

# **Third Party Channels**

## **How to Set Them Up – Pros and Cons**



Vacation**Rental**Pros.com

Steve Milo, Managing Director  
Vacation Rental Pros, Property Manager



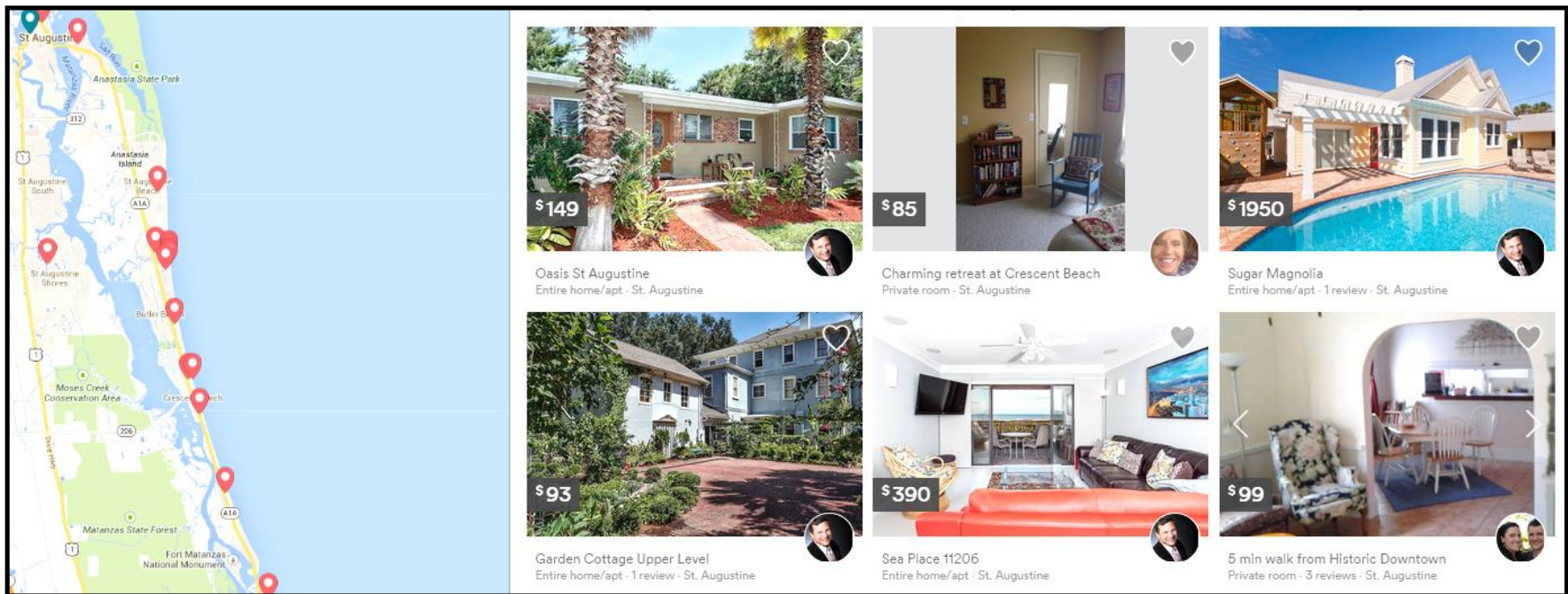
Cell: (904) 707.1487  
[stevemilo2@gmail.com](mailto:stevemilo2@gmail.com)

