

VACATION RENTAL

Design Package Investment Guide



mecknightinteriors.org



Hello there!

Did you know that having the right interior design choices, from flooring to lighting can drastically increase your rental prices and occupancy rates? Good Airbnb design actually makes you money!

Well planned and beautiful interior design plays a critical role in the success of your rental:

- Guests have an “expectation” and with more rentals on the market every month great design helps you compete and stand-out in your photos/first impression.
- Creates a memorable experience and lasting impression for repeat guests and rave reviews.
- Enhances comfort and functionality for a pleasant and stress-free stay.
- Good design justifies higher rates because discerning guests are willing to pay more.
- Great reviews are generated by a well designed rental.

Kellie



Meet Kellie

Interior design has been a life-long passion of mine and I take great pride and joy in creating the perfect space and design for all of my clients.

McKnight Interiors signature style and service caters to the mountain community where we embrace “luxurious mountain living” by blending rustic, farmhouse elements with contemporary elegance.

Lake Arrowhead and Big Bear have become very popular Airbnb vacation destination spots. As a Lake Arrowhead resident, I collaborate with local contractors, subcontractors and retail vendors to provide the best, timely customer service for my clients. Since I am local, I am available to create beautiful, upgraded interior spaces without the hassle of owners being present. As an Airbnb host, if you make your guests feel really comfortable, giving them a remarkable experience, they are more likely to reward you with more bookings and top-rated reviews.

Before...



Old, dated furnishings, poor use of furniture placement.



Tired area rug, uninviting fireplace, old, dated wall paneling.



Plain 85" TV wall ; no storage or design.



Dated dining room furniture, area rug and chandelier.

After



Utilized existing sofas, space enhanced with beautiful coffee tables and accessories, custom area rug.



Mantel and cabinet door refreshed with black paint, fireplace styled with updated furnishings, utilized existing chair.



Custom TV cabinet storing leather poufs for extra guest seating, accent blue wall.



New chandelier, dining room chairs, area rug and painted dated paneling.

Our Design Difference

1 Pricing Transparency

Transparent pricing based on your properties needs, level of DIY, market potential and investment level. We strive to find the best products based on your budget.

2 We Understand Your Market

As Airbnb industry experts, we first research “who” your ideal guest is for your space and then brand and market the design to their wants and needs for maximum occupancy

3 Designed for Cost Efficiency

We do extensive research on products and consider factors such as cost, durability, and how quickly you can turn the property to the next guest. From bedding to upholstered sofas, we have the best quality sources at the best prices.



Our Design Difference

4 Saves You TONS of Time

Shopping and sourcing the right product is our specialty. What takes us 10 minutes to find, would probably take you hours since our job is to stay on top of products/vendors.



5 Saves You Money

Since expert shopping is what we do, we also know where to find the best deals and quality product. You may spend hundreds for that same item that we can find for much less at a higher quality and value.

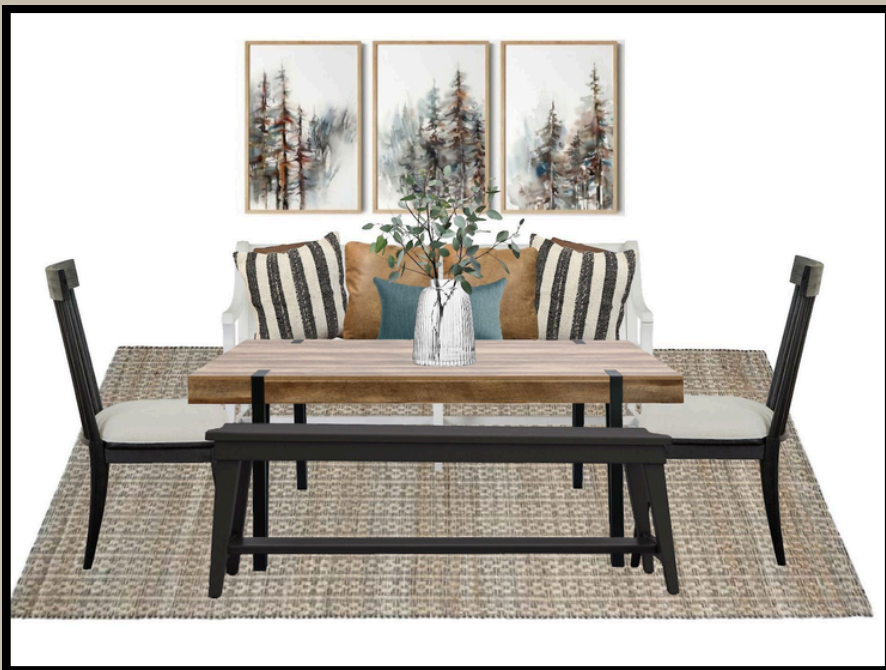
6 Minimizes Sourcing Overwhelm

There are literally thousands of vendors online, so shopping for that right piece can be overwhelming. We can do this time-consuming sourcing searching for quality options to fit within your budget.

