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# Maximising the benefits of your I-PRAC accreditation

A 19-STEP GUIDE THAT WILL INCREASE YOUR DIRECT BOOKINGS BY 67% AND GROW YOUR SHORT-TERM RENTAL BUSINESS

PRESENTED TO  
I-PRAC MEMBERS

PRESENTED BY  
I-PRAC CONTENT TEAM



“Everybody wants to consider themselves a smart STR business owner. But earning I-PRAC accreditation alone doesn’t make you smart. What makes you smart is earning I-PRAC accreditation, and **leveraging** your accreditation, as part of a **solid trust marketing strategy**”.

CHRIS MAUGHAN - FOUNDER & CEO, I-PRAC

# 19 actionable steps to ensure your I-PRAC accreditation works for you

This guide outlines everything you need to know to leverage your I-PRAC accreditation, so that it actually performs as a conversion tool for your short-term rental business.

Make no compromises with these 19 steps. When you action them all meticulously, you'll be guaranteed an increase in direct bookings and brand credibility.

Some of the action points in this guide will need to be carried out just once. But the majority will require consistent effort from you, and be implemented into your ongoing trust marketing strategy.

I-PRAC members who successfully adhere to the above have been known to boost their direct bookings by an impressive average of 67%.

So, with the above in mind, it's crucial to use this guide as your ultimate checklist – and share it with your marketing, communications, and design team. You'll find it's an excellent resource to keep referring back to, and ensure that you're keeping the door wide open for even more business.

**Note, the steps in this guide have been numbered, but they don't need to be carried out in a specific order. The only non-negotiable, if you'd like to see a return on your investment, is that you commit to them all.**

# 1) Ensure your guests understand what the I-PRAC logo means

You'll be frequently reminded to showcase your I-PRAC logo and certificate. These are examples of what we refer to as 'trust signals'.

However, never assume that your guests understand what the I-PRAC logo stands for. In fact, many of them won't understand, because they don't work in our industry.

So, every time you showcase your I-PRAC logo (and any other time it's relevant), explain to your guests in simple words that the logo means:

- 1) They are 100% protected against holiday rental fraud
- 2) They are 100% protected against payment fraud
- 3) They have the right to be fully compensated if something goes wrong with their stay with an I-PRAC accredited host (and if they've registered their booking).



## 2) Introduce a Trust Page on your website

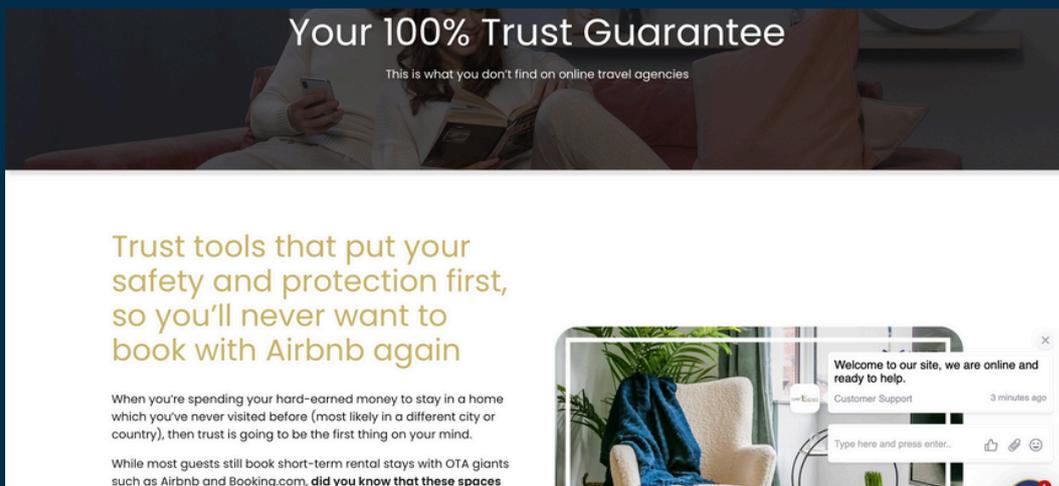
71% of consumers say that trust influences their decision of spending money with a brand (Edelman).

When a guest lands on your direct booking website, they're asking themselves why they should trust you, over a well-known platform like Airbnb.

The trust page on your website should answer the above. It removes all the uncertainties for guests, so you should be directing them to it first. You can ask your developers to create a new page on your website (with a simple template), then include the following on it:

- ✓ Your I-PRAC logo and official I-PRAC certificate (clearly, where website visitors can easily see it)
- ✓ A clear message above-the-fold of this page. Eg: '80% of guests book direct with us, because we're I-PRAC accredited'.
- ✓ A clear explanation of why guests should register their bookings with you on I-PRAC's website (see Step 4 and Step 8 of this guide).