VacationRentalPros.com

## Company Summary

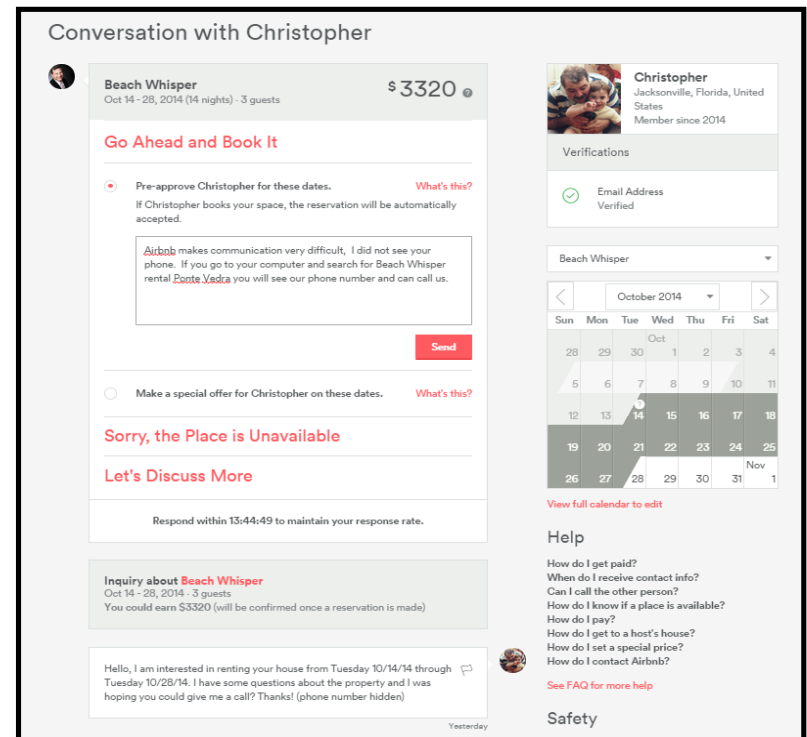
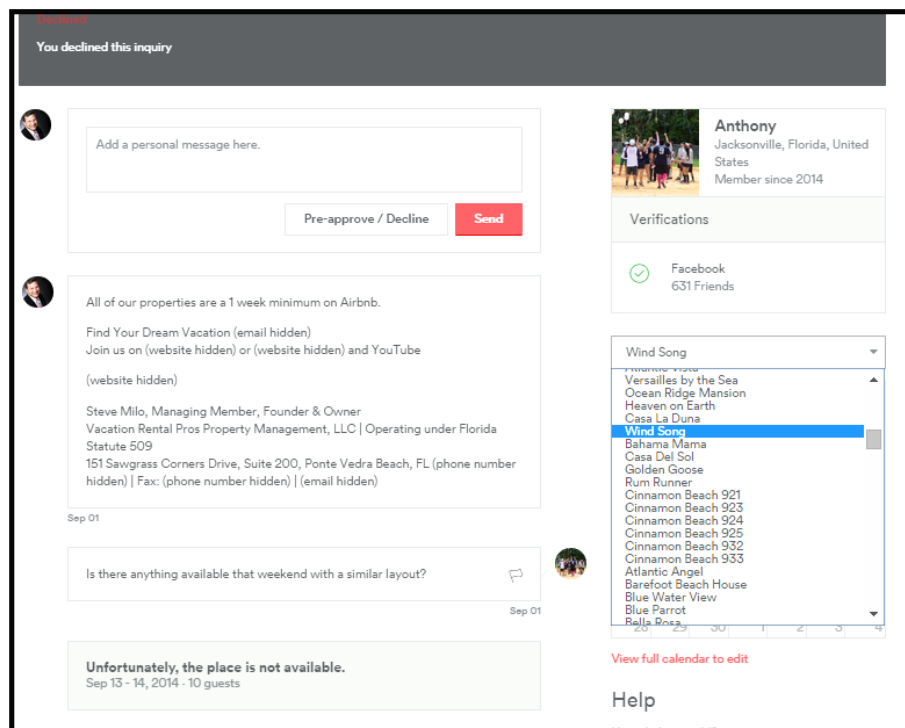
- **Business started in June, 2006**  
**First employee hired in late 2007.**
- **Today Manage 950 properties in North East Florida and South West Florida in resort ocean areas with mostly Saturday arrivals and/or Saturday departures and minimum stays (not urban).**
- **Hub and Spoke Model. Central office is in Ponte Vedra Beach (Accounting, Sales & Marketing). Operations office in St Augustine Beach, Ft. Myers Beach and Orlando (model home).**  
Total company wide - 69 employees (61 full time, 8 part time)
- **Acquired 3 companies in 2014.**





