—let's chat.

I offer a free 15-minute consultation to review
your listing, answer questions, and see how we
can maximize your results.

Get in touch:

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"You earn. We manage."

**Let's make hosting stress-free—and more
profitable.**