Image from  
Luke Stays  
Website



**Your 100% Trust Guarantee**  
This is what you don't find on online travel agencies

**Trust tools that put your safety and protection first, so you'll never want to book with Airbnb again**

When you're spending your hard-earned money to stay in a home which you've never visited before (most likely in a different city or country), then trust is going to be the first thing on your mind.

While most guests still book short-term rental stays with OTA giants such as Airbnb and Booking.com, **did you know that these spaces**

Welcome to our site, we are online and ready to help.  
Customer Support 3 minutes ago  
Type here and press enter...

## 3) Complete the Trust Signals checklist for your website

Remember, potential guests are visiting your website even while you're sleeping – and they're making a swift judgement about whether they can trust you based on the components of your website alone.

According to I-PRAC's in-house analysis, around 84% of direct booking websites are below par, and failing to cement the trust of guests (who are then choosing to book with OTAs).

If you're taking the time and effort to invest in a website, ensure it actually works – and doesn't just sit there looking pretty.

We determine the 'Trust Score' of a website, based on how many Trust Signals it showcases. Ask yourself, does your website include all the below points – and would you book with your STR company if you visited it?

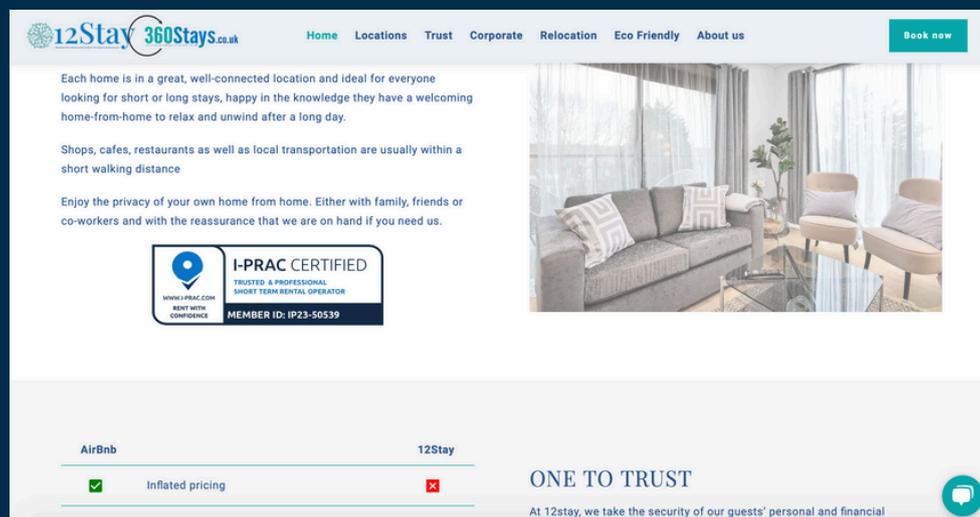
- Trust-focused content
- Clean UX and design
- Business contact details (not personal)
- Recent photographs
- Smooth payment process
- Trust page (covered in step 2)
- Showcasing I-PRAC logo and certificate (covered in step 3 and step 7)
- FAQ page (covered in step 12)

## 4) Position your I-PRAC logo where everyone can see it on your website

Place your logo on the top-left corner of your website homepage (there is no point hiding it at the footer of your pages).

Your I-PRAC logo should also be clearly visible on your booking and payment page, especially if guests are going to be redirected to a third party platform to complete this step. Remember, this is when a guest is most in-need of reassurance from you because they're parting with their money – and a failure to showcase your logo at the payment step will erase all the trust built with the guest at the beginning of their booking journey. (And cost you the entire booking).

To go the extra mile, consider a sticky bar on all your website pages with your I-PRAC logo and a short call-to-action message. This steady reminder will subconsciously reinforce feelings of trust within your guests and encourage them to book directly with you.



## 5) Insert your I-PRAC logo into your email signature

Most professionals list their credentials beneath their name and title, in their email signature. This adds a further layer of credibility during guest communication.

Ensure you use the high-res version of your I-PRAC logo for your email signature (as downloaded from the I-PRAC members' back office area), as simply copy and pasting your logo can result in a pixelated image.

For context, add a short message beneath (or alongside) your I-PRAC logo. Just a few words will do to get the message across at the end of an email. Something like '100% trust guarantee' or 'You're 100% protected'.