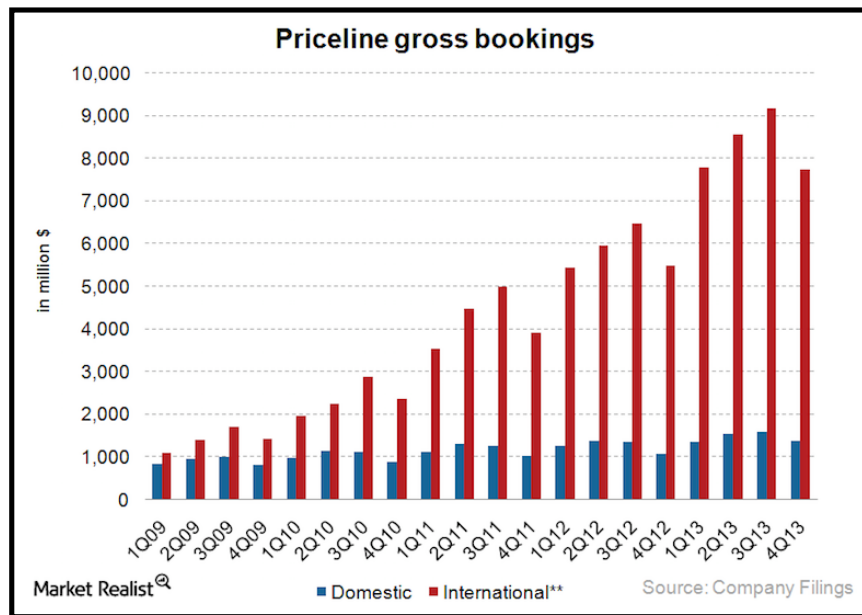
## The PROS of AirBNB

- Free to list your properties. 3% fee per booking (they pay cc fee)
- Customer base is different & sticky – young, urban & foreign.
- Smaller properties book better than larger properties.
- Good generator of off-season bookings.
- Does not require Rate Parity. Can add fees to the rent.
- All bookings are direct online (no phone calls).
- You get to review the guest who stayed in your property.



