

Cape Cod AirBnB

INCLUDING OUR EXCLUSIVE 149 POINT ULTRAHOST™ CHECKLIST

YOU CAN PROFIT!!

Second Home or Spare Bedroom,
Opportunity Abounds

WE CAN HELP!!

We'll Rent Your AirBnB
for More Money & Less Hassle
Than You Ever Thought Possible!



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PLUS:

OUR Exclusive 149 Point UltraHost™ Checklist

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100 Sharing Economy Websites & Apps

The information presented in this special report has been gathered from a wide variety of publicly available sources, including general circulation newspapers and magazines plus a variety of online publications. Additional content was obtained through confidential conversations with existing hosts, financial professionals and government officials. We have listed most of our sources in the bibliography, which can be found at the end of this report.

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Airbnb is an online marketplace which lets people rent out their properties or spare rooms to guests. If you have extra space in your home, you can host through Airbnb and make money for allowing a guest to stay the night. Airbnb also offers you someone's home as a place to stay, instead of a hotel.

On Airbnb, you can find a base villa for your hiking trip through Tuscany, or a place to stay for a month during your winter vacation in Palm Beach. You can spend three nights in a yurt in Iceland, or sleep in a velvet lined casket in Dracula's castle in Transylvania.

And, while in Transylvania, you can rent your house to Transylvanians visiting New England to see Plimouth Plantation, the Crane Estate or Cape Cod's National Seashore.

Airbnb does not own any properties. It acts as a high tech, online intermediary between those who want to rent out space and those who are looking for space to rent. Instead of copying travel sites like Expedia, Travelocity, VRBO or Homeaway, Airbnb takes a totally unique approach. It has aspects of those sites, plus social media, plus a sense of adventure – you're not booking a room, you're having an immersive experience in someone's life.



Airbnb has listings all over the map, from Caribou, Maine to Honolulu, Hawaii, and in 191 countries around the world. As of late 2017, Airbnb has four million listings in more than 65,000 cities around the world. Since the company was founded in 2008 there have been more than 200 million guest arrivals at Airbnb properties.

Growth is up and to the right for Airbnb. Nearly 17 million people worldwide booked their guest stays with the peer-to-peer lodging platform in the summer of 2015, and the company keeps growing – on Saturday, August 5, 2017 Airbnb recorded its busiest ever night with more than 2.5 million people staying in listed properties.

“On any given night, 2 million people are staying in other people’s homes around the world on Airbnb,” the company added.

“Of the 4 million listings, over 1.9 million are instantly bookable – no hotel chain has more rooms than Airbnb has instantly bookable listings,” it said. Its total number of listings is higher than the top five major hotel brands combined.

According to data from SimilarWeb, Airbnb, one of the biggest successes of the sharing economy, is now drawing more traffic than any other hotel brand or metasearch site. In the first quarter of 2017, Airbnb drew 106.9 million visits to its site, an increase of 31% from 2016.

BETTER THAN THE HOTEL EXPERIENCE

A 2015 study released by CBRE Hotels (formerly PKF Hospitality), revealed that Airbnb accommodations at that time accounted for 9% of the total lodging units in the 10 largest U.S. markets and appeared to be adding units at a substantially faster clip than the U.S. hotel industry – that pace has continued and seems to be accelerating.

Benjamin Habbel, the founder of Voyat, an ecommerce optimization platform, said: “Nothing beats the logged in experience of using the Airbnb app - You get personalized recommendations. Pages on the app load quickly.”

Mark Morrison, vice president of owner strategy and services at Expedia, gives an example of how the AirBnB experience works - hotels being unable today to offer connected rooms via their booking sites in advance.

“Families and other groups like to have rooms side-by-side,” he explains. “But most hotels don’t have the technology to make it easy to book guaranteed connected room, so consumers turn to Airbnb.”

Airbnb has found a strong user base among millennials. This demographic appears more willing to roll the dice on the

sort of personalized travel experience that the home-sharing service offers, in lieu of more predictable—but often staid—offerings from hotels.



According to a March 2017 Maru - Matchbox survey of internet users in North America, 30% of respondents ages 18 to 34 used sharing economy services that gave them a space to stay, such as Airbnb. That compared with just 11% of those older than 35.

AirBnB HAD A ROUGH START

All of this is a far cry from the three guests Airbnb hosted before officially launching in the summer of 2008. Airbnb founders Joe Gebbia, Brian Chesky, and Nathan Blecharczyk developed the business in 2008.

Initially, Gebbia and Chesky started off using their own place as a bed and breakfast to make a few extra bucks to pay rent. With a big design conference coming to the San Francisco area and a city full of sold-out hotels at the time, they saw a potential market for the idea and developed a website that would eventually become AirBnB, called airbedandbreakfast.com. In an attempt to raise funds for their



operation, the guys sold breakfast cereals during the 2008 presidential race — Obama O's and Cap'n McCain's — and the cereals earned them around \$30,000.

Airbnb was not an immediate success, though. The startup experienced several ups and downs, and it went through at least three separate

launches. A number of investors didn't take the idea seriously. However, one venture capitalist, Paul Graham, did see a potential lottery ticket in Air Bed & Breakfast. Graham invited the founders to join a program called Y Combinator, which provides a startup with cash and training in exchange for a percentage of their company.

In 2009, Air Bed & Breakfast became Airbnb, and that was the company's turning point. As of August 2016, Airbnb was worth \$30 billion, Business Insider reports; in contrast, Hilton's market capitalization is \$19 billion and Marriott's \$35 billion.

MAKING TRAVEL “EASY AND MAGICAL” AGAIN

Airbnb has not been content to rest on its laurels, however. The company is taking square aim at the business travel market, introducing a housing category called “Business Travel Ready.” Listings that fall into this classification will offer features common to business-minded hotels, such as a desk, Wi-Fi, a hairdryer and an iron.

In February of 2017 Airbnb took a big step in making good its promise to help guests “live there” with its newest product launch — Trips. But more importantly, the new platform offers opportunities for building travel related businesses in the gig economy with a variety of new services.

Bringing together where you stay, what you do and the people you meet all in one place, Trips is a “people-powered platform” designed to make travel both “easy and magical.” Trips launched with three key areas – Experiences, Places and Homes, with Flights and Services to be added in the future.

“Experiences” allow any host with a skill, passion or special knowledge to share that with AirBnB guests as an excursions or other activity. Hosts give guests unique access into places and communities in their city.



Top Overall Destinations + Popular Listings

- London – Stylish House Close to River Thames
- Paris – Parisian Loft with Terrace
- Barcelona – Charming, Spacious Apartment with Great Location
- Rome – Brand New Loft Close to Colosseum
- Tokyo – Old Folk Housen
- Madrid – Private Studio in Sol, Madrid
- Osaka – Design Loft in Osaka
- Lisbon – Attic with Terrace in Old Lisbon
- Prague – Newly Updated Studio
- Amsterdam – Private Studio with Balcony and Two Bikes

Hosts can offer both immersions and one day Experiences - Immersion Experiences happen over multiple days, One day Experiences can last just a couple of hours. All experiences can range from workshops to long treks, and are available for various skill levels and interests.

“Experiences” are a significant development in the sharing economy, allowing hosts to share their life experience for a profit. As with regular, traditional AirBnB Hosting, Experience Providers with a quality concept can earn a decent part time income - in the vast majority of cases, small business provide the services.

Since launching Trips, Experiences has grown even faster than the Homes business did in the early days: Compared to guests using Homes in the first year, AirBnB has sen more than 13x the number of guests using Experiences, and they have more than tripled the number of Experiences offered since January.

DINNER AND A ROOM

In the late Summer of 2017 AirBnB announced an expansion of Experiences, where Airbnb guests can now book tables in 650 curated restaurants across the US in collaboration with Resy, a mobile app for restaurant reservations. For the 650 restaurants, many of which are small

businesses, it means access to new customers and fewer empty tables.

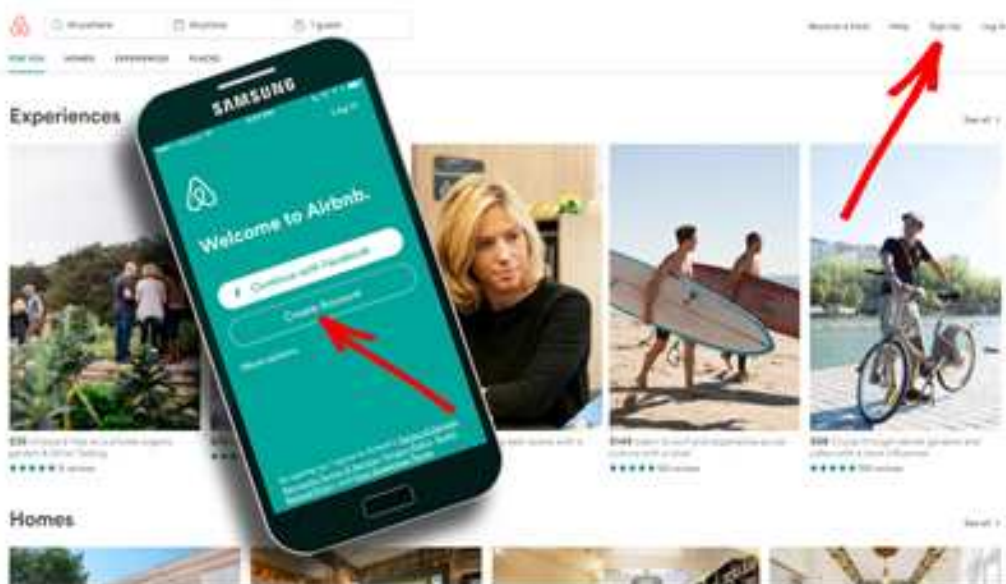
A survey commissioned by Airbnb and conducted by Harris Poll gave the company insight into how travelers search for restaurants. According to the poll, 54 percent of American travelers search online to find restaurants and book reservations.

Over the last year, Airbnb guests spent over \$6.5 billion at restaurants in 44 markets around the world during their trips, according to their restaurant spending report.

Airbnb has also struck an exclusive partnership with Detour to offer access to experiential audio walking tours allowing people to discover neighborhoods in a totally unique and authentic way. Audio tours are available for Los Angeles, San Francisco, Paris, London, Tokyo and Seoul.



How airbnb Works



AirBnB has some of the best software in the world. The app and website are state of the art and make almost everything about your experience simple and easy.

To book a room, or become a host, you need to create an account. It's free, relatively simple and takes less

than five minutes -- name, email, birthday and pick a password.

Download the AirBnB app from Google Play (Android) or the App Store (iPhone) or go to www.airbnb.com on your computer. Click on 'Create Account' on the Android/iPhone version or 'Sign Up'



in the upper right hand corner of the lap or desktop version.

Enter the required info and agree to treat everyone equally, regardless of race, religion, sex, or other factors. Once you do, your account is active – it's easy to become 'Verified' by uploading photos of valid government issued ID, such as driver's license, passport, etc.

And that's it – you're set to go!





If you're looking for a place to stay, enter your search criteria (how many people, where you want to go, when, how much you want to spend) and you'll see a feast of listings.

There is lots of information about each, including the size of the space, amenities included, check-in and pricing information, a detailed description of the space with many pictures, house rules, safety features, and availability. There is also a full map listing.

You can see reviews from other guests, and information about the hosts. Hosts show calendars of availability - most are kept well up-to-date - and they will inform you of what they will provide, like sheets, towels or hairdryers.

Of the 4 million listings, nearly half - over 1.9 million -- are instantly bookable, which

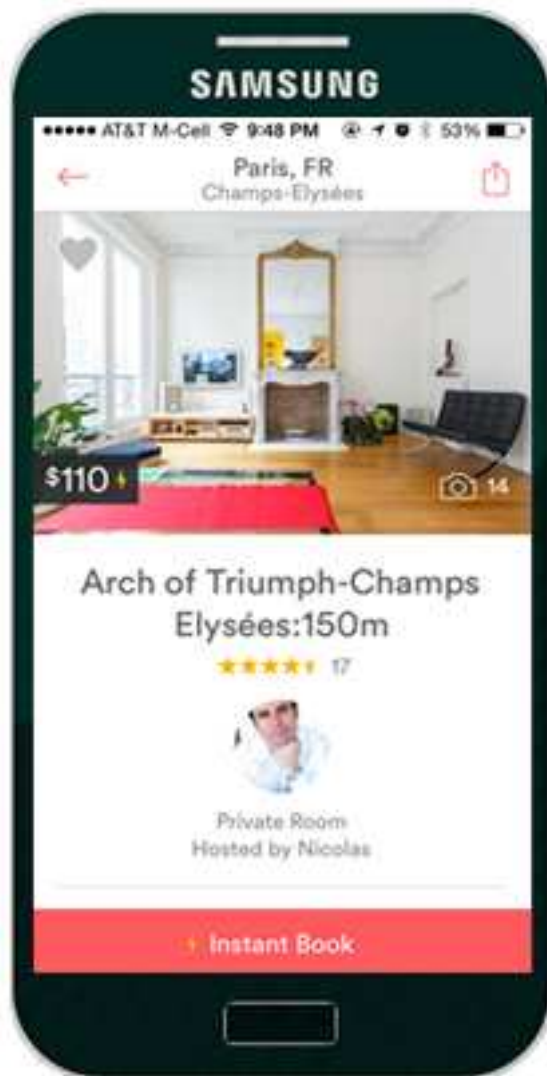
means if you like the listing, you can book it. You go through a few more steps and then you pay. As a guest, you pay in full as you book through a secure platform, and hosts will receive that money 24 hours after guests check in. **Airbnb hosts and guests do not exchange money in person.**

In addition to the cost of the room, there may be a state or local rooms or other tax. Airbnb charges a guest service fee, usually 6-12%, where the higher your subtotal, the lower your service fee. Many hosts add a charge for cleaning and some add additional service fees, and this is always clearly stated on booking.

If your listing isn't Instant Book, before your reservation is final, you wait for approval from the host. Airbnb recommends messaging hosts before booking to double check availability. Under the host information section of the listing, note the host's response rate and response time to get an idea of how quickly they typically will respond to your message. If you don't hear back, continue to message other hosts in the area until you find what you like.



Once you've booked, the system prompts you and the host to arrange where and when to meet to get the keys, etc. This could be at the home, or if it's tricky to find, at a more central location, or just a code to unlock the door when you arrive.



