**Sample Elicitation Interview: Identifying Project Stakeholders**

Prompt:

List one stakeholder/role, explain whether this stakeholder is inside or outside of Watershed, and list at least one question you would ask that stakeholder. Repeat this prompt three times.

**Property Owner (Outside of Watershed)**

1. If your property were to change from a long-term rental, what features would you expect your property to have? Are you willing to rent out the entire property (house), a specific room, multiple rooms, etc.? This may require going through a vetting process with a listing service (airbnb, etc.)
2. What amenities are you willing to offer each guest to incentivize higher clicks / web traffic on a potential listing? Moreover, what amenities and features are you NOT willing to give?
3. What sort of subscription model are you willing to sign-on to? Would your property management make money only when you make money?

**Watershed's Executive Board / Investors (Inside Watershed)**

1. What sort of subscription model are you willing to provide to your clients (property owners)? Will owners pay a fee every month / per visitor? Will Watershed only be paid on a commission basis?
2. If an interested property owner came to your company thinking of switching from a profitable long-term lease to a more-risky short-term rental structure, what is the role of Watershed in that transition? Will you renegotiate an existing contract and what risk level is Watershed willing to accept?
3. Is Watershed willing to let any given property owner transition? Would a property owner have to meet certain criteria?

**Property Manager (Inside Watershed)**

1. In terms of labor hours committed to a particular property, it is currently unclear how many hours a property manager would have to spend on a short- term rental. But we can estimate the necessary labor hours needed for a short-term rental by fully understanding a manager’s commitment to a long-term rental + accurately predicting the short-term commitment. Please discuss your necessary duties for a long-term rental & how many hours (on average) you expect each commitment to take per month.
2. What cost-increasing events do you see between transitioning from a long-term rental strategy to a short-term rental strategy? Specifically, what additional roles / more work do you see yourself committed to on a short-term rental property over a long-term rental property?