



1 | SET THE STAGE

Staging your vacation rental speaks volumes! Colorful throw pillows, small pops of greenery, clear kitchen counters, and table centerpieces are all important. Don't forget about cozy looking beds – a plush blanket goes a long way. Feature your amenities as if they are in use – remove that hot tub cover!



2 | USE A PROFESSIONAL

Cell phone photos on your listing just don't cut it anymore! The quality of your property's photos reflect the quality of the guests who want to stay there, so make them shine. Lights on, blinds up, a local image on the TV, and fireplaces lit will make guests want to stay there.



3 | START WITH THE FUN STUFF

This is what guests truly care about while on vacation. On your listing, place photos in this order: living areas, updated kitchen, beautiful views and outdoor spaces with fun amenities, then bedrooms. Yes, bathrooms are important for guests, but no need to focus on the toilet.



4 | SHOW THE SURROUNDING AREA

What does the outside of the house look like? Are there restaurants close by? What's the parking situation? Drone photography is great to showcase all these things. Just make sure to label each photo with landmarks (ski area!). Help the guest understand the property's location.



5 | FLOOR PLANS

Showing a property's floor plan lets the guest really understand what is where within the house. Will grandma be able to have privacy? Is there a second lounge for groups to spread out? Where is the kitchen in relation to the garage? Remember the potential guest has never been to your home.



6 | INSTAGRAM MOMENT

Guests love to show off fun parts of their vacation home! Add something in your property that allows a photographer to shoot a close up of that "Instagram moment" – maybe a fun quote that's framed, a stylish piece of furniture, or a chalkboard that says "Ski the Boat." Make your home stand out!

PRO TIP

The first four photos on your listing are the most important. Potential guests will quickly swipe through these and judge your property, so make them count. It's like a dating app for vacation rentals!