



Your Premier Lakeside Vacation Destination

Elevate Your Hosting Experience and
Invite Guests to Book Their Dream Getaway

Introduction for Hosts | 2024



Welcome Message



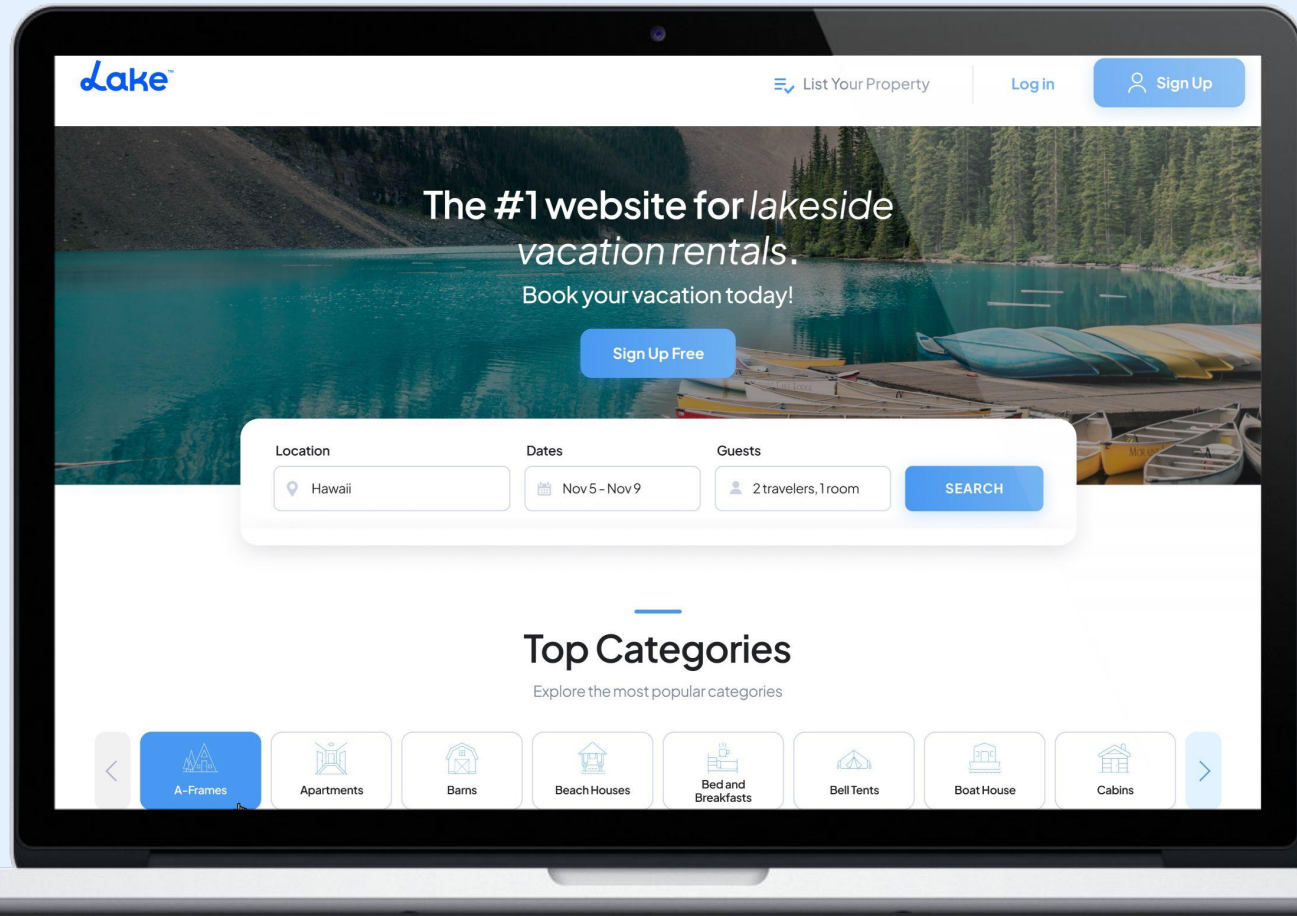
Stephanie Ciccarelli

Hi, I'm Stephanie! My husband David and I co-founded Lake because we love the cottage life and want to help others experience the joys of spending time with loved ones on the water. Being cottagers ourselves, we are excited to help you get more bookings and for families to make memories at your vacation homes to last a lifetime. As your main contact at Lake, I am looking forward to building this platform with you and for you.

