- **COPYWRITING:**

copywriting is the process of writing persuasive marketing and promotional induced introductory and descriptive property text. These in turn will be published on our website and OTA listings in English. All copywriting texts, supportive materials, services, and rules & regulations, and so on may be translated into Spanish, French, and/or Dutch. Additional fees may apply, so please inquire for more details.

- **POLICIES § HOUSE-RULES:**

at this stage we'll need to establish a series of policies and the overall house-rules, these will need to be accessible as a hard copy or in digital format.
  - cancelation policy / check-in and check-out time
  - house rules
  - children, pets, handicapped policy

- **PROPERTY MANAGEMENT SOFTWARE aka PMS:**

in simple terms, a PMS software is a Cloud-based program that comes with an integrated Channel Manager, allowing you to connect the properties to multiple OTA's. Since everything you need to know will be available in your software's calendar in real-time, you won't have to update each listing separately. Additionally it allows you to build a pre-formatted website, accept direct bookings with online payments and initiate guest communications, all in one place.
  - **GOOD TO KNOW:** While there are many PMS software solutions available, I wouldn't want to suggest something I'm not sure about! The best software for your property is the one that fits your specific business model and budget. If you are looking for my professional guidance on what you really need, how to choose it, install it and use it, allow me to recommend the German made Smoobu software. Over the years I have been extremely satisfied with Smoobu, offering you professional plans starting at 27€ a month - www.smoobu.com -

- **CHANNEL MANAGER INTEGRATION:**

now that we have a PMS with an integrated channel manager, loads of information and parameters need to be loaded into our channel manager in order to receive and manage reservations:
  - **DATA:**
  the availability calendar number of days available to book / any restrictions: check-in days / min. - max. occupancy / min. - max. length of stay / basic rate, taxes, policies
  - **WEBSITE:**
  at this stage we'll create our very own website, from a number of pre-formatted templates available on Smoobu. Our website allow's us to receive direct and commission free bookings. It is here where our branding ID, our professional photographs/video's/3D's, and the Copywriting texts are uploaded in order to complete our website.
  - **GOOD TO KNOW:** Should you desire a more exclusive appearance and feel, you may opt to purchase a personalised domain name, thereby eliminating "smoobu" from your property's URL. Similarly, a branded domain name enables the creation of a unique email address. While the cost of building a website from scratch can be significant, it offers the opportunity to showcase your property in a way that is tailored to your business model. Once you have your own website, Smoobu's booking module will be integrated into your website, allowing customers to make direct bookings. We advise starting your vacation rental business with the Smoobu integrated website module and exploring custom options at a later stage. Although we do not specialise in website creation, we are available to answer any questions you may have. Please do not hesitate to contact us for further information and pricing details.
  - **PAYMENT PLATFORM:**
  once our website is up, an online third party payment platform will need to be coupled to our Smoobu PMS. All payments will be channeled to the bank account of your vacation rental business.
  - **GOOD TO KNOW**: Smoobu seamlessly integrates with several payment platforms, such as Stripe, PayPal, and Charge Automation. Each of these third-party payment processors charges a percentage fee per transaction, whether it's made by credit or debit cards, Apple Pay, or any other payment method accepted by Stripe, for reservation payments and additional services on our website. It allows you to forward a payment link to create payment links for guest to settle a payment online. Stripe a worldwide player, stands out as a top choice for online payments. For more information, visit - www.stripe.com -
  - **OTA LISTINGS:**
  online Travel Agents (OTAs) such as Airbnb, Booking.com, and VRBO are our partner platforms that will showcase and sell your property in exchange for a commission. Each OTA handles payments from the guest, the owner receives his funds after check-in, minus a 15% commission, directly to owners designated bank account. To ensure accurate pricing and availability, all OTA listings are linked to our channel manager, synchronising in real time our rates, our availability, guest communication and so on.
    - Each OTA will request that each property be registered in accordance with the relevant regulations. This may entail registering the property under an official business entity with a VAT number or under the owner's name with photo ID.
    - Properties must provide an official licence number, certificate or authorisation document that allows them to operate as a vacation rental. The owner will be the sole individual with full administrative rights in relation to the property listing. The owner is entitled to make changes to their business model and/or cancel their property listing at any time. The owner will have full control over who has access to the listing and what actions they are permitted to take.

