



# MAKE YOUR LISTING STAND OUT

Olga Mizrahi

Super guest & host, Author “Sell Local. Think Global”

FESTIVAL OF  
HOSTING

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HOSTING

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HOSTING



**HAVE FUN**

LEARN  
SOME THINGS

**UVP**

FEATURES  
BENEFITS

SECRET  
SAUCE

**TAKE  
AWAYS**

WHERE WE  
CAME FROM





A photograph of several brown eggs. Two eggs are in sharp focus in the foreground, resting on a rustic wooden plank. Behind them, a wire mesh basket is filled with more eggs, which are slightly out of focus. The background is a soft, out-of-focus green. A semi-transparent magenta rectangle is overlaid on the left side of the image, containing white text.

WHERE WE  
ARE TODAY



# WHERE WE'RE GOING

**+2 million listings**

- 3 BR 3BA IN DTLA WiFi/PARKING
- BRAND NEW 2BD 2BA W POOL
- 5 STAR BEACH APT PANORAMIC OCEAN VIEWS
- MOST CONVENIENT DTLA 4BR PENTHOUSE
- HOLLYWOOD CRAFTSMAN - PARKING/LAUNDRY/CENTRAL AC
- BEACH HOUSE: STEPS FROM BEACH AND MINS TO SHOPS



A woman with long, wavy blonde hair is the central figure. She is wearing a pink, sequined, form-fitting outfit with a fringed collar and crisscrossing straps across the chest. She is holding two large, reflective disco balls, one in each hand. The background is a vibrant green and yellow gradient, filled with a dense pattern of small, circular confetti or bubbles that appear to be falling. The overall aesthetic is festive and celebratory.

WHY CHOOSE YOU?



What is...

UVP?

It's a...

UNIQUE VALUE  
PROPOSITION



A modern bathroom interior with a large, curved white bathtub in the foreground. In the background, there is a toilet and a bidet. A large window on the right side of the room offers a panoramic view of a dense city skyline. A potted plant is visible on the right side of the window. The entire image is overlaid with a semi-transparent green filter.

WHAT IS YOUR “-EST”?



# WHAT IS YOUR UVP?

- A statement that outlines why you belong in the competitive marketplace
- A different message that is unique to you and you alone



Landi

Love this place!! We arrived during a storm and had no trouble locating the lock box or unit. Parking within steps of the door made for easy loading and unloading. Condo is nicely appointed. Quality linens, towels, cookware and furnishings. Especially enjoyed the cabin fireplace. Kept the place toasty warm. Being ski veterans, we placed a pan filled w/water on top to help humidify the air. BONUS: There was so much snow we were able to "ski-in" from Eagles Nest, a couple shuttle stops up the hill. Olga was a great hostess, quick to respond to questions and very accommodating. Our group of 6 adults enjoyed our stay and felt it was a great experience. Would do again!



# HOW TO DEVELOP YOUR UVP



Mr. Right Now



High Perceived Value



Standout Design



Faster Response Time



Excellent Reputation & Reviews



# FEATURES

## **We're Awesome...**

- Most Responsive
- Parking Right Outside
- The Coolest "Look"
- Five-Star Reviews
- The Most Entertainment

# BENEFITS

## **That Benefits YOU By...**

- Instant Gratification
- Easy Gear Access
- Baller Status
- Peace Of Mind
- Endless Distraction



# WHAT CAN WE LEARN FROM OTHER SUPERHOSTS?





# CALL GUESTS BY NAME

Hi Min-Young and Bruce- We'd be happy to have your family use our mountain retreat! Details are in the itinerary, but just know that the key will be waiting for you in an office lockbox whenever you arrive and I'll msg you to confirm details before you come up. Make sure to pack your swimsuits! :-)-Olga

May 4, 2016



Olga, I just dropped off the key and we are on our way. Thank you for everything it was a great stay!!!

Jul 11, 2016



Min-Young & Bruce

Olga & Geoff were great hosts. They were great communicators from start to finish, and everything was as expected when we arrived. In addition to the plans we already had in place Olga provided some great tips and suggestions about things to do and see in Mammoth. The entire family had a great time during her trip. Thanks Olga and Geoff!