Stephanie Ciccarelli

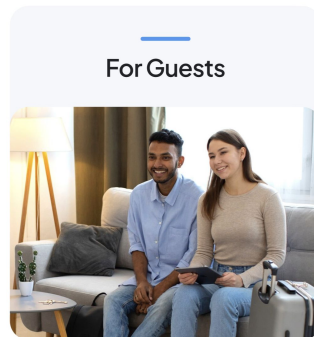
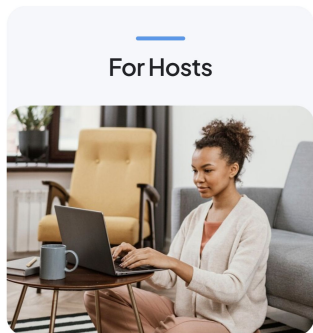
At a Glance

1. Hosting on Lake
2. Getting Started
3. Choosing a Plan
4. Listing Your Property
5. Setting Your Price
6. Appearing In Search
7. Communicating with Guests
8. Dealing with Complaints
9. Acquiring 5-Star Ratings
10. Getting Help, Anytime

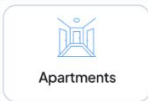


A new vacation rental platform

Our marketplace is a unique travel platform that connects hosts and guests of lakeside rental properties



Categories



Business Logic



Trust & Safety



Marketplace

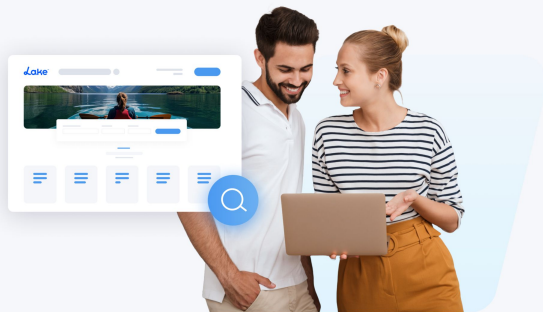


Payments

Technology Foundation

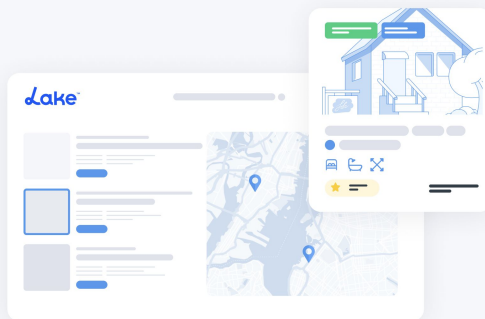
Data and Analytics To Best Match Guests with Hosts

Get Started as a Host — It's Fast and Easy



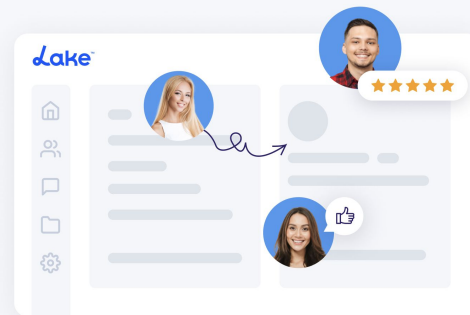
1 Registration

Sign up easily and create your host profile.



2 Listing Creation

Showcase your property with attractive listings.



3 Start Hosting

Dive into the world of hosting with confidence.

Choose The Plan That Works Best For You



Bookings

All bookings are paid for by guests through Lake's secure online payment system.



Fees

We charge a 5% platform fee on the rental amount as part of our pay-per-booking plan and a guest service fee of 3% of the booking subtotal.