If you're meeting the host, they'll show you around the property, tell you about the neighborhood, give you details of local amenities and travel, then discuss where to leave the key when you leave. Some Airbnb hosts use a professional service to greet you,

so you may meet one of their employees rather than the owner directly.

Hosts have a choice of cancellation policies for their listings and it is important to review which applies before booking, but generally you won't get a refund for cancelling a trip on short notice, but generally will with 30 days notice.

You can also get refunds if the property is clearly misrepresented or not habitable. As with anything online, there is the possibility that the real thing may differ substantially from the listing description. The Airbnb guest/host review system limits this possibility, so it's important to read reviews and only book with the good ones.

A GREAT TRAVEL VALUE

AirBnB offers a 'living like a local' travel experience, but has an added benefit of a lower cost experience, as you can legitimately find a cheap place to stay on the site. Guests get good value accommodation at a huge range of price points, from a few dollars a night to hundreds and often in prime locations where a normal hotel would cost infinitely more.

You can also get a place which meets your needs - you find out a great deal of detailed information about where you'll be staying beforehand, and you can talk to your host before your stay. The experience is much more relaxed and personal than a traditional hotel or motel.

In most major cities, Airbnb's rates are more competitive than traditional hotels, an analysis by ShareBetter indicates. In both New York City and Boston Airbnb's average rates are around 32% less than average hotel rates. However, in Orlando, a popular destination, average Airbnb rates are actually 7%, or about \$8, higher than typical hotel rates. ShareBetter analyzed 20 cities overall,

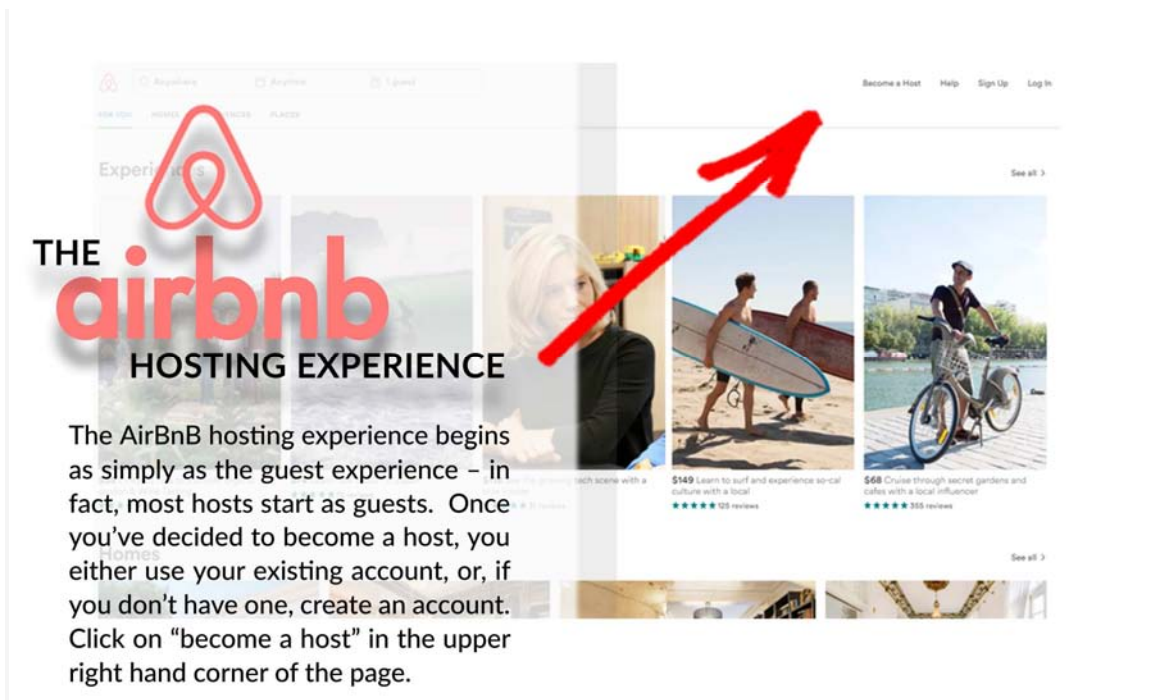


and in nine of those cities, Airbnb's average rates were lower than the average hotel rates, and 2% less than an average of all 20 cities.

It should be noted that the ShareBetter report compares rates for traditional hotel or motel rooms with the full range of AirBnB accommodations, 60% of which are for entire homes – not just one room with a bath.

While issues exist with Airbnb, hotel and motel guests also have similar safety and security concerns, such as theft or fire. AirBnB horror stories get huge publicity around the world because they are so rare – literally one or two in four million. The company does offer both common sense offers safety tips for hosts and guests, and includes no-cost insurance with every booking. See the website for current details.





The next step is to create a listing for your space. Your AirBnB listing is profile page for your home or space, in many ways like a Facebook, LinkedIn, Match.com or other social media profile, but far more complicated. You want to make every effort to make your space look beautiful, describe it in welcoming, inviting terms and feature flattering, clear photographs.

Like a page on a dating site, the nicer your page looks, the more people click on it, look at the other pictures, read about what you offer and ultimately book the space. It may go without saying, but obviously, preparing your listing for AirBnB is an important undertaking – a job well done could mean many thousands of dollars to you. According to AirBnB research, the earnings from the average listing are most often used **to help keep the owner in their home.**

Many aspiring hosts retain the services of professional third parties, such as home staging companies, photographers and

copywriters to prepare their listings. AirBnB management companies often offer this as a part of their services, as do many AirBnB Co-Hosts.

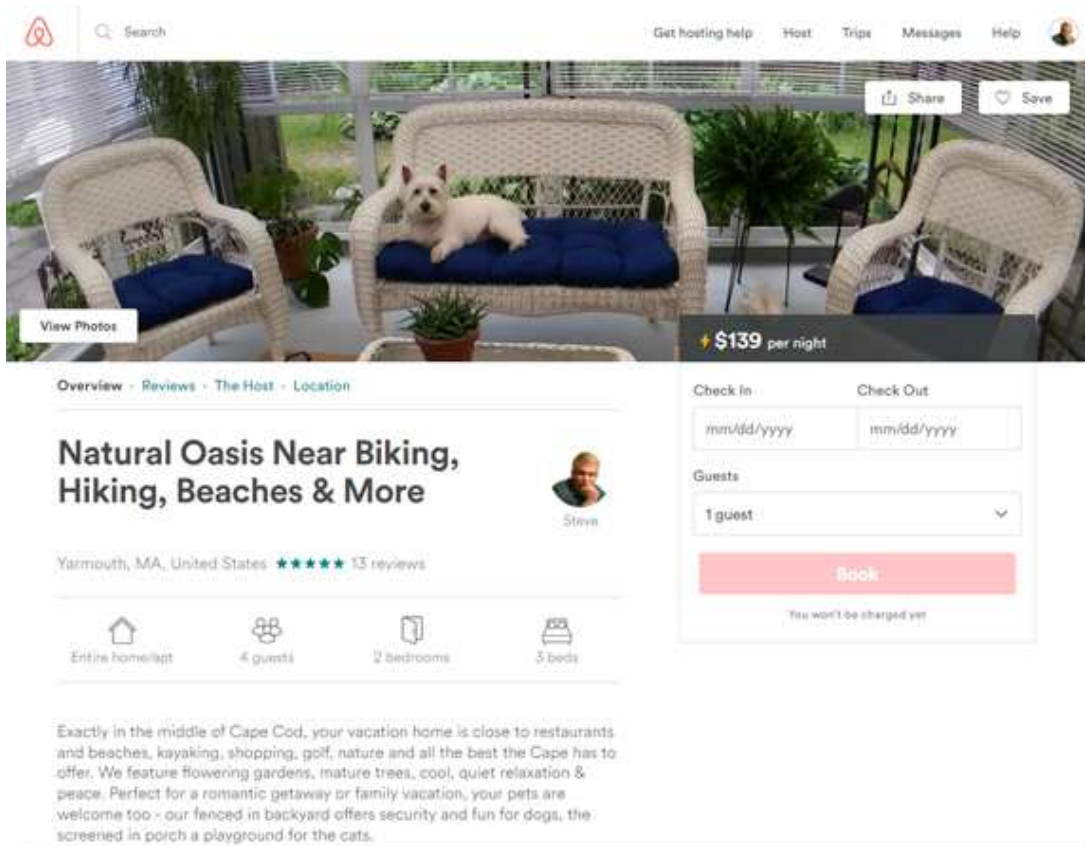
If you are planning to prepare your listing yourself using your cellphone, make sure to thoroughly clean, declutter and organize your space. Very inexpensive but high quality wide angle lenses for your phone can be bought on Amazon – combined with good lighting and a good eye you can get pretty good results.

Pricing your listing correctly is critical, and it sometimes takes a few tries to get it right. AirBnB will suggest pricing, and offers automatic pricing, but, prior to accepting their recommendations, which are sometimes wildly inaccurate, it makes good sense to do research to find similar listing in your area on AirBnB, other sites like Homeaway, VRBO, We Need a Vacation and the rental offices or websites of local Realtors.



YOUR HOSTING OPTIONS

As of the latter half of 2017 Airbnb offers three hosting options, although not all options are available in all areas. With the first two options AirBnB charges the host a fee of approximately 3% on the 'room rate' – not including the 'service fees', such as cleaning, security deposits and other miscellaneous fees.



TRADITIONAL HOSTING is the hosting experience known to most people: the host, or their agent (or co-host), handles guest inquiries, screening and booking guests, cleaning and stocking the space, greeting guests and providing keys, providing 24/7 guest support, following up on check out, soliciting good guest reviews and preparing the unit for the next guests.

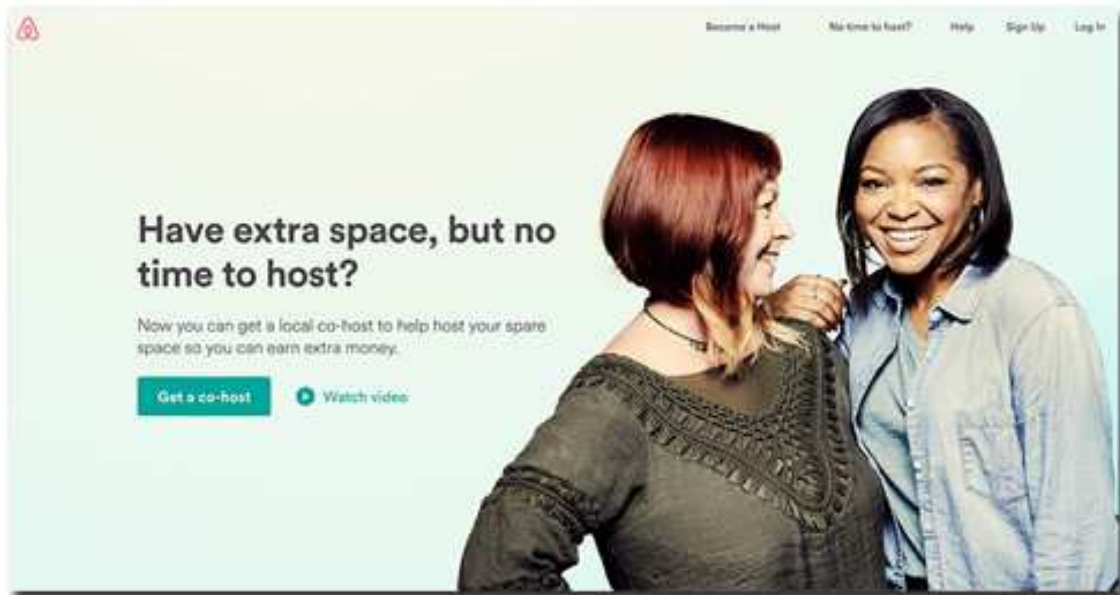
If your hosting plans are to have guests in your home while you are there, such as in a spare bedroom or suite with a private bath, the traditional option is probably the simplest. Having guests in your home on a regular basis is surprisingly hard work – it is great to show off your home and play the host, but when hosting you need to be 'on your game' all the time. Globally, about 40% of all AirBnB bookings do involve guests in an owner occupied home.



The other 60% of AirBnB bookings are for the whole house – ideal for families who have a second home, especially in resort areas like Cape Cod. Although many people prefer to have a professional management company or Co-Host actually run their house, if you are local it's a difficult, but doable, job.

CO-HOSTING: YOUR SECOND HOSTING OPTION. This program, which has been under development for the past year, lets hosts enlist the help of another to respond to messages from guests, greet them when they arrive, help if they have any issues, and any of the other hosting duties.

The program comes out of something hosts were already doing on their own, so the company decided to build a feature to let them do it more easily. Co-Hosting offers transparency - when



booking a stay, guests can clearly see who owns the home where they'll be staying as well as the host they'll interact with during their stay.

For hosts and their co-hosts, the program makes things easier to manage. The Airbnb host payment system handles splitting earnings between the hosts in whatever proportions they send choose. Hosts can also use the system to payments to co-hosts for expenses, such as purchasing toilet paper, host gifts or home cleaning services.

There are two types of hosts – those listed, recommended and authorized by AirBnB based on, in part, high ratings and frequent hosting, or alternately, someone you know and trust to handle your property (a child, trusted friend, neighbor, etc.)

"As a co-host, you're also able to help someone who is not currently sharing their home to start hosting," according to AirBnB sources. Co-hosting is part of the company's efforts to grow its business beyond its original home-sharing model.



EXPERIENCES: THE THIRD HOSTING OPTION “Experiences” are a new hosting option, not yet widely available, unless you are in one of 40 major cities around the world, including New York, Los Angeles, San Francisco, Paris, Tokyo, Seoul, Barcelona, Dublin, Rio, Mexico City, Lisbon, Prague, Berlin and Moscow



\$134 Enjoy wine-tasting while sailing the Mediterranean!

★★★★★ 9 reviews

There are now more than 1,800 Experiences available on Airbnb, and around 90 percent reviewed received a five star rating. Monthly guests using Experiences has grown over 6x (500%) since January, 2017, and the typical guest pays \$66 per Experience per person.

Based on the success of Experiences around the world AirBnB will no doubt expand this program very quickly. “**Experiences**” allows any host with a skill, passion or special knowledge to share that with **AirBnB** guests as an excursion or other activity. Hosts give guests unique access into places and communities in their city.

