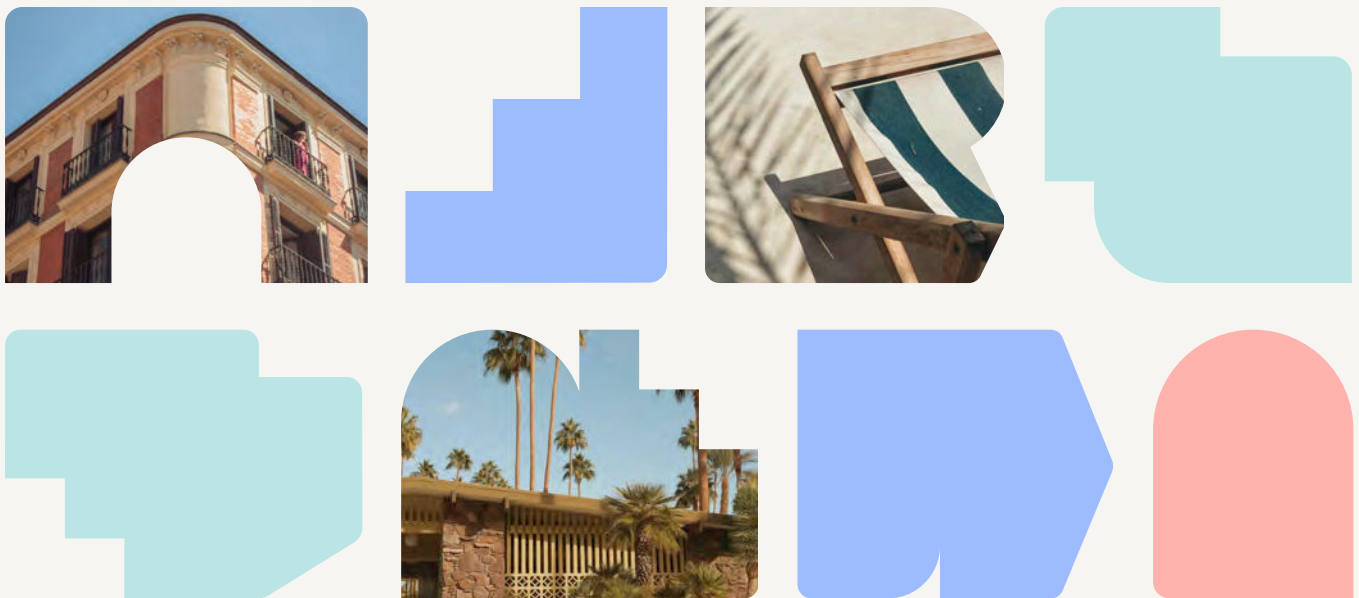




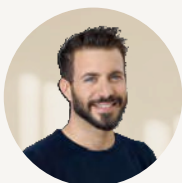
Welcome to Guesty Lite!



Your *complete guide* to short-term rental success

Welcome to the Guesty Lite Kickstart Kit-your essential guide to maximizing your short-term rental business by simplifying property management tasks and streamlining your daily operations.

Whether you're just starting out or looking to improve your existing operations, this handbook provides everything you need to succeed with Guesty Lite.



"Find one software that meets most of your needs. Ask yourself what you're willing to spend money on, and do your best to find an all-in-one."