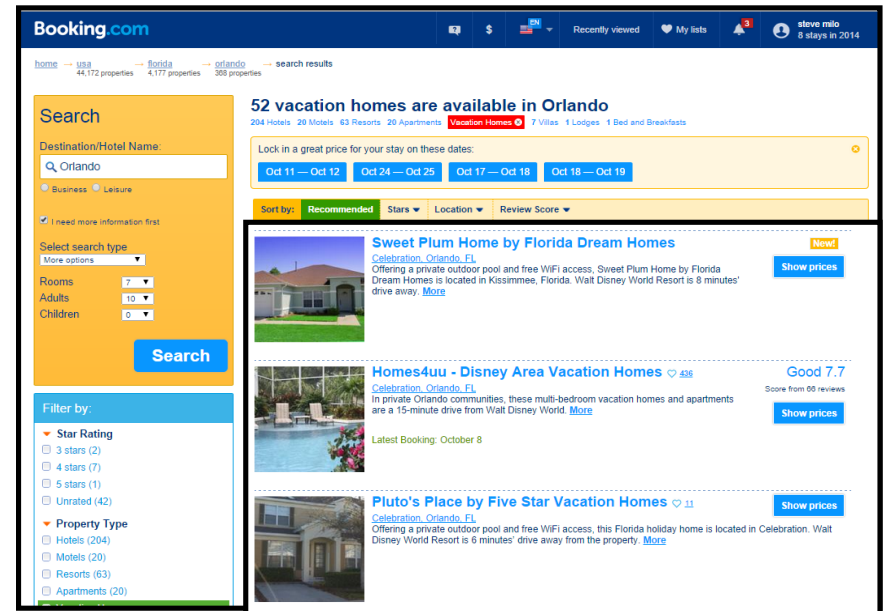
## The Cons of AirBNB

- Labor intensive. Time consuming admin. 24 hour response.
- Not designed for larger property managers.
- Content & Prices are static (only calendar has data feed).
- Closed Communication (only through Airbnb).
- Customers want more hand holding, concierge type service.
- "Rate Terms" not easy. Only one minimum stay, No minimum age ability.
- No easy way to add fees (pets, damage waiver, booking fee).  
Need to add fees into nightly rates.



## Why Booking.com?

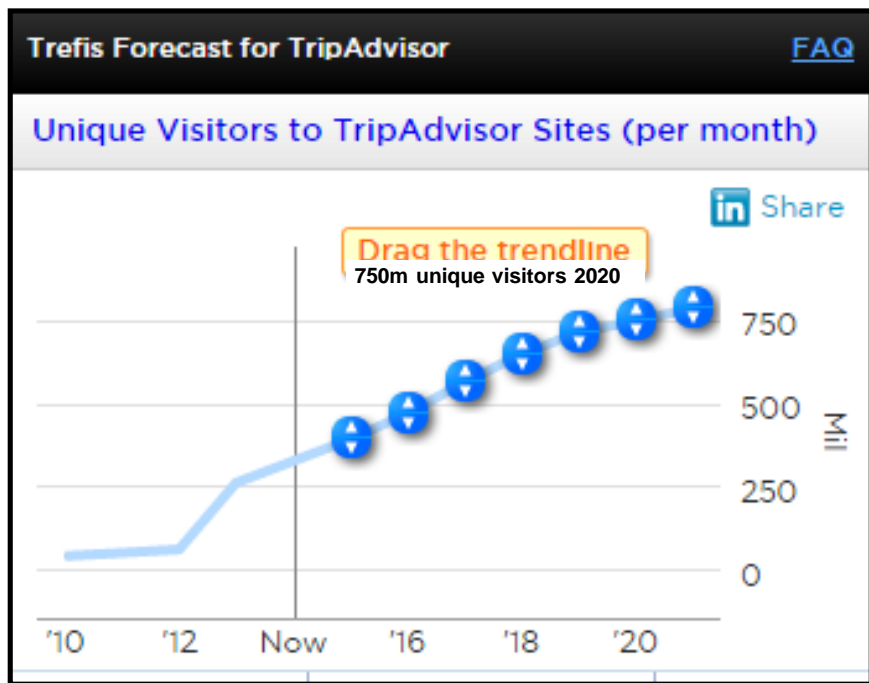
- Owned by Priceline.
- Largest international portal – big in Europe. Growing in US.
- Perfect for different languages and different currencies
- Now listing Vacation Rentals
- In theory they have the money to be a dominant player.
- Allow booking to your gateway.



## Why not Booking.com?

- Lack of true data feed. Content needs to be manually updated.
- Very bureaucratic process.
- Need to add fees to the rent.
- Poor training from Booking.com
- Poor interface. Built for hotels.
- Arrogant company culture.
- 15% of booking as commission.