Hosts can offer both **immersions** and **one day Experiences**. **Immersion Experiences** happen over multiple days and are offered as is—their schedules can’t be modified. One day **Experiences** can last just a couple of hours. All experiences can range from *workshops* to *long treks*, and are available for various skill levels and interests.

The AirBnB fee on ‘Experiences’ is 20%, and the average ‘Experience’ costs \$66 per person





In the Appendices to this exclusive Special Report we have included “**10 Things Prospective AirBnB Hosts Need to Consider**” and we strongly suggest you take a look at it before making the decision to become a host.

Hospitality is a business which is partly science but mostly art – to a large extent it is about helping people on vacation better enjoy their vacations. Hosting an AirBnB is an even more artistic and personal version of the hospitality business, especially if you are hosting guests in your personal residence while you are there.

At this point in your life you probably know that “people are strange, when you’re a stranger.” In 2016 AirBnB guests came from 57,000 cities and 150 different countries to spend the night in an AirBnB listing, many

seeking interesting and unusual accommodations – including tree houses, yurts, castles and a private island in Nicaragua. The vast majority, however were regular people staying in regular accommodations that were hosted by the owner of the property.

More than half of the guests were women (54% female, 46% male), and the average traveler’s age was 35 years old. People aged 60+ are the fastest-growing listing demographic and now number more than 200,000, or 5% of total listings, and senior women consistently are the best-rated hosts on Airbnb. Home sharing on Airbnb brings the typical US host aged 65 and older an extra \$8,350 a year, equal to a **52-percent increase over typical Social Security income.**

The majority of travelers do stay within their own continent, though. Three of the most popular routes to book were from Paris to Lisbon, New York City to the Catskills and Hudson Valley and Seoul to Osaka.



The romantic version of the AirBnB hosting experience involves a lovely family from Australia or Beijing travelling to your little village for a fabulous cultural exchange where you show them everything American. You become friends for life and visit them in their home country a few years from now.

The more realistic version is that you will meet a series of thirty-somethings, possibly with children, likely with a dog, who are very nice and appreciate your suggestions for a great local restaurant. Occasionally you will meet an older couple on a second honeymoon who were last in your area forty years ago.

The hospitality business, including hosting on AirBnB, is fairly routine and each set of guests unique but at the same time fairly typical. Accurately envisioning your hosting experience will help in determining if you are AirBnB host material.





AirBnB is growing exponentially in major cities throughout the world, but how are they doing in New England and in our premier summer vacation destination, Cape Cod?

THE SUMMER OF 2017

There are not a lot of public numbers which specifically break out the Cape, but according to media accounts and AirBnB Public Relations, over the 2017 July 4th Weekend 7,350 properties were booked through the website for Thursday, June 29 through Monday. Visitors paid a total of \$2.9 million for their weekend rentals earning homeowners, on average, \$1,600 for the stay.

Memorial Day Weekend 2017 generated just shy of \$1 million for Cape homeowners - an eightfold increase in the site's traffic in just three years — a sign that the company is making deep inroads in the local market.

In 2014 there were 553 rentals over the same weekend, 4,573 this year (2017), according to AirBnB stats. In that same time period host

income rose from \$135,000 to \$967,000 this year - a jump of more than 700 %.

Airbnb reports 6,700 guests stayed in Boston listings over the Fourth of July holiday weekend - up 57 percent over last year, generating a combined total of \$3.2 million, or a median income of \$1,050 for each homeowner. On average, residents of Boston who rent their home on Airbnb earn \$6,600 annually.

The majority of hosts on the Cape and Islands rent their properties only a "few days a year" and use the site to bring in extra cash to defray living expenses according to AirBnB officials. The seasonal nature of the Cape market distorts the statistics, of course - basically we have a 100 day season on the Cape and most AirBnB hosts take advantage of it, leaving their homes vacant (or living in them) for the remaining 265 days.



THE HOSPITALITY INDUSTRY FIGHTS BACK

The success of Airbnb's has stimulated a statewide effort to tax (and regulate) short-term rentals to match the taxes assessed on hotel stays. Hotels presently collect a 5.7 percent lodging tax on all stays, and municipalities can levy an additional 4 to 6 percent on top of that. All Cape towns have opted to collect a local lodging tax, according to state records.

The proposed tax would affect individuals who rent their private homes, apartments or rooms through online services such as Airbnb for less than 30 consecutive days. The proposed state tax (which was withdrawn by its sponsors from consideration by the Legislature) with a local option would add up to an additional 11.7%, on par with the current Massachusetts hotels tax

Airbnb estimates that, if its transactions were taxed, Massachusetts would have received \$15 million in revenue based on sales between Nov. 1, 2015, and Oct. 31, 2016.

The Commonwealth collected about \$22 million in room occupancy taxes in May, according to the Department of Revenue; the revenue from the Cape and Islands AirBnB transactions over Memorial Day would have brought the state about \$57,000 in tax collections, and a similar total that would be split between the 19 towns with a local lodging tax – about \$3,000 per town.

Representatives of corporate hospitality interests, such as Cape Cod Chamber of Commerce CEO Wendy Northcross and US Senator Elizabeth Warren (D-MA), support taxing and regulating private rentals. Hospitality trade associations seek to require hosts to comply with applicable Federal regulations, such as the Americans With Disabilities Act (ADA), in their private residences.

Northcross said whether it's \$1 or \$1 million in revenue, home rentals should be taxed and regulated the same as hotel stays.

THE MASSACHUSETTS MODEL:

- 1.) If it moves, tax it.
- 2.) If it keeps moving, regulate it.
- 3.) If it stops moving, subsidize it.



EARNING MONEY



The overall vacation home rental business is about \$25 billion in the U.S., \$85 billion if you include the international market. It's a huge market, yet tiny compared to the \$1.1 trillion American hotel industry, and very fragmented. The largest national vacation home rental company in the US controls only about 1% of the market.

AirBnB has about four million listings worldwide, and on any given night about two million people stay in an AirBnB listing, but that's still a small part of the overall market.

YOU CAN EARN AS MUCH ON AIRBnB AS YOU WANT

Supplementing the hosts' income is the primary motivation for the majority of hosts - the average rental income of ALL hosts from their single listing is about \$8,352 (which represents a 14% raise from their overall average income).

The average **active Airbnb** host receives about \$14,200 a year in total booked revenue, **but in 2015 there were at least 75 U.S. hosts grossing more than \$1 million** in

rental income a year - one in every 3,850 hosts makes more than \$1 million a year and the top 2% of hosts collect more than \$100,000 in total booked revenue annually.

The consultancy 'LearnAirbnb' published a 119 page report at the end of 2015 which was based on data from nearly seven million bookings from more than 430,000 Airbnb listings and 257,000 hosts across more than 200 cities in the 12 months to October, 2015 - representing about one-fifth of the two million listings that Airbnb says it had in the U.S at that time.

It found that while 50% of active Airbnb listings make less than \$3,300 in total booked revenue in a year, the top 1% may be taking home \$50,000 or more in profits on annual booked revenues of more than \$150,000. While operating only 8% of the





Sonoma, CA. Estimated gross rental income: \$327,190

listings, they account for 19% of the total booked revenue.

The **number** of listings operated is one obvious thing. However, the report shows more than 60% of the gains for higher earning hosts come from factors such as **better locations** and skill in operating **welcoming** and **effective listings** with **high satisfaction ratings**.

Although the top 1% of hosts do on average have more listings compared to the bottom 99%, their **performance from each listing is much higher**, at \$21,761 per listing compared to \$8,352.

If you own a nice home in a desirable location, especially if it is your second or third home, and you have a talent for hospitality, AirBnB offers a significant opportunity for supplementing your existing income.

The research also found that a perfect set of 5-star reviews does not mean that hosts will earn the most on Airbnb. Instead, listings with a 4.5-star rating account for a disproportionate share of the bookings and rental revenue.

THE OPPORTUNITY IS WORLDWIDE

AirBnB currently operates in 191 countries and growth rates in China and India are phenomenal, but all across Europe, the Caribbean, Mexico and Central America it is a strong presence offering opportunity.

Forbes.com features a story about two Australians, Brent and Debbie Carlisle, who live in Canberra, Australia. AirBnB is quite popular down under, so when they looked at the business opportunity and did the math they quickly concluded "Airbnb was going to





Cape Cod, MA Estimated Gross Rental Income \$121,116

create a better income vehicle than a standard rental would.”

The Carlisle’s signed four listings in less than a year and are now generating \$17,000AUD monthly. That’s definitely job-quitting money, and it’s something that’s happening to “rentrepreneurs” around the globe.

CO-HOSTS AND 3rd PARTY PROVIDERS

The original Airbnb revenue opportunity was designed for those who own real estate, and the vast majority of hosts do rent out a property that they own. It is becoming increasingly common that when a property owner realizes the potential of Airbnb that they purchase a second or third property specifically for hosting.

In many areas of the US a well run Airbnb will return over 100% of the property cost – mortgage payment, interest, taxes, insurance, utilities – providing an excellent, low risk investment for average families.

AirBnB has recognized this trend and is rolling out its ‘Co-Hosting’ program internationally. AirBnB invites hosts who excel in a variety of categories to become ‘official’ co-hosts. When an existing host expresses interest in having a co-host to help out the site matches the request with qualified provider of co-hosting services.

Co-hosting makes it much easier to manage multiple properties by having a local representative take care of some or all of the work involved in hosting. It is especially useful in resort and vacation locales, allowing owners to live in metro or suburban areas



and have properties at the beach, which may be two hours away.

The Airbnb host payment system handles splitting earnings between the hosts in whatever proportions they choose, and the percentages vary depending on the type and frequency of services offered. In US metro and suburban areas with year round occupancy patterns the co-hosting 'split' for 'full service' seems to average 20-25% for the co-host, 75-80% for the property owner. In resort or vacation areas with high seasonal demand fees tend to be higher, in the 30-35% range.

There are companies who specialize in property management services for AirBnBs, basically acting as co-hosts without the official AirBnB connection. Some companies, like **Air-CapeCod** (www.air-capecod.com), are official AirBnB co-hosts and specialized AirBnB property managers.

Working with Co-hosts or 3rd party providers makes it much easier to build a stable, income producing hosting experience.

BIG DATA AIRBnB

Big data companies are starting to track and report on the trends that entrepreneurs need to follow in order to profitably grow their hosting businesses. Which areas demand the highest rates? What types of properties will have the lowest vacancies? Where are there fewer Airbnb hosts?

Companies like Airdna, Everbooked, Mashvisor, **Price Method** and Beyond Pricing all report on critical market data designed to help hosts understand local markets, maximize

revenues and spend less time managing daily operations.

As the number of serious Airbnb hosts increases, so will the demand for serious information.

"There's a critical need for more accurate and complete data in the short-term rental industry, mainly because it's still an emerging

market," notes Jamie Moyle, with vacation rental company, [Keyolo](http://Keyolo.com).

The view of Airbnb as a business vehicle from real estate investment experts varies, but the emerging consensus seems to be that AirBnB represents more than just another trend in real estate-based wealth building – it is really a completely new category with tremendous potential.

THE BOTTOM LINE

The bottom line is that most people, whether they own a home or not, can make money with AirBnB to supplement their income. You make more with a nicer space to share and even more if it's in a desirable location. Hosting takes some skills, but mainly a desire to welcome guests and be hospitable – the better you are at the 'art' of hospitality, the more money you will make.

The amazing growth of AirBnB has resulted in the development of an entire AirBnB Economic Ecosystem, with a growing variety of support services to make hosting easier and more profitable. It is possible to build a large AirBnB business entirely run by others, either as co-hosts or 3rd party providers, including full service, independent, local property managers such as Air-CapeCod.





In the future, we may own much less and share much more. The definition of wealth has changed as the accumulation of material goods has become cheaper and cheaper. First came the internet, which facilitated people sharing information, now comes the 'internet of things', which facilitates all our devices sharing information about how we use them and in the not too distant future, ubiquitous 3D printing, which shares the actual manufacture of things.

Ridesharing, apartment/home lending, peer-to-peer lending, reselling, coworking, talent-sharing ... the sharing economy is starting to develop and growing quickly in all sorts of niches. Consumers will soon be able to combine all their personal devices and data sources, i.e., what they are doing, spending, consuming, where and when

they are doing it, what their other stuff is doing while they do it, combined with basic measures of health and well-being – blood pressure, cholesterol, insulin levels, weight, family medical history and levels of activity, plus their desires, goals and dreams.

All of that information plus any hard assets can be shared, become an asset which can be sold, used to anticipate needs for goods and services. The hardest part of the new, sharing economy is deciding who we will trust to aggregate this information, interpret it and store it on our behalf – Microsoft, Google, Facebook or Apple or some entirely new company and technology. The possibility of a Star Trek like world is becoming clearer, and we owe much of it to big data.



WHAT IS THE SHARING ECONOMY?

A very unusual and fascinating feature of the new economy is that companies like Uber or AirBnB are rarely the actual service providers and they generally do not own the means by which the service is provided - instead, they act as facilitators, middlemen making the transaction possible, easy, and safe for both the provider and the user.

The obvious examples here are E-Bay, Uber and Airbnb, all of which developed their own platforms to allow service providers (sellers) and users (buyers) to connect and form communities to the benefit of both. But there are other interesting examples of companies using data and developing platforms to join this new economy, and the opportunities seem unlimited – not just in the companies themselves, but also in the supporting services to participants in the economy.

Two articles published recently present different aspects of the Sharing Economy, the first, **“The Sharing Economy - What It Is, Examples, And How Big Data, Platforms And Algorithms Fuel It”**, a think piece about Millennials and why the Sharing Economy is developing and the second, which we have excerpted in full as **APPENDIX IV: 100 Sharing Economy Apps and Websites You Don’t Want to Miss**, list of sharing economy websites and apps you should know about.



The article **“The Sharing Economy - What It Is, Examples, And How Big Data, Platforms And Algorithms Fuel It”** by Bernard Marr on the Forbes.com makes some good points about the sharing economy and the what it means:

“In the last century, owning things was the marker of the middle class. Those who had more money could own more things. But as

manufacturing became less expensive, the barrier to owning a great deal of stuff was lowered. Today, many people living at or below the poverty level own plenty of things, but it isn’t a good indicator of their relative wealth.