Membership

If you'd like to waive the commission fees, you can subscribe to the Premium membership for \$499/year, and pay no additional fees for unlimited listings.



Payouts

Payouts are sent each Friday for completed stays up to the previous Friday.

STANDARD

5%

Per Booking

Pay-as-you-go

No subscription fees

Unlimited listings

Email and phone support

List a Property

PREMIUM

\$499

Per Year

Premium membership

No booking fees

Unlimited listings

Premium support

List a Property

Create an Attractive Listing on Lake

Stunning Visuals

Capture your property's charm with high-quality photos.

Compelling Descriptions

Craft engaging property descriptions that stand out.

Showcasing Amenities

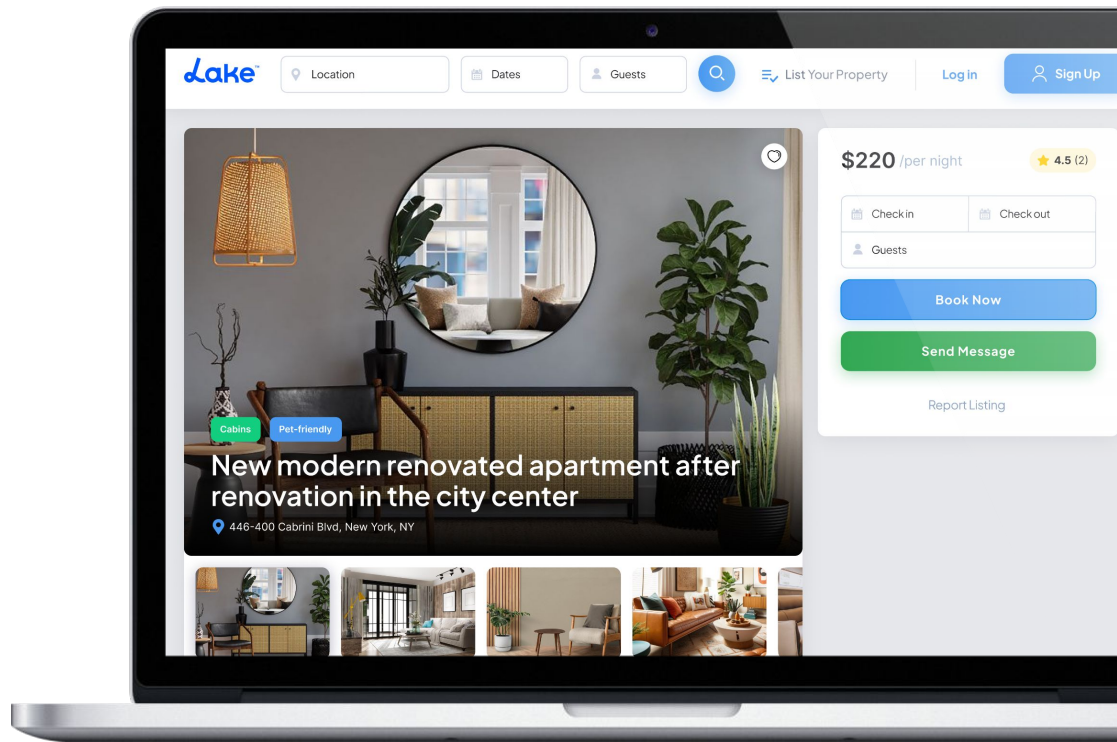
Showcase what makes your property unique.