tripadvisor.com st augustine

Web Maps News Shopping Images More ▾ Search tools

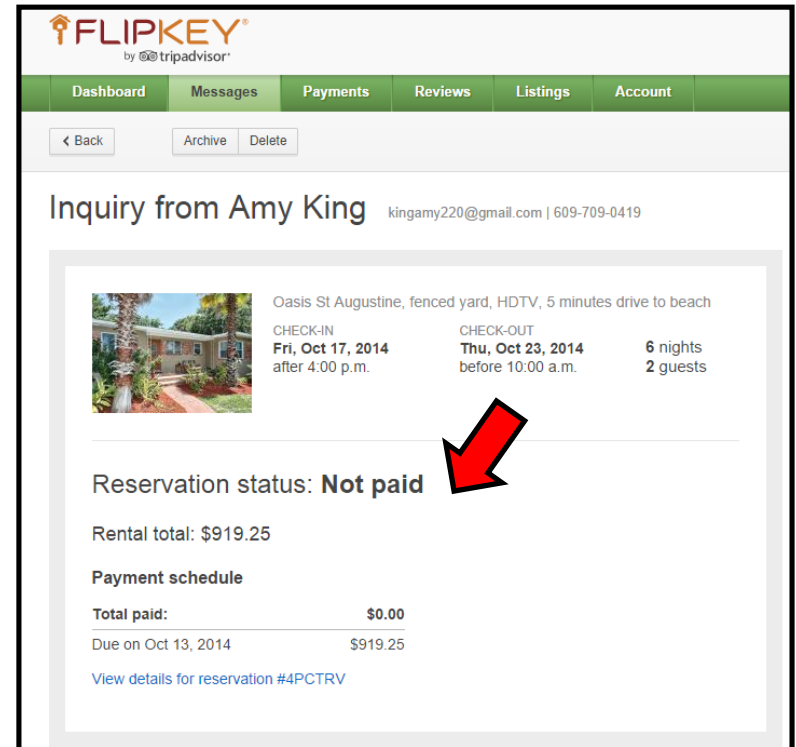
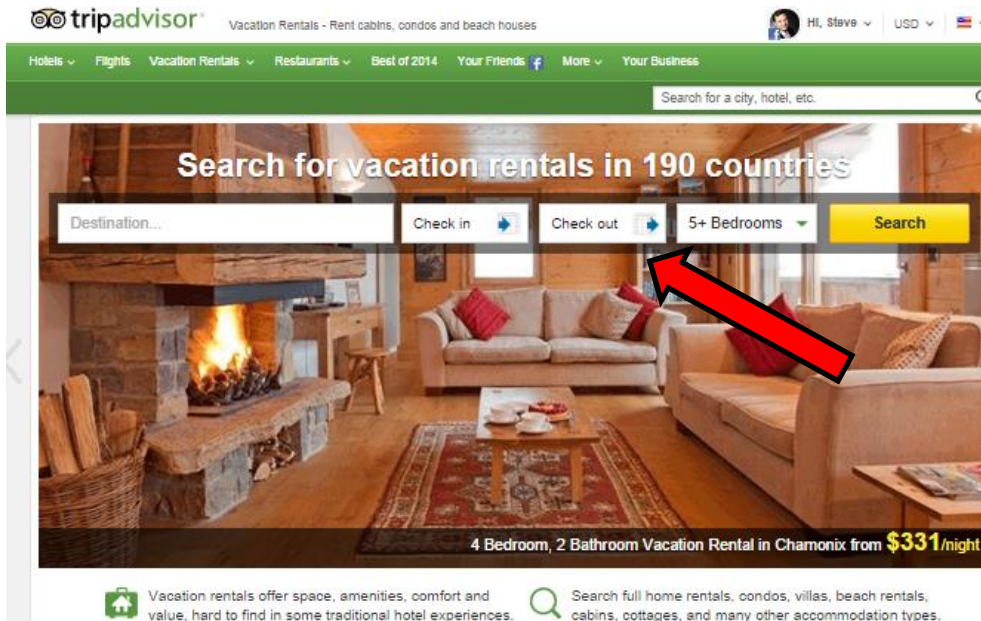
About 23,800,000 results (0.50 seconds)

**TripAdvisor Saint Augustine**  
[www.tripadvisor.com/Tourism-g34599-Saint\\_Augustine\\_FL...](http://www.tripadvisor.com/Tourism-g34599-Saint_Augustine_FL...) TripAdvisor ▾  
 Saint Augustine Tourism: TripAdvisor has 104899 reviews of Saint Augustine Hotels, Attractions, and Restaurants making it your best Saint Augustine resource.  
 You've visited this page many times. Last visit: 9/27/14

