



Be Still Getaways

How Meticulous Cleans Boost
Boutique Branding

Objective

Create Central Virginia's Luxury Farm Stay

“It’s a beautiful testimony to where Be Still Getaways began – I was the cleaner. I cleaned all of our units.

I knew exactly how I wanted it to be and started developing protocols in my head...I quickly realized this was something I am deeply trying to control and this has to be very particular.

I had one unit and I was using Turno!”

A barn, a tiny house, a sheep farm, and a global pandemic. That’s all Jamie Inlow needed to compel her to launch Be Still Getaways, her boutique short-term rental property management and design company in Central Virginia.

It was Jamie’s industrious, efficient, goal-oriented, image-driven, and enthusiastic personality that catapulted Be Still Getaways into over 150 contracted doors in less than four years.

Jamie wasn’t the only entrepreneur in the Charlottesville area to enter the Airbnb market during the Covid pandemic. As weary city dwellers from Washington DC and other major metros sought the “farm stay” experience and fresh rural air, short-term rental competition quickly escalated.

Be Still Getaways needed a clear differentiator in an increasingly saturated market.

So Jamie staked her claim as Central Virginia’s luxury Airbnb brand, creating unique vacation spaces and striving to deliver the region’s highest quality guest-centered stays.

For this vision to become reality, Jamie needed to ensure every property was precisely – and perfectly – prepared to welcome each new guest.

Premier Quality Cleaning with Verifiable Results

It wasn't long before Jamie's next challenge emerged.

As Be Still Getaway's portfolio expanded, she needed to scale her exceptional boutique quality across dozens of different properties. Leveraging Turno, she implemented a very particular cleaning protocol and continued to curate her brand with unwavering intentionality.

Using detailed, instructive, and property-specific checklists – complete with reference staging photos – Jamie ensures that the quality and precision of each cleaning meets the high standards she has established. The staging of every room reflects her brand promise, from the hospitality line of towels to the carefully placed guest card and chocolates at the end of the bed.

Additionally, by including reference photos in each checklist and activating Turno's photo verification requirement, Jamie and her operations team can quickly verify that every throw pillow, coffee station, and brand-name eyemask are placed precisely as required.

The benefits Be Still Getaways gains from diligently using Turno also directly impact Jamie's bottom line. Her thorough documentation approach to cleaning and turnover tasks provides not only efficiencies for her operations staff and accountability for her cleaners but also risk mitigation and issues resolution data.

If a guest complains of a dirty or damaged item, Be Still Getaways can immediately consult Turno to review property notes and verification photos. In such cases, according to Jamie, she and her staff have often successfully demonstrated that a guest's claim was false or disingenuous, simply by presenting the photo taken by that property's cleaner during the preceding turnover.

Implementing Turno

The Be Still Getaways team actively utilizes many of Turno's other features and tools to support their brand commitment to high-quality property management, including:

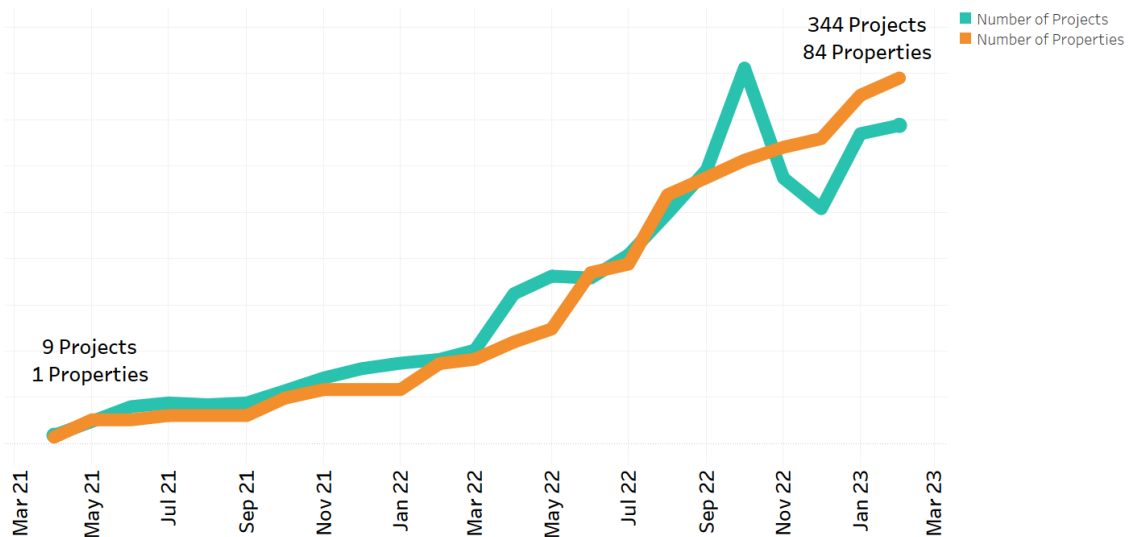
Problem Reporting – Maintenance and Resolution Management

