

BUILDING YOUR HOMEAWAY LISTING

Before you start building your listing on HomeAway, here's a list of all the things you'll want to have on hand. A little preparation can go a long way towards getting your listing up and running as soon as possible.

PHOTOS

Photos are the first thing a traveler looks at to decide if they're interested in staying at your place. Here are some things to think about when picking out which photos to use:

- Have at least one photo of every room in your home. If you have a great view, be sure to include it.
- Pick which photo will be your first photo (called your "thumbnail"), since this is the first glimpse at your property that travelers get.
- Include pictures of your backyard and/or outdoor living space if you have one.
- Remember to add photos of special features or amenities that make your property stand out from others (hot tub, pool table, etc.).
- All photos should be well-lit, colorful, properly staged (with no clutter), clear (taken on a digital camera), and recent (no date stamps!).



DESCRIPTION

Your property description is a short summary that should paint a clear picture of what your vacation home is and mention any extras that come with it. When writing your property description, be sure to:

- Give details about the property size (number of bedrooms, bathrooms, square feet).
- Mention any additional amenities.
- Provide information about each bedroom – size of beds, amenities in each room.
- Describe the home, not the location.
- Share the property's selling points in the first sentence – you want them to keep reading!
- Use correct spelling, grammar, and punctuation. Avoid random capitalization or writing sentences in all caps.

CALENDAR

Most travelers search for properties with specific dates in mind. Make sure you think about what dates your property will be available for throughout the year.

- Mark any dates you or your family plan to visit the property yourself as unavailable.
- Mark any existing bookings on the calendar.
- If the property is going to be unavailable for any other reason, label it so (maintenance, inaccessible for any reason).

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HEADLINE

Your headline is your single most important bit of text on your listing. Make sure yours checks these boxes:

- Use the maximum amount of characters available (or as close as possible).
- Describes property type (villa, home, condo, cabin).
- Use consistent capitalization and punctuation.
- Describe the suitability of your home for certain groups (family friendly, pet-friendly).
- Specify the distance to a nearby attraction ("steps from the beach," theme parks, ski slopes).
- Feature availability or open dates to draw attention to them.
- Mention discounts or special offers you're offering (free nights, reduced rates).

AMENITIES

This piece can take some time to think through and complete. You'll want to highlight the benefits of renting your place by selecting all the amenities that apply from the table provided on your listing. Things to think about ahead of time:

- What's included in each of your bathrooms
- What's included in each of your bedrooms
- Nearby landmarks or attractions
- Popular or fun activities in the area
- Upcoming events to your area
- Recommendations for restaurants or shops in your area

RENTAL RATES

Next to location, rates are one of the most important factors travelers determine their next stay based on. HomeAway offers a structured rate table to make it easy for travelers to find the rate they need for specific dates. In order to fill that out, you'll need to:

- Determine what your minimum number of nights each booking will be (3 days, 1 week, etc.).
- Determine how much you want to charge per night, per week, and per month.
- Enter any seasonal rates you may have (high season, low season, holidays).
- Develop any event-specific rates you'd like to charge (maybe you want to charge a premium when a big festival comes to your area).



If you have all this information ready to go prior to even starting to build your listing, you'll save lots of time and get your property in front of travelers as soon as possible!