



With a passion for excellence and sharing her Airbnb secrets, **Juls Rollnik** is a Superhost, author, property developer, and a mum. This is her story of how, by a twist of fate, she fell into and then embraced the world of Airbnb. After her husband's brush with death and faced with the prospect of raising two children alone, without an income, Juls embarked on a mission to find financial independence. Along the way she discovered that her uncanny ability to make people feel special and her desire to create a fabulous experience for her guests combined to make Juls a 'kick ass' rockstar Airbnb Superhost. Juls takes you into the world of Airbnb hosting and shares the secrets she learned along the way to becoming the much loved host that she is.

'I wrote *Secrets of a Superhost* because I wanted to share my Airbnb secrets and help others become a Superhost, just like me.'

SECRETS OF A SUPERHOST

*How to become an
Airbnb rockstar*

JULS ROLLNIK

BROADCAST



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This book would not have been written if it weren't for my husband's unwavering belief that I could do it. He never, ever gave up on me, and he pushed me so far out of my comfort zone, I could have committed mariticide on more than one occasion! This one is for you, Adam.

It is also dedicated to my fellow Airbnb hosts. You are all stars, and I am honoured to have been part of the constellation.

Don't think about it – do it.

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Author's Note

During my Airbnb journey I have had many guests stay in my apartment in Melbourne. Almost all of them have enjoyed the experience, and I have had the privilege of sharing their experiences with them.

All the reviews and associated guests' names in the book are true. So are the stories, however, in these I have changed the guests' names in order to protect their privacy and save any potential embarrassment. Any mention of books, courses and people in this book are for reference purposes. I am not affiliated with any person or company for the promotion of their products.

This book is based on my Airbnb journey with my one-bedroom apartment. If you rent out a room in your home or your holiday house, some sections of this book may not be directly relevant to your situation, although the general principles will hold true.

Fantastic place to stay in the heart of the city! Juls was very welcoming and made sure our stay was perfect. The apartment is just superb with a very comfy bed and great furnishings. You will love this place. ♥ Amy

Hi Juls, Wow, how lucky are we as first time Airbnb users to meet with the most amazing superhost there can possibly be. From the get-go you did everything possible to make sure there were no hiccups for us. Great details for entrance into your Zen-like, light-filled beautiful apartment. Hard to believe, I know, but your apartment is even better than the photos – and they sold me as soon as I saw them. The location is just a hop skip and a jump from the centre of Melbourne, but you don't feel as if you are in the hustle and bustle. Great cafés, restaurants, and bars in such close proximity. Everything that the other reviewers have written I second. The most immaculate, stunningly decorated, homely apartment you could wish to stay in. One complaint, Juls, I didn't want to leave and close your door for the last time ... but, never mind, I'm booking again for June! Thanks for being so very friendly and for letting me extend at such short notice. See you soon. Bev and Steve

Introduction

*Whatever you can do or dream you can, begin it.
Boldness has genius, power and magic in it.*

Goethe

The seed for this book was planted back in January 2017. I was holidaying with my family in what I call my ‘happy place’, Queensland. We were staying in an apartment right on the beach in Surfers Paradise. Adam, my husband, and I had a daily ritual of rising at 5 am (there is something truly magical about starting your day when most people are still in a deep slumber). We would kick off with an invigorating walk along the beach, share our plans and dreams for the future, then finish with a refreshing dip in the sea. We returned one morning from our walk and swim and sat on our balcony drinking coffee. I was moaning about the standard of the accommodation we had stayed at over the previous few years and was perplexed as to why others didn’t run their Airbnbs like I did.

Adam said, ‘Juls, you need to write a book! You’re such an incredible host. You’ve been a Superhost from the beginning. Our apartment is now in the Airbnb Plus group. You have insights you need to share with the community.’