Amiad Soto, CEO and Co-Founder of Guesty

Contents

INTRODUCTION

What you'll find in this kickstart guide · *p 04*

Join the Guesty community and learn from experienced hosts · *p 05*

Navigating your short-term rental journey · *p 05*

UNDERSTANDING PROPERTY MANAGEMENT SYSTEMS

The importance of a PMS and the Guesty effect · *p 06*

How to choose the right PMS for your needs · *p 08*

Switching your PMS: what to consider · *p 09*

ESSENTIAL FEATURES IN GUESTY LITE

Channel Management · *p 10*

Unified Inbox & Guest Communication · *p 10*

Multi-Calendar management · *p 10*

Task automation · *p 10*

SETTING UP YOUR GUESTY LITE ACCOUNT

Account activation: connecting your properties · *p 11*

Importing your Airbnb listings · *p 11*

Adding more channels: Booking.com, Vrbo, and your direct website · *p 12*

Creating your direct booking website · *p 12*

OPTIMIZING YOUR HOSTING OPERATIONS

How to maximize multi-channel distribution · *p 13*

FAQ: Common questions about channel management · *p 13*

Join Guesty Lite onboarding session · *p 13*

OPERATIONAL EFFICIENCY & GUEST EXPERIENCE

Boost your occupancy with these tips · *p 14*

Create exceptional guest experiences · *p 15*

Path to Superhost status · *p 15*

GROWING YOUR HOSTING BUSINESS

Smart pricing strategies to maximize revenue · *p 16*

Tools to boost protection · *p 17*

Technologies that transform check-ins · *p 18*

Third-party marketplace services · *p 19*

Additional resources for ongoing success · *p 20*

What you'll *find* in this kit

This starter kit is thoughtfully organized to guide you through the platform's features while providing expert industry insights.



Property management system fundamentals

Learn what a property management system (PMS) is and why it's essential for your business



Core Guesty Lite features

Master the tools that will save you time and boost your bookings



Step-by-step setup guides

Connect your properties seamlessly to multiple booking platforms



Advanced capabilities & automations

Learn operational efficiency tips and guest experience best practices



Business solutions & growth strategies

Learn how to expand your business with Guesty's premium features



How to *use* this handbook

Think of this handbook as your personal roadmap to short-term rental success. Start by understanding the basics of property management systems, then dive into specific Guesty Lite features that will transform your hosting experience. Each section builds on the previous one, taking you from setup from setup to success..

Join the Guesty *community*



You're not just getting software

You're joining a community of hosts and property managers who support each other. Connect with fellow Guesty users to share experiences, seek advice, and leverage collective expertise.

Hosts in their first year with Guesty Lite typically see significant revenue increases through channel diversification, streamlined operations, and improved guest experiences.

[Join the community](#) →

Your short-term rental journey starts here

The vacation rental landscape is constantly evolving, but with Guesty Lite, you're equipped with the tools to stay ahead.

This starter kit will guide you through each step of your journey with minimal hassle—from connecting your first listing to scaling your business across multiple platforms, giving you peace of mind while remaining in control.



Ready to transform your hosting experience?
Let's get started!

Property management *solution* 101: From selection to implementation

Your property management software (PMS) is your digital and operational Swiss Army knife. For hosts with 1-4 listings, it serves to streamline and simplify operations, enabling better guest experiences and vital reviews, promoting discovery, and supporting increased occupancy.

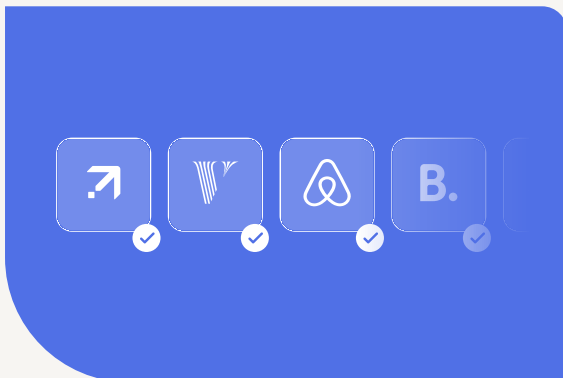
For hosts operating larger portfolios, a PMS becomes a vital tool to ensure the business's operational and financial health and competitive edge. As the travel landscape and guest expectations rapidly change, choosing the right PMS can make all the difference in how you run your business and maximize your revenue.

[Already have a PMS? Click here to learn how switch](#) →

The *role* of your PMS

Your PMS is your business command center. For hosts with a small portfolio of properties, the right PMS transforms an otherwise overwhelming juggling act into a manageable and easy process,

serving as both your digital assistant and strategic partner. It's the technological backbone that allows you to deliver professional grade service without a full team.



