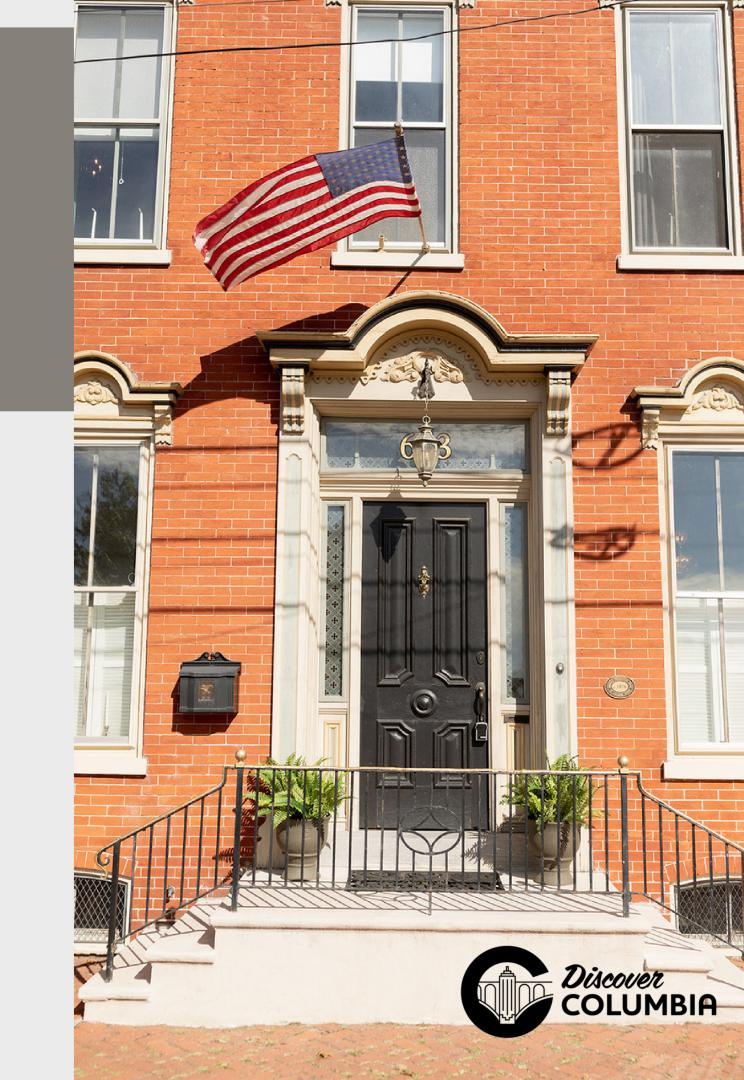


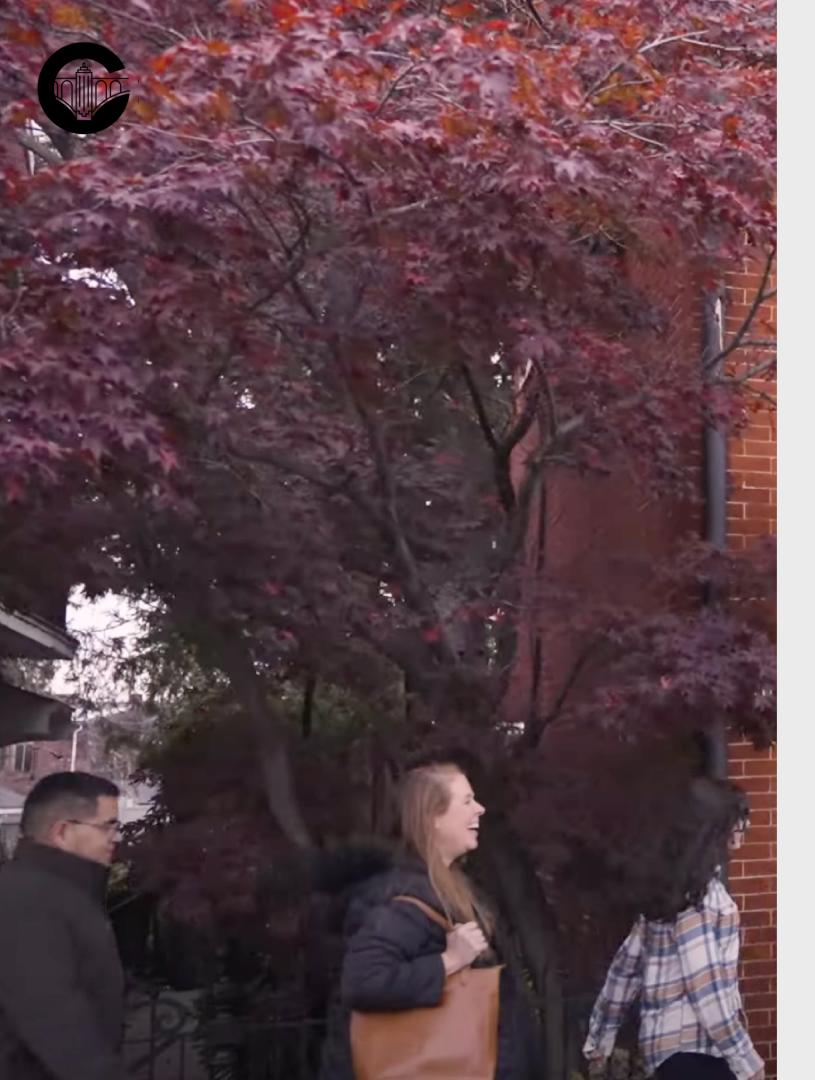
8 PROVEN PRACTICES TO
GUARANTEE A MEMORABLE
5-STAR AirBnB EXPERIENCE

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.





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.



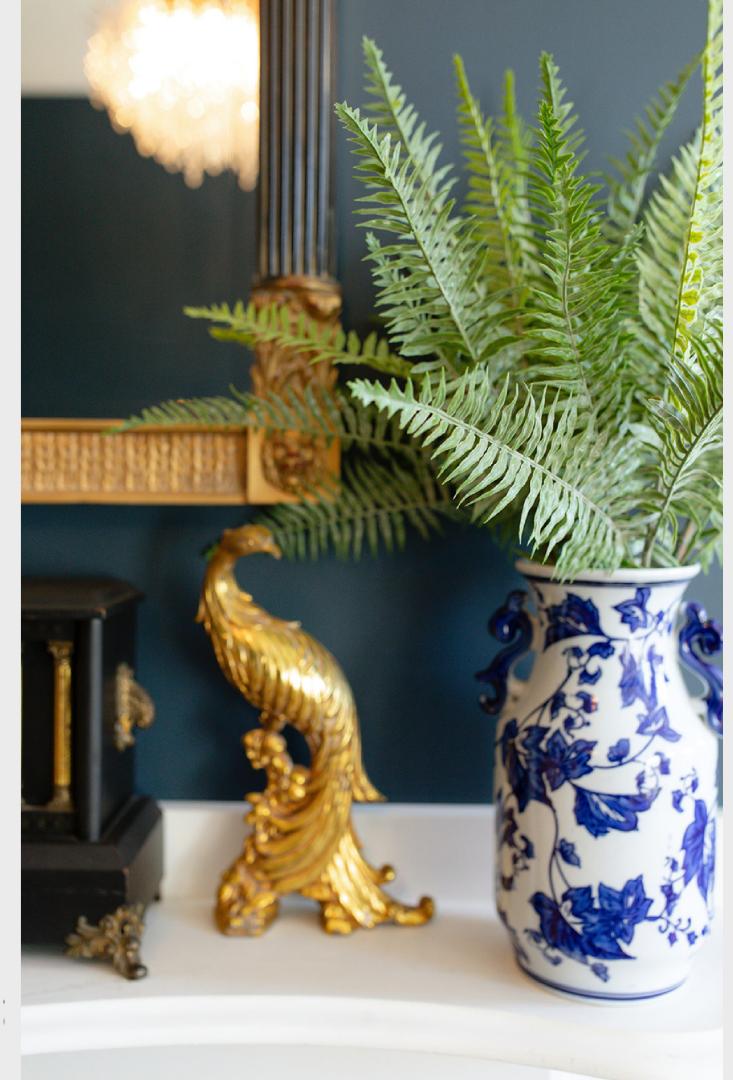
#3: LEAVE GIFT CARDS

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..







Dear Justin & Whitney, We can't express enough
appreciation for our stay in
This locally thome! what a
historical theasure! Thank
you for preserving the integrity
of this home, and for the amazing
hospitality. I know we were a last minute reservation du to some unfarsier Circumstances but your hospitality never wavered Hease give us a call if you were travel to the southwestern Vingwia + Eastern TN. also thank you for the snacks + Blessings in Christ, Michael + Donya Switze Adrien, Rebekah, Madison, Johnny Geremiah, Brandon, + pops.