You can redesign your email signature on the free version of Canva. This can be directly uploaded into Gmail, Outlook and all other email provider accounts.



## 7) Set up an automated email and SMS to guests, to remind them to register their booking with I-PRAC

After a guest has booked a stay with you, encourage them to register their booking on I-PRAC's website. This ensures that if something does go wrong during their experience, I-PRAC will investigate the matter and compensate as necessary.

Remember, guests will not be compensated by I-PRAC if they haven't registered their booking on our website first.

This 100% guarantee as a result of your I-PRAC accreditation will differentiate you from other operators – as it's something the likes of Airbnb and even larger hotel chains cannot provide, and you're offering it for free.

Guests who register their bookings will receive an official certificate from I-PRAC. This is something you should be promoting across your marketing, too – as it's currently the only way STR guests can be fully protected. You'll likely reduce the likelihood of any cancellations this way, too.



## 8) Showcase your I-PRAC certificate on your website

Your I-PRAC certificate is emailed to you, along with your I-PRAC logo and membership ID. This is an official document with yours and your company's name and details; and proves that you can be 100% trusted as a legitimate operator.

Enhance your credibility and professional appeal even more by showcasing your I-PRAC certificate on your website. It's recommended that you do this on your About page and Trust page at least (the latter is explained in Step 9).

Do you have a digital guidebook? Be sure to present your I-PRAC certificate on there as well. Most guidebooks have an 'Important Documents' section, or you can request to have a special Trust section designed, where you can explain the benefits of your I-PRAC accreditation in detail.



## 9) Print a copy of your I-PRAC certificate

A large media, relations, and research firm, Edelman states that when feelings of trust and confidence are reinforced within guests during their experience, they are 47% more likely to leave positive reviews and return to the brand in the future.

You can achieve the same with your guests by printing hard copies of your I-PRAC certificate, for guests to find at each of your STR properties.

Frame the certificate and make it part of your decor – it will absolutely reassure guests that they're safe and being taken care of by a hospitable brand.

Why not print a copy of your certificate for your office, too? Let the people who visit your working space know your professional value – this is how you build reputation (and a good reputation pays well).

# 10) Optimise your I-PRAC members' profile

Your members' profile is where guests can look you up to double-check your credibility, before making a booking. It's found on the I-PRAC website, using your unique membership ID.

This is free, additional marketing real estate for you, that comes with your I-PRAC accreditation. So, make the most of your profile; and take the time to adequately optimise the content across it.

| CONTENT  | IMAGES   | REVIEWS  |
|--|--|--|
| Triple check for accuracy and take the time to write a snappy, engaging bio. | Upload high-res photographs of all the main areas of your properties (including any garden and patio space). | All the reviews on your profile are verified by I-PRAC. Do get into the habit of asking for them, as they make a difference. |

Your I-PRAC profile will include important information like your address and contact details too, as well as the last five digits of your IBAN for a guests' added peace of mind. (Make sure you ask that payments are made into the same bank account).

# 11) Understand and communicate the benefits of your unique Membership ID

The number on your I-PRAC logo is known as your Membership ID. This ID is unique to you and cannot be replicated by fraudulent operators. It's important that you communicate this to your guests - I-PRAC Membership ID is only granted to STR operators who have gone through and passed our meticulous verification process.

Remember, the purpose of your Membership ID is two-fold.

- 1) For guests to look you up on I-PRAC's website, using the 'Member Search' tab on the homepage.
- 2) For guests to register their booking with you on I-PRAC's website, so that they can be fully compensated if anything goes wrong during their stay.



## 12) Mention your I-PRAC accreditation in the FAQ section of your website

Did you know the FAQ section of your direct bookings' website is one of the most visited sections, especially if you place it on your website homepage?

Use this to your advantage and settle the biggest uncertainty that'll be on all your guests' minds: Why should they trust you?

A good FAQ section usually has at least 10 helpful questions and answers (less than 5 and you will seem lazy).

Include the following questions in your FAQs and explain the benefits of I-PRAC accreditation in your answers. This will provide your guests with the immediate peace of mind they're looking for, and encourage them to book with you.

- How do I know that my payment is protected when I book with you?
- Do you offer any kind of compensation if something goes wrong during my stay?
- How can I be sure that the photographs on your website will match what I see in real life?
- How do I register my booking with I-PRAC and ensure that I'm 100% protected?

# 13) Schedule a weekly social media post that explains the benefits of I-PRAC for guests

Sharing a single social media post about being an I-PRAC member isn't going to change the trajectory of your short-term rental business. You need continuity.

