



Tips From Industry Cleanliness Pros On How To Ensure Squeaky Clean Properties

Optimize your health and safety operations with expert advice from three of Guesty's Marketplace partners



Curated with care by the pros at Guesty

www.guesty.com

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Why it's important now, more than ever, to ensure the highest level of cleanliness at each of your short-term rental properties.



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We're sharing a curated list of effective COVID-19 cleaning tips and resources straight from our [Marketplace](#) partners to help you optimize your business's health and safety operations while adjusting to the new normal. Hear from three experts in the space:



**Special offers & promotions included!*



Support Your Growing - And Squeaky Clean - Business With Guesty

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Learn how Guesty can support your property management company and all of your changing business needs as we look towards recovery and an eventual boom in travel.

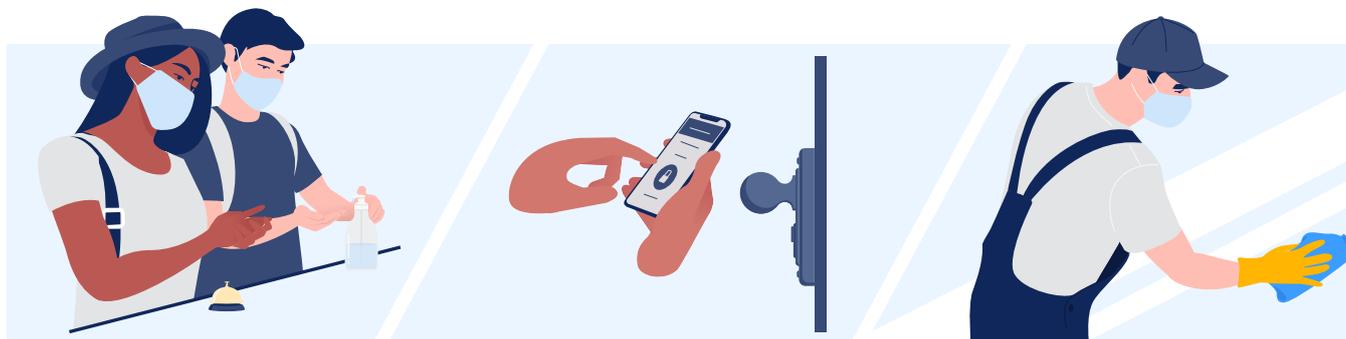


Keep Cleanliness Top Of Mind

From global lockdowns to border closures, it's safe to say that even after [coronavirus](#), the hospitality industry as we know it will look much different than before. Perhaps one of the biggest changes we've seen in light of COVID-19 is heightened guest sensitivity towards health and safety. Those who are traveling right now are much more [concerned](#), and rightfully so, about the cleanliness of their accommodations.

As guests are inquiring about the steps being taken to keep them safe, many property management companies have been challenged to [revamp their operations](#) for cleaning, staff and guest procedures. For some, this meant incorporating keyless entry solutions and contactless check-in/check-out procedures to eliminate the need for face-to-face meetings via a traditional key drop, as well as using [automated messaging](#) to keep guests informed about the latest regulations in their area and to communicate any changes they are making in light of COVID-19.

Professional short-term rental hosts worldwide understand that guests are taking cleanliness very seriously right now and have pivoted accordingly. In fact, in the industry [study](#) Guesty recently conducted on COVID-19's impact on the short-term rental industry, 60% of respondents (property management companies worldwide with 3 - 200+ properties in their portfolios) reported following more stringent cleaning protocols in light of the pandemic. Some [changes](#) include 24-72 hour buffer periods of vacancy in between stays, enhanced social distancing measures, eliminating mid-stay cleanings to avoid added risk of exposure, tech to manage cleaning staff remotely and enforcing policies on masks and health screenings for guests and staff.



As travel slowly resumes, professional vacation rental managers, Airbnb hosts and property management companies must maintain rigorous protocols to guarantee the highest level of cleanliness at all of their properties and thus, a top-notch and stress free guest experience. Ensuring guests safety will be critical for recovery in the coming months in order to instill confidence in both potential guests and property owners you manage listings for.

