

Executive Hosts

Registration Number - 2025 / 578035 / 07

Enterprise Type - Private Company

Listing Management Procedure

Standard Operating Procedure - 10th August 2025

1) Purpose and scope

This SOP outlines the process for creating, maintaining, and optimising property listings across online travel agencies (OTAs) such as Airbnb and Booking.com. The goal is to maximise search visibility, click-through rates, and booking conversions while keeping listing details accurate and consistent.

2) Roles and responsibilities

- Listing Manager: Oversees all listing creation, optimisation, and updates.
- Photographer/Photo Editor: Captures and edits property images to agreed standards.
- Interior Stylist (optional): Arranges and styles interiors for photography.
- Channel Manager: Manages synchronisation across multiple platforms.
- Owner Liaison: Confirms details, approvals, and unique selling points with the property owner.

3) Pre-listing preparation

1. Collect all property details: amenities, policies, local highlights, access instructions, and owner preferences.
2. Identify the property's unique selling points (USPs) for marketing purposes.
3. Schedule professional photography and, if applicable, interior styling.
4. Ensure property is staged and cleaned prior to the photoshoot.

5. Photograph in optimal lighting conditions, capturing wide shots, details, and exterior views.
6. Edit images for clarity, colour accuracy, and consistency.

4) Listing creation and optimisation

1. Create SEO-aware titles and descriptions tailored to each platform's search algorithm.
2. Use keywords that reflect guest search behaviour in the target market.
3. Write an accurate and engaging property description covering key features, location benefits, and nearby attractions.
4. Arrange photos in a logical sequence that tells a visual story of the property.
5. Complete all required fields on the platform, including amenities, house rules, and safety equipment.
6. Set an initial competitive base price in coordination with the Revenue Management team.

5) Multi-platform synchronisation

1. Create listings on selected OTAs (e.g., Airbnb, Booking.com).
2. Connect platforms via a channel manager to maintain calendar and rate parity.
3. Test sync to confirm no double bookings or pricing mismatches occur.
4. Update all connected platforms simultaneously when changes are made.

6) Ongoing optimisation

1. Monitor listing performance metrics such as views, click-through rates, and booking conversions.
2. Update descriptions, photos, and amenities quarterly or as needed to improve performance.

3. Test new cover photos or titles to see if search ranking and click-through improve.
4. Incorporate guest feedback into listing content if relevant.
5. Review competitor listings for inspiration and market positioning adjustments.

7) Photography standards

- Use high-resolution images with professional composition and lighting.
- Ensure accurate colour representation and avoid distortion.
- Highlight unique features and selling points of the property.
- Avoid clutter and personal items in all shots.
- Maintain a consistent editing style across all listings.

8) Interior styling (optional)

- Arrange furniture to maximise space and comfort in photographs.
- Add tasteful décor elements that photograph well.
- Remove any non-essential items that could clutter the frame.
- Coordinate colour accents to create visual harmony.

9) Change log and approvals

- Maintain a record of all listing changes, including dates and reasons.
- Obtain owner approval for major content changes, pricing strategy shifts, or new platform additions.
- Keep a copy of all previous listing versions for reference.

10) Quality control

- Review listings monthly for accuracy of amenities, pricing, and descriptions.
- Test links, map locations, and access information for accuracy.
- Confirm that photos reflect the current state of the property.

11) Reporting

- Provide owners with quarterly updates on listing performance and any changes made if requested.
- Share insights from platform analytics, including trends and recommendations.

12) Data and compliance

- Ensure all listing content complies with OTA policies and local laws.
- Do not include any discriminatory language or prohibited claims.
- Ensure compliance with POPIA when handling owner or guest data.

13) Review cycle

- This SOP is reviewed every 12 months or when there is a significant change in OTA requirements, search algorithms, or best practices.

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