<p><b>Saint Augustine Travel Forum</b>        Travel forums for Saint Augustine.        Discuss Saint Augustine travel ...</p> <p><b>Saint Augustine Attractions</b>        Fun things to do in Saint Augustine, Florida: See TripAdvisor's ...</p> <p><b>Saint Augustine Hotels</b>        Saint Augustine Hotels on TripAdvisor: Find 18831 traveler ...</p> <p><a href="#">More results from tripadvisor.com »</a></p>	<p><b>Restaurants</b>        Collage Restaurant - The Pre...        Moment Cafe - Catch 27 ...</p> <p><b>Vacation Rentals</b>        ... reviews for 767 Saint Augustine beach houses and condo ...</p> <p><b>Activities in Saint Augustine</b>        Saint Augustine, FL activities: See TripAdvisor's 107 reviews and ...</p>
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## The Pros of Trip Advisor/ FlipKey

- Trip Advisor is Fastest Growing Portal Site (with community)
- Trip Advisor is giving good visibility to Vacation Rentals.
- TA/Flipkey allows email, phone calls and direct bookings.
- TA/Flipkey offer “Free to List”/“Pay on TA” for 3% of booking cost to RBO (rent by owner), and 10% of the booking cost to Property Manager.
- TA/Flipkey supports feeds of live data.
- TA/Flipkey is very sticky thanks to robust community.
- TA/Flipkey does not currently require rate parity.





## The Cons of Trip Advisor/ FlipKey


- ❑ Lack of Transparency on Placement Ranking.
  - ❑ Lack of Transparency in changes in their system and programs.
  - ❑ Pay on TA/FK “admin” is very difficult to use and understand.
  - ❑ TA bookings are not able to go through your payment gateway.
  - ❑ Limited Resources for technical support and admin support.
- Takes time to fix technical issues.

**VRBO - Destin Area Vacation Rentals**  
[www.vrbo.com/vacation-rentals/usa/florida/north-west/destin](http://www.vrbo.com/vacation-rentals/usa/florida/north-west/destin) ▾ VRBO ▾  
 Browse and book Destin Area vacation rentals on VRBO - Vacation Rentals By Owner. Inquire directly with owners and plan your Florida next vacation here.  
[Sandestin Area](#) - [Miramar Beach](#) - [Mid-Destin](#) - [Beach House](#)

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**Sterling Shores By Ocean Reef Resorts**  1751 Scenic Highway 98  
[www.oceanreefresorts.com](http://www.oceanreefresorts.com)  
 Destin, FL  
 (800) 782-8736  
[Google+ page](#)

**Destiny Beach Villas By Ocean Reef ...**  3551 Scenic Highway 98  
[www.oceanreefresorts.com](http://www.oceanreefresorts.com)  
 Destin, FL  
 (800) 782-8736  
[Google+ page](#)

**Holiday Isle Properties Inc**  842 U.S. 98  
[www.holidayisle.net](http://www.holidayisle.net)  
 Destin, FL  
 (850) 837-0010  
 2 Google reviews · [Google+ page](#)





Map results for **destin vacation rentals**

HomeAway  
 let's stay together\*

The HomeAway family is the world's #1 source

Find your HomeAway

Search by destination, property ID, or keyword

Arrive  Depart  Sleeps   Search



Browse by map

Over 1 million listings  
 Across our international family of sites

No traveler fees  
 Free to book with no hidden costs

Get a rental quote, then book it!

Stay dates: 5 nights minimum stay

10/18/2014  10/25/2014  ✓

Who is planning on staying at this vacation rental?

9 ▾ Adults 0 ▾ Children Pets are not allowed.