With this top of mind, we here at Guesty have collected a curated list of cleaning tips as well as health and safety recommendations from three of our [Marketplace](#) partners to help you optimize operations while adjusting to the new normal.

Let's take a closer look at these expert tips, why your business needs them and how you can make the necessary changes to keep your properties pristine and squeaky clean.

Top COVID Cleaning Tips From Industry Experts

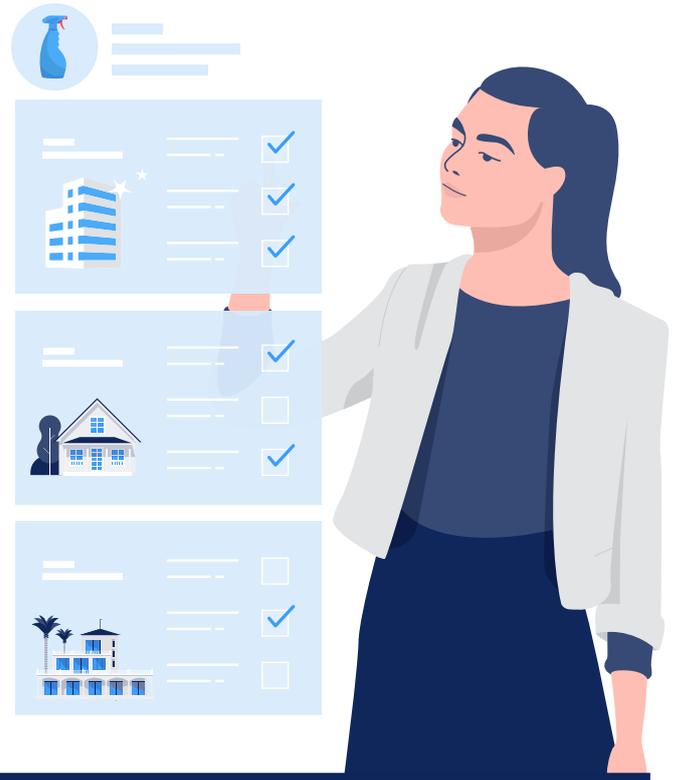
In addition to following the guidelines set by the [CDC](#), [WHO](#), and [EPA](#), we recommend following this advice from three expert cleanliness companies prominent in the global short-term rental industry.



Property operations and service platform

Pro Tip

Apply comprehensive cleaning protocols across all properties. Do not rush this process and carefully track its progress



“The pandemic has underscored the need for highly detailed housekeeping operations that can be validated and shared with clients. Professional managers who apply comprehensive cleaning protocols across all properties will be able to instill more confidence in guests and owners, and deliver better vacation rental experiences.”

Jeremy Gall
CEO & Founder



Reinforce Cleaning Protocols Between Each Stay

Professional operators should reinforce [comprehensive cleaning protocols](#) between each stay and in every property. These protocols should adhere to internal service standards and guidance issued by leading authorities (e.g. CDC, WHO and EPA). Make sure to take extra precaution and the necessary time between stays to comply with these guidelines and enhanced cleaning processes.



Disinfect And Sanitize All High-Touch Surfaces At Each Property

This includes wiping down any and all items that guests, owners and service-providers come into contact with, including keys, doorknobs, tabletops, appliances, electronics and light switches. Clean all linens, towels and laundry at a commercial-grade laundry facility and in accordance with [CDC guidelines](#). Eliminate excess contact and minimize potential spread of germs by bagging dirty linen during transport.



Implement An Internal System Of Record

Use these internal records to track and verify adherence with cleaning protocols, safety and property care, as well as to monitor staff interactions with property and guests and ensure compliance and preparation of safe accommodations. This could include independently inspecting each property with [customized checklists](#), and confirming the ability to share detailed records externally as necessary.