DAMAGE DEPOSIT:

certain OTA's do facilitate and offer assistance in claiming monies from guests due to breakage, damage, etcetera, from a set pre-defined amount. There are however certain limitations to be considered when using an OTA managed damage deposit service. We have had the opportunity to work with Swikly for several years now, be it for direct booking damage deposits or those from various OTA's for that matter, Swikly has been a perfect third party online solution.

GOOD TO KNOW: Over the years, we have been highly satisfied with SWIKLY. They have developed a damage deposit procedure, called the "swik", which is based on a credit card imprint. The Swikly integration with Smoobu enables us to forward the guest a link to settle the damage deposit online according to a pre-defined amount, in the form of a pre-authorisation. After check-out, the hold must be released from our Swikly dashboard. In the event of a claim, Swikly oversees the entire procedure - www.swikly.com -

ONLINE CHECK-IN PROCESS:

In certain regions and cities, all travellers are required to complete a registration process. This legal formality is typically managed upon the guest's arrival. Smoobu offers the option of scheduling a pre-check-in form to be sent to guests by email, allowing them to complete the registration process before their arrival. This streamlines the check-in process and enhances the guest experience. The registration form can be tailored to include additional information such as photo ID, phone number, email address, and more. The Smoobu dashboard will notify you when the registration is complete.

GUEST COMMUNICATION TEMPLATES:

several Guest pre-formatted guest message templates need to be created and uploaded for automated and manual generated communication with the guest. Each guest gives you an overview of all messages, a dropdown menu allows you to select what pre-formatted message needs to be send and when. Hereby some of the messages that need to be created:

- booking summary
- a payment request (supplements)
- arrival check-list
- review request
- etcetera

IN-HOUSE COMMUNICATION TEMPLATES:

these are the communication templates informing the owner's third party service providers, such as housekeeping, maintenance, gardener, pool maintenance, that are assisting us, in managing the property. Those concerned will be informed regarding, arrival/departure details, emergencies, maintenance issues, services, just to name a few.

ROOM DIRECTORY / GUEST GUIDE:

The primary objective of our digital formatted room directory/guest guide is to assist our guests in discovering the property's features, local and regional attractions and general information via PC or mobile. The guest is informed of a range of useful information via easily recognisable icons, including WiFi § Netflix access codes, emergency numbers, nearby medical assistance, pharmacy, transport services, regional attractions, points of interest, food § beverage outlets and much more. Smoobu's Guest Guide is personalised according to the guest's stay and property. A unique link allows the directory/guide to be forwarded to the guest at the opportune moment.

GOOGLE BUSINESS PROFILE

more people search for businesses online than anywhere else, so it's important to make sure your business listing can be easily found on Google and Google Maps. Your Google business listing is free and an easy way to maintain an online presence notwithstanding you have a website or not. You have the option to embellish your business page with photos and videos and descriptive texts. Additionally you can visit your Business Profile at anytime to edit your information or see how many people have seen and clicked on your Google Business profile.

YIELD MANAGEMENT

Yield management combines the elements of marketing, operations, and financial management into a single revenue-boosting strategy. Each aspect of your vacation rental business must work together to design and implement yield management strategies. Merging these key elements of yield management will better ensure your success using the data you collect from your research.

Comparing your yield to the bigger picture helps you adjust rates accordingly. As you better understand the demand for your property and the factors that affect it, you will be able to adjust your rates and boost your overall annual revenue.

Examples of factors that may cause you to adjust your rates include:

- Local events that draw in more travellers
- The number of other rental properties in your region
- How potential travellers perceive your property
- Changes in your regional economy
- Historical insights into future forecasts
- Peak season versus shoulder § low seasons