



Running a Bed and Breakfast For Dummies

Mary White

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Learn to:

- Choose a location and make it your own
- Create a profitable business plan
- Decorate and renovate your property
- Market your property for maximum occupancy

All the tools you need to start and run a profitable B&B

Do you dream of owning a B&B? This friendly, practical guide shows you how to make your dream a reality, with expert advice on everything from writing a business plan and finding the right location to handling situations you will encounter as an innkeeper. You'll make your guests feel at home, keep your inn in tip-top shape, and ensure your long-term success!

- **Understand B&B basics** — get an overview of the business and see if you have the skills (and the desire!) to succeed
- **Find a place to call home** — choose the location, style, and size of your ideal B&B
- **Transition from visitor to owner** — create your business plan, secure financing, make an offer, and protect your investment
- **Get ready for your guests** — organize your recordkeeping, set room rates and policies, furnish your inn, and market your services
- **Set the breakfast scene** — decide the style of breakfast to offer, accommodate guests' needs and restrictions, create signature dishes, and serve refreshments and snacks
- **Handle day-to-day operations** — take reservations, make your guests feel welcome, hire employees, and maintain your inn
- **Take your business to the next level** — assess your success, expand your market, increase profit, and prevent burnout

Open the book and find:

- How to transition an existing B&B or start from scratch
- The biggest problems new B&Bs encounter — and how to avoid them
- The best ways to furnish your inn
- Tips for saving time cleaning and preparing breakfast
- What you must know to design and update your Web site
- Tried-and-tested sample menus and recipes
- Ways to guarantee a return guest
- How to get extra help when you need it

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