

# Property Management Services Guide

Professional Airbnb & Short-Term Rental Management in Cali, Colombia

I'm Saori, your Real Estate Virtual Assistant specializing in professional property management for Airbnb and short-term rentals in Cali, Colombia. This guide outlines my comprehensive services, pricing structure, and what sets me apart in the competitive vacation rental market.

## Service Catalog

### 1. Listing Optimization (AI-Driven)

Leveraging Full Stack AI expertise to create high-converting property descriptions and implement dynamic pricing strategies that maximize your revenue while maintaining optimal occupancy rates.

### 2. Guest Communication

Professional, 24/7 interaction management ensuring every guest receives timely, personalized responses that enhance their experience and drive five-star reviews.

### 3. Operational Management

High-level virtual assistant expertise coordinating cleaning schedules, maintenance oversight, and ensuring your property remains in pristine condition for every guest.

### 4. Market Positioning

Strategic analysis and positioning to ensure your property competes in the top 1% of the Cali market, with data-driven insights and continuous optimization.

## Pricing Tiers

Tier	Target	Features	Pricing
Essential	Remote Owners	<ul style="list-style-type: none"> <li>• Guest communication</li> <li>• Listing optimization</li> </ul>	15% Commission
Executive	Hands-off Investors	<ul style="list-style-type: none"> <li>• All Essential features</li> <li>• Cleaning coordination</li> <li>• Maintenance oversight</li> </ul>	20% Commission
Partner	Growth-Focused	<ul style="list-style-type: none"> <li>• All Executive features</li> <li>• Market strategy</li> <li>• Strategic upgrades</li> </ul>	25% Commission

## What Sets Me Apart

### ■ Psychological Matching

Using DISC and MBTI frameworks to tailor communication styles to different guest personas. This psychological approach increases guest satisfaction and significantly improves five-star review probability by ensuring every interaction feels personalized and authentic.

### ■ 21st Century AI Ops Model

Strategic automation where it enhances efficiency, combined with irreplaceable human touch where it matters most. This hybrid approach ensures optimal operational performance while maintaining the personal connection that drives exceptional guest experiences.

### ■ Deep Local Expertise

Specialized knowledge of the Cali market, with intimate understanding of local neighborhoods, regulations, and cultural nuances that foreign property managers consistently miss. This hyperlocal strategy positions your property to capitalize on opportunities invisible to outsiders.

## Ready to Elevate Your Property?

Contact me to discuss which tier best fits your property goals and how we can position your listing in the top 1% of the Cali market.

*Saori - Real Estate Virtual Assistant | Cali, Colombia | Professional Airbnb Management*