So, schedule at least one weekly social media post (across your preferred social media channels) to explain how your accreditation benefits guests.

There are several benefits you can delve into. Including 100% payment protection, guaranteed excellence in hospitality, and the I-PRAC register booking service.

Be creative with your posts (using a mix of written, video and visual content).

On the left: An Instagram post from Competa Escapes.



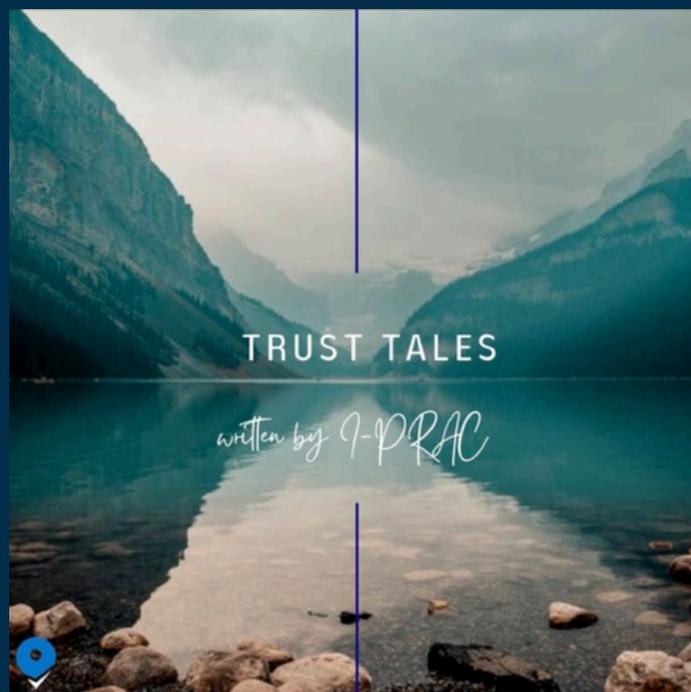
# 14) Implement all the tips in I-PRAC's weekly Trust Tales (and save the emails for future reference, too)

As an I-PRAC member, you'll receive weekly Trust Tales in your inbox from our team.

These charming emails include anecdotal insights and are packed with tips and trust marketing strategies that you can implement into your short-term rental business immediately.

Most of the time, actioning these tips will cost you nothing – but with consistency, they'll make a sizeable impact on your bottom line.

Be sure to read, save and act on the Trust Tales every week. They're exclusive to members only and will put you ahead of the competition.



# 15) Schedule at least one trust marketing email to your database a week

Email marketing is said to be 40 times more effective than social media marketing, because of its direct and intimate nature. (The conversation is very different when you're having it in somebody's inbox).

You should be investing the time into an ongoing email marketing strategy by now anyway – even if you have fewer than 100 subscribers; this is something you can build on.

Among all your other email sequences, be sure to schedule at least one trust marketing email a week. In other words, an email reassuring guests why they can trust you; and why they should feel safe to book directly with you.

A good idea is to tell stories of past guests who've benefited because of your I-PRAC accreditation. You could also opt for the classic 'problem email' – where you introduce the email with a relatable problem, and explain how you solve it as an I-PRAC member.

Top tips: The subject line of your email does most the work here (if it's boring, people won't open your email) – subject lines with emojis tend to have higher open rates, as well as subject lines with a shocking statistic or statement. Keep your paragraphs short and make the most of easy-to-use platforms like MailChimp and MailerLite to send your emails, which are easy on the pocket, too.

# 16) Study I-PRAC's Resource Hub and put everything you learn to action

I-PRAC's 'Trust Trilogy' has been downloaded for free nearly 10k times by STR hosts, and has even attracted the attention of the press and publishers.

This is just one incredible example of the quality of content in I-PRAC's Resource Hub. In it, you'll find a library of free content – including reports, worksheets, mini articles and interviews with industry leaders, which enlighten you on everything you need to know about building a short-term rental business with trust marketing, that isn't reliant on OTAs.

The Resource Hub is on I-PRAC's website (<https://www.i-prac.com/resource-hub/>). You should be spending at least two hours every week studying the content, and implementing all of I-PRAC's tips and strategies into your own business.

Don't forget to share the content in I-PRAC's Resource Hub with your marketing team, too. They'll benefit greatly from the free education and become even more proficient team members for you, as a result.