In fact, as millennials enter adulthood and the middle class, the trend seems to be for them to own *less* stuff. Not only is there a thriving “minimalist” movement, but the advent of the digital and sharing economies have made this much easier.

Where Baby Boomers and Gen Xers might have had shelves and shelves dedicated to books, magazines and music in their homes, today we can fit the same amount of media and more onto the pocket-sized computers we anachronistically still call phones.



Whereas being a “two-car family” (or even three or four cars) was once a mark of status, today many millennials see more status in being a one-car or even zero-car family and making use of services like Uber, Lyft, CarGo, and others to use cars only when they need one.

Ridesharing, apartment/home lending, peer-to-peer lending, reselling, coworking, talent-sharing... The sharing economy, sometimes also called the collaboration economy, is taking off in all sorts of niches.

Beyond a disillusionment with consumerism, what’s driving this trend is data. Most — if not all — of these upstarts would not be viable businesses, certainly not on a large scale, without leveraging a platform and a foundation of big data.

These companies don’t just represent a new way of thinking or new services, but a new way to use data effectively to provide services to people when and where they want them.”

<https://www.forbes.com/sites/bernardmarr/2016/10/21>



There are a number of interesting examples of companies using data and developing platforms to participate in the sharing economy:

- **Charity and Giving** – **GoFundMe** is a for-profit corporation crowdfunding platform that allows people to raise money for events ranging from life events such as celebrations and graduations to challenging circumstances like accidents, illnesses and natural disasters.
- **Crowdfunding** - Crowdfunding is mostly synonymous with **Kickstarter**. It’s the biggest platform there is. Kickstarter campaigns have already raised over US\$2.8 billion. It’s hosted 118,000 successful projects, has a total of 12 million backers. **Indiegogo** is usually perceived as a less strict and more flexible platform, available in over 200 countries, established to provide

more opportunities to backers than Kickstarter.

- **Car sharing** — Services like **Lyft** and **Uber** allow individual drivers to operate like a taxi. **Zipcar** allows them to borrow cars for very short periods of time, like the length of a big shopping trip. And now, services like **Getaround** enable individuals to share their cars with neighbors. **Liquid** provides the same service for renting bicycles!
- **Fashion** — Sites like **Poshmark** and **threadUP** allow individuals to sell their gently used clothing while services like **Le Tote** offer subscribers the ability to borrow clothes and return them like a Netflix subscription for your closet. **Rent the Runway** allows women to rent designer gowns for a special event at a fraction of the price of buying one.



- **Peer-to-Peer lending** — [Lending Club](#) and sites like it allow people to lend one another money, with much lower interest rates and fees than traditional credit cards or bank loans.
- **Sharing resources** — [Neighborgoods](#) and similar sites allow people to borrow resources — like tools and kitchen appliances — directly from their neighbors.
- **Skill Sharing and Freelancing:** Sites like [Upwork](#) help traditional freelancers (writers, graphic designers, coders, etc.) connect with business owners looking to hire for specific, skilled tasks, [TaskRabbit](#), [Care.com](#), [Rover.com](#) and many others do the same for services like handymen, personal assistants, personal care associates, babysitters, dog walkers, etc.
- **Work Space Sharing:** — [WeWork](#) is only one of many companies providing co-working spaces in big cities around the world. Freelancers, entrepreneurs, and telecommuters can rent a desk or an office without the overhead and cost of renting an entire building or suite. Prices are low enough that you can use it as you like, and the space offers some of the benefits of an office including meeting space, phone lines, internet, and often free coffee.

None of these services would be possible without the big data and algorithms that drive their individual platforms. Without a sophisticated app to match a driver with a rider, Uber wouldn't be competitive with taxi drivers who cruise around all day looking for fares — and the same is true of each of these services.

HOW TO GET YOUR SHARE

Joining the 'sharing economy' is a little bit like a first date. It could end in tears, a broken heart or that colossally irritating feeling of having wasted your time. But it's also exciting — and if it goes well, could open up a whole new world.

The sharing economy is the term most people have settled on for the concept of generating cash from what you own by renting it out to others. It's also called 'the peer economy' or 'collaborative consumption'. Sharing and renting aren't new concepts, but the development of our interconnected mobile world means it's easier than ever to earn money from your house, car or power tools — even your Labrador.

How much could you make out of this revolution? The short answer is, 'it depends.' It might make sense to start off with a 'sharing audit'. April Rinne, an adviser on the sharing economy, says there are three things that usually help people decide what to share.

First is the **purchase price**. 'Higher purchase price means higher trade-offs of owning the asset. That's why boats, jet skis, snowmobiles and ATVs are easily shared.'

The second is **frequency of use**. 'You probably use your coffee pot all the time, so don't share it. But how often do you use your waffle iron?'

And third? Sentimentality. 'For many people, it's more difficult to share things they're emotionally attached to.' This certainly could apply to your house, but you could overcome it by locking your



treasured possessions in one room. Together with the \$12,000 you're earning, that might make you feel less sentimental.

We have included a fairly comprehensive list, "**100 Sharing Economy Websites & Apps**" as Appendix IV to this special report. After you have done your 'sharing audit', take a look at this list to determine if there is an existing platform for easily sharing the items you have. Generally it only takes a few minutes to take some pictures, write up a listing and post the item on the appropriate sharing site or app.

Of course, your biggest ticket item is your home. In addition to the usual 'vacation rental' home sharing, think about renting your house while you're on vacation, perhaps on sabbatical in New Zealand for a year.

There is something other than money that can be gained in the sharing economy, which is the human connection that can come through the somewhat organized random encounters which result from sharing. When you home-swap on Airbnb you're essentially life-swapping – which has that excitement of the first date where we began.:

'You never really understand a person... until you climb into his skin and walk around in it.'

HARPER LEE



WHAT THE FUTURE HOLDS

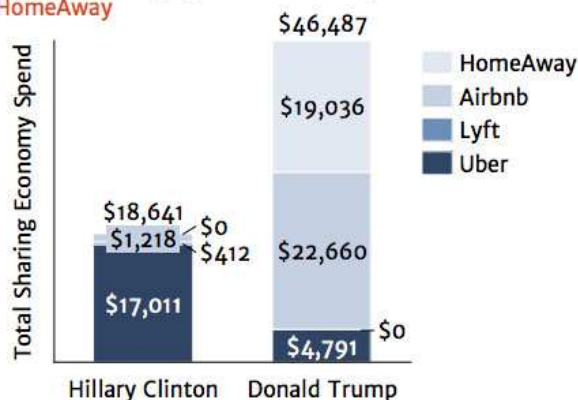


Growth

AirBnB is primed to continue growing, but this global growth has not gone unnoticed by local governments, which seek to tax and regulate home sharing. Other powerful entrenched interests, such as the hotel industry and its allies, community organizers and labor unions, seek to destroy AirBnB and other 'sharing economy' successes like Lyft and Uber.

AirBnB and other "sharing economy" companies are becoming part of the fabric of American life - during the 2016 election cycle, the Clinton campaign spent \$17,011.15 on Uber and just \$5,826.52 on taxis. Trump's campaign didn't take too many Ubers, but still spent more on the ride-share platform than traditional taxis (\$4,791.00 and \$3,780.00 respectively.)

Fig. 4: Clinton Spent More Than Four Times As Much On Uber, But Trump Spent Substantially More On Airbnb And HomeAway



Source: 2016 FEC Data

Donald Trump's campaign spent a decent amount on Airbnb - \$22,660.00 on the home share company and \$19,036.00 on competitor HomeAway.



The company seems to have a three level plan:

- ✓ Keep doing what they do, except do more of it, i.e., introducing new areas for hosts to add value to the 'local experience' and generate additional income,
- ✓ Emphasize 'space' or 'home sharing' (mom and pop) versus vacation rentals and commercial accommodations (big business), especially in areas inhospitable to 'business', and,
- ✓ Organize hosts to become an active, cohesive political force.

PRIMED FOR GROWTH

The "network effect" of the AirBnB platform means that every day, more people are learning about Airbnb by word of mouth and then joining the community themselves. The company's market research indicates people most often learn about Airbnb from friends and family. Even with the amazing growth propelled by this network effect, overall awareness of Airbnb, while growing, is still low. While 50 percent of US voters in key markets have a favorable impression of Airbnb, 28 percent still have no opinion of the company.

Despite having lower consumer awareness than other accommodation providers, Airbnb today has 4 million listings, more than the top five hotel chains combined, including 1.9 million listings now available via Instant Book - no hotel chain has more rooms than Airbnb has instantly bookable listings.

"On any given night, 2 million people are staying in other people's homes around the world on Airbnb," the company states. On Saturday, August 5, 2017 Airbnb recorded its busiest ever night with more than 2.5 million people staying in listed properties - as many bookings as the two largest hotel chains have rooms.

To a certain extent the growth and success of AirBnB is already baked in - Millennials (loosely defined as people 20 - 35 years old) already account for roughly 60 percent of all guests who have ever booked on Airbnb, and the number of Millennials who have booked on Airbnb has grown more than 120 percent in the past year.

According to studies conducted for AirBnB, in key US markets, 85 percent of Millennials support allowing residents in their cities to rent out their extra living space on Airbnb. And more than half of Millennials say they would be more likely to support elected officials who strongly favor home sharing.

These numbers indicate that AirBnB has a solid base of support now in the groups that will be vacationing, travelling and voting in the years ahead. If the company is able to keep, and sharpen, its focus on the 'living local', homesharing, 'what goes on behind closed doors', 'people to people' meme it will continue to grow.

ORGANIZING FOR OPPORTUNITY

Airbnb has to depend on the loyalty and advocacy of its hosts to appeal to local officials for regulations friendly to Airbnb.



These hosts are usually voters and taxpayers in their communities, have more sway with elected officials, and make up about 3 million of the total 150 million Airbnb users globally.

In 2016 in the US alone, hosts have sent more than 350,000 emails to elected officials, engaged with our mobilizers in over 14,000 one-to-one meetings, and more than 4,000 participated in public hearings. The company expects to see 1 million interactions between hosts and government officials in 2017.

The company is approaching organizing its hosts in two ways – traditional political or “community organizing” and “Host Clubs”.

"Our community (of hosts) is able to be a counterweight to the historic power of the hotel industry," said **Chris Lehane**, Airbnb's head of global policy. "They are real people who do vote."

That AirBnB has someone like Mr. Lehane in the position he demonstrates their understanding of the nature of the battle and its commitment to organizing hosts to confront those who seek to harm the business. Lahane has had a long political career, including more than six years in former President Bill Clinton's campaigns White House, and was also the spokesman for former VP Al Gore's 2000 presidential campaign. He is a tough political fighter, known for thoroughly researching his opponents, who advocates going into so-called “warrior mode” to defend his clients.

While you may not agree with his politics, his success on a national political stage is undeniable, and his work at AirBnB has produced victories.

AirBnB has suffered some setbacks - the company was targeted by the Federal Trade Commission in **2016**, in **October 2016**, NY Gov. Andrew Cuomo signed a bill imposing steep fines on Airbnb hosts who “break local

housing rules” and in **April, 2017** New York City Mayor DeBlasio announced plans to plans to crack down on “illegal short-term rentals” by spending an extra \$2.9 million over the next two fiscal years, expanding the city's Office of Special Enforcement.

There have been, however, string of successes which would seem to brighten the outlook for the company. In December of 2016 New Orleans passed landmark, potentially model legislation that eases enforcement of the rules and directs a portion of the tax revenue to construction of affordable housing. Chicago enacted its rules which direct a portion of the revenue to aid for the homeless. The Washington, DC suburb of Arlington County, Virginia revised its short-term rental laws to allow for home sharing in time to capitalize on the tourist influx for President-elect Trump's inauguration.

In New York, after the City recognized it had no basis to file claims against the company, they settled the lawsuit and the City agreed to work with AirBnB to implement their One Host, One Home policy. Also in New York there has been strong media and public reaction to the harassment of legitimate, registered AirBnB hosts by the Office of Special Enforcement. In its hometown of San Francisco, Airbnb and HomeAway, announced they have settled their suit with the city.

Outside the US in Amsterdam and London, AirBnB introduced policy and product changes to strength their relationships with those cities. In Tuscany, after more than six months of public debate, regional lawmakers approved new rules that make hosting easier. Similar rules were just approved in Rome. With Jamaica, they enacted our second major Caribbean partnership.

Speaking about Airbnb's settlement with the city of San Francisco, Chris Lehane said, “For us it's really, really important that we continue to put these kinds of partnerships



in place. We fundamentally do believe that platforms need to take responsibility.”

In November of 2015 Airbnb announced they would support the creation of 100 independent Home Sharing Clubs in 100 Cities around the world in the year ahead, and closed out 2016 with 112 clubs. From Chicago to Australia, these clubs are building a community of hosts and guests to help the global policy team win real victories for home sharing.

MORE ‘HOST CLUBS’

According to AirBnB “These independently run Clubs are coming together in part because the Airbnb platform democratizes capitalism. Hosts keep 97 percent of the listing price of their home. There aren’t many other examples in the modern world of the person primarily responsible for the creation of the capital actually keeping most of the earnings, as is the case with Airbnb.”



Controversy

While there have been political and legal settlements and outright victories for AirBnB, there have also been controversies alleging destruction of neighborhoods, racism, discrimination against disabled persons, homophobia, tax evasion, rampant lawbreaking and illegality by the company and AirBnB hosts.

Many of the controversies fanned by AirBnB opponents are ironic, others downright chilling. Multi generational rent control beneficiaries or 'housing activists' complaining about AirBnB 'decreasing the supply of affordable housing' drips with irony. Professional, credentialed social justice warriors crying "racism, sexism, homophobia" against one of the most politically correct companies on the planet

give pause, and gives rise to the question "What do they really want?"

ORGANIZED HOTEL INDUSTRY EFFORT TO "REIN IN" AIRBnB

In a story published in The New York Times on April 16, 2017 (<https://www.nytimes.com/2017/04/16/technology/inside-the-hotel-industrys-plan-to-combat-airbnb.html?mcubz=1>) containing confidential documents leaked from the American Hotel and Lodging Association, it was shown that a number of these controversies are linked, funded and publicized by the AHLA and its allies.

