



## Vacation Rental Design Expert Course

### Vacation Rental Design Expert Certification Training

The vacation rental design expert certification is a unique course that helps home stagers, interior designers, and/or design lovers skyrocket their revenue by providing a clear process, packages, and service plan for success, so they can earn seven figures in this lucrative, high-growth market.

#### Phase One - Becoming the Short-Term Rental (STR) Expert

##### Module One - Deep-Dive Understanding of the Short-Term Rental (STR) Market

Gain confidence and expertise in the short-term rental market, as well as understand how to "talk the talk". In order to be an expert, you need the know-how, so take the time to understand the struggles and insider tips for this incredible industry.

- Understanding the Short-Term Rental Market – A Deep Dive
- Why Short-Term Rental Design is More Critical Than Ever
- How Adding this Lucrative Service Benefits Your Business
- Industry Outlook
- Industry Statistics and Terms You Need to Know
- Airbnb Experiences
- Platform Comparisons and Research Resources to Explore
- Software and Apps Commonly Used
- Ideal Target Markets - Pain-Points, Desires and EXACTLY How to Approach Them (Copy and Paste Sales Verbiage)
- Money Talk and Terms You Need to Know
- Where Designers and Stagers Get it Wrong
- Several Case Studies and Photos Along the Way

#### *Downloads:*

- Glossary of Key Industry Terms
- Statistical Benefits to Good Airbnb Design (Copy and Paste Sales Verbiage)
- Statistical Benefits to Quality Furnishings Amenities and Renovations (Copy and Paste Sales Verbiage)
- Software and Apps for Airbnb Hosts You Need to Know
- Ideal Target Markets – Their Pain Points and Specific Sales Verbiage to Approach each Market to Easily Sell Your Design Services



## Module Two - A Cut Above - Researching Your Market for Hidden Opportunity

Find hidden opportunities locally researching niches, performance reports and rentals near you. Take your time and ask yourself whether these rentals could use your help but NEVER contact owners through the platform or risk getting blackballed from Airbnb. This is research only.

Use the Guest Target Market for All Year-Round Sheet to note your observations.

- Research Your Opportunities - Key Sites to Explore
- Thinking Like a Boss and Finding Avenues of Exponential Growth
- Putting in the Research to Reap the Reward (Target Market)
- Performance Reports for Opportunity
- Resources for Further Expertise

### *Downloads:*

- Guest Target Market Research Worksheet
- Vacation Rental Performance Reports Links

## Module Three - Developing an "Out-of-Box" Concierge Hospitality Mindset

Confidently create memorable and unique guest experiences in your designs without imposter syndrome.

- Where the money is for Super Hosts and Rental Design Planning
- What Renters Want and How to Deliver - <https://airbnb.design/plus-personality/>
- The Hospitality and Branding Mindset for Creating Memorable Experiences
- Showcasing the Positive and What Matters Most (High/Low Buying)
- Case Studies, Hot Tips and Unique Ways to Stand-Out

### *Downloads:*

- Statistical Benefits to Quality Furnishings Amenities and Renovations (Also in Module One)



## Phase Two - Becoming the Designer of Choice

### Module Four - Ultimate Design Rules and Clickable Shopping Guides

Expert design planning guides, resources and shopping links to ideal vendors and high/low shopping.

- Design Numbers and Know-How for Approaching Each Space – Essential Design Rules
- Room-by-Room Design Planning and Shopping Resources with Links – Amazon Guides
- Vacation Rental Kitchen Set-Up with Product Links and Photo Tour
- Vendors to Love and Replenishable Items to Create Additional Streams of Income
- Emotionally Connecting with the Renter
- Adding the Extra in Each Space – A Library of Ideas whimsy
- Location specific specialty sourcing to stand out.
- Beach Front Detailed Home Tour

### Downloads:

- Essential Room Design Rules
- Vacation Rental Critical Inventory List in Word - If you want to copy and paste
- Vacation Rental Critical Inventory List PDF - A Visual of Your Canva Template
- Vacation Rental Critical Inventory List Canva Template





## Module Five - Next Level Income Growth Shopping “To the Trade”

Shop trade, make huge income on product while offering best in class furnishings your clients will love!

- What Shopping “To the Trade” Means and How it Compares to Retail
- How to Get Your Wholesale/Reseller License By State
- Buying Groups vs Conglomerate Website Wholesale Shopping Options
- Conglomerate Wholesale Websites and How They Stack Up
- A Product Comparison from All Price Options

### *Downloads:*

- Audra’s Favorite Trade Vendors and Their Markups

## Module Six - Expand Your Market and Serve Remote Clients Using E-Design

Expand your income serving the remote client and better expectations set passing your design vision to clients.