 Helpful





# CHALLENGE

See How the Other Half Lives

02  
02

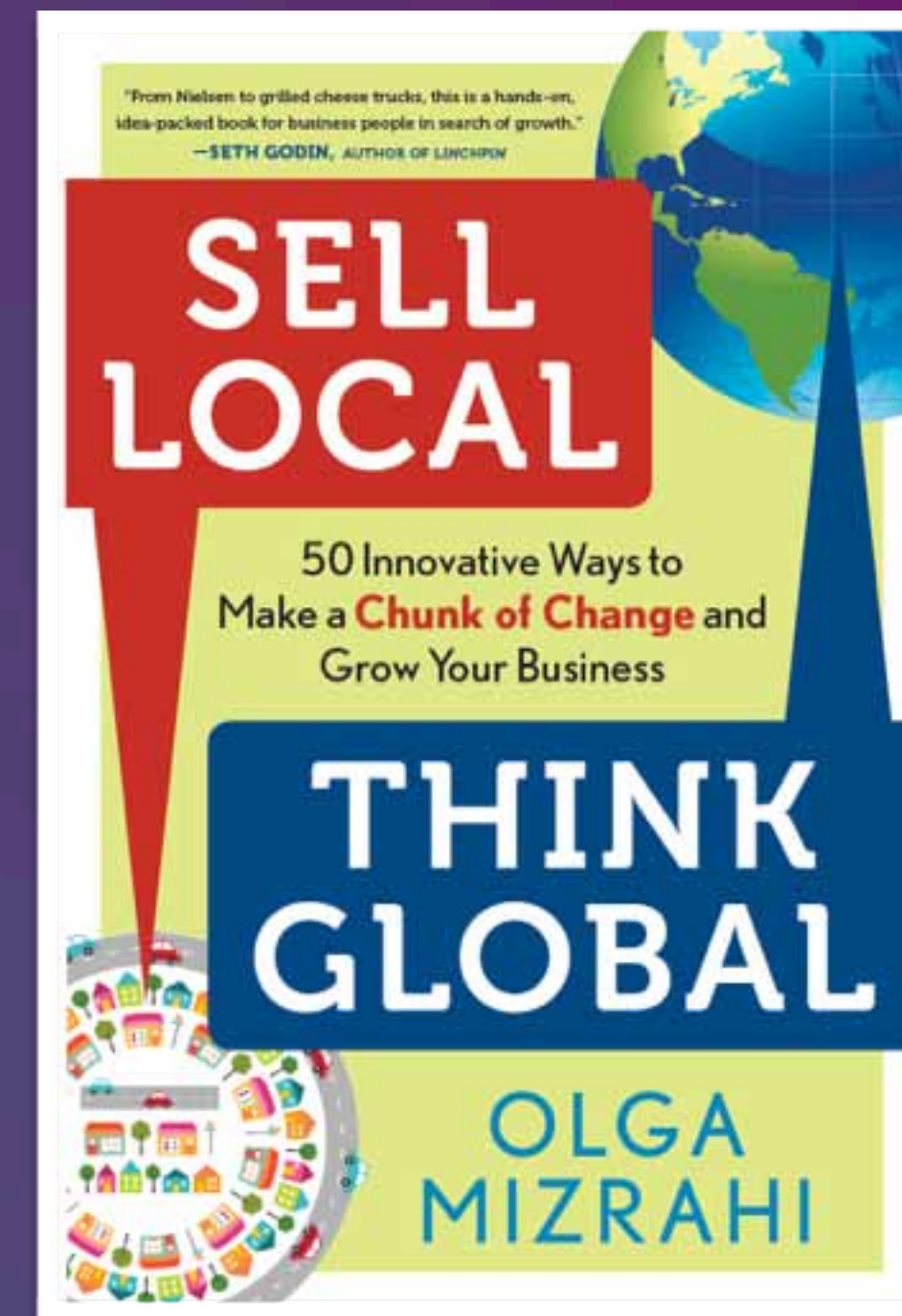
02  
02  
02



A person wearing a colorful, multi-colored knit hat and a grey and white striped sweater is seen from behind, holding hands with another person whose hand is visible in the foreground. They are standing on a grassy mountain trail, looking out over a vast mountain landscape. In the distance, there are snow-capped mountain peaks and a small lake nestled in a valley. The sky is blue with some clouds. The overall scene is bright and inspiring.

YOU CAN DO IT!  
BE AN “-EST”!





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