Interview mit Frank, Geschäftsführer zweier auf Airbnb spezialisierter Dienstleistungsunternehmen, persönlich, 28.04.2017
Interviewer: TF, Transkription: GS, Korrektur der Transkription: LS

Thomas: So for first I need your approval that I record it, so, I need your approve.#00:00:07-7#

Frank: Okay. #00:00:07-5#

Thomas: Okay. #00:00:08-5#

Frank: Yes, I approve. #00:00:09-5#

Thomas: Maybe if you just would introduce yourself in a few words and why, what is your special expertise and// #00:00:17-1#

Frank: Sure, okay. So my name is (*Frank*), I used to work at Airbnb. I started in 2014 in the finance department and then I left in 2015 and started working for Airbnb//#00:00:30-6#

Thomas: Can you hold it [the microphone]? #00:00:31-1#

Frank: Yeah, [for an] Airbnb property management company and then while I was there, I, actually, I was still working part-time with Airbnb and then I left the short-term property management company a year later and started my own Airbnb property management company and then started (*name of his second company*) which works with English speaking Airbnb hosts around the world. And I've been a guest in, I think, 15 countries and I've been a host for ... four or five years now. #00:01:00-9#

Thomas: Mhm. In (*city in California*)? #00:01:03-1#

Frank: Here in (*city in California*), yah. Mhm. #00:01:07-0#

Thomas: And I mean what is, ((I already asked)) those questions, but maybe you could tell me more about your company or – I thought there were two companies? There's also// #00:01:19-2#

Frank: Two companies, yeah. #00:01:20-1#

Thomas: And would you tell me more about it? Where you started and what, what's it all about and maybe how they are related to each other? #00:01:26-7#

Frank: Okay, so (*name of his first company*), Airbnb property management company, that's pretty self explanatory: full service Airbnb property management for listings in (*city in California*). I do, also for that, I do remote property management because I travel a lot, so I do all the full service property management except I have contacts, a local contact who does the cleaning and is there for an emergency, emergency situations. And then I also do (*name of his second company*). That's where I work with English speaking Airbnb hosts around the world. The ((primary)) product that I sell the most of is a listing optimization, which it's like SEO which here, the term is short for "search engine optimization" which is how you rank high in Google search results. And so I do, essentially it's SEO for Airbnb 'cause Airbnb is search and you wanna do high in search. And there's a lot of things you can, you can do to a listing regarding pictures, and title, settings, text to increase the search rank. Also reviews have a lot to do with it, obviously. And then I also provide review

management for property managers. I create electronic e-books for the hosts to send to the guests and then I also do, let's see, business cards. So, those are useful because instead of, you know, if you would go to Airbnb Open instead of saying, "Hey, I have a listing, it's Airbnb.com/rooms/4832067", you could just give them business cards, saying, "Here's my listing, if you are in (*city in California*), you can also find it, if you type in like '(*Frank's*)'s house'". #00:03:07-6#

Thomas: It's like a hard copy. #00:03:08-2#

Frank: It's like a hard copy, yeah. And then, yeah, I also make websites, just simple websites. Instead of, instead of saying that you are (…), saying like "(*Frank's*)House(*city in California*).com", easy to remember. And then you go there and it directs you to Airbnb. #00:03:21-8#

Thomas: Okay. #00:03:22-0#

Frank: Yah. #00:03:23-8#

Thomas: You mentioned SEO for Airbnb. In which way is it different then like Google SEO? What's special about Airbnb? #00:03:32-6#

Frank: It's not different at all, actually. When you, the high concept is, so same thing, Google search as Airbnb search: the guest, the host who gives the guest the best experience … ranks high in search. So the, I guess, the one difference between Google or regular search in Airbnb is … Airbnb, another factor would be, how much money are you making Airbnb. So that, I would assume that, you know, that goes into search because you're directly making Airbnb money. And also similar with that: cancellations. So if you cancel, you'd make them negative money, so cancellations are bad. #00:04:09-8#