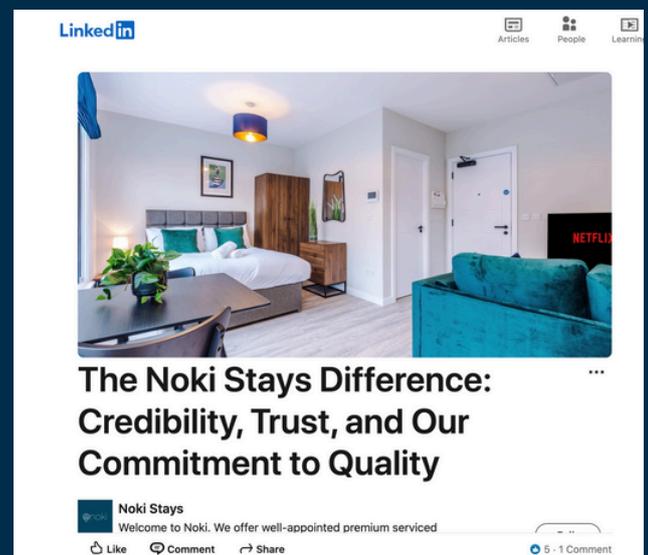
# 17) Create a LinkedIn business page and spotlight your I-PRAC accreditation on it

LinkedIn is the go-to platform for people who want to check the credibility of a business. With the rise of short-term rental fraud, many guests leave no stone unturned when doing their due diligence, and this may include looking you up on LinkedIn.

When you've set up your LinkedIn business page, mention that you're I-PRAC accredited at the beginning of your bio (where profile visitors won't miss it).

You should also be using your LinkedIn business profile to share posts and articles about how you've invested the time and money into becoming I-PRAC accredited, because of how much you prioritise guest peace of mind and exceptional hospitality as a brand.

This is especially important if your target demographic is corporate guests – as many of them will be active on LinkedIn.



# 18) Create a short video talking about the benefits of I-PRAC accreditation for your website homepage

Video content, and the charm of a person inviting guests to book to stay at their STR property (in complete trust and confidence) has the potential to convert even the most doubtful guest.

First of all, you'll be differentiating yourself from the majority of other faceless STR operators – and then as well as this, you'll be reassuring your guests (in person) that they can 100% trust you.

Keep the video for your website homepage short (no more than 5 minutes) and be sure to clearly communicate the benefit of I-PRAC accreditation for your guests, and not you.

Your website developer will either embed the video directly onto your website (simple for them to do, especially if you have a Wordpress website), or they may add a YouTube or Vimeo URL to your website, depending on what you prefer.

Remember, if you add a video option to your website homepage that takes guests to another website (such as YouTube), then be sure to add your I-PRAC logo and trust message onto that third-party website as well. You don't want to lose the trust you've already earned by this point.

# 19) Follow Chris Maughan on LinkedIn

I-PRAC's CEO and Founder, Chris Maughan set up his own short-term rental business from scratch over 20 years' ago.

His business, AES Events is now valued at around £70 million, and has the likes of MTV, Google, Apple, Spotify, Netflix, Disney, Paramount, Microsoft, and more in its portfolio.

Our CEO claims that the success of AES Events is largely owned to trust marketing (so much so that the business has not once needed to rely on OTAs). Chris Maughan truly is a powerhouse of knowledge when it comes to STRs - and all the teachings you find about trust marketing from I-PRAC, are led by him.

Chris is also very generous with his knowledge; you'll often see him sharing educational content on LinkedIn, as well as engaging with other short-term rental operators who wish to learn from him.

Following Chris Maughan on LinkedIn means learning something insightful nearly every day. He's always keen to connect with I-PRAC members in person; and will even share your trust marketing related content with his thousands of followers, for additional exposure for you.

Follow Chris Maughan on LinkedIn by typing his full name into the LinkedIn search bar. His title is 'CEO at I-PRAC and AES Events Group'.



Chris MAUGHAN

# References and additional resources

## **Website development support:**

Boostly: [boostly.co.uk](https://boostly.co.uk)

Official partners of I-PRAC, contact Neely for exclusive offers.

## **Email marketing services (easy to use):**

Mailchimp: [mailchimp.com](https://mailchimp.com)

Mailerlite: [mailerlite.com](https://mailerlite.com)

## **Design (easy to use):**

Canva: [canva.com](https://canva.com)

Unsplash: [unsplash.com](https://unsplash.com) (for stock photos)

Pexels: [pexels.com](https://pexels.com) (for stock photos and videos)

## **Content marketing and copywriting support:**

Neely Khan: [neelyk@i-prac.com](mailto:neelyk@i-prac.com)

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Take action and  
generate more  
direct bookings,  
**through trust.**

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