

# Peer-to-Peer Advice: Property Management Companies Share Tips for Ensuring Stability and Longevity During COVID-19

Strategies and insights sourced directly from Guesty users around the world



Curated with care by the pros at [Guesty](#)

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## Introduction:

As the short-term rental industry navigates the impact of the COVID-19 global pandemic, new strategies for overcoming the challenges of this time period are emerging. From discounting longer stays to marketing to new audiences, today's property management companies need to be thoughtful about the changes they make to their business models based on the location of their rentals, the status of the virus in their region and more.

To help you implement new strategies to maintain business stability and longevity, we reached out to leading property management companies around the world to gather insight into how they're handling the coronavirus crisis.

### Common themes at a glance

Read on to see advice from property management companies from London to Kenya, but before you dive in, here's a look at some of most common tips from around the globe:

- ✓ Improve cleaning protocols
- ✓ Diversify marketing channels
- ✓ Adjust listings to attract new audiences
- ✓ Discount mid-term stays



## AIR PEACE OF MIND

Company: [Air Peace of Mind](#) Location: **UK** Number of Listings: **180**

“

Offer a generous discount for longer stays of one month or more to attract longer bookings.

**Emily Bruce-Watt**

Managing Director, Air Peace of Mind

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## AuBnB

Company: [AuBnB](#) Location: **Australia** Number of Listings: **23**

“

Keep on learning new strategies from your best channel partner: Guesty. Be curious, be smart. Price your future listings smarter, and be ready for the boost when this is over.

**Juliet Huang**

Co-founder, AuBnB Pty Ltd

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Company: [Cape Vermillion Realty](#) Location: **Chicago** Number of Listings: **17**

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We're using local marketing channels and other sites, like Craigslist, to market properties. Also, we're re-marketing units as longer-term rentals across these sites.

**Christina Sargent**

Principal, Cape Vermillion Realty

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Company: [CargoHome](#) Location: **Texas** Number of Listings: **25**

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We are focused on attracting people working from home and looking for a change of scenery for a few days.

**Kenneth Wheeler**  
Founder, CargoHome

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Company: [Criteria Inc](#) Location: **Utah** Number of Listings: **18**

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We're finding ways to partner with other organizations and nonprofits to help local communities by offering our units to medical professionals and patients in affected areas.

**Jameson Haslam**  
CEO & Co-founder, Criteria, Inc.

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Company: [High Rocky Homes](#) Location: **Colorado** Number of Listings: **49**

“

We're taking advantage of the downtime to renovate and update some of our properties. We are diving into the reviews and identifying the biggest pain points for each property and acting on them.

**Alex Haler**  
Managing Director, High Rocky Homes

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Company: [Isrentals Kings' Suites](#) Location: **Israel** Number of Listings: **70**

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Schedule an auto-message after reservation cancellations and/or after check-outs offering discounts for future bookings. Here's an example:

Hey {{guest\_first}},  
We're sorry that you won't be staying with us this time, but we would love to host you again in the future in one of our properties in Jerusalem. Enjoy a 10% discount with this code: [coupon code]  
Looking forward to hosting you soon,  
The Isrental Team

**Jacob Boukris**

Co-founder, Isrentals Kings' Suites

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**KozyGuru**  
Enjoy Your Stay

Company: [KozyGuru](#) Location: **Australia** Number of Listings: **86**

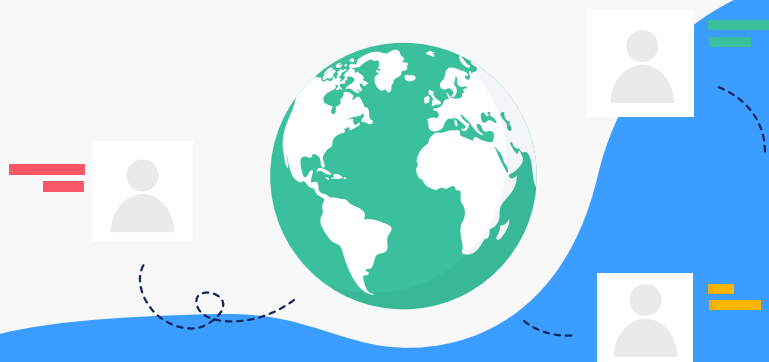
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Attract people who need to book a place to stay for a 14-day quarantine by offering a discount. Also, target local needs, like medical staff who require a place after work to avoid cross-contamination with other family members.