According to the story:



The targeting of AirBnB by the Federal Trade Commission last summer and Gov. Cuomo's law imposing steep fines on Airbnb hosts actions appeared unrelated. But one group quietly took credit for both: the hotel industry.

"The efforts were spearheaded last year by Katherine Lugar, chief executive of the American Hotel and Lodging Association. The trade group began to form alliances with politicians, affordable housing groups and neighborhood associations. The industry also forged relationships with hotel labor unions – which it typically faces off against on many issues – about dealing with Airbnb."

"The association sought help from politicians in Washington. In its documents, the group said it had worked with Senators Brian Schatz of Hawaii, Elizabeth Warren of Massachusetts and Dianne Feinstein of California. The three Democrats sent a letter to the Federal Trade Commission in July "raising concerns about the short-term rental industry," one of the hotel association documents said.

The association has a \$5.6 million annual budget for this type of "regulatory work." The American Hotel and Lodging Association, which counts Marriott International, Hilton Worldwide and Hyatt Hotels as members, said the federal investigation and the New York bill were "notable accomplishments."

"The main prongs of the association's plan to constrain Airbnb include lobbying politicians and state attorneys general to reduce the number of Airbnb hosts, funding studies to show Airbnb is filled with people who are quietly running hotels out of residential buildings and highlighting how



Airbnb hosts do not collect hotel taxes and are not subject to the same safety and security regulations that hotel operators must follow.”

“The association claimed legal and regulatory victories last year in Chicago, San Francisco and Los Angeles, as well as in states like Virginia, Tennessee and Utah, where laws were being passed to restrict Airbnb activity. The organization also funded research conducted by a professor at Pennsylvania State University to show that many Airbnb hosts were breaking the law.”

“We are trying to showcase and bust the myth that Airbnb supports mom and pop and helps them make extra money,” Mr. Flanagan, of the American Hotel and Lodging Association, said. “Homesharing is not what this is about.”

This year, the association plans to fund more anti-Airbnb research and roll out a testimonial campaign of people hurt by home sharing, “to provide a counter weight to Airbnb’s strategy of presenting a unified, working-class face,” according to the group’s documents. The campaign will be “a cornerstone of the 2017 communications strategy,” it said.

The plan was laid out in two separate documents that the organization presented to its board in November and January. In the documents, which The New York Times obtained, the group sketched out the progress it had already made against Airbnb, and described how it planned to rein in the start-up in the future.



Not surprisingly, Global travel giant **Expedia** has joined the battle against Airbnb in Australia, calling for a clampdown on AirBnB. Expedia is the parent company of CarRentals.com, [CheapTickets](#), Classic Vacations, HomeAway, Hotels.com, Orbitz, Stayz, Traveldoo, Travelocity, [trivago](#), VRBO.com, VacationRentals.com and a few other travel related companies.

AFFORDABLE HOUSING

One of the touted benefits of the sharing economy is that it enables people to make more efficient use of their resources – a classic, capitalist, free market Adam Smith kind of benefit.

But increasingly, that effect has meant that private property owners have a financial incentive to keep their houses empty more of the time, in anticipation of potential tourist dollars.

This runs directly counter to the progressive concept of ‘affordable housing’, where

‘housing’ is viewed as a public asset, not private property, to be regulated and distributed according to ‘need’ under the guise of ‘fairness’.

In traditionally ‘progressive’ cities (New York, Boston, Austin, San Francisco, Berlin, Barcelona, Rome) government officials, urged on by “housing advocates” have become concerned that private “peer-to-peer rentals offering whole apartments and houses” are contributing to housing shortages and driving up costs for long-term residents. Lawmakers have instituted increasingly complex, draconian measures to restrict the ability of private property owners to use their properties as they see fit.

A study by Los Angeles Alliance for a New Economy* shows landlords have removed

* According to [idealist.org](#) “LAANE brings together community members, labor and progressive organizations to win better wages and benefits for low-wage workers through public policy and supporting union organizing.” The LAANE website adds they are “Looking at Habits of White Supremacy.”



rent controlled apartments from the market and then rented them through AirBnB.

The study also shows that California faces a critical housing shortage, noting "California's population has grown by 2.3 million since 2010, but the state has added just 400,000 new housing units." It draws no correlation to the impact of rent control, affordable housing regulations, environmental regulations, excessive red tape, onerous fees and BANANA (Build Absolutely Nothing Absolutely Anywhere) political and public sentiment of Californians.

"Neighborhood activists" say the main thing being disrupted is their quality of life. Thanks to the rise of Airbnb-style leasing, this is a gripe currently being protested vehemently by a number of Barcelona's residents. On any given day across the city, local communities are demonstrating, petitioning against new hotels, or denouncing antisocial behavior as part of a growing movement to curb the effects of the city's exponential tourism boom.

L.A., New York and Barcelona aren't the only cities where Airbnb has run into legal obstacles: After rental rates began to skyrocket in Berlin, increasing more than 8 percent between October 2012 and October 2013, instituted a strict new policy that experts hope will put 12,000 apartments back on the rental market.

Hotel employee unions have allied with "housing advocates" and "neighborhood activists" to fight AirBnB, warning that homesharing is a new way for travelers to bypass traditional lodging which could undermine victories for the people who try to make a living vacuuming hotel rooms or making up beds.

RACISM, SEXISM, HOMOPHOBIA, ETC.

Freely available information is supposed to be the lubricant that makes the Internet function. You'll rent a stranger's home on Airbnb because the host has a public profile: Ellen in South Yarmouth likes dogs, long walks on the beach and needlepoint and looks perfectly nice in her profile photo.

Researchers studying Airbnb now warn that all this information makes it easier for us to discriminate, and suggests the design of Airbnb's website and app enables people to act on the deep, implicit bias most people have. That's because Airbnb, in an effort to create trust - asks users to post photos, provide their real names and a short description of themselves.

#AirbnbWhileBlackandGay

Researchers use the techniques of a well-known study by Marianne Bertrand and Sendhil Mullainathan, who found racial discrimination in the job market when they sent out resumes with black- and white-sounding names (Tamika vs. Laurie, Darnell vs. Brad, etc).

Harvard Business School researchers sent out 6,400 messages earlier this year to hosts in five cities - Washington, D.C., Baltimore, St. Louis, Los Angeles and Dallas - from invented accounts with distinctly black and white names. The replies showed "widespread discrimination" against black guests, and by nearly every kind of host.

Queries from guests with white-sounding names were accepted about 50 percent of the time, and of those from black-sounding names, 42 percent were accepted.

The "discrimination" appeared to come from black and white hosts, men and women,



hosts renting entire properties and those sharing rooms in their homes. It came from hosts listing expensive properties as well as cheap ones. And the neighborhood didn't seem to matter either - hosts in diverse neighborhoods discriminated about as much as hosts in homogenous places.

A similar study from Trinity College, Dublin, used the same technique to find that guests in implied male single sex relationships are approximately 20-30 percent less likely to be accepted than identical guests in implied opposite-sex relationships and in female single sex relationships. Male hosts and those with many listings are less likely to discriminate. Discrimination against gay men was observed *least* in the most desirable locations.

In both studies the difference are uncovered by non-responses from hosts, not outright rejection, and persists regardless of a variety of host and location characteristics. Its detectable presence is notable, though, in contrast with hotel providers like Marriott, or online marketplaces like Expedia, where the mechanism to discriminate (names, pictures, profiles) doesn't exist.

"This is absolutely not a story about how people are bigots on Airbnb - that's simply an implausible story," says one of the authors of the Harvard study. "This is entirely about the choices that online platforms make that either facilitate or prevent discrimination."

Airbnb says it strongly believes that profile photos and real names are important to build trust between guests and hosts. In response to a review, Airbnb changed some of its policies, such as blocking hosts from accepting guests for a certain date if they've already rejected someone else first.

ADA COMPLIANCE

One of the most common complaints of the lodging industry in its effort to slow or stop AirBnB is to point to the fact that hotels must comply with the Americans With Disabilities Act (ADA), while persons hosting in their private homes with fewer than six units for rent are not. The industry seeks to make ADA compliance mandatory for anyone offering short term accommodations to the public.

According to HUD (US Department of Housing and Urban Development) less than one percent of all housing in the US (public and private) is accessible for wheelchair users. Since 1990 all Federally assisted new construction housing developments with 5 or more units must design and construct 5 percent of the dwelling units, or at least one unit, whichever is greater, to be accessible for persons with mobility disabilities.

AirBnB allows hosts the option of indicating wheelchair accessibility, which about 7% claim, according to studies. Anecdotal accounts say that most of those units are not truly accessible - three steps at the front door, narrow door widths, etc. Requiring ADA compliance for all AirBnB hosts would effectively eliminate at least 93% of all US listings due to the expense of retrofitting existing housing with ramps, wider doorways, roll in showers, etc.

Dr. Unnia Pettus, PhD, a clergy leader, community activist and disability advocate from Washington, D.C. wrote that there are "disturbing trends of discrimination that Americans with disabilities face in the so-called 'sharing economy' when traveling to the nation's capital and across the country."

In her piece, she referenced a recent Rutgers University study which "found that Airbnb hosts are more likely to reject disabled travelers." Other users have reported similar



bias, and the study – similar to the race and sexual orientation studies mentioned earlier, based on 3,800 Airbnb lodging requests sent by the researchers – suggests it may be common: **Travelers with disabilities are more likely to be rejected and less likely to receive preapproval, or temporary clearance, for a potential stay, the authors found.**

The researchers could said physical inaccessibility was a major factor behind the disparity in hosts' responses. That, they said, raised concerns that businesses like Airbnb could exclude users with disabilities even as they expand access to services over all.

OCCUPANCY TAXES

As Airbnb continues to face criticism over its social and economic impact in cities where it operates, the company has been eager to demonstrate that it's working hard to make sure users of its platform are paying their fair share of taxes. Airbnb has already remitted \$175 million in hotel, tourist and occupancy taxes to more than 220 cities and communities around the world—up from \$42.6 million in taxes remitted in 20 cities as of January 2016. The company says that by May 1 it will have collected “more than \$240 million in hotel and tourist” taxes globally.

The Airbnb community is growing incredibly fast, and more and more travelers are using Airbnb to see the world. But even in the extremely unlikely event that the Airbnb community remains static at its current size, this would represent a total of \$2.5 billion over 10 years in tax revenue for the 50 largest cities in the United States

The company has announced that it had signed tax agreements with 275 governments, ranging from city to county to state levels. Virtually every day the company announces new agreements reached across the country and around the world. Communities that are collecting tax revenue from the Airbnb community are using the resources to support a range of progressive programs and services, including aid for the homeless and new housing construction.

“Home sharing democratizes revenue by providing an increasingly valuable source of new funds for governments,” the company wrote. “By collecting and remitting hotel and similar taxes, Airbnb ensures a streamlined process for our host community and lightens the administrative burden for state and local governments.”

Airbnb first began collecting and remitting room occupancy taxes in San Francisco and Portland in 2014. Since then, the company has worked together with forward-thinking authorities on similar initiatives in cities and jurisdictions around the globe, including:

- Ajaccio, France
- Alabama
- Colorado Springs, CO
- District of Columbia
- Humboldt County, CA
- Paris, France
- Kansas
- Lille, France
- Louisiana
- Lyon, France
- Marseille, France
- Montpellier, France
- New Orleans, LA
- North Carolina
- Oregon
- Bordeaux, France
- Chamonix-Mont-Blanc, FR
- Antibes, France
- Avignon, France
- Boulder, CO
- India
- Portland, OR
- Rhode Island
- San Diego, CA
- San Jose, CA
- Santa Cruz County, CA
- Santa Monica, CA
- Strasbourg, France
- Toulouse, France
- Vermont
- Cleveland, Cuyahoga County, OH
- Amsterdam
- Anchorage, AK
- Connecticut
- Florida
- Idaho
- Jersey City, NJ
- La Rochelle, France
- Lisbon, Portugal
- Los Angeles, CA
- Malibu, CA
- Santa Fe, NM
- Nantes, France
- Nice, France
- Oakland, CA
- Palo Alto, CA
- Pennsylvania & Philadelphia, PA
- Cannes, France
- Annecy, France
- Arizona
- Biarritz, France
- Illinois and Chicago, IL
- Phoenix, AZ
- Reno, NV
- Saint-Malo, France
- San Francisco, CA
- Santa Clara, CA
- Montgomery Cty, MD
- South Carolina
- Taos, NM
- Utah
- Washington State

airbnb Unique & Unusual!!



There is no way an Exclusive Special Report on AirBnB could go without some pictures of the amazing range of fabulous properties available on AirBnB.

It doesn't matter if you have an Airstream or airplane, castle or treehouse, yurt or hobbit hole, you can share it on AirBnB!!





The Gatehouse to Ayton Castle

Eyemouth, Berwickshire, United Kingdom

Entire house · 185 reviews

https://www.airbnb.com/rooms/6162241?s=l_ZXqjc2

Come and stay in your very own 'mini-castle'! Log burner in a cosy sitting room and a bedroom located above the arch, accessible via a romantic stone spiral staircase; Ayton with its pub and village shop just a moment's walk away, the Gatehouse is a retreat like no other. * For additional guest reviews dating from the beginning of June, please click on 'The Host' and then 'Reviews'!

Less than four miles from a dramatic coastline which also boasts unspoilt sandy beaches, the gatehouse to Ayton Castle enjoys an ideal location. Decidedly smaller than its grander 'relation' further up the drive, it combines the comfort of a cosy cottage with the beauty of a castle!

The Gatehouse is built out of the same pink

sandstone as Ayton Castle (in the archetypal Scots baronial style) and commands a prime position at the entrance to the castle's extensive grounds. There is ample parking space, and guests also have their own private (and enclosed) garden, as well as access to parts of the estate.

Sleeping just two, the interior consists of a sitting room with log burner, a small but well-equipped kitchen, a bathroom and bedroom. For those who are in pursuit of a little magic, access to the bedroom via a fairy tale spiral staircase should more than compensate for the bathroom being on the ground floor!

Recently restored, the Gatehouse is an unusual delight.