Your PMS should function as:



Central command center

Managing all your bookings and daily tasks in one easy-to-use system



Channel management

Connecting and managing multiple booking channels and preventing double



Revenue optimizer

Enabling [dynamic pricing](#) and market analysis to maximize your earnings



Communication hub

Bringing all your guest messages together in one place to deliver quick responses and better guest experiences



Growth engine

Providing the analytics and insights needed to make data-driven decisions for your business

The Guesty effect

Without an effective PMS, hosts may become overwhelmed by manual tasks, struggle to maintain service quality, and miss opportunities to increase occupancy and revenue.

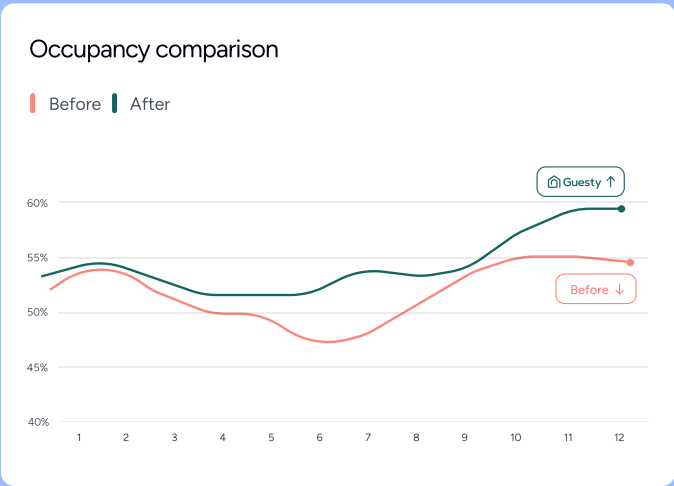
Guesty is more than just a PMS. It's a strategic growth engine that can supercharge your revenue in the most effective manner. We call this the Guesty Effect.

[Don't believe us, see for yourself](#) →



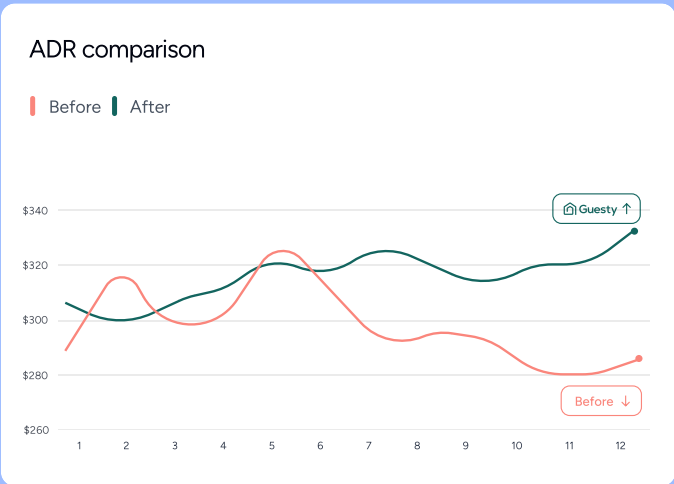
12-month occupancy
comparison before and
after joining Guesty*

+4%
Occupancy



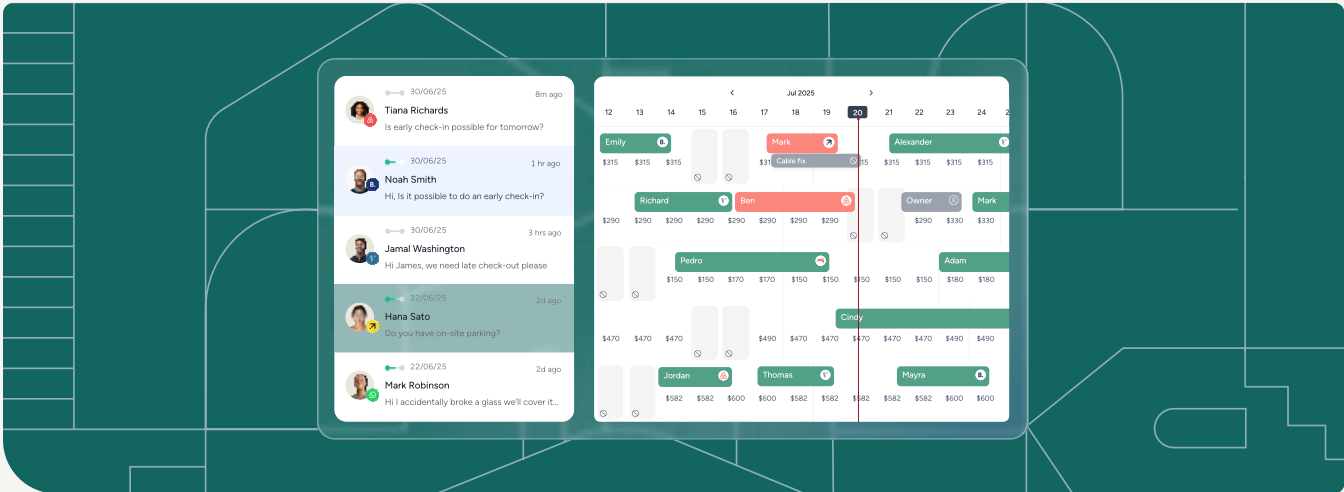
12-month ADR
comparison before and
after joining Guesty*