Special Offer

Guesty users who sign up with Breezeway before January 31, 2021 will receive a 10% discount. And a waived implementation fee. Learn more: <https://www.breezeway.io/>

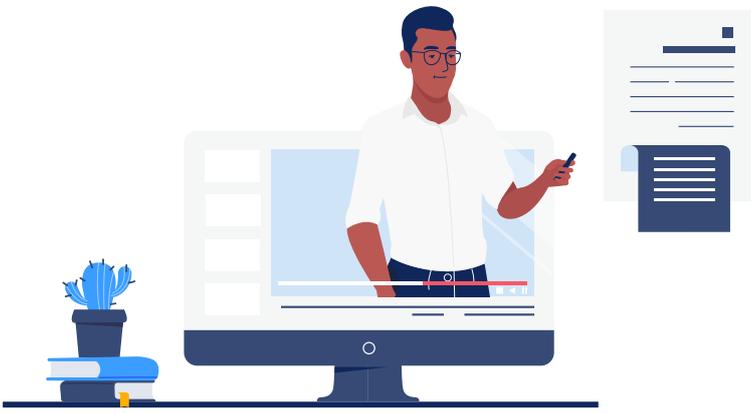
Pro Tip

Automate your daily procedures including staff scheduling and task assignment to maximize efficiency

**During Busy Times, Keep Your Best Cleaners Cleaning**

You might be familiar with the phrase “Aces in their places.” Hire less seasoned or temporary staff to take easier, but time-consuming tasks off your best cleaners’ plates. For example, one temporary team can go to every check-out to make beds. Another can go to pick up garbage, sweep decks and clean barbeques. Your top cleaners can therefore focus on cleaning, bathrooms, kitchens and disinfection, allowing them to service more houses in one day. Your “Aces” will love you, your properties will be squeaky clean and to top it all off, you will save on training costs.

While this may sound complex, software such as VRScheduler can help you organize staff schedules and tasks.



Supplement In-Person Staff Training With Online Courses

Online courses let your staff learn at their own pace without taking up a manager's time. The more your staff is trained in health, safety, and protocols, the fewer injuries and other issues will result. In other words, they have fewer risks and more time to work at keeping your houses squeaky clean.

At [CleaningCertification.com](https://www.CleaningCertification.com), your staff can take a one-hour health and safety course. This course, offered in English and Spanish, teaches new protocols based on guidelines by the WHO, CDC, and the FDA. In addition, [Typsy](https://www.Typsy.com) provides more specific courses, such as how to make beds and clean bathrooms, and has over 700 hospitality courses to choose from. Lastly, [Durk Johnson](https://www.DurkJohnson.com), the vacation rental cleaning guru, has shared dozens of online courses in his follow-the-wall technique as well as other health and safety training courses.



"Our primary goal with the Cleaning Certification program is to keep the boots on the ground workers safe in a way that is easy for the managers. The courses are designed specifically for cleaners and other staff, and are comprised of short lessons followed by quizzes which help students retain the knowledge. Cleaners are safer and more empowered after taking the course."

Jill Mason
Founder and CEO
VRScheduler



Special Offer

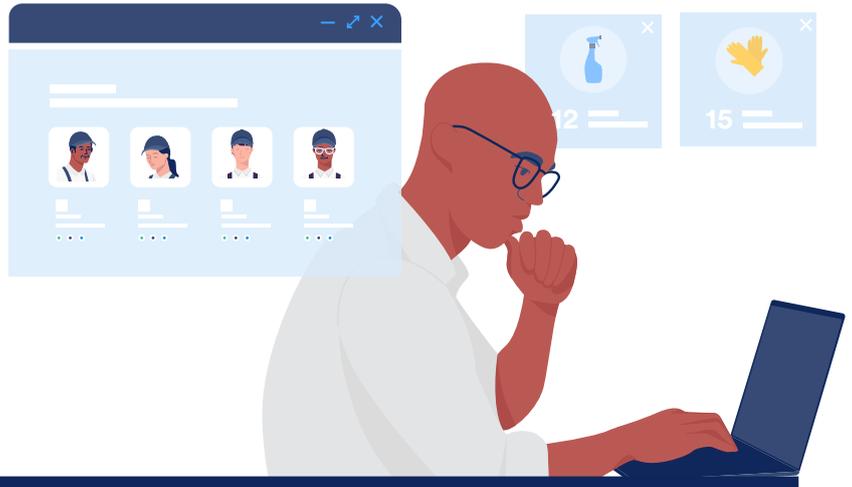
Schedule a VRScheduler demo today and get a FREE Cleaning Certification course from [CleaningCertification.com](https://www.CleaningCertification.com):
<https://www.vrscheduler.com/contact-demo-cc>



