



costly!

5 Mistakes to Avoid when Selling your Airbnb Property



Josh Green
REALTOR®
801-441-8891
www.tamparei.com



You have an Airbnb property that you're **ready to sell**.

You want to easily cash out and use that hard-earned money towards your next venture. But here's the thing:

You already know that selling your Airbnb property is going to be **complicated**.

You're worried about having to cancel your future bookings. You might be wondering if you can get anything for the furniture you spent time and money getting. And most importantly, you're stressing about **leaving money on the table**. But the good news is...

→ **You're on the right track.** ←

By downloading this guide, you've already taken the first step to selling your Airbnb property the right way- meaning more money, less stress. *Who doesn't want that?* This guide will help you **avoid the costly mistakes** and pitfalls that can come from selling your Airbnb property.



Your next step? That's where I come in.



Hi, I'm Josh! I'm a:

SOLD Top 3% Tampa Bay Realtor



Top Pinellas County Short Term Rental Selling Agent



2023 Brokerage Agent of the Year and Top Producer



Owner and Superhost of 10+ Local Airbnbs

I take a different approach than most Realtors out there:

NO. 01

I have a system to help you **handle your existing Airbnb bookings stress-free** AND a team to help you sell/remove the homes' furnishings easily. One thing less on your plate!

NO. 02

I use an innovative 12-Step Marketing Method to get your property **seen by more potential buyers** - to sell your property quicker and for top market dollar.

NO. 03

As an experienced owner myself, I have a personal network of hundreds of vacation rental buyers that may already be **looking to buy a property like yours right now.**

In short, I'm OBSESSED with helping Airbnb property sellers like you **sell for more money and less stress.** ... and that's precisely what we'll do together.

Get started with the guide →

5 Mistakes to Avoid when Selling your Airbnb Property

1 NOT HIRING AN AIRBNB EXPERT REALTOR

You might already know a Realtor. Maybe they're a neighbor or a friend-of-a-friend. But you're worried that maybe they're not the best specialist for the job. They aren't an Airbnb investor themselves, or might not have experience selling these types of properties. After all, you wouldn't go to your general family doctor for heart surgery, so **why shouldn't you also hire a specialist when selling one of your biggest assets?**

One of the biggest mistakes you can make when selling your property is hiring a Realtor that doesn't have relevant experience with short term rentals. Choosing the wrong professional will cost you more money in so many ways: 1) the property isn't marketed correctly, 2) the agent comes up short in negotiation, and 3) it ultimately results in your property taking longer to sell **(costs you money!)** and for a **lower overall price. No one wants that.**

There are many moving parts when selling your short term rental - you'll need to coordinate existing and future bookings, understand Airbnb policies around selling a property, and handle the furniture during the sale. You need a Realtor who has extensive experience with these types of properties and can navigate you through this process stress-free. Most importantly, hiring a professional that **understands the value of your property for both investors and home buyers and marketing it properly through modern technology to get you more money at closing!** Choosing the wrong professional is the single biggest mistake you can make in the selling process and something you can avoid to help set yourself up for the best results.

5 Mistakes to Avoid when Selling your Airbnb Property

#2 NOT PLANNING FOR CURRENT & FUTURE BOOKINGS

You might be worried about having to cancel future bookings and lose that money, not to mention potentially penalizing your Airbnb account and *costing you thousands in cancellation fees!* On the other hand, you could be stressing that keeping your Airbnb bookings will make a buyer less likely to want to put in an offer. **Both of these things can and will happen.** So you'll want to plan in advance as early as possible to minimize issues with bookings.

Here's how I help my clients regain control of their bookings:

1. As soon as we have a clear selling timeline, we block out all dates after the final reservation. This will prevent unwanted reservations being made months away that could hinder or even block the sale of the property.
2. Next, we block out intermediate dates to allow my team to perform essential marketing updates: photography, cleanings, videography, staging, holding showings and open houses, etc. We will work around existing bookings and peak pricing days to maximize the income you are still making from the property and minimize the disruption to keep those high reviews and guests happy!
3. Lastly, we optimize your occupancy up to the day of closing to ensure the highest return for you. When appropriate, we help coordinate future booking transfers between you and the buyer to make your transaction smooth.