Thomas: Okay. #00:04:11-0#

Frank: Very bad. #00:04:12-9#

Thomas: And what makes up most of your work of all this stuff? #00:04:16-3#

Frank: I'd say, it's about 80% the (*name of his second company*) website and then 20% the Airbnb property management. And then of that 80%, probably 60% is specifically the listing optimizations. (…) (laughter) #00:04:52-1#

Thomas: And … could you maybe, so, – or how this optimization works maybe generally, what is important? You mentioned the titles? #00:05:03-0#

Frank: How does it work? Yeah, yeah. So it's, so the delivery is, once it is paid for, I give it to them within 72 hours. And it's an eight to twelve pages report, PDF report, that highlights, I think I have it broken down into like thirteen or fourteen different sections and one of the sections ((are)) things I already mentioned. I also go over pricing, so specifically their calendar. And then, at the very end, I have discounts. I have partner discounts with Airbnb related partners: review managements, guidebooks, yeah, payment services, locks – I just got locks, working ((on another)) with mattresses. And so I have that and that's like over 300$ in itself. So if you use one of those, you'll get, pay back like the costs of the report. #00:05:49-5#

Thomas: Okay. #00:05:48-5#

Frank: And then there's also like little goodies in there. Like for example, I have, here's a, you can get – people often complaint there's no contact number to get to Airbnb, not an easy one. And there's, actually, so, if you go on the website, like four or five, six clicks, you can actually find a list of every phone number, local support phone number, so. #00:06:10-1#

Thomas: It's hard to find. #00:06:10-7#

Frank: It's hard to find, yeah, they make it hard to find for a reason. So I have that, you know, like, I don't know, 60 or 80 numbers per country listed in the report for someone to get. And it's a different number than the one like generally, the one like general support number. #00:06:27-3#

Thomas: Aha. And what would you say is like generally a good listing? What? #00:06:32-3#

Frank: A generally good listing? Hm … Okay. Generally, a good listing would be good pictures, but not too many pictures. A lot of hosts (…), a lot of hosts// #00:06:47-8#

Thomas: Do too many? #00:06:48-2#

Frank: Yeah, a lot of hosts do too many and they also do too many detail shots. Like, you know, the cup that means a lot to them in the corner with the artwork [which] means a lot to them in the corner. They put a picture with that on the listing, but that's not gonna sell to a guest. So I restrict to what is gonna sell the guest from your listing. That picture means a lot to you? It's not gonna sell. Take it out. Also be about short-term memory, not short-term memory, but short-term attention span. Snapchat and Instagram and Tinder, you know, like with a swipe of a finger, so like you need to hit them quick. Just five photos, I say, have to be your best photos. #00:07:20-2#

Thomas: Okay. #00:07:19-9#

Frank: And then the other thing would be too much text. A lot of people write too much text. They even pay services to write too much text for them. But they make it sound nice and it does sound nice, it's really well written, but a guest is, is taking a look at 300+ listings, they are narrowing it down. They are not gonna read your listing. So what I do is I bullet point what, what's gonna sell the guest. (snapping his fingers two times) Like get them excited, yeah. #00:07:44-0#

Thomas: Okay and what's a good host? #00:07:48-5#

Frank: A good host? Outside the listing? A good host is someone who responds quick to the guest, who goes above and beyond, someone who provides the guest with surprises, like a welcome gift. And I, and one of the things I have in the report is, it's only really relevant to US hosts or Canada, but it's a list, a link to an Airbnb online store which no one knows about. And if, and people who stay with Airbnb in general like Airbnb. So I think it would be, so I say, "A good idea just to get them startled about a welcome gift is like buy some Airbnb swag, like random stuff, a luggage tag, a portable tooth brush or a bottle opener, like buy some of this stuff and give it to them with your welcome package". #00:08:34-3#

Thomas: Okay. You've mentioned Airbnb. Do you worked together with Airbnb as well, still? #00:08:40-2#