+5.5%
ADR



*Our recent analysis of 724 U.S. property managers who switched to Guesty between 2022 and 2024 revealed impressive results. The findings highlight measurable improvements in average daily rate (ADR) and occupancy levels, leading to increased revenue.


Choosing the *right* PMS for you




Selecting the right PMS is a critical business decision that directly impacts your daily operations and long-term success. There are numerous options out there, each offering different features and pricing structures.

Finding the perfect match for your specific needs requires careful consideration. Your ideal PMS should align with both your current needs and future growth plans. Consider these key factors when making your choice:

Connectivity


 Open API with main OTAs

Look for a PMS that offers robust API connectivity with major online travel agencies, allowing for customized workflows while protecting your core business data, including listing and guest information.


 Integration capabilities and quick setup

Choose a system that provides easy cross-platform integration with fast startup processes, plus effortless connectivity with third-party tools.


Core features assessment

 Channel management capabilities and OTA connectivity


Look for a PMS that has preferred partner status with top online travel agencies (OTAs) like [Airbnb](#), [Booking.com](#), and [Vrbo](#) to keep your listings in sync and up-to-date across all platforms.

 Automated messaging and guest communication

Ensure the PMS can handle booking, in-stay, and check-out messaging to enhance the guest experience while saving you time.





 Financial reporting and accounting features

Make sure the PMS offers straightforward financial tools that show you how your business is performing.



 Task management and coordination tools

As you add more properties, efficient task automation and team management become crucial for maintaining service quality.


Scalability factors

	Works well with any number of properties	Even as a small host, you want a system that will keep running smoothly if you add more listings later on.
	Flexible pricing tiers	The pricing structure should make sense for your current size and accommodate growth without sudden, steep increases.
	Advanced features that become accessible as you scale	Features like dynamic pricing, in-depth analytics, and advanced automation should be available when you need them.
	Integration capabilities with third-party tools	Realistically, a PMS may not provide every single feature you need. Choose one with marketplace integrations and an open API that allows you to connect your own systems, based on what you need.

Technical considerations

	User friendly	The platform should be simple enough that you can figure it out quickly without extensive training.
	Mobile accessibility and app functionality	Managing properties often happens on the go, so good mobile access is a must.
	System reliability and uptime guarantees	Downtime means lost bookings and revenue—ensure your PMS has a strong track record of reliability.
	Quality of customer support and training resources	If something goes wrong, will anyone be there to listen and help? Make sure your PMS has a team of experts behind it who are there to give you a hand.

Long-term viability

	Company roadmap	Choose a system that regularly adds new features and stays current with travel trends.
	Company health and market position	In a market where many companies come and go, pick an established provider that will support your business for years to come.

For growing short-term rental businesses, Guesty Lite offers an ideal balance of essential features, scalability, and technical reliability, along with the stability and innovation roadmap that grows with your business. Already have a PMS and looking to switch? Check out the link below.

[Thinking of switching your PMS? Here's what to know](#) →

Guesty Lite: *Essential tools* at your fingertips

Hosting on Airbnb or other platforms should be enjoyable, not overwhelming. Guesty Lite puts the right tools in your hands to make property management simple and efficient.