Rental Amount: (7 Nights)	\$2559.00
Cleaning Fee:	\$295.00
Damage Waiver Fee:	\$250.00
Amenity Fee:	\$184.69
Tax:	\$361.76
<b>Payment Total:</b>	<b>\$3650.45</b>

**Payment Schedule:**  
 Amount Due 10/12/2014: \$3650.45

[Continue To Booking](#)

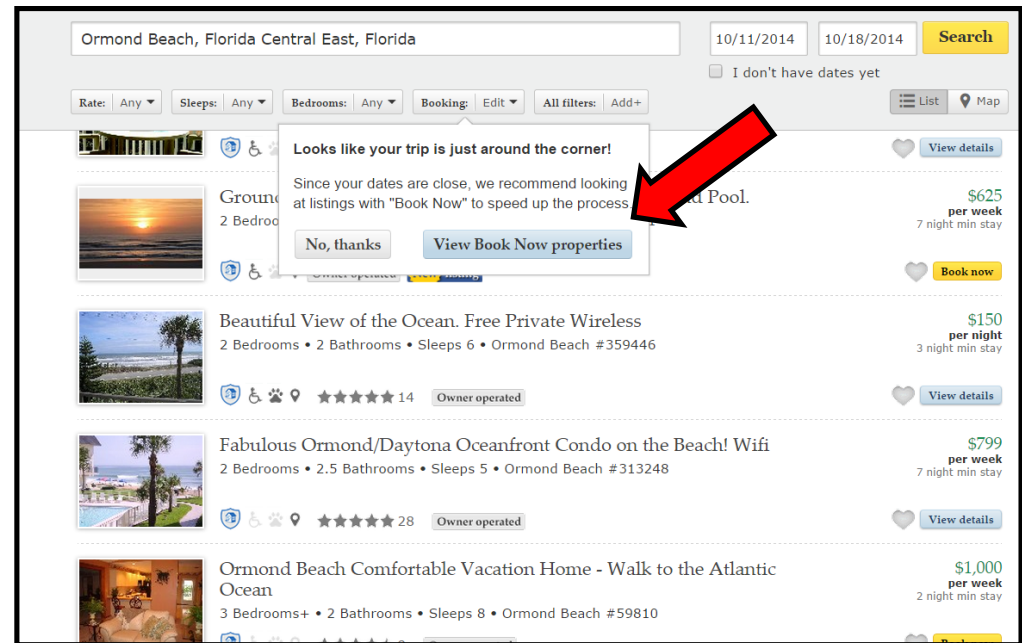
## The Pros of HomeAway,

- Generate a lot of inquiries.
- Offer “Book Now” function.
- Allow emails, calls & Book Now
- Offer “ala carte deals” for PMs.
- Most transparent on internal ranking and placement.
- Rank highest in organic search.

## VRBO, and Global Bundles:

- Offer bundles to push to VRBO, HomeAway, VacationRentals and many global sites.
- Support data feeds to update all content on almost real time.
- Large technical staff and sales staff. Very responsive.
- Rate Parity is not a requirement