Frank: No, I don't. I don't work with Airbnb anymore. We stopped. I stopped working for them part-time in January 2016. Yeah. #00:08:47-9#

Thomas: And now you are not really, I mean, you know people there and// #00:08:52-2#

Frank: Yeah, I know people there. I was just in Sydney, in Australia. And one if the cities I visited, I was in Sydney and I went to the office and got a little tour. #00:08:58-7#

Thomas: But it's not work-related? #00:09:00-7#

Frank: No, it wasn't work-related. No, no. I just wanted to go and check it out, 'cause like their offices are nice, too. If you'd go out there, check it out. #00:09:08-0#

Thomas: Mhm, but I don't know if I will work in Australia. (laughter) #00:09:08-8#

Frank: (laughter) There's a lot of Germans in Australia. I've met a ton. #00:09:11-7#

Thomas: Yeah, yeah, yeah. But I don't know, if I get another fund for doing (...), for (...) travel. I guess not. I'll try. #00:09:18-6#

Frank: (laughter) #00:09:19-6#

Thomas: And you mentioned the reviews before. In which way are reviews important for optimizing your listing? #00:09:27-5#

Frank: So, yeah. #00:09:28-3#

Thomas: Maybe generally? #00:09:29-8#

Frank: Yeah, so reviews are the one thing I'll have no control over. What I'm gonna do with my, I have limited control, what I'm gonna do with the listing is I'm gonna set the correct expectations for the guest. So a lot of hosts are trying to hide the negatives of their house, they need to, they need to say the negatives before the guest books, so that the guest's expectations are managed rather than the guest goes and they have to walk up 47 stairs, you should mention that in your listing. So that helps the review. But the review is mostly on the host. What I say though is, you can actually respond to reviews. All the hosts don't know that, you can respond to reviews and that way if you get a, when you get a negative review, you can call out ((a lot of)) attention to it. A lot of hosts don't respond to reviews and when they get a negative review and they are like, "Oh, shit, I need to respond to this", and they call Airbnb, you know, "Can I respond to it?", and they respond to this one review. And so it cause, causes attention to the one negative review. So that's the, that's the tip I have for reviews, yeah. #00:10:29-4#

Thomas: So you shouldn't reply to the// #00:10:32-3#

Frank: You should reply to, my advice is you should reply to almost all reviews. A review that just says "great house", no need to reply, but they lately// #00:10:40-2#

Thomas: If you only reply to the negative one, then it sticks out. #00:10:44-2#

Frank: Exactly. Yeah. #00:10:47-9#

Thomas: Hm ... And in general what do you think about the review system that is working at Airbnb, I mean they changed it in 2014// #00:10:57-6#

Frank: And they continue to change it. Actually, there's a lot of experiences, the one benefit of my job was, well, there's many benefits, but one them is I got to see a ton of listings, so I see all the experiments they have. One of the experiments is they have a tab and it just says best, best reviews and worst reviews. #00:11:11-1#

Thomas: Ah yeah. #00:11:11-7#

Frank: 'Cause you can't see the stars, you just kind of, you can tell by the text, but if there's a lot of reviews, you have to click through many pages// #00:11:18-0#

Thomas: You cannot like the// #00:11:19-3#

Frank: Sort? #00:11:19-9#

Thomas: Yeah, sort them. #00:11:20-6#

Frank: Yeah, you can't sort them. There, you can't, on some of them you can't search, they ((bettered)) the search box. So they are testing all these things out, there's a lot of improvements actually you can make with the reviews. But this is a good start: searching, and the best and worst reviews that's a good one, too. #00:11:39-4#

Thomas: I ((have)) heard that hosts are complaining that it pays attention to their negative reviews, they don't like it too much. #00:11:46-8#