With Guesty Lite, you'll have everything you need in one easy-to-use dashboard: connect your booking channels, manage guest messages, view your calendar, and automate routine tasks.



Channel Management

List on multiple channels with a click. Easily add your properties to top OTAs like Airbnb, Booking.com, Vrbo, and more.

[▷ Watch the demo](#)



Unified Inbox & Guest Communication

Bring all your messages, reservation details, and internal notes together to simplify and streamline guest communications.

[Learn more now](#)



Multi-Calendar management

View and manage all past, present, and future reservations from a single calendar. Sync your actions automatically across all connected booking channels.

[▷ Watch the demo](#)



Task automation

Maximize operational efficiency by letting routine tasks run themselves, from guest check-ins to cleaning.

[▷ Watch the demo](#)



Guesty Lite delivers a cohesive system where integrated features work seamlessly together, eliminating the need to juggle multiple spreadsheets, messaging platforms, and calendars. This consolidated solution brings organization and clarity to your hosting business while automating repetitive tasks.

Now, let's get you *set up* with Guesty Lite!

Getting started with *Guesty Lite*

Now let's help you quickly set up your account and start managing your properties through our easy to use platform.

First, we'll connect your Airbnb account, a quick and easy process. Once you see all your bookings in one place, we'll add Booking.com and Vrbo to get more guests. Finally, we'll build you a website where people can book directly with you and skip the OTA fees.



Need to activate your account? Sync your properties to Guesty

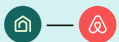
1. Register for your account at [Guesty's website](#)
2. Verify your email to activate your dashboard
3. Connect your first booking channel with Airbnb

Start with importing properties from Airbnb*

- It has the most streamlined integration process
- Most hosts already have established Airbnb listings

*Guesty Lite requires an Airbnb account as a core OTA

Connecting your Airbnb account



1. From your dashboard, select Channel Management → Connect New Channel → Airbnb
2. Log in to your Airbnb account when prompted
3. Authorize Guesty to manage your listings

Note: Connecting to a property management system may impact your Airbnb service fee. Check Airbnb's policy for details.

Please note:

- After connecting, check your Multi-Calendar to confirm your listings and reservations have been imported correctly.
- [Click here](#) to see our help center distribution videos for detailed instructions.

Syncing additional channels

Once your Airbnb properties are imported, expand your reach by connecting more booking platforms. Listing your properties on multiple channels increases your revenue potential and visibility.

Connecting Booking.com —

1. Review preparation steps before connecting
2. Select "Connect New Channel" → "Booking.com"
3. Complete the authentication process

Connecting Vrbo/HomeAway —

1. Select "Connect New Channel" → "Vrbo/HomeAway"
2. Follow the authentication steps
3. Confirm your listings appear in your Multi-Calendar

Resource

- See our [Getting Started with Guesty Lite](#) help article for detailed instructions.

For additional information

- For additional information check our [channel-specific connection guides](#) or our blog on: [How to maximize property performance by OTA](#)

Already connected? Maximize your profits even more

Creating your direct booking website

The Guesty Booking Website is our direct booking solution, allowing guests to browse your available listings and book their reservations directly through Guesty

1. Navigate to "Websites" in your dashboard
2. Select a template and customize it to your brand
3. Publish your website to start accepting direct bookings

Resource

- Eliminate OTA fees by setting up a direct booking website through Guesty
- Check out how to easily create your Guesty booking website [here](#)

How to *maximize* multi-channel distribution

Once connected to multiple channels, use these strategies to optimize your distribution:



Manage rates effectively

Set different prices across channels to account for varying commission fees, which will help maximize your profit



Revenue optimizer

Tailor your listing details and house rules to match what works best on each site, appealing to different types of travelers



Channel management

Connecting and managing multiple channels and preventing double bookings.



Growth engine

Instantly generate SEO-optimized listing descriptions to increase visibility and guest appeal

Resource

For [tips on multi-channel management](#), refer to our [Multi-Calendar overview videos](#) in the Help Center.

FAQ: About channel management

Will my existing reservations transfer to Guesty?

