

MaidThis Customer Success Story:

Lauren Gibson

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Lauren's Results:

- ✓ Increase in revenue
- ✓ Increase in positive reviews
- ✓ Happy guests
- ✓ Rentals cleaned to a high standard by professionals



How MaidThis helped Lauren:

- ✓ An easy scheduling system
- ✓ Assigns highly trained, professional cleaners
- ✓ Excellent support service
- ✓ Affordable, consistent pricing with no surprises
- ✓ Notifications, confirmation pictures and feedback



Here's Lauren's experience as an Airbnb host, in her own words...

Tell us about your company

My name is Lauren Gibson and I am a vacation rental property manager.

What specific problem were you looking to solve, that led you to discover MaidThis?

As a property manager with short-term rentals, you are always looking for **reliable cleaners to show up promptly after the guests check-out and to do a fabulous job of cleaning their apartment, their house, or their beachfront condo.**

Other cleaners, that I was sourcing in LA, just didn't have all the things in place.

They may get it clean but they wouldn't show up on time, or they'd show up on time but they wouldn't know how to handle the guests.

What were the pain points of not having a solution to this problem?

It was also causing an issue with our clients. They were getting upset that they were getting poor cleaning reviews, and the guests were upset that they were showing up and the units weren't ready on time.

Me, as a business owner, I was upset that scheduling wasn't working out. With all of the other cleaning companies that I had previously hired in LA, I was constantly running into issues.

With MaidThis I'm able to have a more hands-off approach with the cleaning schedule. I'm also able to review what the cleaners have done immediately after they are finished.

Whenever they've completed their job, I will get pictures and notifications that let me know what items need to be restocked, or if there's any damages that I need to report back and get money back from.

Even just finding reliable cleaners in any of the cities that I have worked in, including Nashville, has been really difficult.

A lot of cleaners don't understand the hospitality side of the business and a lot of other management companies don't understand what quality cleaning could do for their business.

When I found MaidThis in LA, it was a godsend because they were fulfilling this need that I had been looking for since I was in Nashville and they just do a really good job of meeting the needs of homeowners.

What other cleaning solutions did you try?

I would go through different sourcing websites using apps like TaskRabbit and Thumbtack to find cleaners in my area.

I would put posts out on Craigslist and then I would just do the normal Google search.

Everything led to the same few people and I had already had experience with them. That experience was not satisfactory, so I was always looking for a better option.

Then I found MaidThis through networking and started using them on a few of my units, just to test the waters because I had been through so many rough cleaners and ones that didn't do the job.

Therefore, I wasn't willing to hand over all of the properties I managed to the same company.

They just blew me out of the water time and time again with their consistency, their professionalism, and how easy they were to contact.

They have a support team available, which is awesome and they just really have a good handle on what it takes to be a great cleaner in a vacation rental market.

Did you have any concerns about working with MaidThis?

I had tried quite a few different companies of cleaners and I had just been let down by them on numerous occasions.

It wasn't like one offender had one repeat offense, or one cleaning company was just the absolute worst.

It was just that I wasn't connecting with any business owners who I felt really showed integrity and showed that they were conscious of what their cleaners were doing all the way up to their executives. MaidThis did prove that to me.

With previous cleaners it has been hard to schedule them. It has been difficult to have them show up with the proper supplies, for them to understand the booking calendars and the scheduling that it takes.

Like the hotel business, guests can cancel at any time. It's a vacation for them, so, when their schedule changes on a moment's notice, we understand the difficulty of it, but that's part of the job and MaidThis really does a great job of ebbing and flowing with that part of the business instead of causing more scheduling difficulties.



Have your AirBnB reviews increased since using MaidThis?

Not only would I give MaidThis two thumbs up because they've helped me out in making my job a little bit easier, but I also get great reviews from the guests that their places were spotless, that they had folded towels on the bed that just seemed luxurious, that the refrigerators were clean when they arrived, that someone was there and greeted them with a "Hello."

Just really customary, kind, mannerly things to do when new guests are arriving.

The cleaners that are assigned by MaidThis are more equipped to handle all of the intricacies that come with the in between check-ins and check-outs.

When did you realize using MaidThis was producing results?



The first time that I used MaidThis on a property and went to inspect the clean, I was very surprised to find the home smelling, not only clean, but very lovely and fresh.

It looked like the pillows had been fluffed and the blankets were placed in perfect spots. The floors were crystal clear, they were clean as could be.

The kitchen was spotless, the bathrooms were perfectly set up, and had all the toiletries and everything ready for the next people.

It just was a sigh of relief that finally I had found someone else that understood what I was looking for in the guest readiness arena and really took it to the next level for me.

It was really great to see that for the first time.

What were the big wins you achieved by working with MaidThis?

MaidThis is awesome and they offer great services but they also come in at a really reasonable price point.

A lot of the cleaners that I was sourcing in Los Angeles were pretty pricey for the services that they offered.

You would have to pay extra for things like washing the windows, or for vacuuming, or you would have to pay extra per bathroom. MaidThis does not. They do it based on square footage, so a lot of my units ended up being cleaned for a cheaper cost by using MaidThis regularly because they had a consistent price.

I definitely think that as a company we've been able to make more money, not only because we're saving money by using MaidThis, but also because they're helping take a few of the necessary evils with doing vacation rentals off of the property managers plate.



Anything else you'd like to share about using MaidThis?



MAIDTHIS ALSO HAS A SOFTWARE PROGRAM THAT THEY USE THAT IS COMPATIBLE WITH YOUR AIRBNB ACCOUNT.

All you have to do is submit your iCal link and they are able to schedule the bookings based off of your own booking calendar, which is unlike most other software programs out there that gear themselves towards this industry i.e. vacation rentals and Airbnb homeowners.

What would you say to someone thinking about working with MaidThis?

No matter what, if you're a homeowner, or if you're a property manager, you're going to find MaidThis will suit itself to your needs and help you be more successful with your own personal business!