Secluded In Town Treehouse

Atlanta, GA

Entire treehouse · 270 reviews

<https://www.airbnb.com/rooms/1415908>



The Treehouse Suite of three beautifully furnished rooms, set among the trees, is an urban retreat like no other, just minutes from downtown. An intimate, simple and restful refuge for two, it has been the subject of innumerable articles and blogs and was recently featured on Treehouse Masters: Ultimate Treehouse IV and in Architectural Digest, Travel + Leisure and on the Today Show.

It has a Southern nature - gracious, calming, and comfortable, often described as the most relaxing, romantic, dreamy and unique place you'll ever stay. It consists of 3 separate areas - **Mind**, **Body** and **Spirit** - each connected by rope-bridges.

Mind - The Sitting Room: Antiques and artifacts including 80 year old windows of pressed butterfly wings, a plaster cast of a Siberian Tiger paw, fossils, couch and chairs, a great place to read or talk and has a balcony overlooking an acre of lush woods.

Body - The Bedroom: You'll have your best night's sleep ever here at the Treehouse! The super comfortable double bed features the world's best bedding: Parachute, 100% long-staple Egyptian

cotton and pure Linen. The bed can either be inside the room or rolled out onto a platform overlooking the stream below. The mattress has a warmer for cool nights and a tin roof to make rain storms something to be enjoyed.

Spirit - The Hammock Deck: Open to the elements, immersed in thick greenery, the deck surrounds the spirited "Old Man", a 165 year old Southern Short-Leaf Pine tree--the largest of the 7 trees supporting the treehouse suite and watching over its guests.





The Renovated Brandy Bus in Quiet Paradise

Nairobi, Nairobi, Kenya

Entire house · 89 reviews

https://www.airbnb.com/rooms/13381106?s=l_ZXqjc2

The Brandy Bus is an old-school bus that has been revamped into a cozy and distinct Airbnb home. Tucked away in the serene beautiful suburbs of Karen it is a perfect place to escape.

The Bus is close to many tourist attractions, restaurants, bars and close to both airports. All shopping, banking etc are accessible nearby.

There are two double beds upstairs and two small single beds downstairs that also serve as sofas. There is outdoor seating and an outdoor fireplace.

The space

The double-decker bus has been completely redone to accommodate adventurous travelers looking for a different kind of overnight stay. No matter where you find yourself in the little bus, there are great views of the outdoors through the many windows lining the walls.

Guest access

Guest have access to the entire bus and surrounding garden including the tennis court.



A Beautiful Villa in North Iceland

Akureyri, Iceland

Entire house | 180 reviews

<https://www.airbnb.com/rooms/444289?s=OsNBp-QM>



The property offers the optimal mix between family relaxation and exploration of the beauty of the Northern Iceland landscape. Located on a sunny hill in the southwestern side of the beautiful Eyjafjörður, it is a quiet, peaceful location.

Only 15 min away from the center of Akureyri, the second biggest town of Iceland, which offers a naturally heated swimming pool, museums, the world's northernmost botanical garden, an 18-hole golf course, restaurants, coffees and shops.

Akureyri has an extraordinary, warm climate. Although it's only 60 miles from the Arctic Circle, it has some of

the best weather in Iceland. Summer temperatures frequently range in the high 20-°C

The three bedroom villa has a large living room, well equipped, modern kitchen, terrace, Jacuzzi, internet, garden, washer/dryer, TV, central heat, DVD, and easy connection with closest airport and highway.

Popular excursions are the drive skirting the beautiful western shore of the Eyjafjörður Fjord, magnificent waterfalls, Goðafoss and Dettifoss, Dimmuborgir, Mývatn and the Grand Canyon of Jökulsárgljúfur. There are also organized day trips to the island of Grimsey, which straddles the Arctic Circle.



Jack Sparrow House

Helston, Cornwall, United Kingdom

Entire cabin | 168 reviews

https://www.airbnb.com/rooms/1483869?s=1_ZXqjc2#neighborhood

Relax and unwind on a cabin holiday with sweeping sea and countryside views. Our cabin accommodation offers a cozy and unique holiday adventure.

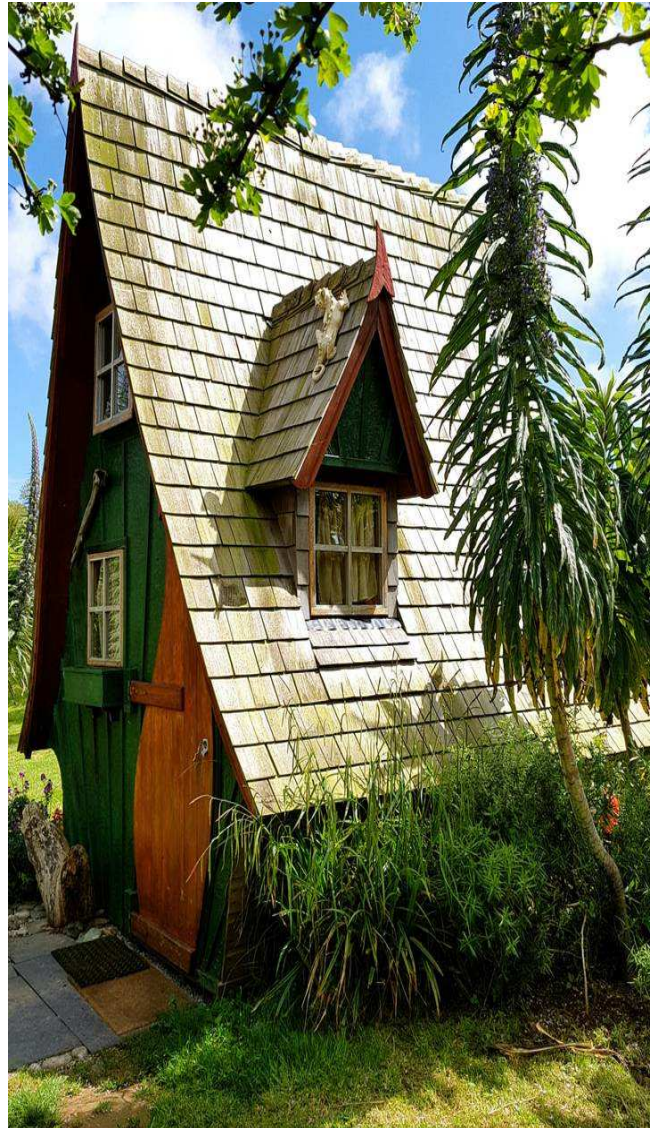
From your lofty position enjoy water views of Falmouth Bay and spectacular sunsets over the fields and orchards of Tregaminion. The beautiful beach of Porthallow is an easy, ten minute walk away.

At night, enjoy the peace and quiet of this secluded location and fall asleep to the rustling of leaves in the trees. You might find you don't want to leave....

DISCOVER THE LIZARD PENINSULA IN CORNWALL

Well known for its quiet, unspoiled fishing villages, secluded coves and stunning coastal scenery, the Lizard is the perfect spot for a relaxing holiday break.

The area offers a fantastic selection of restaurants and pubs, inspiring craft shops and galleries and a great range of outdoor activities, including coastal walking, sailing, surfing, cycling, golf, diving and horse riding.



BALIAN TREEHOUSE with Pool

Balian Beach, Bali, Selemadeg Barat, Indonesia

Entire earth house | 102 reviews

<https://www.airbnb.com/rooms/1016153?s=wqBFDjpl>



When you arrive at the lovely and special village of Balian, you immediately feel all the good Bali has to offer. We are in a small surfer/relax village, which feels like the old days in Bali.

The house is as 'green' as possible with a lot of decoration found in the nature, like driftwood from the beach, and we are a 3 minute walk to the beach. From the veranda you can watch the sunrise in the morning, and enjoy the view of our beautiful gardens and pool. Our pool is beautiful lit in the evening, turquoise in the daytime, inviting you to jump in.

Upstairs is the open living area. The lazy couch on the veranda is overlooking the palm trees, our beautiful garden and pool, plus ocean views. It's the perfect place to wake up and relax drinking your coffee or tea. You can enjoy a nice ocean breeze when you feel its too warm to be outside in the sun or just when you feel the need to be nicely lazy.

Everything in the village is in walking distance, but if you would like to go for some sightseeing outside the village, you may want to rent a bike. Please, always wear helmets.



Underground Hygge

Orondo , WA, United States

Entire earth house | 233 reviews

https://www.airbnb.com/rooms/8794484?s=1_ZXqjc2



This inspired dwelling nestled right into the breathtaking Columbia River Gorge mountainside. Reverently framed by the iconic round doorway, the wondrous views will entrance your imagination and inspire an unforgettable journey. Every nook of this little habitation will warm your soul, every cranny will charm your expedition of repose. Up the pathway, tucked into the earth, an unbelievable adventure awaits!

Booking in the winter you will need a 4 wheel drive vehicle. Snow is likely December - March.





Stay in Britain's favorite Castle

Cumbria, United Kingdom

Private Room in Castle | 69 reviews

<https://www.airbnb.com/rooms/13253?s=wqBFDjpl>

Built in 1841 as a Victorian gentlemen's folly, this castle is now a real family home with a relaxed and friendly atmosphere. Set on 15 acres in a rural setting the castle is on the edge of both the Yorkshire Dales and the Lake District, a great place to explore Northern England.

Stay in a castle. The castle has gothic windows, battlements, turrets, stained glass, oak paneling. You can be King, Queen, Prince or Princess for a day, a week or as long as you like.

Some bedrooms have four posters, roll top baths, fireplaces - all are beautiful, interesting and warm. There's a bar too!

You can have just one of fifteen rooms or a combination of several. Tell us how much space you need, how many of you there are

and we'll do our best to find a space that you can call home.

Breakfast, which is included in your stay, is huge and late. Evening meals can be provided for an additional cost. Children are well catered for, with additional rooms and special children's suppers.



180° VIEW, PRIVATE POOL VILLA

Singaraja, Bali, Indonesia

Entire villa | 95 reviews

https://www.airbnb.com/rooms/4694846?s=l_ZXqjc2



Villa Sanglung, which is surrounded by nature with stunning, uninterrupted ocean views is the perfect place to relax and enjoy cooling breezes from its elevated position. This is Bali from 25 years ago.

The villa has 2 large bedrooms both with en-suite bathrooms and the master en-suite includes a bathtub. An open concept living area including

kitchen and third fully equipped bathroom, leads out to an open air living / dining area and terrace. Upstairs there is a lovely open plan very versatile living space with timber floors, and more incredible views.

An infinity pool completes the outdoor space where you can relax whilst enjoying the full view toward Singaraja the sea and beyond.



Malibu Dream Airstream

Malibu, CA, United States

Entire camper/RV | 218 Reviews

https://www.airbnb.com/rooms/3406062?s=1_ZXqjc2



Located just outside of Los Angeles, the “Malibu Dream Airstream” is perched on a bluff overlooking the Pacific Ocean, with panoramic views from every angle. The scenery is so stunning, in fact, that it was the location for Taylor Swift’s 2015 Vogue magazine photo shoot with her best friend, model Karlie Kloss.

Although the camper is a studio, it was stripped down to its aluminum studs and redesigned to sleep three on a queen size bed and a pull-out sofa. There’s also a kitchenette, fridge, and a separate, standalone bathroom in an outbuilding.

Three frameless glass panels allow plenty of light and access to the main reason you’ve booked this rental: the views. A large cantilevered deck and bamboo shade pergola provide ample outdoor living space and a place to chill

The Airstream is about a 10-minute drive to the beach, and comes with fair warning about its isolation. “Please do not book this space if you are afraid of sleeping somewhere remote ... or are afraid of nature or expect a 100% bug free environment. You are literally surrounded by thousands of untouched acres of wildlife. That means there might be a few mosquitoes or bugs or even a mouse or a rattle snake.”



Our Exclusive 149 Point UltraHost™ Checklist



A SIMPLE PATH TO AirBnB SUCCESS

Air-CapeCod.com uses a checklist to determine the probability of success of a particular property as an AirBnB. The 149 items listed on our checklist have been collected from our experience, comments of guests and other hosts, blog postings, articles, etc. These are the items that AirBnB guests expect a good listing to offer. Use this as a guide - every listing doesn't need to have every item.





PROPERTY INFORMATION

ACCOUNT # _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

#1 OWNER CONTACT INFORMATION

FIRST NAME _____ LAST NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

#2 OWNER CONTACT INFORMATION

FIRST NAME _____ LAST NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

OVERALL IMPRESSIONS (1 - 5)

	1	2	3	4	5	
General Curb Appeal	-----					_____
Overall Exterior	-----					_____
Overall Landscaping	-----					_____
Overall Interior	-----					_____
Overall Cleanliness	-----					_____
Overall Ambiance	-----					_____
						TOTAL _____



149 Point ULTRA HOST Checklist

Page 2

Basics

- | | | |
|--|---|---|
| <input type="checkbox"/> Central Air | <input type="checkbox"/> Window Unit A/C | <input type="checkbox"/> Washer/Dryer |
| <input type="checkbox"/> Cable TV | <input type="checkbox"/> WIFI | <input type="checkbox"/> Sheets, Towels, Pillowcases |
| <input type="checkbox"/> Parking | <input type="checkbox"/> Heat | <input type="checkbox"/> No Smoking |
| <input type="checkbox"/> Wheelchair Access | <input type="checkbox"/> Suitable for Events | <input type="checkbox"/> Local Attractions Flyers/Coupons |
| <input type="checkbox"/> Whole House | <input type="checkbox"/> Private Apartment/Private Entrance | <input type="checkbox"/> Room |
| <input type="checkbox"/> Smoke/CO Detector | <input type="checkbox"/> Fresh Batteries (if applicable) | <input type="checkbox"/> First Aid Kit |
| <input type="checkbox"/> Fire Extinguisher | <input type="checkbox"/> Welcome Package/House Rules | <input type="checkbox"/> Guest Book |

Internet/Media

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Cable Internet | <input type="checkbox"/> Other Internet | <input type="checkbox"/> Smart TV | <input type="checkbox"/> Regular TV |
| <input type="checkbox"/> Premium Cable | <input type="checkbox"/> Basic Cable | <input type="checkbox"/> DVD/ BluRay Player | <input type="checkbox"/> DVD/Blu-Rays |
| <input type="checkbox"/> Audio System | <input type="checkbox"/> Sonos/Gracenote/Etc | <input type="checkbox"/> Xbox/Gaming Console | <input type="checkbox"/> Phone Charger/Adaptor |
| <input type="checkbox"/> WIFI | <input type="checkbox"/> Books/Magazines | <input type="checkbox"/> Coloring Books | <input type="checkbox"/> Playing Cards |
| <input type="checkbox"/> Pens, Pencils & Crayons | <input type="checkbox"/> Board Games | <input type="checkbox"/> Current Periodicals | <input type="checkbox"/> Local Menus & Brochures |