Yes, all existing reservations will be imported automatically

What happens if I receive a booking on one channel?

Guesty blocks those dates on all other channels to prevent double bookings

Why should I connect multiple booking channels?

Connecting multiple channels increases your property's visibility, helping you reach more guests and boost occupancy

Will my property photos and descriptions sync across all channels?

Yes, Guesty Lite helps maintain consistent property information across all your connected booking channels

Will this take up a lot of my time?

No, Guesty Lite makes sure you save you time by centralizing all you tasks and channel management into one spot.

Join Guesty Lite onboarding session

We're here to walk you through the essential features and answer your questions in real-time!

[Schedule your 1:1 onboarding session now](#)

Need help?

Our support team is available via live chat and support tickets to assist with any questions you may have during your setup process.

[Guesty Help Center](#)

Get the most out of *Guesty Lite*

Get some insider tips that will transform your hosting routine and save you time. These proven strategies have been tested across thousands of properties and consistently deliver results.

Automate your guest messages

Here's a secret that successful hosts know: Setting up automatic messages is a game-changer for your hosting business.

- ✓ Booking confirmation messages to welcome guests
- ✓ Pre-arrival instructions sent at just the right time
- ✓ Check-in details delivered when guests need them most
- ✓ Check-out reminders that ensure smooth departures
- ✓ Thank you notes that encourage those 5-star reviews

Never miss an inquiry with auto responses

You can set up auto responses for Airbnb messages. This means potential guests always get an immediate reply while you craft a more personal follow-up. It's perfect for those time slots when you're busy or asleep.

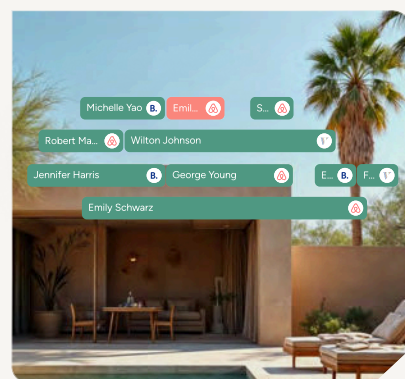
Pro tip

Make your automated messages feel personal by using variables that automatically include guest names, property details, and reservation dates. Your guests will feel truly welcomed!

Tips to boost your occupancy

Want to know how successful hosts keep their properties booked year-round? Here are some insider tips that work:

[Read the full blog here](#) →



Diversify your channels

Connect to multiple booking platforms to maximize your property's visibility. More channels = more visibility!

Flexible cancellation

Make your guests feel at ease by offering a flexible cancellation policy during the off-season.

Local partnerships

Connect with nearby restaurants and tour companies to offer your guests special discounts.

Target business travelers

Add a proper desk and upgrade your WiFi, then mention these workspace features prominently in your listing title.

Optimize pricing

Adjust your rates for local events and seasons. For example, increase prices during summer but offer deals in winter to stay competitive.

Create exceptional guest experiences

Delivering remarkable experiences leads to 5-star reviews and repeat bookings. So make sure you do everything in your power to create that amazing guest experience. Here are some pro tips from our 360 Guest Experience Guide:

[Read the full blog here](#) →



Maintain impeccable cleanliness

This is consistently the most important factor for guest satisfaction



Set clear expectations

Be transparent about your property's features and limitations before guests arrive



Simplify check-in

Implement keyless entry when possible and provide detailed arrival instructions



Add personal touches

Consider welcome baskets and include a personalized note with some complimentary treats



Be the local expert

Create a digital or physical guidebook with your favorite local recommendations



Keep communication open

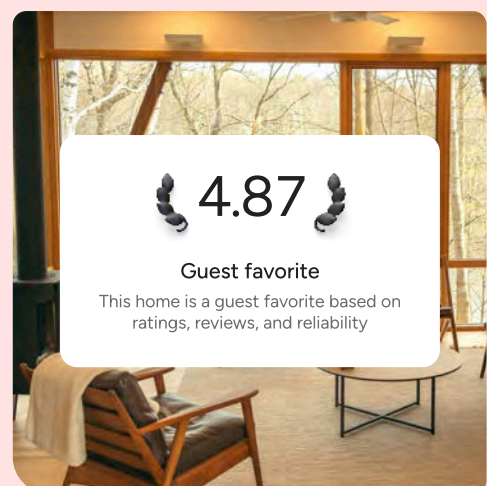
Remain accessible throughout the stay while respecting guests' privacy

Path to Superhost status

Want more tips and tricks on how to gain the coveted Superhost status on Airbnb?