Our Design Difference

7 Visually See the Space

A picture is worth a 1,000 words and that is why we assemble items visually using design rendering boards, so you can see and collaborate on the design plan before committing.



8 Avoids Costly Mistakes

Visually seeing the items together in a space is how you avoid costly mistakes. Too many times furnishings do not go well with each other, are out of scale or colors don't fit so visualizing is essential

9 Access to Hundreds of Vendors

Through our "Designer Status" we have access to hundreds more vendors through our various trade resources. You have many more choices at a much better price point.





Statistical Benefits to Good Airbnb Design It's Effect on Prices and Occupancy Rates

There are several statistics that show the benefits of good Airbnb interior design in occupancy rates and prices.

1. Increased occupancy rates: According to a study by Airbnb, hosts who provided a unique and well-designed space earned 2.5 times more revenue than those who did not. This suggests that good design can help increase occupancy rates and revenue.
2. Higher nightly rates: A study by Airbnb and the Clever Real Estate Blog found that listings with higher-quality photos command higher nightly rates. This suggests that good design can help increase the perceived value of a listing and justify higher prices.
3. Higher positive reviews: Good design can also lead to more positive guest reviews, which can further increase occupancy rates and revenue. A study by Homeaway vacation rental platform found that properties with higher ratings received 50% more bookings than those with lower ratings.
4. Increased repeat bookings: Guests who have a positive experience in a well-designed short-term rental property are more likely to book again in the future. This can lead to increased repeat bookings and revenue over time.
5. Increased bookings: According to a study by Houzz, 54% of homeowners who renovated their homes in the past year, reported an increase in bookings. This suggests that investing in good design can help attract more guests and bookings.

Creating the Perfect Environment for Your Guests



Having this quick checklist will help you to easily insure you have supplied everything you guests expect and need for a review-worthy vacation:

Home Essentials Checklist

- Welcome Book - Property Info
- Framed guest instructions and house rules
- Welcome mat
- Umbrella
- Multi device charger
- European converter
- Fans
- First Aid kit
- Flashlight/batteries/candles
- Light dimmers
- Smart lock: August, Schlage, or Nest
- Motion sensor light for exterior door
- Smoke detector
- Carbon monoxide detector
- Extra batteries
- Lightbulbs
- Hangers in all closets
- Iron
- Ironing board
- Extra bedding
- Extra pillows
- Laundry detergent
- Stain remover/dryer sheets
- Multipurpose cleaning wipes
- Lint roller
- Broom and dust pan
- Vacuum and steam cleaner
- Bucket
- Duster
- Step ladder
- Drain-O/WD-40
- Magic eraser
- Multi-purpose cleaning spray
- Pool/beach/snow accessories



Kitchen Checklist

- Kitchen table & chairs
- Bar stools
- Decor
- Rugs (if tile/wood flooring)
- Keurig/coffee maker/grinder
- Silverware set/tray
- Measuring cups & spoons
- Basic pots & pans
- Colander
- Knife set
- Cutting boards
- Basic dishes, plates & bowls
- Can/bottle opener
- Coffee mugs
- Glassware
- Wine glasses
- Wine Opener - Ideally 2
- Mixing bowls
- Baking sheets
- Cooking utensils
- Fire extinguisher
- Microwave
- Toaster
- Ice cube trays
- Blender
- Martini classes/shot glasses
- Cocktail tools
- Tupperware containers
- Tea kettle
- Crockpot
- Dish towels
- Pot holders
- Trash receptacle
- Pitcher/serving platters
- Paper towels
- Spice Rack (nice option)