Frank: Oh, oh, that it, the// #00:11:47-8#

Thomas: That it says there are negative reviews. #00:11:50-4#

Frank: Oh, yeah// #00:11:50-1#

Thomas: (...) might not be so negative. #00:11:52-5#

Frank: Well, but that's what you gotta, yeah, host would, a host is biased, so of course they gonna say that, they wanna hide their negative reviews. But in the grand scheme of things, it's better for the host and the guest, you know, all hosts have negative reviews. Right now, the review system, I don't like it how it's anything below a 5 is a F. #00:12:11-4#

Thomas: Yeah. #00:12:12-5#

Frank: I think Airbnb should encourage people to give like, if it was an OK listing, give a 3. So that like a 4 doesn't mean like you failed. So give a 3, give a 4, give a 5. Right now, it's like 5 or bust, so you can't really, the reviews are basically useless, because we are all 5s. #00:12:29-7#

Thomas: Yeah, but how do you deal with that ? Now it's, it doesn't say much// #00:12:33-9#

Frank: You have to, you have to, yeah, it's difficult and creates a lot more work for the guest. What I do when I book is, you gotta look at the photos, you have to really like look into them and see things that normally you wouldn't like does the photo like, some photos make the place look a lot bigger than it is, you can kind of tell that // #00:12:53-2#

Thomas: Wide angle. #00:12:54-1#

Frank: Yeah, wide angle. It makes me read reviews more, which is just kind of a waste of time, 'cause most of the reviews are generic. 1 in 10 say something with value. #00:13:03-5#

Thomas: Yeah. #00:13:04-9#

Frank: ... And then you have to read the text more, yeah. The reviews being the way they are, doesn't, not very helpful. #00:13:12-1#

Thomas: If you, what, what would// #00:13:13-3#

Frank: It's only helpful, reviews are only helpful to eliminate a listing, not to filter them. (…) #00:13:20-6#

Thomas: Okay, what would be an improvement? I mean you cannot really change// #00:13:24-0#

Frank: An improvement would be ... tell me ... tell me what each person rated, tell me how many, how many did this rate 5, 4. I think they need to encourage people to start leaving 3, 4, 5 star reviews. Like leave the review based like, they need to send a guideline, like a 3 is "met your expectations", a 4 is "exceeded your expectations", a 5 is a superhost, "everything was perfect" basically. #00:13:54-2#

Thomas: But it's kind of hard when everything is already at that level. #00:13:57-3#

Frank: Yeah, yeah. So they have to ... weight it somehow. Maybe they could do this: they could weight reviews, which they probably already do, they weight reviews the first 30 days, or the most recent 30 days. #00:14:08-1#

Thomas: Mhm. #00:14:09-7#

Frank: So they could do that. Or gonna change the review system and ((were)) weighting it for the first 30 days, so, yeah. It's doable. #00:14:18-7#

Thomas: Maybe, but there are also some like you have some tags where people say, I don't know, cleanliness or// #00:14:22-4#

Frank: Yeah, but they do, but I as a guest, I never fill them out and I as, as a guest// #00:14:27-2#

Thomas: I haven't done it. #00:14:27-9#

Frank: As a guest reviewing it, I've never filled them out and as a guest booking I've never even looked at them, 'cause they are all generic. Like "quiet neighborhood", all right, well, from what? You know? It doesn't – not useful to me. #00:14:39-2#

Thomas: Okay: Why is it generally necessary for a platform like Airbnb to have a review system? I'm going a step behind. #00:14:48-4#

Frank: Yeah, it's a sense of, it's a sense of trust and you can tell this, because people will even go to the extend, I've had people ask me "hey, can you, can I pay you and you will review my listing? It's brand new." Like people are, hosts are very cognizant of review matter, as are guests. So it does, it does add a layer of, you know, of a few, a few of 70 reviews and they are all 5 stars, probably a pretty good listing. #00:15:15-7#

Thomas: Mhm. But it's, you cannot like imagine Airbnb working without a review system? #00:15:20-6#

Frank: Working without a review system? ... For this kind of place? No. I mean, even hotels have review systems, Couchsurfing has review systems. I know, if you are staying some place, yeah, I think, I mean, I am sure, yeah, if I give it some more thought, there is probably a different way, but reviews work. They could be better, but they work. #00:15:39-4#