Kitchen

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Gourmet | <input type="checkbox"/> Basic | <input type="checkbox"/> Gas Stove | <input type="checkbox"/> Electric Stove |
| <input type="checkbox"/> Microwave | <input type="checkbox"/> Toaster | <input type="checkbox"/> Coffee Maker | <input type="checkbox"/> Toaster Oven |
| <input type="checkbox"/> Dishwasher | <input type="checkbox"/> Ice Maker | <input type="checkbox"/> Tea Kettle | <input type="checkbox"/> Tea/Coffee/Cocoa |
| <input type="checkbox"/> Dishes, Cups & Silverware | <input type="checkbox"/> Pots and Pans | <input type="checkbox"/> Broom | <input type="checkbox"/> Dustpan |
| <input type="checkbox"/> Tupperware | <input type="checkbox"/> Aluminum/Plastic Wrap | <input type="checkbox"/> Hand Soap | <input type="checkbox"/> Dishwashing Liquid |
| <input type="checkbox"/> Carpet Cleaner | <input type="checkbox"/> Vacuum Cleaner | <input type="checkbox"/> Extra Lightbulbs | <input type="checkbox"/> Sponges |
| <input type="checkbox"/> Trash Can | <input type="checkbox"/> Trash Bags | <input type="checkbox"/> All-Purpose Cleaner | <input type="checkbox"/> Bleach |
| <input type="checkbox"/> Disinfectant | <input type="checkbox"/> Iron/Ironing Board | <input type="checkbox"/> Other _____ | |

Spices/Spice Rack

- | | | | | |
|--|--|---------------------------------|----------------------------------|------------------------------------|
| <input type="checkbox"/> Herb Pot/Garden | <input type="checkbox"/> Salt & Pepper | <input type="checkbox"/> Garlic | <input type="checkbox"/> Ginger | <input type="checkbox"/> Soy Sauce |
| <input type="checkbox"/> Oregano | <input type="checkbox"/> Honey | <input type="checkbox"/> Sugar | <input type="checkbox"/> Creamer | <input type="checkbox"/> Butter |



149 Point ULTRA HOST Checklist

Page 3

Bathrooms

- | | | | |
|--|---|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Bath Towels (2 per guest) | <input type="checkbox"/> Beach Towels | <input type="checkbox"/> Towel Hooks | <input type="checkbox"/> Toilet Paper |
| <input type="checkbox"/> Feminine Products | <input type="checkbox"/> Hair Dryer | <input type="checkbox"/> Wastebasket | <input type="checkbox"/> Drying Rack |
| <input type="checkbox"/> Magnified Makeup Mirror | <input type="checkbox"/> Shower Hanger (for toiletries) | | |

Toiletries

- | | | | |
|--------------------------------------|--------------------------------------|--|---|
| <input type="checkbox"/> Hand Soap | <input type="checkbox"/> Shampoo | <input type="checkbox"/> Conditioner | <input type="checkbox"/> Body Wash/Scrubbee |
| <input type="checkbox"/> Combs | <input type="checkbox"/> Toothpaste | <input type="checkbox"/> Toothbrushes | <input type="checkbox"/> Disposable Razors |
| <input type="checkbox"/> Body Lotion | <input type="checkbox"/> Moist Wipes | <input type="checkbox"/> Clothes Brush | <input type="checkbox"/> Air Freshener |

Sleeping Quarters

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Bed Linens and Pillows | <input type="checkbox"/> Wastebasket | <input type="checkbox"/> Tissues | <input type="checkbox"/> Pen & Note Pad |
| <input type="checkbox"/> Portable Fans | <input type="checkbox"/> Bedside Table | <input type="checkbox"/> Bedside Lamp | <input type="checkbox"/> Foot Rug |
| <input type="checkbox"/> Alarm Clock | <input type="checkbox"/> Dresser / Shelves | <input type="checkbox"/> Diffuser/Essential/Oils | <input type="checkbox"/> Closet w/Hangers |
| <input type="checkbox"/> Drawer Liners | <input type="checkbox"/> Linen/Room Freshener | <input type="checkbox"/> Suitcase Stand | <input type="checkbox"/> Extra Linens, Blankets & Pillows |

Family/Child/Pet Friendly

- | | | | |
|---------------------------------------|---|---------------------------------------|--|
| <input type="checkbox"/> Yard Area | <input type="checkbox"/> Swings/Yard Toys | <input type="checkbox"/> Patio/Deck | <input type="checkbox"/> Outdoor Fireplace |
| <input type="checkbox"/> Gas Barbeque | <input type="checkbox"/> Other Barbeque | <input type="checkbox"/> Pool/Hot Tub | <input type="checkbox"/> Outdoor Shower |
| <input type="checkbox"/> Fish Pond | <input type="checkbox"/> Fenced Area | <input type="checkbox"/> Beach Toys | <input type="checkbox"/> Kayaks/Canoes |

Miscellaneous

- | | | |
|---|--|---|
| <input type="checkbox"/> Full-Length Mirror | <input type="checkbox"/> Desk or Workspace | <input type="checkbox"/> Safe for Passports & Valuables |
|---|--|---|

First Aid Kit Details

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Absorbent Compress Dressings | <input type="checkbox"/> Sterile Gauze Pads | <input type="checkbox"/> Triangular Bandages | <input type="checkbox"/> Roller Bandages |
| <input type="checkbox"/> Adhesive Bandages | <input type="checkbox"/> Adhesive Cloth Tape | <input type="checkbox"/> Scissors | <input type="checkbox"/> Antiseptic Wipes |
| <input type="checkbox"/> Antibiotic Ointment | <input type="checkbox"/> Hydrocortisone Ointment | <input type="checkbox"/> Aspirin | <input type="checkbox"/> Tweezers |
| <input type="checkbox"/> Instant Cold Compress | <input type="checkbox"/> Non-Latex Gloves | <input type="checkbox"/> Thermometer | <input type="checkbox"/> Standard OSHA Kit |



149 Point ULTRA HOST Checklist

Page 4

NOTES:

INSPECTION BY: _____

DATE: _____

100 SHARING ECONOMY APPS & WEBSITES YOU DON'T WANT TO MISS



We recently came across an excellent blog post/listicle on the website Money Nomad (<http://moneynomad.com/100-sharing-economy-apps-websites/>).

You can click on the link, but sometimes those things don't work like they should. For your convenience, if you have issues with the link we have attached a pdf of the article.

This article gives a really good idea of the breadth of the sharing economy. Most of these businesses will not be huge successes like AirBnB, Lyft or Uber, but all contribute to the vision of what the sharing economy can become.



100 SHARING ECONOMY APPS AND WEBSITES YOU DON'T WANT TO MISS

by Drew Mentock | Feb 26, 2017 |



How would you like to make an extra \$1000 this weekend? How about an extra \$25 tonight? It turns out, thanks to the sharing economy, you can!

In short, the sharing economy (also known as peer-to-peer services) allows anyone to rent out a room with Airbnb, become a taxi driver with Uber, tutor through WyzAnt, or make money through dozens of other activities — all while benefiting others.

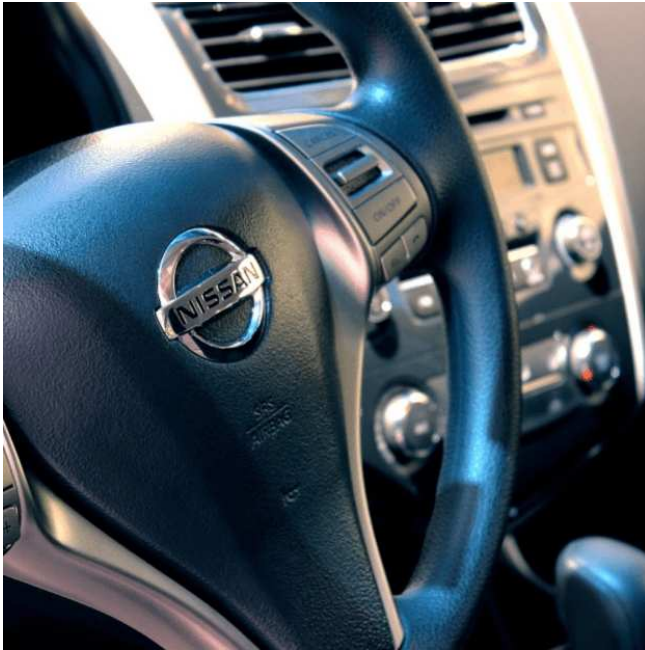
After spending some time to create a list of 100 ways to make money and 100 websites that pay you to refer friends, we decided that it was only appropriate to create an article revealing 100 sharing economy websites worth exploring.

Whether you're looking to make a few bucks on the side, or earn a full-time living, these sites can give you a great place to start. So let's get started!

Continued ...

100 Sharing Economy Apps and Websites

To make it easier to filter, I have divided this list into multiple categories. If you realize that I've missed an app or website – let me know in the comments section below and I'll be sure to add it.



Ride Share

- Lyft – I haven't seen a giant pink mustache on the front of a car in quite some time, and maybe that indicative of the fact that Lyft no longer needs cheap marketing gimmicks.
- Uber – Uber may be the most popular share economy app out there. The famous ride sharing app is well known for both success and controversy. Nonetheless, it is still one of the best ways to get around, as well as a great way for Digital Nomads to make extra money. Uber is even popular in small towns like my hometown of South Bend, Indiana.
- HopSkipDrive – This a great app for busy parents with active children. Because most people wouldn't trust their children with just anyone, three moms came up with a ridesharing system that's safe for kids.
- Gett – The major advantage Gett has is that there are not any surge prices, which isn't always the greatest for you wallet. But it might allow you to feel better about working for them because you know that you're not screwing your riders over.
- Zimride – Zimride is a ridesharing company that focuses on bringing people together to carpool, as opposed to offering a pseudo taxi service like Uber or Lyft do.

Accommodation

- Airbnb – Airbnb is the most popular alternative to renting a hotel room and it's available all over the world.
- CampinmyGarden – This is an app that allows you to pay landowners to camp in their yard or garden. The area where you camp will vary from basic to glamorous. If you have a good yard to rent or are looking for a unique way to travel, check out this app!
- Home Away – A vacation rental website that is much more glamorous than Airbnb. If you have a beautiful vacation home "Home Away" is the
- LoveHomeSwap – LoveHomeSwap allows you to switch homes with another traveler for a week. It doesn't really have the potential to create a second source of income, but it can help travel without breaking the bank.
- Short Term Stays – A home sharing website that markets your property to over 100 million potential visitors a month.
- RoomORama – Similar to Airbnb.

Rent Space

- JustPark – JustPark allows you to rent your parking space out for as long as you want. It can be used for a few hours while you're out of town for the weekend, or for six months while you're traveling abroad.
- Parqex – Similar to JustPark, Parqex is another app that allows you to purchase or rent out your parking space.
- Spacii – With Spacii, you can either sell your unused space such as your attic, garage, or empty room in your basement, or you can rent that unused space.
- Splacer – Looking for a space to host your short term event or production? Splacer is a site that allows you to rent traditional hosting spaces, as well as private spaces. You can also rent out your private space as well, such as your loft in New York or the rarely used barn in your backyard.
- Liquid Space – Thanks to the popularity of the “startup” there are a countless number of small companies in need of check office space. Liquid space is a great way small, medium, or even large companies to rent office space. Have unused space? Feel free to rent out your space as well.
- Luxe – Love valet parking, but often go places that do not offer this luxury service? Then check out Luxe, which allows you to receive valet parking from anywhere. You can also make money with Luxe as one of their mobile valet parkers.
- SharedEarth – Allows people to garden on your unused property and in return, you get a share of their share crops.
- Peerspace – Similar to Liquid Space, Peerspace allows you to rent or host event spaces.

Vehicle Renting

- Getaround – Instead of ride sharing, Getaround allows you to share your vehicle. This is great for those who are looking for an inexpensive way to rent a car for a few hours, or for those with a frequently idle care that is looking to make some extra money.
- Turo – Same idea as Getaround. Vehicle sharing app, as opposed to a ride sharing app.
- BoatBound – Most people have a car, but it's pretty rare to own a boat. With boatbound, you can rent out your boat. Each rental agreement is included with insurance, so you know your boat is in safe hands with BoatBound.
- GetMyBoat – Similar to BoatBound, GetMyBoat allows you to rent out your boat, or pay to borrow someone else's.
- Tubbbber – A boat sharing service popular in Europe.
- RV Share – More than any other vehicle, RVs tend to sit idle. They are sit in driveways as they wait to be used for long distance trips that usually only happen once a year. So why not rent out your RV instead of letting it collect dust while it goes unused?
- Spinlister – In need of a bike to get around? Splinster is a bike sharing app.

Dining

- EatWith – Their motto is “bringing chefs and foodies together.” They allow top-notch chefs to design their own menus by hosting meals in their own home.
- Bon Appetour – Similar to EatWith, but less high end. It is much easier to host with Bon Appetour, but the chefs tend to be less skilled.
- MealSharing – This app features several inexpensive “food sharing” options, some as low as \$14 per person. Simply make a reservation with a host and then head to their house for your scheduled breakfast, lunch or dinner.
- Feastly – Another food sharing website.

Education

- Verbling – Verbling brings language teachers together with students who are eager to learn.
- Udemy – With Udemy, create your own course, share it, and charge for it. You can create a course on any subject.
- Wyzant – Wyzant will connect you with expert tutors, in a variety of fields, who can work with you online or in person. If you're an expert you can sign up to be a tutor as well and receive a per hour fee for your services.
- Classgap – Similar to Wyzant, Classgap with tutors from all over the world, who are knowledgeable in several different subjects.
- Codementor – This website gives you one-on-one mentor advice from expert coders. They can help you solve issues such as debugging, HTML, CSS, Java, and much more.
- Langademy – Langademy is a collaborative social network to learn languages. Receive free 1-1 lessons in exchange for teaching others your language.



