



Asset  
Based  
Lending

# The World Cup

STR PLAYBOOK

If you already operate **short-term rentals**, here's how to maximize a once-in-a-cycle demand spike.

PHILADELPHIA, PA

Dial in your **pricing strategy**.  
Static pricing is a missed opportunity.

USE DYNAMIC PRICING TOOLS

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MONITOR HOTEL RATES NEARBY

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ADJUST DAILY AS DEMAND BUILDS

MIAMI, FL

Your renter isn't local.  
Make the **process simple**:

FLEXIBLE CHECK-IN

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CLEAR INSTRUCTIONS

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SEAMLESS COMMUNICATION



SEATTLE, WA

**Have a booking & cancellation game plan.  
High demand attracts last-minute movement.**

CLEAR POLICIES

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PROTECT YOUR CALENDAR

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AVOID COSTLY GAPS

LOS ANGELES, CA

**Update for experience, not just aesthetics.  
This is a trip, not just a stay.**

FAST, RELIABLE WIFI

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SMART TVs & STREAMING ACCESS

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COMFORTING SECURITY



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Big events = big opportunities, and the right strategy **makes all the difference**. Need help funding?  
Asset Based Lending's got you.