Read our full Airbnb success guide to discover more specific strategies and insider tips from top performing hosts on how to improve your rating and climb to the top.

[Read the full Airbnb success guide](#) →



Earn more and *grow* your business

While Guesty Lite's core features provide everything you need to manage your short-term rentals efficiently, the platform's add-ons can help you maximize your hosting potential.



Smart *pricing* to boost revenue

Rate strategies and policies

Setting the right price for your property is crucial to maximize occupancy and boost revenue. Guesty Lite allows you to create custom rate strategies that automatically adjust your pricing based on specific conditions.

[Learn more about rate strategies](#) →

RATE STRATEGIES CONDITIONS

- Seasonal demand
- Length of stay
- Day of the week
- Last minute bookings

These strategies help ensure your property is competitively priced for different scenarios.

ADD ON

Guesty PriceOptimizer (GPO)

For hosts looking to take their pricing strategy to the next level, Guesty PriceOptimizer offers data-driven, machine-learning recommendations for your nightly rates.

[Learn more about Guesty PriceOptimizer](#) →

THIS POWERFUL TOOL ANALYZES

- Property characteristics (amenities, location, size)
- Market trends compared to similar properties
- Historical pricing data
- Seasonal demand patterns
- Pricing based on local events

The result is optimized pricing that increases occupancy and revenue without wasting time and effort on manual adjustments. PriceOptimizer offers a 14-day free trial, so you can test its impact.

Tools to *boost* protection



Guesty Shield

ADD ON

Includes the add-ons:

Liability coverage, Travel protection, Damage Protection, Screen and Protect, GuestyVerify

Protecting your property is essential in the short-term rental business. Guesty offers several options to safeguard your property, giving you the confidence to focus on growing your business rather than worrying about the unexpected.

[Learn more](#)

Liability coverage

ADD ON

Ensure that you and your guests are protected with our convenient liability insurance*, helping to safeguard your bottom line. Pay a fixed amount only for nights with guests. No occupancy means no fee.

[Learn more](#)

Travel protection

ADD ON

Airlines operators' tried-and-true revenue strategy is now available for STR operators*. Offer travel insurance to guests within their booking flow and earn commission on each sold policy, boosting guest confidence and your bottom line.

[Learn more](#)

Damage Protection

ADD ON

Guesty Damage Protection gives you peace of mind by providing comprehensive coverage* for damage caused by guests. This frictionless process eliminates awkward confrontations with guests and ensures you receive proper compensation, which helps attract guests who might hesitate to book due higher deposit fees.

[Learn more](#)

Screen and Protect

ADD ON

Intelligent guest screening designed especially for short-term rentals. Screen & Protect flags high-risk bookings to eliminate guest friction and safeguard your revenue up to \$50,000*, all from your Guesty dashboard.

[Learn more](#)

GuestyVerify

ADD ON

Prevent high-risk bookings with smart automation that screens IDs, confirms identities with facial recognition, identifies red-flag guests, and runs background checks—all without disrupting your booking flow*.

Why it matters

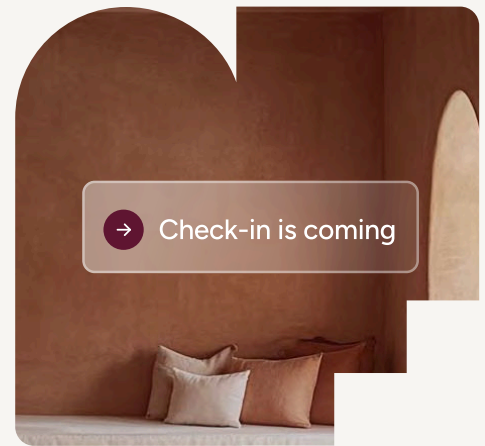
Even the most carefully screened guests can accidentally damage your property. From wine spills on carpets to damaged furniture or appliances, these incidents are an inevitable part of the hosting business. Also, injuries, property damages, and last-minute cancellations can all have devastating effects on you and your guests.