Thomas: And I read on your site, that you also give reviews as part of that optimization and that you give trends in reviews. What, what do you mean by this? #00:15:50-7#

Frank: Oh, so, no, I don't, I don't, I'll check, I don't think I say "give reviews", I analyze// #00:15:56-0#

Thomas: No but this, you analyze reviews and you like have trends which is reviews that are// #00:16:01-9#

Frank: Yeah, so a lot of hosts ignore their reviews. They get them and they don't even read them, so I'll just simply read them and there's some pretty good info that says specifically what the hosts could improve on. So pretty much any suggestion a guest should give, with some exceptions – there's some weird guests out there, with weird, weird requests – they should, they should capitalize on. Any host who gets an information like this, should definitely capitalize. #00:16:31-1#

Thomas: Mhm and you also mentioned on the website that how to deal with negative reviews. #00:16:38-3#

Frank: Yeah, yeah, that's what I kind of mentioned earlier. So if you're, you're gonna respond, so you should be responding to all reviews, because a lot of guests leave lengthy reviews, positive reviews. If they really like the place, they leave a really lengthy, positive review and my assumptions is guests don't read, so guests aren't gonna read that. They are just gonna read the first, few sentences, the first few words even to see if it's positive or negative. If it's positive, they gonna go to the next one. They are just looking for a negative. So for those reviews I'll say the host should pick out one positive in there, like they really liked the pool, the parking garage was really nice. Pick out one positive and then put in one, no more than one sentence below the review as a response. #00:17:17-9#

Thomas: Okay. #00:17:19-1#

Frank: That way the guest can just kind of scan it, "okay, he has parking, he has a heated pool", whatever. #00:17:26-3#

Thomas: And if a host receives like a problematic guest and you don't know if he or she will leave a review or not? #00:17:33-8#

Frank: If a, if they leave a negative review, yeah, this you also respond one, two sentences max. Like the future guests want to know, that it's been dealt with. "Here you go, this place was pretty good, but the WiFi really sucked", you know, "Thanks for that info, I just upgraded twice as fast speed". Bämm! Taken care of. #00:17:54-4#

Thomas: Aha. And if you think like as a host it was not such a nice experience, should I do a review or not? Or how// #00:18:03-5#

Frank: For the guest? #00:18:04-9#

Thomas: Yeah. Of the guest. #00:18:05-6#

Frank: Yeah, yeah, you should. A negative review for a guest is even less rare than a

negative review for a host listing. But yeah, if it's a bad guest, leave a negative review. #00:18:16-9#

Thomas: Mhm. ... And ... writing reviews, how, I mean, many hosts just like write all the same review over and over again. Is this feasible? Or should they? #00:18:32-7#

Frank: Yeah, yeah, yeah, it's feasible, because when a guest books on Airbnb, they don't give the host any information. They don't say this guest is been rated 4.5 out of 5 stars. They just say this guest has been verified. So as a host, when I am hosting, I leave the guest a generic review, because it doesn't matter. Unless the guest, unless I met them personally, the guest was really great, I leave them a good review, but otherwise, no, I just leave a generic review. #00:19:01-3#

Thomas: Okay. ... Yeah and maybe in which way are reviews relevant for your work? #00:19:09-2#

Frank: What's that? #00:19:09-9#

Thomas: For your company? I don't know, is it like 5% of all this stuff you're doing or is it – like which role? #00:19:18-7#

Frank: What, would it, would? #00:19:19-5#

Thomas: Of the optimization thing? #00:19:20-8#

Frank: 5% of what? What task are you talking about? #00:19:24-2#

Thomas: On the whole optimization process, which part is// #00:19:29-4#

Frank: Specific to reviews? The optimization part? Okay. #00:19:31-9#

Thomas: Which role compared to the other parts of the, these// #00:19:36-0#

Frank: Reviews? #00:19:36-3#

Thomas: Like photos and title// #00:19:37-9#

Frank: Yeah, so reviews is a section of the report and it and it says so, it's says to review. It's says to respond to reviews. #00:19:48-5#

