



***8 PROVEN PRACTICES TO
GUARANTEE A MEMORABLE
5-STAR AirBnB EXPERIENCE***

BASED ON FREEDOM HOME VACATION HOME

8 BEST PRACTICES

**AIRBNB SUPERHOST JUSTIN RULE HAS
OPERATED FREEDOM HOME IN
COLUMBIA, PA AT 62% OCCUPANCY
RATE WITH AVERAGE \$435/NIGHT**





#1: MEET GUESTS IN PERSON

UNPOPULAR OPINION BUT PROVEN TRUE:

AirBnB owners should be meet guests in person when they check in to provide personal connections and recommendations, ensure guests know proper noise and neighborhood regulations (parking, street cleaning etc), share our unique history, and double check no “extra-guests” are signing in unaccounted for. The personal tours and connections are the #1 comments on Freedom Home reviews.





#2: PROMOTE DOWNTOWN RETAIL

Your local eateries, coffeeshops, museums, retailers, and destinations should be prominently displayed in the common areas of the AirBnB.

Cross promoting our destinations allows people to see that there is more to do in our town than they can do in one weekend - encouraging them to return.



#3: LEAVE GIFT CARDS

Based on guests' interests, leave at least one gift card to a local coffeeshop, antique shop, or destination so they can know you cared enough to customize their experience.

Who does that?!

You can stand out if you do.

That's part of what makes FREEDOM HOME have such high re-booking rates.



#4: USE LOCAL DECOR

Local decor, antiques, and accent pieces should be sourced from local stores or artists, or point to historical events that keep the local pride in your AirBnB..



Awesome place!
 The guys and I absolutely
 had a blast! The history
 is super cool & your
 detail work really makes
 feel home!

-Ben & The boys

Dear Justin + Whitney,
 We can't express enough
 appreciation for our stay in
 this lovely home! What a
 historical treasure! I thank
 you for preserving the integrity
 of this home, and for the amazing
 hospitality.

I know we were a last
 minute reservation due to some
 unforeseen circumstances but
 your hospitality never wavered -

Please give us a call if you
 ever travel to the southwestern
 part of Virginia + eastern TN.

Also, thank you for the snacks +
 "local" dips -

Blessings in Christ,
 Michael + Janya Switzer

And the rest of the VAC
 Adrien, Rebekah, Madison, Johnny,
 Jeremiah, Brandon, + pops.

JUSTIN & FAMILY
 WE HAD A WONDERFUL VISIT!
 EXTENDED FAMILY LOVED ~~THE~~ FREEDOM HOME.
 IT IS ROOMY & WELCOMING & BEAUTIFUL
 DECORATED. AND YOU WERE SO GENEROUS
 WITH THE LITTLE EXTRAS YOU LEFT FOR US!
 IT WAS THE PERFECT HOUSE FOR US TO GO
 TOGETHER AFTER SEVERAL YEARS OF BEING APART
 & LOVED THE SHOPS & RESTAURANTS & FRIENDLY
 LOCAL PEOPLE.

THANK YOU & WE WOULD LOVE TO RETURN
 AGAIN SOME DAY

LINDA & TOM SHEAFFER
 & FAMILY

Sunday 20 Aug 2018

Dear Justin + Whitney,

Thank you for this once-in-a-lifetime
 experience. Freedom Home was absolutely
 amazing. The Antiques, the backyard and the
 views were all magnificent. It was a
 joy discovering the "hidden" staircase the
 "secret" Nintendo games and the couch
 etc. We really had a magical experience!

Thanks from,

Sofia, Wanya, Imad, Kira, Sam,
 Zia and the rest of the team!
 Hannah Aaron Brett

Thanks for the sweets, teas, Hiking
 tips and drinks!

#5: GUEST BOOK

Leave a prominent Guest Book in the common area so
 others can understand what people love about your
 town - and share their feedback publically!





#6: WRITE PERSONAL NOTES

Don't just lean on your personal tour to remind your guests that you anticipated their arrival and planned ahead to make their stay memorable - leave a personal note!

We have had numerous guests say "we so appreciated your note for our groom-to-be, or for our child's birthday" ... and we appreciated that as it was so thoughtful!



#7: OUTSIDE LANDSCAPING MATTERS

Don't just rely on the inside decor - make sure your outside yard, front sidewalks, and green space is clean and well landscaped. Curb appeal still matters.





#8: FOLLOW UP WITH GUESTS

When guests leave FREEDOM HOME, we ask where they went, what they enjoyed, what could be better - and what would make them come back. We ask about any unexpected experiences - good and bad. Gathering data helps us make better preparations for the next guests.





OTHER PLACES AROUND TOWN

CAFES
 HOMEGOODIES CAFE
 301 CAFE
 GARTH CAFE & GALLERY
 COFFEE & CREAM

MICROBREWERIES
 STARVIEW BREWS
 COLUMBIA KETTLE WORKS

RESTAURANTS
 HINKLES
 UNION STATION
 ROCKY'S BBQ
 KETTLE WORKS
 ROSES DELI & MORE
 UNION STATION GRILL

PARKS & OUTDOORS
 CHICKIES ROCK PARK
 COLUMBIA CROSSINGS
 LOCUST STREET PARK
 MOUNT BETHEL CEMETERY

GROCERY & FOOD
 CVS PHARMACY
 A.J.'S SURPLUS
 WEIS MARKETS
 ANDY'S MARKET AND DELI

ANTIQUES SHOPS
 BURNING BRIDGE ANTIQUES
 TOLLBOOTH ANTIQUES
 BOOTLEG ANTIQUES
 THINK BIG THINK SMALL SHOP
 RIVERTOWNE ANTIQUES

RETAIL & GIFT SHOPS
 MAYFLY
 KINDRED COLLECTIONS
 THISTLE & SAGE
 MURPHY'S MERCANTILE
 THE GRATEFUL THREAD
 FRAGMENTS OF THE PAST

BAKED GOODS
 THE GOLDEN WHISK
 HOME GOODIES

TOURS & MUSEUMS
 TURKEY HILL EXPERIENCE
 NATIONAL WATCH & CLOCK MUSEUM
 WRIGHT'S FERRY MANSION
 COLUMBIA CROSSINGS
 HAUNTED LATERNS TOUR

Discover COLUMBIA



15 S. 3RD STREET COLUMBIA
COLUMBIA
MARKET HO

Columbia Market House was built on April 17, 1868. The building is 180 feet long, 80 feet wide, and is furnished with 180 small shops. The projecting roof outside.

The design of the Columbia Market House is attributed to Samuel Sloan, with Michael Liphart as the builder. The building is a prime example of the Queen Anne style.

BONUS TIP: SEND PLANNING GUIDE

Before guests arrive, we send them a digital “planning your visit” guide that highlights local places of interest, museums, destinations, and shares history so they are excited to fill gaps in their schedule with exciting things to do in our town.





LET'S DO IT ~~BETTER~~ BEST.

Don't just aim to make a profit...
help people make memories.

Do great things for the joy of resting your head on the pillow of
your best efforts each night!

