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The makings of a hospitable home

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Ivan Chong from Widebed Sdn Bhd speaks at StarProperty.my Roadshow 2017 at Atria Shopping Gallery

An understanding of the new property market trend will help the investors or owners to evolve from the traditional investment strategy, and thus maximising the rental income via short-stay services, according to speaker Ivan Chong from Widebed Sdn Bhd.

In the recently held StarProperty.my Roadshow 2017 at Atria Shopping Gallery, he shared his thoughts on the upcoming booming industries of property and tourism on a talk titled "The Upcoming Booming Hospitality Industry – Real Estate + Tourism".

According to Chong, tourism and property market are some of the best ways to make money. For example, home-sharing services with thematic space targeting youngsters have gained popularity due to a high demand.

"Nowadays, it is preferable for travellers to book a homestay for its homely experience. Besides paying a cheaper price, this kind of experience can help one blend into the local culture.

"This is a new solution for the homeowner who is stress about their unrented property. Knowing the market trends can help them turn the unused property into something beneficial," Chong said.

Chong said the first step to converting one's property into the home-sharing establishment is setting it up. The house needs to be transformed into a place that is more traveller friendly so it can benefit both parties to the fullest.

"Large kitchen cabinet and wardrobe are useless to the travellers. So, the owner should change it into something that is more functional such as providing the best mattress for the customer's best comfort. It can give plus point to the place and might attract many more customers.

Besides that, a good decoration is also very important because it is the first thing that can attract the customers when choosing a place to stay in. It is a bonus when the property has its own theme such as Hello Kitty because this kind of character has its own fans," he said.

He also added that a good hosting and good communication are also the things that need to be prepared for when conducting a home sharing, as well as a well-organized system for guest to check in and check out.

"You also need to make a regular check on the property maintenance in order to make sure the safety and comfort of the customers. Also, you have to ensure the place to be cleaned to score a good feedback from your customers," Chong concluded.

For those who are interested in StarProperty.my events, join the upcoming fair at Sunway Velocity Mall. The event will be held from Sep 7 to 10 (Thursday to Sunday), 10 am to 10 pm.

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