Thomas: Mhm. #00:19:49-5#

Frank: And then I go through the reviews and then any negatives or any positives I see, any negatives or positives that either could be improvements or could be added to the listing to set expectations, I let them know what I see there and then I give them a tip. I say, "if you have a really good review, you should actually highlight it in the photos of the listing", say, just communicate to get to say "look at how positive this review is, be sure to check out my other reviews." #00:20:20-1#

Thomas: Okay and do you ... do you use any data services or software to do the analysis or do you like [do it] all by yourself? #00:20:30-6#

Frank: I use, I use websites, free websites, but I don't use any kind of software or data analytics for the optimization. #00:20:41-3#

Thomas: Mhm. #00:20:41-1#

Frank: It comes from my experience from being an employee, being a property manager, responsible for hundreds of listings and then also being a guest. #00:20:51-2#

Thomas: Mhm, you also have a personal style, or personal tone of the reports you do or is it// #00:20:59-0#

Frank: Yeah, each report// #00:20:59-6#

Thomas: Very// #00:21:00-2#

Frank: Each report is, yeah, very// #00:21:01-6#

Thomas: I mean, because the listings are different. #00:21:03-3#

Frank: Yeah. #00:21:03-6#

Thomas: I mean the problems might be the same, but// #00:21:05-0#

Frank: Yeah, every listing is different, every report is different. Yeah, as you can imagine there's some things, there's some things that are wrong with all listings. So some of the verbiage is the same, like for example reviews. Maybe 10% ((of this is)), "Respond to reviews". So that tip that I said earlier that's basically in every listing. And then I give them a link to a blogpost that I wrote that just explains further what I mean about that. But yeah, each, each listing I go through personally and, like I said, eight to twelve pages depending on how much work they need. #00:21:38-1#

Thomas: Okay. ... ... yeah, I think, I don't know. ... Do you have any else interesting about the reviews which you might want to add? #00:21:52-0#

Frank: About the reviews? (clearing his throat). #00:21:55-8#

Thomas: Do you think they influence people in like behaving more disciplined for all the// #00:22:04-8#

Frank: For the host, for the host only. Like ... for the host it matters a lot more. The, the guest, their reviews – as a host, I don't even check the guest reviews to be honest. Because they are all, they're, 99,9% of the reviews are positive and generic, so I don't even check their reviews. And I also know if they have a negative review, like if you just have one negative review, honestly, it's probably just the host. If you have many negative reviews then I probably wouldn't accept you, but I don't think, very few guests have (laughter), hold more than one negative review. #00:22:39-7#

Thomas: Mhm. #00:22:38-7#

Frank: Yeah. #00:22:39-4#

Thomas: Should Airbnb do something about like changing the guest reviews as well, because// #00:22:44-5#

Frank: I don't think that// (sighing) #00:22:45-2#

Thomas: I heard from hosts that it's kind of// #00:22:49-9#

Frank: It's biased. #00:22:49-6#

Thomas: It's biased against the// #00:22:51-1#

Frank: Yeah and the review process itself, like the guest answers like 10 questions for the host and the host answers like 3 questions for the guest. But I don't think it will change any time soon, because (clearing his throat) Airbnb needs and wants more guests, so there, that will be a way to discourage more guests on the platform. So they're trying to, yeah, they're trying to get more guests. So they won't do anything to inhibit hosts accepting guests. Also 'cause that makes them money, so I don't think it will change. #00:23:21-7#

Thomas: Yeah? Yeah. Basically I don't know if you wanna// #00:23:26-3#

Frank: Add anything else? ... About reviews specifically on Airbnb? #00:23:33-8#

Thomas: Yeah or in that, yeah, this is most interesting for me, but I mean another question would be, which is not my part, but my colleague is, how, yeah, platforms like Airbnb and others also change tourism on a more general level, like tourism practices and also people's relation to their home is sort of, becomes an income for them// #00:24:03-2#