That stopped me in my tracks and got me thinking. Many

hosts seemed to be missing the point of hosting. Over the years, I'd had lots of people share their 'shitty' Airbnb experiences with me. As soon as I mentioned I was an Airbnb host, someone would tell me about one of their horror stays. I've also had my own poor experiences as an Airbnb guest. So, maybe, I thought, just maybe, it's time to share some of Juls' magic with others, so they can create a bit of what I created.

The apartment where we were staying at the time could certainly have done with some of my magic. The location was perfect – a boutique apartment building on the beachfront. But the apartment itself was tired, and only the bare essentials were provided (no coffee plunger in sight). And that was only the first disappointment.

One of the first things I do when I arrive is check for the wi-fi codes. In this apartment, they were nowhere to be found. After about twenty minutes of searching for the codes (and my family having a nervous breakdown because they were desperate for their fix of the internet), I contacted the manager.

'Oh, sorry,' she said. 'I'll give them to you in the morning. It's after hours now and I'm not in the office and haven't got the internet codes.'

What! Had I heard correctly? We will have to wait until tomorrow to get the codes? You can't be serious! Shouldn't the codes be written down somewhere in the apartment, like in a manual or stuck to the fridge?

I was stunned that something so super important and simple was not readily available. That I had to wait a day to get the codes was ridiculous. It didn't even resonate with the manager that this was an inconvenience. 'Upstairs for thinking, downstairs for dancing', as my dad used to say. This would never

have happened on my watch. My number one rule as a host is ‘Move heaven and earth to look after your guests’, and I mean, move heaven and earth.

Adam had a point. Maybe I should write a book to help hosts become better hosts, to help them tap into what it takes to be an exceptional host. There certainly seemed to be a need for such a book, and ‘Miss Airbnb Royalty’ (yes, I have been called that a few times by guests) was just the girl for the job.

You would think that would have been enough of a catalyst to get me started, but it didn’t quite work out that way. I left Queensland brimming with ideas. I would share my tips for giving guests a memorable experience (‘experience’ is a word my guests continually use), but, as these things go, it went to the back of my mind. It wasn’t until much later – two and a half years later – when I was in Bali on a yoga and meditation retreat, that I made a half-hearted attempt to start the book and was reminded why it was important.

I had my laptop with me at breakfast, and I was attempting to put a few words on the page. It didn’t take long for me to put that aside and strike up a conversation with the guy who was sitting at the next table. The conversation soon steered its way to ‘What do you do?’ I mentioned I was an Airbnb host and was writing a book about my experiences, though in reality I’d barely written anything at that point.

The guy, John, looked at me as if to say, ‘Are you kidding me?’ He told me that he and his partner, Jane, were holidaying in Bali and were renting out their home on Airbnb for the very first time. What are the chances of that happening? Me attempting to write a book on Airbnb and meeting a first-time Airbnb host. You can’t make this up!

John was keen to know all about the book and he took the opportunity to ask me questions – lots of questions – about hosting. In true Juls fashion, I started to share an array of hosting gems.

‘You have to write this book,’ he said. ‘From what you’ve shared with me, this book will be gold!’

John couldn’t believe his luck in meeting me and getting all this fabulous advice about running an Airbnb. He told me he had absolutely no idea about half the things I explained and was really grateful for all the tips I gave him. He was so excited, he said I had to meet his partner, Jane.

Up until that point, I hadn’t committed myself to writing the book. However, that serendipitous moment was a game changer for me. After that conversation, I knew I had to write this book and share the secrets of my success.

I did meet Jane, and meeting her made me feel like the Rolling Stones on tour. She was just as excited as John about my book and couldn’t wait to read it. Both John and Jane said it would be such a welcome read for so many people. I was intrigued to know why they felt that way. They told me that instead of telling people how to host, like a lot of books on Airbnb, I would be sharing my own personal experiences, which were far more relatable for people. Through my own successes, I would be sharing what worked for me.

Wow! I was genuinely humbled. It wasn’t just going to be another ‘how to’ book. I would be taking people on a journey where they could see, through my eyes, what being a host is all about. Meeting that gorgeous couple was the moment I knew ‘why’ I had to write this book. I will always be grateful to them.