Availability Calendar

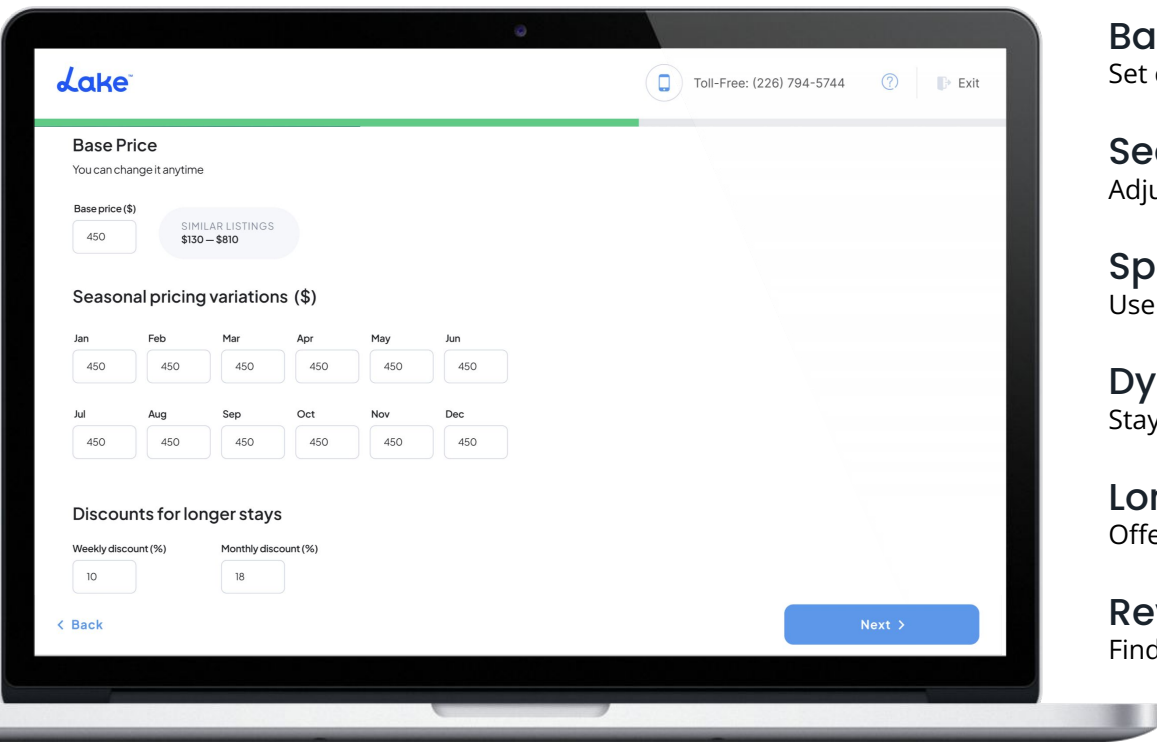
Keep it up-to-date for booking convenience.

Instant Booking

Offer the convenience of instant bookings.



Set the Right Price for Your Listing



Base Price

Set competitive rates to attract potential guests.

Seasonal Rates

Adjust prices based on peak and off-peak seasons.

Special Offers

Use discounts or promotions strategically.

Dynamic Pricing

Stay flexible to maximize occupancy and revenue.

Long-Term Stays

Offer discounts for extended bookings.

Revenue Optimization

Find the sweet spot for maximizing income.

Appear When Guests Search For Your Property

Eye-Catching Titles

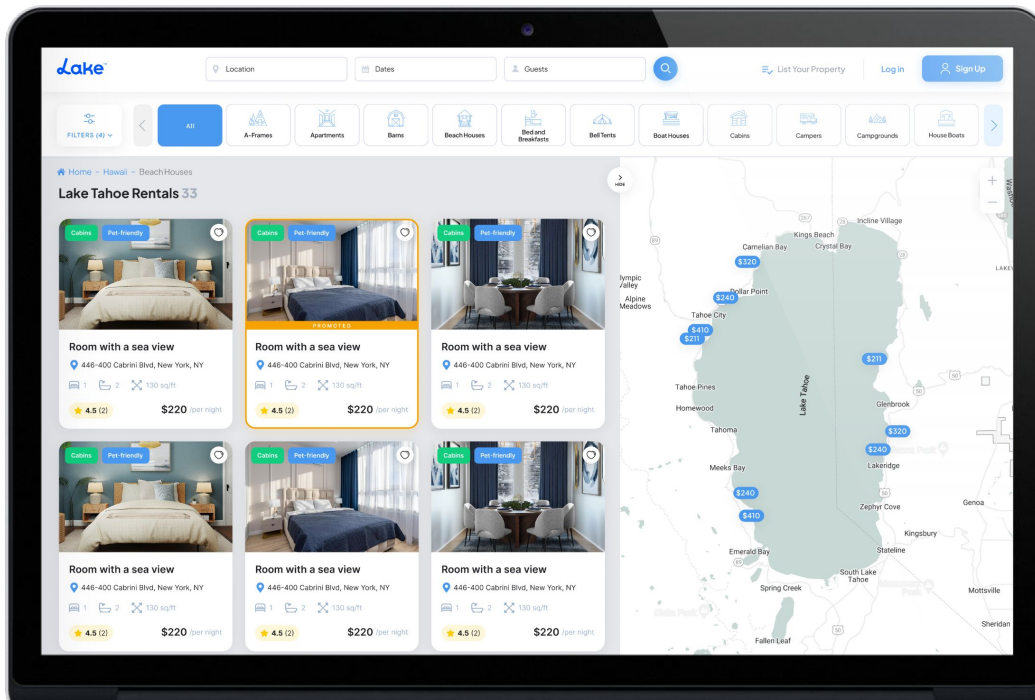
Craft compelling and relevant property titles.