- Why E-Design or Concept Boards to Showcase Your Work
- Communicating Your Vision
- Offering Options
- How E-Design Can Add Up
- Mixing Trade Best Practices
- Remote Client Success Story
- Airbnb Boards in E-Design as Starting points

### *Downloads:*

- Example of a DesignFiles Presentation "Mountain Cabin"
- Mountain Cabin Concept Board image



## Phase Three - A Signature System - Process, Packaged and Marketed for Success

Structure your onboarding, success path, emails and walk-through for instant credibility to price on value and quality. Extensive marketing section makes it easy for you to automate your marketing to your ideal client.

### Module Seven – Creating a Client Success Process that Sells

Structure your onboarding, success path, emails and walk-through for instant credibility to price on value

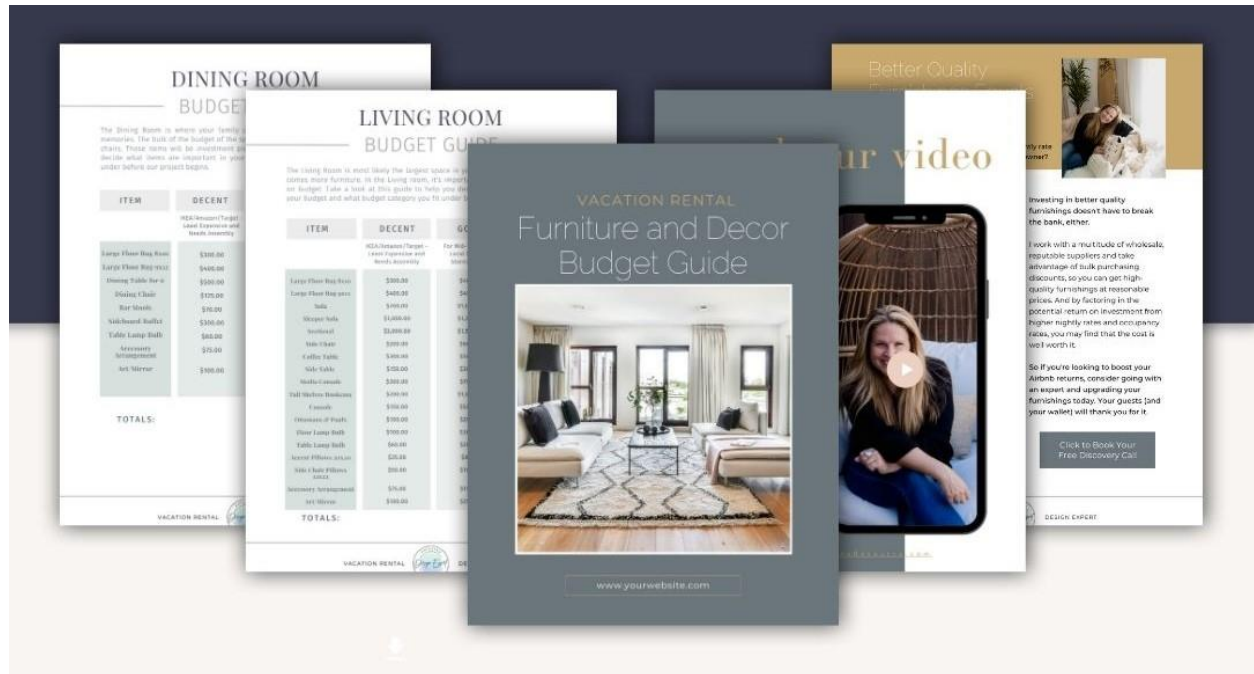
- Most Critical Part of the Training
- Where Designer's Get it Wrong
- Understanding Your Ideal Client
- 4 Essentials Your Affluent Clients Need
- Importance of Process and Efficiency – Builds Credibility, Trust, Value and Loosens the Purse Strings
- Streamlining and Scaling the Airbnb Design Service and My Disclaimer
- Onboarding Technology to Automate Process for Exponential Growth
- A Client Success Path that Sells
- Key Questions to Ask Up Front
- Partnering and Educating on Budget for Maximum Investment Value
- Being True to the Target Host and Guest
- Typical Timelines and Phases to the Project
- Retainers, Payment, and Invoicing Hot Tips
- Living by Your Agreement

#### *Downloads:*

- Vacation Rental Discovery Call Sheet
- Client Success Path Canva Template
- Example Agreement and Contract for Work
- Example Contact Form
- Furniture and Decor Budget Guide Educational Canva Template
- Typical Timelines and Phases to the Project Canva Template



### Example Furniture and Décor Budget Guide Canva Template:



### Module Eight - Premium Design Packages and Pricing Your Clients Will Love

Signature packages and pricing that sell on value and speaks to your ideal client's needs and struggles

- Aligning Your Process and Packages with Your Current Business – Why Reinvent
- Understanding WHO Will Need Your Services and How They Relate to What You're Already Doing
- Why "Packages" and Not Hourly
- Simplicity Over Numbers
- What to Package and Why?
- Design Packages and Pricing – Audra's Signature Business Model for Success
- Partnering on Investment Level
- Doing the Numbers and Communicating Value
- Why "Price Positioning" Matters
- How to Deliver on Each Package
- What is a Rental Refresh and When to Pivot