JUSTIN & FAMILY WE MAD A WONDERFUL VISITI EXTENDED FAMILY LOVED 45 FREEDOM HOME, of 15 ROOMY & WELLOHING & BEAUT, GORAGED. AND YOU WERE SO GENEROUS I THE LITTLE EXTRAS YOU LEFT FOR US! I WAS THE PERFEY HOUSE FOR US TO GE GEMBER SEVERAL YEARS OF BEING APPL LOVED THE SHOPS & RESTAURANTS & FRIEND WNS PEOPLE, THANK YOU I WE WOULD LOVE TO RETV. AGAIN SOME DAY LINDAY TON SHEAFER & FAMILY

Sunday 20 Au. 2 Dear Justin + Whitney, thank you for this once-in-a-life experience. Freedoom Home was also al! The Ambiques, the walkyard and t and were all magnificant. It was a iscovering the "hidden" staircoice the cient" untento games and the couch Tranks Fran, Granks for the accepts their thickness

#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!



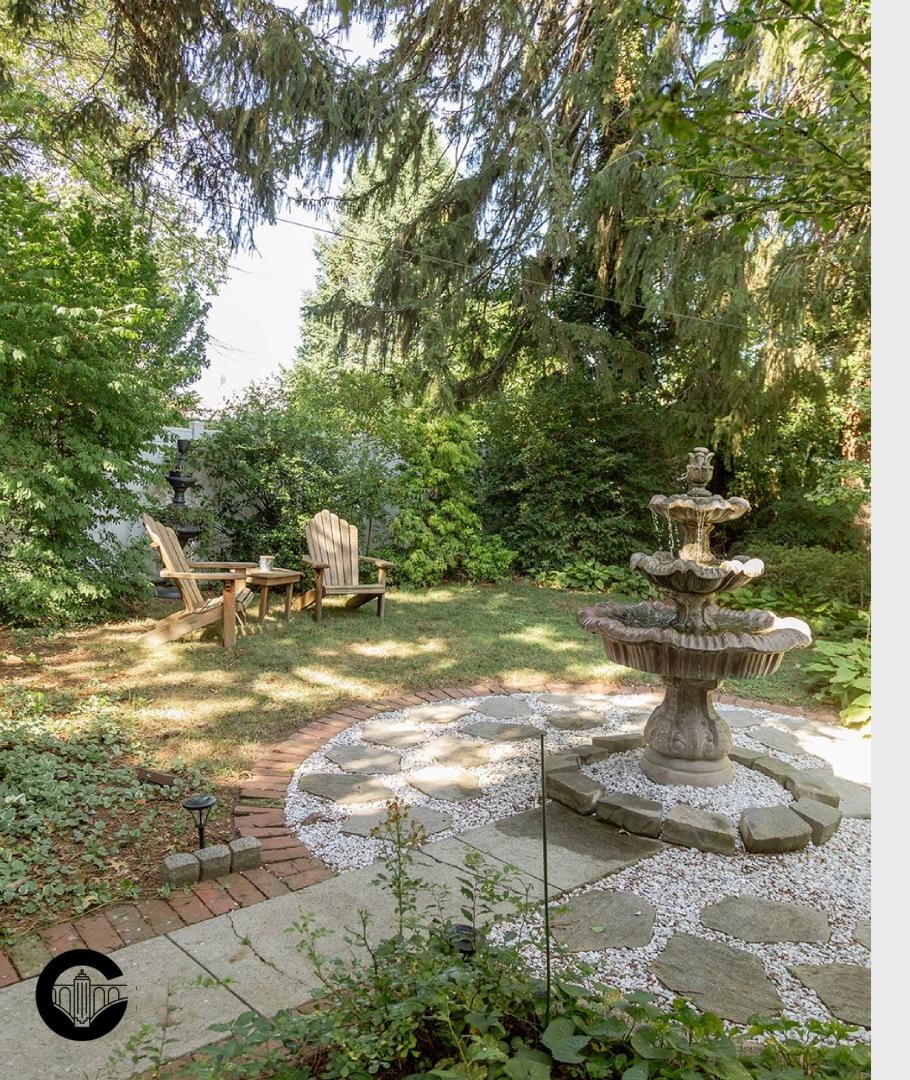


#6: WRITE PERSONAL NOTES

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

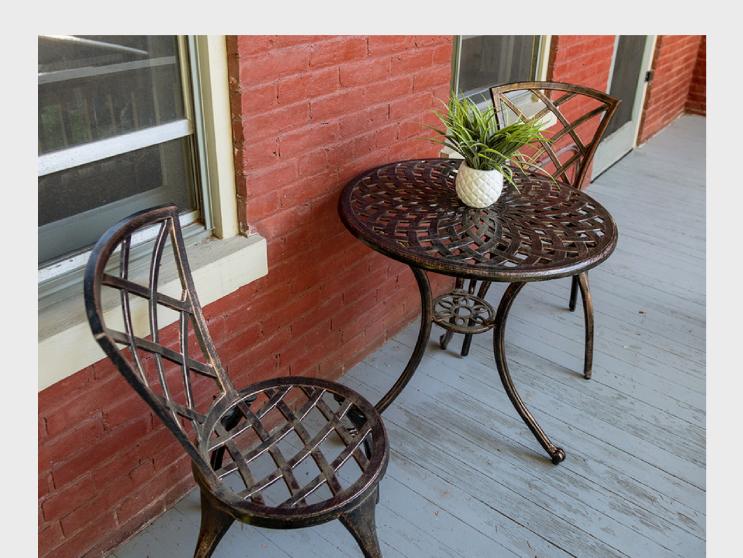
We have had numerous guests say "we so appreciated your note for our groom-to-be, or for our child's birthday" ... and we appreciated that as it was so thoughful!