Keywords and Tags

Use relevant keywords and tags for discoverability.

Pro Photography

Showcase your property with high-quality images.



Guest Reviews

Encourage positive reviews for higher search rankings.

Listing Consistency

Maintain accurate and up-to-date information.

Stand Out

Attract more guests by optimizing your online presence.

Build Strong Connections with Your Guests

Prompt Responses

Respond quickly to guest inquiries and messages.

Pre-Stay Welcome

Extend a warm welcome before their arrival.

During Their Stay

Be available for assistance and inquiries.

Post-Stay Follow-Up

Request feedback and reviews after their stay.

Handling Requests

Address guest requests and concerns promptly.

Personal Touch

Create a memorable experience for your guests.



Establish and Enforce Your House Rules

Clearly Define Rules

Outline essential house rules for guests.

House Manual

Provide a detailed guide for guests' reference.

Communication

Clearly communicate rules during the booking process.

Guest Agreement

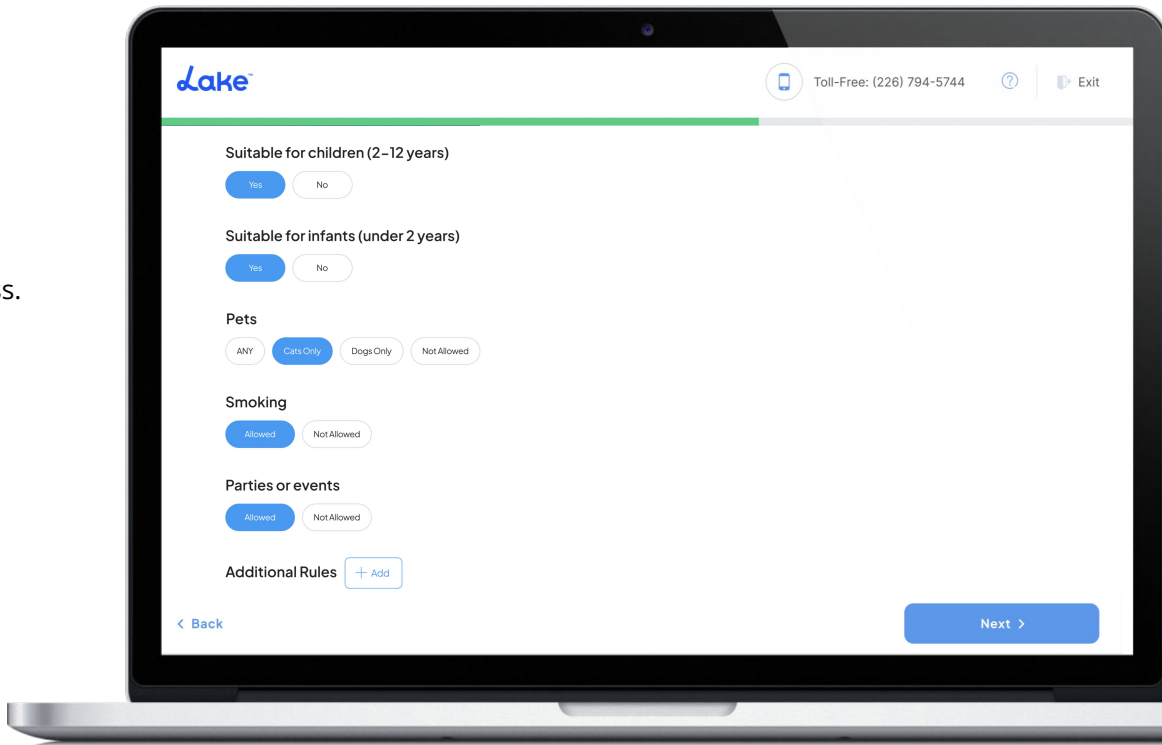
Require guests to agree to your house rules.