Without protection, these damages can directly impact your profitability and create uncomfortable situations with guests. The Shield Suite will let you grow with confidence and boost your revenue while protecting your business.

*Product availability may vary based on your region and Guesty plan. Each product is subject to its own terms and conditions.

Technologies that *transform* check-ins

A smooth check-in process is crucial for creating a positive first impression and setting the tone for your guest's entire stay. Today's travelers prioritize speed and convenience, so meeting expectations is key to guest satisfaction and good reviews.



Locks Manager

Guesty Locks Manager streamlines your check-in process by allowing you to manage all your smart locks remotely from a single dashboard, creating a smooth guest experience.

[Learn more about Guesty Locks Manager](#) →

KEY FEATURES INCLUDE:

- Automatic unique code generation for each reservation
- Codes that automatically update with reservation changes
- Backup codes for emergencies
- Full visibility into lock status (battery life, connectivity)
- Activity logs track property entry and exit

This technology eliminates the need for physical key exchanges and provides greater security and convenience for both you and your guests.



Guest App

Enhance the guest experience with a branded mobile app that provides all the information your guests need for their stay, including check-in instructions, local recommendations, and a direct communication channel with you.

[Explore Guest App](#) →

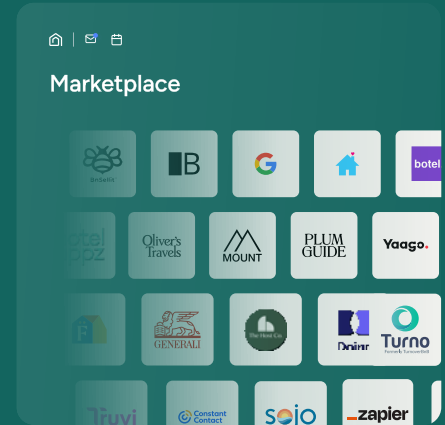
Third-party *marketplace* services

Guesty Marketplace connects you with trusted third-party partners whose services integrate seamlessly with your Guesty Lite account. These integrations can help you:

Enhance guest experience | Streamline operations | Increase revenue | Protect your property

The Marketplace offers various services tailored to the needs of short-term rental hosts

These services include cleaning, guest communication tools, revenue management solutions, and more. For Guesty Lite users, the Marketplace provides access to essential services that complement the platform's core features.



Growth opportunity exploration

As your business grows, Guesty grows with you. When you're ready to expand beyond three properties, Guesty Pro offers additional features designed for larger operations, including:

Advanced financial reporting | Team management tools | Owner portal for property owners | Enhanced automation capabilities

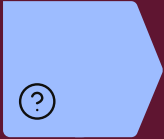
The transition from Guesty Lite to Guesty Pro is seamless, allowing you to scale your business without disruption.

[Learn more about Guesty Pro](#) →



Additional resources for ongoing *success*

Guesty provides numerous resources to help you succeed in the short-term rental space. Check out these resources for more info:



[Guesty Help Center](#)



[Guesty Lite Community](#)



Guesty Lite gives you a competitive edge that other property management systems can't match. We help you grow your hosting business with built-in tools explicitly designed for hosts with 1-3 properties.

With Guesty Lite, you'll:

- ✔ Connect to multiple booking channels in one dashboard
- ✔ Communicate with guests efficiently through a unified inbox
- ✔ Automate routine tasks so you can focus on creating exceptional experiences
- ✔ Keep your calendar and rates perfectly synchronized



The short-term rental world moves fast, but with *Guesty Lite*, you'll stay ahead of the competition.

Our platform handles the time-consuming work behind the scenes, freeing you up to do what you do best—providing memorable stays for your guests.



Your success isn't just about bookings and revenue. It's about the five-star reviews that keep guests coming back.

Here to  support your
 *hosting journey* 
every step  of the way.

Thanks,
The Guesty Team