Childcare

- UrbanSitter – UrbanSitter is a childcare app that allows its babysitters to keep 100 percent of their earnings.
- Care.com – Care.com covers just about any “caregiver” job imaginable. From child care, senior care, pet care, and house sitting. If you don't mind taking care of other people or their possessions then check out Care.com to make some extra cash.
- SitterCity – They market themselves as a better version of Care.com. Check out Sittercity to find out if it is.
- GoNannies – It's a modern way to be recruited, screened and hired as a household employee independently. They also provide live support.

Pet Care

- DogVacay – With DogVacay you can turn your love for dogs into cash by getting paid to take care of other people's dogs while they are out of town.
- Rover – My friend used Rover for a while to make extra cash while he was between jobs. He said most clients love him because they had a dog of their own, who they took excellent care of.
- FetchPetCare – Another pet sitting service that also allows you to walk other people's dogs for cash.

Health, Beauty, and Wellness

- CrowdMed – CrowdMed is a website that allows you to “crowdsource” your healthcare. Except, instead of receiving donations, you receive medical advice from several qualified professionals, who collaborate in order to provide you with the most educated and thoughtful diagnosis.
- Zeel – Zeel is Uber, but for massages. It's app that allows you to book massages from your phone. The massage therapists, who use Zeel, are prepared to come right to your door.

- Sooth – Similar to Zeel, Sooth is an app that sends licensed massage therapists to your door.
- GlamSquad – GlamSquad is only available in a few select cities, but the app connects “beauty artists” with clients, who are in need of a makeover. The artist will show up to your door before your big date, dance, or even do your makeup for your wedding day.
- StyleSeat – Similar to GlamSquad, StyleSeat connects beauty and wellness professionals with clients.
- Wello – Want a personal trainer, but don’t have the flexibility to meet on at the gym? Wello allows you to hire an online personal trainer. The service is cheaper, more convenient, and can be just as effective.

Labor and Simple Tasks

- Zaaryl – Zaaryl is a website that puts home service providers in touch with potential clients. Need your how cleaned? The snow in your driveway shoveled? Then check out Zaaryl.
- TakeEasy – TakeEasy puts lawn care professionals in touch with clients. This saves you the time and energy of having to manage a lawn service.
- Your Mechanic – This company does exactly what you’d expect an app with the name ‘your mechanic’ to do. It sets you up with your own mechanic for all of your automotive needs.
- TaskRabbit – Their motto is “We Do Chores. You Live Life.” You can sign up for TaskRabbit to make money doing miscellaneous tasks for other people.
- Bellhops – With Bellhops you can earn extra cash helping people move. No truck required.
- Handy – Do you have experience as a housekeeper or handyman and want to make extra money? Join Handy and find work.
- Dolly – If you have a truck or van, you can make some extra money by helping people move with Dolly.
- LawnLove – Similar to TakeEasy, LawnLove also you to find lawn care professionals to take care of your yard.
- Buddytruk – With BuddyTruk, if you have a truck or a van you can get paid to help people move.
- GoShare – Similar to BuddyTruk, make money by using GoShare to help people move with your truck or van.
- Thumbtack – This is a marketplace for both online and in-person services such as interior design, personal training, and wedding planning.
- Field Agent – Complete simple and easy tasks for other people such as checking the grocery store for an item.

Clothing, Accessories, and Crafts

- Etsy – Etsy is popular peer-to-peer Marketplace for handcrafted goods. My cousin recently started his own laser etching business and markets himself on Etsy.
- Style Lend – How often have you spent over \$100 on an article of clothing and only worn it once or twice? Style Lend helps solve overspending by encouraging you to rent your designer clothes instead of buying them?
- PoshMark – Buy and Sell Clothing on PoshMark.
- SwapStyle – SwapStyle is like an online Plateau’s Closet. On the website, you can buy and sell gently used name brand items.
- Zibbet – Sell you handmade goods on a site that’s less commercial than Etsy.

Everyday Goods

- NeighborGoods – This site allows you to share goods and resources with your neighbors and friends such as lawnmowers, bikes, and even scooters.
- Zilok – Zilok allows you to rent your stuff. Rentable items range from ladders to video game systems to sewing machines. Pretty much, if you own it you can rent it.

Professional Advice

- TalkSpace – Get matched with an online therapist and have the space to talk with them.
- HourlyNerd – Are you a current MBA students or graduate looking to make extra money? HourlyNerd is an online business consulting website that sets up knowledgeable professionals with businesses in need of advice.
- CoachUp – CoachUp connects online athletic coaches with athletes looking to improve in their sport. The coaches get paid an hourly rate that they set themselves.
- PopExpert – It's a website for those who seek coaching and one-on-one advice.
- Noomii – Noomii is similar to the other coaching websites on this list. They state that they are "the largest directory of life coaches and business coaches."
- Coach.me – It's a coaching platform where you pay a certain amount per week or month to have access to one of their professional coaches.
- LawTrades – LawTrades uses advanced technology to connect people with lawyers, which helps to make simple legal services more affordable.
- UpCounsel – Like LawTrades, UpCounsel gives people "On-demand access to highly experienced lawyers," and it's cheaper than going to a lawyer in person.



Financial and Investing

- Lending Club – Lending Club is the largest online credit marketplace. Their system allows you to invest in other people's loans and make returns off of the interest they pay. You can also receive a loan from Lending Club that has lower interest rates than the banks do.
- WeFunder – Want to invest in startups? With WeFunder you can do just that. Find global or local startups and invest your own capital.
- Prosper – Prosper is a peer-to-peer lending service similar to Lending Club. Utilizing this service is a great alternative to letting your money sit idle in your bank account.

Web and Technology Assistance

- DesignCrowd – DesignCrowd allows its customers to crowdsource graphically designed logo. This collaborative process allows graphic designers to make some easy extra cash while consumers get a custom designed logo.
- Fon – Fon is a wifi sharing company. By joining Fon you agree to share some of the wifi from your home router, and in return, you get access to their over 20 million wifi hotspots.

- DataWallet – This app allows you to receive funds from the data that's collected from your engagement with websites such as facebook and twitter. This is done by downloading the app, using Facebook, the app then pays you when company's purchase your data. It's that simple.
- Crowdio – This site allows you to become a mobile support agent from your own phone.

Delivery and Logistics

- Postmates – Postmates is one of the fastest growing economy sharing apps. With Postmates, local couriers deliver goods on-demand.
- Instacart – Similar to Postmates, but the company specializes as a grocery delivery service.
- uShip – Are you taking a long trip anytime soon? Checkout uShip to see if someone needs a package delivered and receive cash to take it to them.
- Saucy – Another service similar to Postmates, except the company specializes in the delivery of alcohol.
- Munchery – Munchery is a food delivery service, which delivers meal prepared by a company approved chefs.

Tours

- GetYourGuide – There are a lot of things to do in a new city such as tours, cooking classes, sightseeing buses, and cruises. For each of these, you will need a guide or an instructor. With GetYourGuide someone to help you with whatever you want to do, or if give tours yourself.
- Vayable – Similar to GetYourGuide, Vayable allows you to find and give tours at a variety of destinations.
- WithLocals – WithLocals is a combination of Vayable and Eatwith. It allows tourists to get with a local who can introduce them to tours and cuisines.

Misc

- Carvertise – Strapped for cash? Sign up for Carvertise and get paid for featuring advertisements on your motor vehicle.
- Wrapify – Similar to Carvertise, with Wrapify you can get paid to wrap your car in an advertisement.
- Scribendi – Scribendi is a peer-to-peer proofreading website. Get paid to proofread other people's work.
- Seateroo – With Seateroo whenever you have a great seat on a plane, you can sell it to someone sitting in the back.
- Trustify – Have the chops and background to be a private investigator? Trustify connects private investigators with people in need of some sleuthing.
- FancyHands – Hire a virtual assistant or become one with FancyHands.
- Zirtual – Similar to FancyHands, Zirtual is a virtual assistant website.
- DoulaMatch – Are you a woman who is qualified to assist other women in childbirth? Then you can put your skills to use with DoulaMatch.
- ToolLocker – ToolLocker is a construction equipment rental site, where equipment owners can rent out their unused equipment.
- DropTrip – Save or make money by using DropTrip. With this site, you can get paid to deliver packages to destinations that you're already planning to visit.
- RentaFriend – Have good social skills? Put those skills to work by getting paid to be someone's friend for a night. Events you might have to attend range from being someone's wingman during a night out to attending a theme park.
- 3D Hubs – 3D Hubs helps you to find people willing to rent out access to their 3D printers. 3D Hubs – 3D Hubs helps you to find people willing to rent out access to their 3D printers.

10 THINGS PROSPECTIVE AIRBnB HOSTS NEED TO CONSIDER

WHAT KIND OF AIRBnB HOST
DO YOU WANT TO BE?

If you were a cat, what kind of cat would you be?

In the tradition of all those wonderful listicles we see everywhere we found two blog posts/listicles on the website LearnAirBnB (<https://learnairbnb.com/10-things-to-consider-before-hosting-on-airbnb/>) and second (<https://learnairbnb.com/kind-airbnb-host/>)

For your convenience we have attached a pdf of both of these articles.

They are very brief and present some basic questions you should answer before you make the decision to become an AirBnB host, and what kind of host you would like to be.



10 THINGS PROSPECTIVE AIRBnB HOSTS NEED TO CONSIDER

1) What Do You Want From Life?

OK, so you want to make some money from hosting on Airbnb, but what exactly is your goal? Occasional extra income? Consistent extra income? Quit your job income? Or do you intend to build an AirBnB empire? Based on your goals, the amount of capital, time, and risk can be very different. It's probably a good idea to determine what type of host you intend to be (See the Rundown on the next page).

2) Scary Strangers

You will be literally inviting complete strangers into your home. If you're only renting part of your home and you'll be staying there, you will be spending nights with complete strangers – some who may be very different than you.

If that makes you feel uneasy, please think long and hard about hosting. If you can't deal with having strangers stay with you, your only option is to find and acquire a dedicated rental unit. And even with that, you must be able to clearly communicate with and host those strangers.

3) Do You Have the Time?

Listing and running a successful Airbnb takes much more time and effort than you might think, especially when you're just getting started. Even when you're experienced and have a good routine, you're still on call 24/7 when you have guests. Do you have the time to do what you need to succeed?

4) Your USP and Market Position

What will make your AirBnB different and special? Go on the site and look at listings – hundreds of them – how will you make yours stand out – what will be your Unique Selling Proposition? You need a good story, attractive property and top-notch presentation. This means professional photos, inviting descriptions competitive pricing. Getting it right can take several attempts that don't meet expectations – Do you have the patience, time and talent to position your AirBnB correctly?

5) Landlord Love

If you're renting your home you need the permission of your landlord to do the AirBnB thing. Your AirBnB could cause him to lose his landlord homeowners insurance – and that can be a big problem. You need a plan to speak to them candidly about your short term rental intentions and show how you will be a better tenant as a result of your AirBnB.

6) Neighbor Love

Chances are you have neighbors. How will they react to your hosting on Airbnb? If you are in an apartment building or condo this is especially important. Find out the attitude of your Homeowners Association or condo board, and pay attention to the local news – if there are issues about other AirBnBs, you need to tread lightly.

If there are issues in your community you must weigh the potential headaches versus your income from Airbnb. And have a plan to deal with your neighbors – make it easy for them to buy into your plans.

7) What You Have to Lose

There are risks to hosting on Airbnb – theft, damage to your property, liability for damage to other's property and personal injury. These risks can and should be eliminated, minimized or indemnified – make sure your insurance is what you think it is and check out the various Airbnb liability programs.

8) Pricing for Maximum Return

AirBnB pricing changes constantly, and you need to stay on top of it unless you don't care about the money. Getting your base price right takes time, then adjusting for competition, seasons and events takes more time, plus knowledge of local conditions and events PLUS good business sense. Do you enjoy the game of constantly monitoring and adjusting competitive rates and local events to keep your pricing optimized?

9) Pay Attention

To succeed with Airbnb, you must pay attention to trends, tastes, local market conditions and local politics. You need to know what your guests want before they do, how the seasons change the type of guests you get or what a local zoning or bylaw change could do to your business. This is sometimes a complicated business – are you willing to pay attention?

10) #@%& Happens

Airbnb can disrupt your life in a number of ways, especially if you're personally hosting just one unit and not hiring 3rd party service providers. Early and late guest check in/out, cleaning stoves, toilets and floors, buying paper goods, soaps, etc., responding to guest inquiries, lost keys, angry neighbors, etc...Success as an Airbnb host can and will have its ups and downs, especially if you're intending to operate multiple units. Make sure you're ready – now think about your spouse, kids, cats and dogs?

WHAT KIND OF AIRBnB HOST DO YOU WANT TO BE?

There are three main types short term rental hosts, find out which Airbnb host you are.

The Opportunist

The Opportunist is an Airbnb host who is willing to rent out available space from their current residence for premium or only when they know they're not utilizing the space. They usually have a very specific time window in mind that they're willing to rent out their unit.

Maybe they noticed that a major upcoming convention in their area has all the hotels booked out or they know they will be out for a couple of weeks. Either way, they just want to see if they could make some extra cash for a very specific time window. They'd rather not put in the work and effort required for successful continuous listing of their unit.

The Stable Extra Income Seeker

The Stable Extra Income Seeker is an Airbnb host who wants to achieve a consistent, recurring stream of extra income from their unit by renting it out on a regular, but still not full time basis. Maybe they want to rent out 2 weekends every month or two months of every summer.

And if an opportunity comes that allows them to rent their unit for a premium, you can be sure that they will take advantage of that as well. Maximizing the profit potential of the unit is usually the goal, even if it takes up more of their time.

The Full Time Rentrepreneur

The Full Time Rentrepreneur is an Airbnb host who is renting at least one dedicated, full time short term rental. This is someone who seeks to ultimately have rental income from their units become their primary (or only) source of income. They aim to operate an entire portfolio of dedicated short term rentals so they develop systems to automate as much as possible.

Full Time Rentrepreneurs aim NOT to maximize the potential profit of each of their units, but to maximize the potential profit of each hour they spend as a host. They are willing to pay to free up time so they can add another unit to their portfolio.

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A great deal of thought and research went into the development of this Exclusive Special Report. Our bibliography includes links to the original articles used in the preparation of these materials.



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