Consistency

Enforce rules consistently for all guests.

Addressing Issues

Handle rule violations promptly and professionally.



Show a Clean and Well-Maintained Property

First Impressions Matter

Clean properties are more appealing to guests.

Higher Ratings

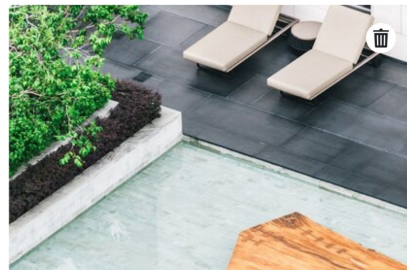
Cleanliness is a top factor in guest reviews and ratings.

Repeat Bookings

Satisfied guests are more likely to return.

Word of Mouth

Happy guests recommend clean properties to others.



According to a survey conducted by Booking.com, **88% of travelers** say cleanliness is the most important factor when choosing accommodations.

Booking.com Traveler Review Awards 2022

Deal with Guest Complaints and Issues with Grace

Enhancing the Guest Experience

View Complaints as Opportunities

Turn complaints into opportunities to impress.

Improved Guest Relations

Effective handling builds trust and loyalty.

Positive Reviews

Satisfactorily resolved issues lead to better reviews.

Tips for Handling Complaints

Prompt Responses

Reply to inquiries and complaints quickly.

Resolution

Aim for fair and timely solutions to guest issues.

Continuous Improvement

Use feedback to enhance guest experiences.

53% of guests expect a response to their inquiries **within one hour**, emphasizing the importance of prompt communication.

Airbnb Community, 2023

Acquiring Guest Ratings and Reviews

What Reviews Matter



Trust Builder

Positive reviews instill confidence in potential guests.

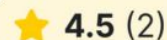
Booking Influence

Reviews play a significant role in decision making.

Competitive Advantage

High ratings can set your property apart from others.

How To Get The Stars



Deliver Exceptional Service

Go above and beyond to exceed expectations.

Request Feedback

Politely ask satisfied guests to leave a review.

Address Concerns

Address any issues promptly and professionally.

88% of travelers consider online reviews extremely important when booking accommodations.

Statista: Importance of Online Reviews When Booking Accommodations

Get Help from Experts, Anytime



Toll-Free Phone

Our toll-free helpline at [1-833-640-3240](tel:1-833-640-3240) connects you with our knowledgeable support team.

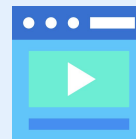
Whether you have questions about bookings, guest inquiries, or any other concerns, we're just a call away, ready to provide timely assistance.



Email

Send us an email, and our support experts will respond promptly.

We're here to address your inquiries, offer guidance, and assist you with any issues you encounter while hosting. Reach out to us at help@lake.com, and we'll be glad to assist.



Help Center

Explore our Help Center for a wealth of resources and answers to common questions.

From hosting tips to best practices, you'll find valuable information to enhance your hosting experience. Visit our Help Center at www.lake.com/help for quick access to resources.

We'd love to tell you more



Contact Me Anytime

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