Frank: Yeah, I think, on that last part, I think Airbnb is great, because it turns you into a business owner. When you are an Airbnb host, you are a full business owner, every aspect of it. And I think that's really interesting, because most people don't own businesses or are a business owner, but most people can. But maybe they don't think they can, but when they become an Airbnb host, because the money draws them into it, then they're small business owners. They have to talk, they have to work on their (…) reputation with reviews, they have to worry about how, income revenue, how much are they bringing in, expenses, the supplies that they replenish. It's a, yeah, it's a interesting thing, but it's changing, it's changing tourism. Because, I think lots people more sort of travel alone, because they can stay with a local if they want. It's also cheaper. It's also not in the business districts like, you know, probably a lot of people do travel to a city and go to the main area, but not everyone. So it would be really inconvenient if I wanna go surf … the Ocean Beach to have to stay in a hotel around here. Now I have many options to go stay out there and whatever, find friends out there. Or family is visiting, all the time in (*city in California*), "Hey my daughter is just having a baby and we're coming to see her, you live down the street from her. Can we stay with you?" That's a lot more convenient than having to stay in a hotel and pay 40 bugs for parking overnight, yeah. #00:25:34-1#

Thomas: Yeah, okay. #00:25:35-3#

Frank: But reviews specifically, … there could be a lot of ((improvements)) – but I don't wanna repeat myself, but we've already talked about that. Anything new I can add about reviews? #00:25:47-7#

Thomas: Or maybe how reviews influence the whole experience as well? I don't know, or// #00:25:53-9#

Frank: It's// #00:25:54-5#

Thomas: The way the review system is designed is also one question of// #00:25:58-5#

Frank: For me// #00:25:59-2#

Thomas: It's like the stars and text, I mean, it's the combination, that's the standard, but there are other types as well. #00:26:06-6#

Frank: Yeah, you know, I haven't given it much thought because the reviews to me as a guest, I don't even really pay attention to them too much because they're just so many, there's so much generic reviews. I filter listings, I don't even actually (clearing his throat), I don't even actually filter listings out based on reviews. I actually look for listings that are brand new and listings with shitty reviews. Because a lot of the times a host, when they just start, they don't know what they are doing, so they get bad reviews. But you can, you can tell by the pictures and how the hosts had filled out their profile and how they fill out their listing, if it's actually a better listing then it shows. And there's been a few times where I've gotten a really good listing at a really cheap price and it was rated like 3 stars and it was like – when I went to Airbnb Open in LA in November, it was literally rated 3 stars and I knew it was better than that. So I booked it and it was like one of the bestest ((things)) I've ever stayed at, in the heart of where Airbnb Open was, and it was really cheap, really, really cheap. #00:27:09-5#

Thomas: Okay. But you need to have some reviews? I've never booked anything that has no reviews, especially when I'm like traveling far away. #00:27:18-8#

Frank: Yeah, well I have before because ... I have because you can tell a lot by how much the host has, how much effort the host has put into the profile and into the listing. If it's a shitty listing with shitty pictures and barely any text and the hosts haven't filled their profile, first of all that's not an attractive listings in the first place. So I'm not gonna book it. But hosts who have really ... gone above and beyond and created a great listing, I'll book their listing. You also get it probably for a cheap price, also if you, if they cancel on you, Airbnb gives you a 20% increase in wherever you paid for it, they add 20% on to that, so you can rebook some place. And if you get to the place and it's a hassle and it's not like it's said, you can call Airbnb and they're good about getting you out and getting you a new place, yeah, so there's some insurances there. #00:28:08-0#

Thomas: Some way out of it. #00:28:09-5#

Frank: Yeah, definitely. #00:28:11-5#

Thomas: Yeah. Great, thanks. Perfectly twenty eight minutes now. #00:28:18-1#