- Be Still Getaways employs an in-house maintenance person who uses Turno to manage property projects and repair tasks.
- Cleaners alert the head of maintenance to any problems via Turno, providing photos and details in problem report notes.
- The issue is verified, fixed, or delegated out for resolution and once resolved, the issue is marked complete in Turno and the task is closed.
- If needed, time-sensitive actions such as filing claims for guest-created damages are supported with real-time photo documentation and problem alerts.

Real-time Activity – Cleaning and Accommodating Early Check-ins

- Using the Turno mobile app, Be Still Getaway cleaners document their work as they move throughout the property.
- Turno provides the operations team with a real-time window into the status of a property at any point during the critical turnover window.
- Guest-facing staff can monitor that cleaning is underway, gauge how much more time will be needed at the property, and verify when a turnover is complete.
- This direct visibility allows Be Still Giveaways to confidently accommodate early check-in requests or quickly communicate if any issues are noted during the cleaning that alters the guest's planned arrival.

Jamie Inlow Projects and Properties



Auto Scheduling – Primary and Backup Cleaners Ensure Coverage

- With every new booking, a cleaning project is generated and the property's primary cleaner is assigned and notified.
- Backup cleaners are connected to individual properties, giving Be Still Getaways readily identifiable options in case the primary cleaner is unavailable.
- Auto scheduling also updates calendars as bookings shift, simplifying task management and removing stress and hassle from last-minute reservation changes.

Custom Reporting – Cleaner Payments and Property Reports

- Be Still Getaways exclusively uses Turno reporting to accurately operate cleaner payroll.
- Cleaners log time in Turno and are responsible for checking in when they arrive to start a clean and marking the project finished, once they've uploaded required photos and verified all checklist items are complete.
- Be Still Getaways also provides new cleaners on-the-job training, requiring newly contracted cleaners to apprentice on several turnovers before being assigned their own properties.
- Using hourly rate options in Turno, Jamie's office staff pulls reporting for training hours as part of their standard payroll process.

“We have really leaned into software to help us scale...you can't do everything.

It's impossible. You will burn out and you will never scale.”

Learnings from Be Still Getaways

By early 2023, Be Still Getaways had completed over 3,600 turnovers using Turno's platform, averaging nearly 130 cleanings a week. With the help of automation and the centralization of all project information, Be Still Getaways continues to deliver the memorable, personal touches most often only found in one-off Airbnbs.

Looking back, Jamie is proud that her 4.92 average stars and 4.89 cleanliness ratings have remained consistently high even as business operations and complexities scaled rapidly.

Jamie recalls times when she was first launching Be Still Getaways and she would arrive to clean a property with her young child in tow, doing what she needed to do to make the turnover happen and to be ready for her incoming guests.

As a women-owned business that employs mostly other women, Jamie is very thoughtful about how she approaches hiring, training, and managing her Airbnb cleaners.

"We employ some of the strongest, coolest women in this area. I think that's my number one thought that I have every day – I'm so thankful for this team and the way these ladies serve Be Still Getaways. They take ownership of it in the same way I do...I'm so thankful for that."

"I have about five systems that I absolutely could not live without. Turno is my first one.

It's my lifeline. I do not understand how I could do this business without it."