



# Bourbon Trail Rentals

Short Term Rental Consultation & Property Management



## Community Guide: Responsible Short Term Rental Hosting

[www.BourbonTrailRentals.com/ResponsibleHosting](http://www.BourbonTrailRentals.com/ResponsibleHosting)



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# Our Mission:

## Responsible Hosting

As hosts, we spend a lot of time thinking about guest hospitality, but the #1 priority of Bourbon Trail Rentals is and always will be the safety of our guests and neighbors.

A great Airbnb host should be actively considering their responsibility to guests, owners of the property (if hosted by a property manager), and the neighbors that reside within close proximity of a rental.

As is true with most industries, 99% of transactions are positive for all parties involved. It's the (less than) 1% that go wrong that make the nightly news. The same is true for short term rentals (STRs). Millions of travelers a year stay in STRs without issue, and the number of people who prefer STRs over traditional hotels is growing.

Industry experts predict that more people will stay in STRs than hotels by 2027. With great demand comes great responsibility.

Our mission at Bourbon Trail Rentals is to educate our community, hosts, and owners on how to safeguard properties from becoming neighborhood nightmares. So many hosts (irresponsibly) slap a property on Airbnb or VRBO and allow anyone and everyone with \$49/night to come stay. These guests leave trash, make noise, and cause parking problems.

Irresponsible hosts give all of us a bad name. These are the hosts that cause neighbors to write letters to their city council person. These are the hosts we want to eliminate.



# Pre Check-In:

## The Best Defense is a Good Offense

Bourbon Trail Rentals maintains the highest level of satisfaction amongst guests and neighbors mainly because our problems are solved before they occur. We are extremely proactive in our screening process to make sure each guest is a good fit for the space they are requesting to rent.

VRBO and AirBnb have built in safeguards to verify traveler information and ratings (guests are rated by hosts the same way hosts are rated by guests). Unfortunately, many hosts bypass these filters altogether and have no idea who exactly is coming to their property.

At Bourbon Trail Rentals, we make it mandatory for guests to provide their reason for traveling. If we are ever uncomfortable with the situation, we have the right to refuse access.

### Red Flags

- ▶ If a guest currently resides in Louisville we will not rent to them. It's asking for trouble.
- ▶ If a guest has booked multiple stays in Louisville within a short period of time we further investigate their reason for traveling.

If something feels off, we reserve the right to refuse access to any potential guest, at anytime, for any reason.

# Check-In: Make It Personal

We do our best to greet all guests at the time of check in to verify that the amount of guests checking in coincides with the amount of guests on the reservation. This also allows us to quickly correct any parking confusion. A face-to-face connection makes the stay more personal...it's no longer "just a place to stay".

We wait until the day before check in to send any address information or check in instructions. This ensures guests only have access to the property when they are supposed to.



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# During the Stay: Communication is Key

Good communication prior to the stay sets the precedent for an open line of communication during the stay. This open line of communication extends to the neighbors of our STRs as well. We encourage neighbors to contact us if anything looks suspicious or requires immediate attention. We ask that neighbors take a reasonable approach, please don't call us if the porch light wasn't turned on or the guests left a soda can on the front steps. Ever heard of *The Boy Who Cried Wolf*? Yeah. If we get a ton of calls about "nothing" it could affect our response when action is actually needed.

We hope it never comes to it, but if there is a significant violation of house rules we have the right to evict those guests.



Bourbon Trail Rentals always recommends that our owners install exterior security cameras for the safety of their guests and their investment.



# Post Stay: The Job Isn't Over

Our work doesn't end at check-out. We follow up with every guest to ensure their stay was enjoyable. We want to know as soon as the guest has left so we can immediately assess the security and condition of a property. Unlike traditional rental properties, STRs are maintained weekly by our staff to ensure the properties are clean and presentable.

We ensure that all trash has been properly discarded and the exterior of the home is clean. Our properties will never be an eyesore for the neighborhood because we are constantly maintaining them.

## Conclusion: BTR Properties are In Good Hands

We understand any concerns you may have as a neighbor of one of our properties. It is important to maintain a dialogue as the STR industry grows. You can be certain that Bourbon Trail Rentals approaches each property with the utmost professionalism and responsibility. Our business depends on it.



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Feel free to reach out anytime with any questions or concerns by emailing:  
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