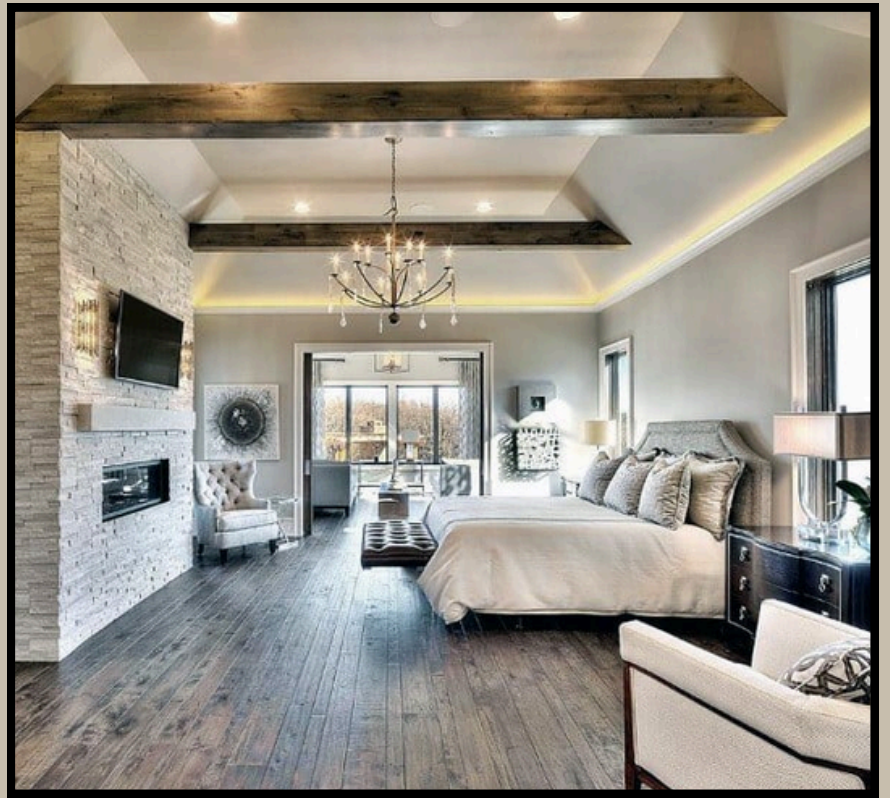


Living Room Checklist

- Smart TV - Netflix/Amazon Prime account
- Sofa and additional seating
- Side tables and lamps
- TV stand/dresser (for storage)
- Coffee table
- Rugs
- Alexa or Sonos speakers
- Instructions for TV remotes, etc.
- Local maps/attractions book
- Coasters
- Throw blankets
- Decor (lighting, candles, pillows, plants, etc.)
- Board games/playing cards

Desk/Utility Drawer

- Pens
- Paper
- Scissors
- Pencils



Bedroom Checklist

- Bed frame
- Mattress
- Mattress protector
- Night stands
- Lamps - ideally with phone charger built-in
- Pillows
- Bed linens (2 sets - use different colors for each size bed in home)
- Blankets
- Rugs
- Alarm clocks - ideally with white noise machine built-in
- Full length mirror
- Blackout drapes
- Luggage rack
- Pack-N-Play
- Decor



Bathroom Checklist

- Body towels - enough for each guest plus extra in linen closets
- Hand towels - enough for each guest plus extra in linen closet
- Wash cloths - enough for each guest plus extra in linen closet
- Bath mats
- Hand soap by each sink - ideally in a replenishable container
- Shampoo - ideally in a replenishable container
- Conditioner - ideally in a replenishable container
- Toilet paper
- Bathroom trash can - lined with small trash bags
- Hairdryer
- Plunger
- Shower curtain, liner, rod and hook
- Decor

Bathroom Replenishable Items

- Shampoo
- Conditioner
- Body wash
- Hand soap
- Toilet paper
- Small trash bags for an

Client Testimonies

“We underwent an out of state move with an opportunity to change our design style and replacement of nearly everything. Kellie is absolutely on point and up to date with current design theory as well as all the suggestions and connections to the BEST products! We could not be happier with our results! Kellie listened to us to hear what our goals were and created a design that allowed us to see the amazing potential of our new home.”

Lynda V.

“Kellie is a fantastic designer! She is extremely detail oriented and beyond a joy to work with. Kellie helped us with a living room and bedroom design including furniture, lighting, and decor. She takes time to know her clients and understand their aesthetic and overall goals for home projects. Meticulous and thoughtful, Kellie delivers exceptional service and ensures complete satisfaction. I would recommend her to anyone looking for a designer. Her skills encompass a wide range of projects from complete remodels to decor refresh.”

Dustin G.

“Kellie was so much fun to work with. Her positive energy was contagious. We have a small home and space planning was a real challenge. Kellie totally nailed it. She also found some great things for us and had the best resources to work with. We had very tight timelines and she was able to manage to that as well, which was really amazing as we had some custom work and special orders involved. We are overjoyed with the results.”

Stuart & Cindy G.

We hired Kellie to help design updates to our Lake Arrowhead home. Kellie had very good ideas, and was also flexible with our input along with any changes that we desired. Kellie was involved through the entire process and helped us with issues as they arose. We would gladly refer Kellie for your home remodel or updates. One of Kellie's biggest strengths is she does not give up on her clients, and will see the project all the way to completion.

John & Cindy S,

We hired Kellie to remodel the living room and dining room in our Big Bear vacation house. Kellie exceeded all expectations. We now have a house with a thoughtful, functional and welcoming feel. Our kids and all of our guests love it. I highly recommend Kellie for your interior design project.

Iurii & Anna C.



Signing Contract



We will review the contents of the contract and I will answer any questions or concerns you may have. Once the contract is signed, we can get moving on creating your fabulous design for your Airbnb!.

Thank you!

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