Staff communication and operations management platform:

Pro Tip

Digitize and streamline your housekeeping and maintenance operations



Implement Digital Checklists

Checklists can improve productivity, reduce mistakes and simplify complex procedures. Digital checklists have several distinct advantages, such as:



Catching & Correcting Mistakes:

Inspectors can give instant feedback to new trainees who miss or incorrectly complete a step on the checklist. Faster feedback allows for quicker response time to fix the mistake.



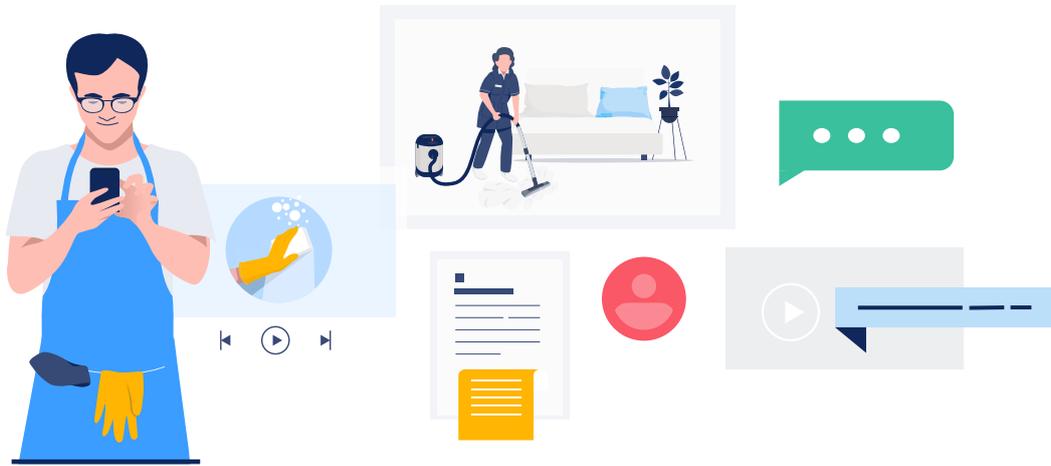
Recording Analytics:

If there is a step in the process that is systematically done incorrectly or overlooked, it can appear through analytics. Then it is a matter of identifying the issue and successfully resolving it.



Sharing & Updating With A Click:

Improved cleaning procedures require additional steps on checklists. Digital checklists allow you to edit or revise them and then electronically distribute them to the entire team in seconds with the press of a button.



Share Knowledge And Standardize Procedures

The entire short-term rental industry is defining how to best protect their staff and guests. Now is the time to share best practices and create new universal standards in the industry (i.e. sealing the door after a room was cleaned & disinfected).

Create digital libraries of standard operating procedure (SOPs) and checklists that can be easily shared with staff. Include different media in digital SOPs, like images, videos, and photos, so that staff members with different linguistic abilities can all clearly understand and follow them. Whenever a new best practice is introduced, update your SOPs, and share them with a click. This will create an invaluable reference tool for current and future staff members.



Utilize Housekeeping Analytics

Analytics offer short-term rentals huge untapped potential - you just need to know how to view them properly. Analytics aren't simply a way to reduce the time it takes a housekeeper to clean a room. Many different factors need to be considered to give a holistic view on how to improve operations.