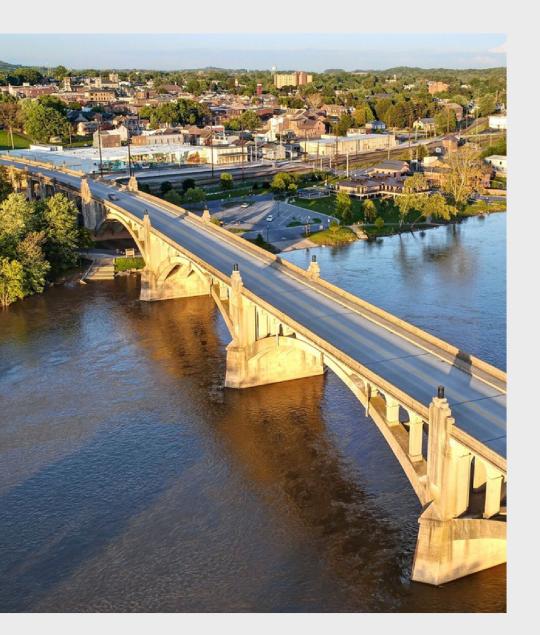




#7: OUTSIDE LANDSCAPING MATTERS

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.



LONGEST SINGLE ARCH CONCRETE BRIDGE IN

OLDEST ARCHITECTURE



RESTAURANT &



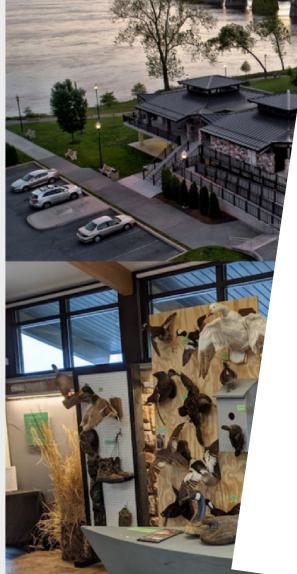
MARKET HOUSE (OPEN SATURDAYS)



CHICKIES ROCK COUNTY PARK &







OTHER PLACES AROUND TOWN

HOMEGOODIES CAFE 301 CAFE GARTH CAFE & GALLERY COFFEE & CREAM

MICROBREWERIES

STARVIEW BREWS COLUMBIA KETTLE WORKS

RESTAURANTS

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

AJ'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

KINDRED COLLECTIONS 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 WRIGHT'S FERRY MANSION COLUMBIA CROSSINGS HAUNTED LATERNS TOUR



15 S. 3RD STREET COLUM

COLUMBIA MARKET HO



mbia Market House was built on April 17, 1868. T. feet long, 80 feet wide, and is furnished with 180 s projecting roof outside.

e design of the Columbia Market House is attribute nuel Sloan, with Michael Liphart as the builder. The

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!

