



- **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. I'll produce you all the necessary texts for each property in English.

- **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.

- cancellation 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 25 US\$ a month - [www.smoobu.com](http://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. 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, the Copywriting texts are uploaded in order to complete our website.

- **GOOD TO KNOW:** for a more exclusive look and feel a custom made branded website might be the answer. In this case, I can offer you my services to build you a website that's perfectly tailored to your needs. Please do not hesitate to reach out for more information and prices.

- **PAYMENT PLATFORM:**

once our website is up, the payment platform integrated in our PMS needs to be coupled and linked to your business bank account of choice.

- **OTA LISTINGS:**

here I'll register and create the listings for each one of our properties on our partner sites e.g. Airbnb, Booking.com, VRBO, etc. All payments will be managed on each individual OTA and paid out to your business bank account minus commission. Each one of these listings need to be coupled with our channel manager so that our rates § occupied days may be uploaded in our channel manager.

- **DAMAGE DEPOSIT:**

several online damage deposit service providers are available, with the option of asking a fix amount security deposit or a certain percentage from the total rent.

- **GOOD TO KNOW:** Over the years I have been extremely satisfied with SWIKLY, they've invented the "swik" a banking transaction created from a credit card imprint which must be entered by our guest on a secure online form. As Swikly is linked to our channel manager the system may send a unique link to our guest in order to settle the damage deposit. The secured pre-established amount are neither blocked nor debited from the credit card. After check-out we just release the hold from our Swikly dashboard, et voila! - [www.swikly.com](http://www.swikly.com) -

- **ONLINE CHECK-IN PROCESS:**

our PMS system (Smoobu that is) allows us to create a pre-check-in form. A unique link can be forwarded at a preset number of days prior to check-in, in order for the guest to complete our check-in formalities, thereby facilitating your check-in procedure.

- **GUEST COMMUNICATION TEMPLATES:**

several Guest communication templates need to be created and uploaded for automated distribution, during the booking process, before arrival, during the guests stay, upon check-out and beyond.

- **IN-HOUSE COMMUNICATION TEMPLATES:**

these are the communication templates informing all persons / service providers that are assisting us, in managing the property. Those concerned will be informed regarding, arrival/departure details, special instructions, supplements, just to name a few.