**Joseph Leung**

Founder & CEO, KozyGuru

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Company: [Myhome](#) Location: Australia Number of Listings: 53

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1. We changed our business model, from short stay to mid-and-long-term stay and activated our listings on [realestate.com.au](#). We also decreased our nightly rate to encourage long-term stays.
2. We set up a COVID-19 Health and Safety Update via auto-message when a booking is confirmed. We maintain strict standards for room safety and cleaning and provide masks in our apartments, so guests don't need to worry.
3. We offer a special price for people on the frontlines of the fight against COVID-19, including doctors, nurses and other healthcare professionals.

**Mia Zhan**

Director of Operations, Myhome

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Company: [NORD Collection](#) Location: Denmark Number of Listings: 100+

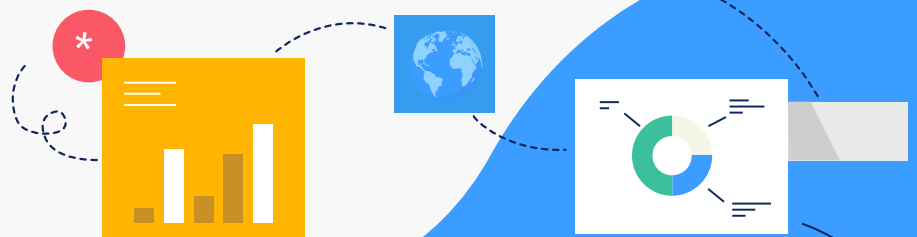
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Attracting shorter stays can be very challenging at a time like this. Try to be flexible and offer large, monthly discounts to attract monthly stays and keep occupancy up.

**Christian Eriksen,**

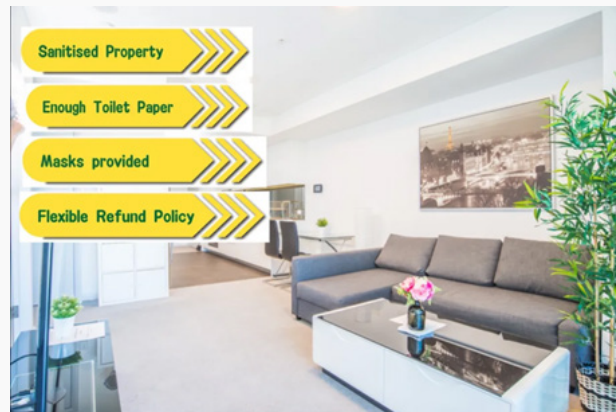
CEO, NORD Collection

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1. Emphasize key changes to your listings via your listing profile photos, such as: sanitized property, enough toilet paper, masks provided, grocery shopping, fast WiFi, PlayStation and games provided -- aspects to let these guests know at a glance that they'll be comfy for a long stay.



2. Pricing: Increase long-term discounts and lower daily prices.
3. Stay alert: Be alert regarding messages and inquiries, and attend to them as fast as you can.
4. Change to a flexible refund policy: Guests want more protection -- don't forget to highlight this in your listing profile picture.

**Aaron Zang**

COO and Co-founder, OptiNest

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We have taken the approach of heavily discounting our daily rates, both for short-term and long-term rentals -- properties that were once listed for over £100 a night are available from as little as £30 a night.

All Seven Living properties are already self check-in and utilize keydrops, eliminating the need for human contact. We are also placing a heavy emphasis on the cleanliness of properties, enacting more stringent cleaning procedures.

**Charlie London**

Director, Seven Living

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THE URBAN BUTLER

Company: [The Urban Butler](#) Location: New Zealand Number of Listings: 55

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1. Communication is key, not only with owners and guests, but also with staff and service providers. Speak to your owners about their bottom line and their expectations whilst explaining that processes/options are in place for longer stays, etc.
2. Be empathetic with your guests during this difficult time. If there is a perceived need to extend, try to assist them as much as possible around their uncertain travel plans.
3. Make sure staff are aware of constantly changing guidelines and are able to convey these to owners and guests. Monitor staff health to eliminate any possible spread of the virus.
4. Ensure building management guidelines for best practices are followed and that they are informed of guest details and movements.
5. Have a detailed cleaning practices document to ensure all necessary steps are being taken for guest safety.

**Jon Lawry**

Founder & Managing Director, The Urban Butler

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YourHost

Company: [YourHost](#) Location: Kenya Number of Listings: 57

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We partnered with a local social influencer for a project called "@31daysofgrace." The influencer is currently staying at one of our apartments for a duration of 31 days and capturing her time spent there, marketing the brand for potential bookings now and in the future.

We've arranged for deliveries from Uber Eats to help promote local restaurants. This way, we build strong, local collaborations that can have an impact beyond just our business. We also partnered with local stores and brands, offering publicity throughout the project.

**Eleni Georgopoulou**

CEO, YourHost



Learn more about how Guesty's end-to-end property management platform can help your business during this challenging time.

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