5 Mistakes to Avoid when Selling your Airbnb Property

#3 NOT KNOWING YOUR AIRBNB NUMBERS

So you have a property that you think other investor buyers would be interested in purchasing. *That's great*, but you'll want to advertise your property correctly to investors. Don't let the investor buyer guess at how great your property is - **Let's show them.** Gather your Airbnb revenue and cost history and any other useful data to help market the property to other investors. You can also highlight areas of improvement to showcase its' potential beyond its' current performance. Finally, don't forget to highlight the amazing reviews, nearby amenities, or features of the property that make it stand out to competition.



For my clients, I create a stat sheet like this to send out to my network of investor buyers!



Side note: As likely as we are to sell to another investor, we are just as likely to get offers from regular home buyers or second home buyers, too. We'll want to specifically market to both groups of people to increase your exposure and **get those offers rolling in!**

5 Mistakes to Avoid when Selling your Airbnb Property

#4 NOT MAKING A PLAN FOR FURNISHINGS

The ping pong table. The custom-made accent chairs. The pool loungers. Figuring out what to do with existing furniture can be one of the most stressful things about selling a vacation rental property. You don't want to just give all the furniture away, but do you really want to spend your time haggling on Facebook Marketplace with all the low-bidders?

There's an easier way I've found to handle your property's furniture. I use a 4-part strategy depending on the furniture type and your preferences. The furnishings are divided up into 4 categories:

Furnishings that convey with the property

The easiest thing is to sell the property fully furnished to the buyer! We can use the furniture as a negotiation tool to pump up offers. However, this doesn't always make sense based on your specific property, furnishings, and the type of buyer.

Furnishings that are sold individually

For some items that are particularly valuable, like a gaming system, it can make sense to sell those individually online. Whether you have the time or would rather outsource the individual selling is up to you and we can help make it happen.

Furnishings sold in a bulk buy

With my large network of short term rental investors, operators, and designers, there is a possibility to sell in bulk to one of my buyers or vendors for a quick, hassle-free sale.

Furnishings disposed of by a removal service

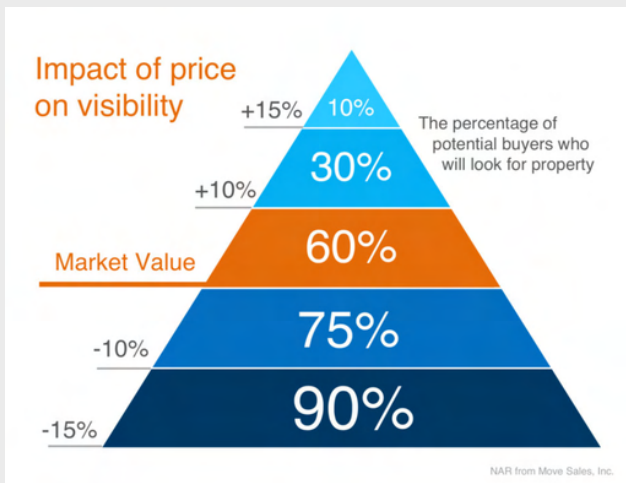
Sometimes it makes sense to hire a professional company to remove some or all of the furniture. My team can coordinate this process for you so the furniture removal is handled stress-free.

5 Mistakes to Avoid when Selling your Airbnb Property

#5 PRICING INCORRECTLY

If you want to sell your property for **top dollar**, it makes sense to price it really high, right? Maybe list the property above the appraisal value in the hopes to fool an investor simply because it's an investment property? *WRONG!* Pricing your home too high greatly hinders its' ability to sell for top market value. Overpricing a home, even by just 10% can cut the amount of interested buyers in half! The **key** to a top dollar sale is to generate as much buyer interest as possible, then collect as many offers as possible, and create an auction for the highest bidder. We do this by marketing your property better than anyone else, but no amount of marketing can overcompensate for an inflated listing price.

more buyers = more offers = higher price



You want to price your home **strategically** to attract as many buyers as possible, while still maximizing your profit. In some cases, this can create a *bidding war* and help your property sell quickly!

Wondering what your property might sell for today?

[CLICK HERE TO GET AN INSTANT HOME VALUE ESTIMATE](#)

What's my property worth today?

© Copyright 2024, Josh Green. All rights reserved. Not to be copied, redistributed, or shared.

READY TO SELL?

Phew. If you've made it this far, you're serious about **selling your property the right way.**

If you're ready to take the next step in selling your property quickly & for top dollar, book a free consultation with me or **text/email me today!**



CLICK TO BOOK A FREE CONSULTATION

Josh Green

801-441-8891

joshua.y.green@gmail.com

**“Confidence & Clarity
from Start to *SOLD.*”**