

TRACEY NORTHCOTT

*Short Term Rental Consultant & Guest
Experience Specialist*

Topics I can discuss in English

- How to collect five star reviews on Airbnb listings
- How to curate a unique guest experience
- Branding your short term rental for additional profits
- How you can mine your brand for additional revenue
- How to successfully open and close a short term rental
- How to manage direct marketing for your short term rental
- Top 7 hosting mistakes people make and how to solve them
- How to set up your listing for international or multilingual visitors
- How to leverage the AirBnB message automation and optimize your listing
- How to avoid attracting the wrong guests
- The main communication pitfalls people fall into and how to avoid them

Interview Questions You Can Ask Me

- How did you navigate regulations in your city?
- How do you successfully close down a listing?
- What are some of the hosting mistakes you see people making?
- How do you attract repeat bookings?
- Who should not start a short term rental?
- How to surprise and delight your guests?
- How can you work out your ideal guest avator?



Profile

Australian Tracey Northcott of Enfour, Tokyo Family Stays and Tracey Northcott Consulting, is a serial entrepreneur and multi-preneur based in Tokyo, Japan. She is one of the most successful AirBnB hosts in Tokyo. She also runs Software development company Enfour with her family as well as Tracey Northcott Consulting where she helps other hosts discover the true potential of their STR or AirBnb business maximizing their investment, enjoyment and hospitality standards.

Connect with Tracey

Website: <https://www.tracey-northcott.com/>

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