Break large tasks, like cleaning a room, into many smaller steps, for example making the bed, wiping down night stands and vacuuming. Guests also offer important data regarding cleaning procedures. Pay attention to the number, age, and origin of guests as these factors can indicate the effort and time needed to properly clean the room. These insights would otherwise be lost if rooms were only viewed as 'departure cleaning', 'stayover cleaning' or 'vacant'.



Digitize Your Housekeeping Team

It's vital that your housekeeping team has the ability to communicate in real time. That includes updates on guests' check-out statuses, new SOPs, maintenance issues they've found, updates from other housekeepers on the rooms they've cleaned and their overall daily work progress.

Digitizing housekeeping keeps a property clean and safe as it saves cleaners a lot of precious time. Instead of spending time on phone calls and paper spreadsheets, they can invest that time into cleaning rooms thoroughly and ensuring that they're properly inspected.



Acknowledge Housekeepers

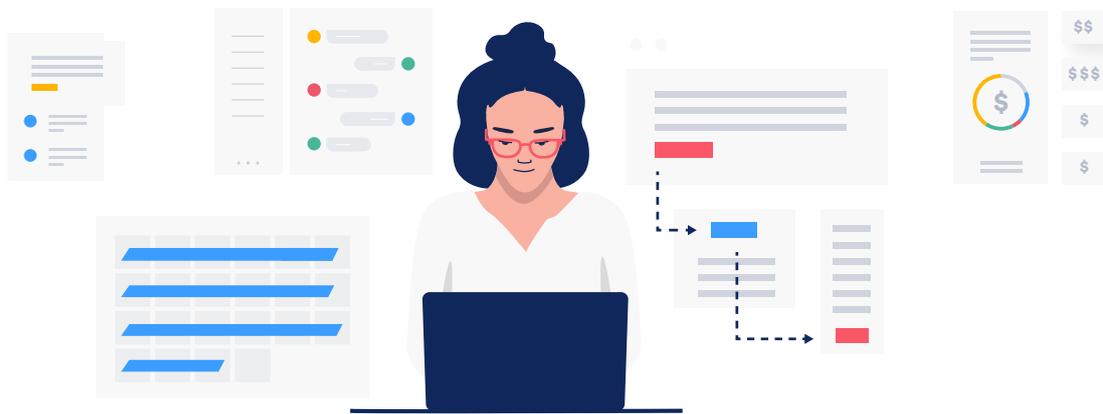
While this might seem unrelated to cleanliness, it does indeed directly affect it. Professional and seasoned housekeepers are your greatest asset in keeping your property clean. If your property is constantly cycling through housekeepers, there's a greater chance of procedures being overlooked, standards dropping and dissatisfied guests.

How can you make your housekeeping staff stick around? Give them clear and constructive feedback, recognize their efforts, and ensure that they have a voice. Make it clear that housekeepers can share their ideas, opinions and needs. After all, who knows how to improve cleanliness better than your team on the ground?

Support Your Growing - And Squeaky Clean - Business With Guesty

Overwhelmed at the thought of revamping your health and safety protocols in order to meet the new cleanliness standards of COVID-19? You don't have to do it alone.

Centralize all of your [operations](#), from managing your [tasks](#) and scheduling your staff to learn enhanced cleaning protocols, via the Guesty platform, an end-to-end solution designed to simplify and automate the complex operational needs of property management companies. With Guesty, users can sync with external tools like our partners mentioned in this guide, manage listings from multiple online travel agencies such as Airbnb, Booking.com, Vrbo and more, as well as utilize the company's features and tools including: Unified Inbox, Automation Tools, Extended Stays, Channel Manager, 24/7 Guest Communication Services, Payment Processing and more.



Feel like learning more about the ultimate end-to-end platform for short-term property management?

[Request a Demo](#)

Customers who use Guesty report a:

 **100%**
Increase in Listings Annually

 **150%**
Increase in Annual Revenue on average

 **50+**
Hours Saved Weekly on Average