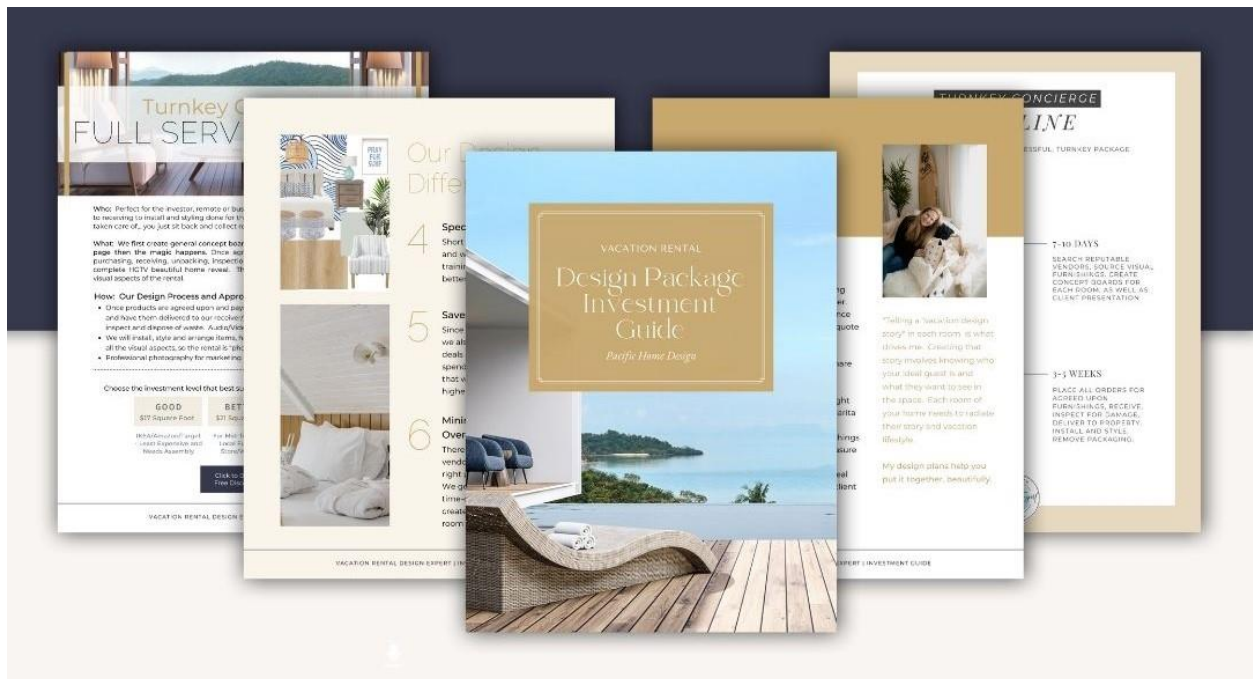


- Tackling the Consultation
- Copy and Paste Verbiage that Crushes the Competition – Your Defining Difference

### Downloads:

- Detailed Investment Guide Canva Template
- Exact Packages and Pricing Included
- Copy and Paste FAQ's

### Example Vacation Rental Design Package Investment Guide Canva Template



### Module Nine - Marketing Your Vacation Rental Design Service Easily, Automatically and Exponentially

Use our templates to create an automated sales funnel attracting your ideal clients ready to invest while also putting your business in all the places they will be looking for you.

- How to Crush the Airbnb Design Service
- 5-Step Marketing Plan for Success and Tailored to Vacation Rental Design
- Branding, Website Basics and Professionalism – Our Copy and Paste Sales Pages -





- Why Design First Plus Working with Property Managers – List of property managers
- Why Property Managers will LOVE You and How to Approach Them Easily
- Being Clear on Your USP – (first two pages of Investment Guide)
- Understanding Your Different Clients and Speaking to their Unique Struggles
- Building Your Sales Funnels for this Service Using Our Canva Templates
- Facebook Ads and How They Work
- Auto-Email System to Scheduler Marketing
- An Automated 8 Email Series that Sells
- Budget Guide Sales Funnel, Airbnb Essentials Sales Funnel
- Listing Your Business and Newfound Expertise for Instant Business

#### *Downloads:*

- Ultimate Furnishing and Décor Budget Guide for Airbnb Hosts Canva Template
- Airbnb Essentials Guide Canva Template
- Facebook Ad Imagery Canva Templates
- Gif/Video Canva Templates for Guides (with how-to video)
- Welcome Emails for Each Guide
- 8 Email Sequence follow-up for funnels that really sell (easy copy and paste)
- Copy and Paste Search Engine Optimized Airbnb Design Service Pages
- Copy and Paste FAQ's
- Copy and Paste Why Choose You Guides