## The cons of HomeAway/VRBO?

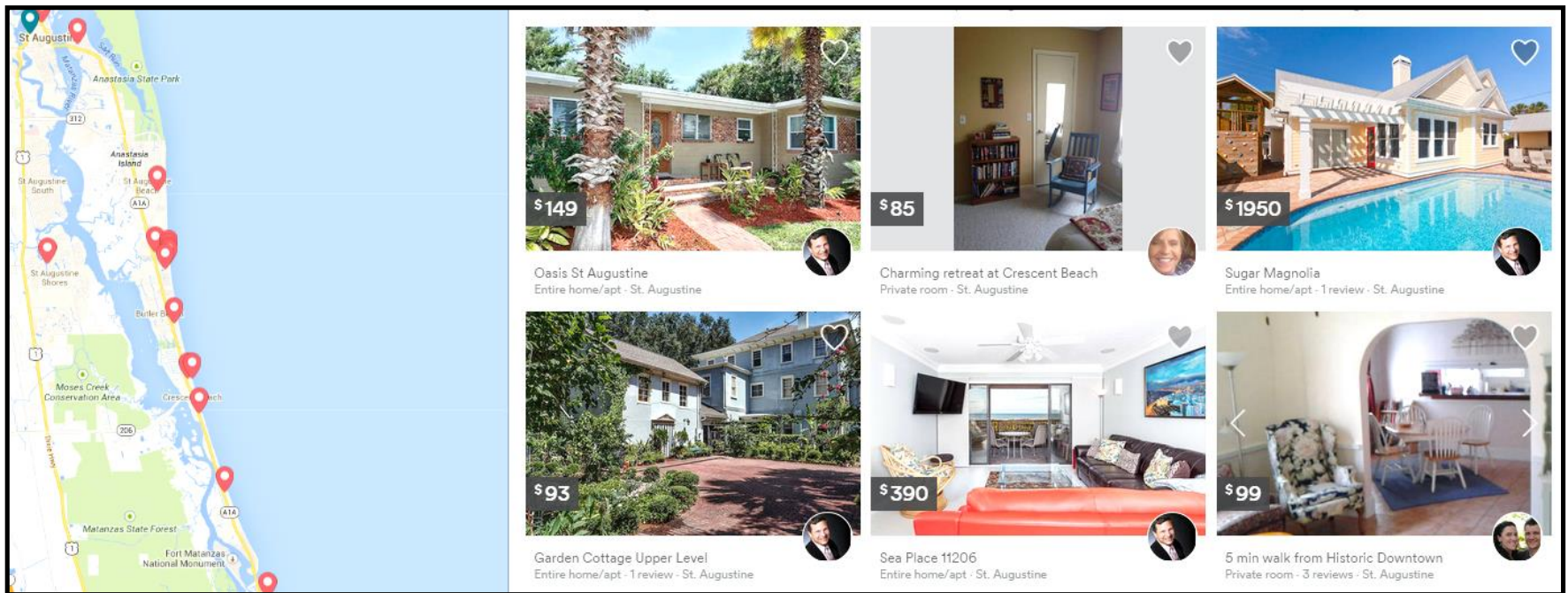
- Need auto responder email system, or get flooded by leads.
- You must update your calendar regularly which is manually intensive – unless you have a datafeed.
- Book Now is an important element of search placement.
- Mapping of “nodes” is critical, and often messed up – especially when you buy bundles.
- RBOs can “game the system” and buy way to top search

# How to Set up Third Party Channels?

- 3<sup>rd</sup> Party Channels can be set up directly by PMs.
- Property Managers will need technical resources both internal and external.
- Setting up TPCs is time consuming & challenging.
  - Need a technical firm to handle data feed and “mapping” issues. Data feeds need precision.
  - Need content management resources to load content
  - Need VERY strong testing and Quality Control standards.
  - Some TPCs require certification
  - Requires upfront costs.
  - The benefits are control, and future cost savings.

The screenshot shows the Freelancer.com interface for a project titled "Create 200 ads for Airbnb". The project status is "IN PROGRESS". The page displays a list of freelancers who have applied for the project, each with their profile picture, name, location, a brief message, a rating, a completion rate, and a bid amount.

Freelancer	Location	Message	Rating	Completion Rate	Bid (USD)	Time to Complete
cybersolutionvw	India	Hey I have seen both files the word and as well the exco...	4.9	74%	\$258	In 6 days
sharpresearcher	United Kingdom	Hi Dear Steve, I just came here to confirm you read my ...	5.0	95%	\$526	In 10 days
rangacbe	India	Hi, Thanks for the opportunity to bid on this project. I ha...	4.8	90%	\$294	In 15 days
algie123	Philippines	Hello! I'm individual freelancer from the Philippines. I wo...	3.7	62%	\$466	In 10 days
BrothersTeam	Brazil	A proposal has not yet been provided	5.0	80%	\$400	In 5 days



## How to List on AirBnb

- Free to list your properties. 3% fee per booking (they pay cc fee)
  - Very Manual process to set up listings.
  - Must load copy, photos, and pricing manually
  - Pricing only goes out 55 weeks, so constantly must update.
  - Calendar supports a “ical” function for automation.
- Tech team deployed this. Otherwise, AirBnb would not be feasible.

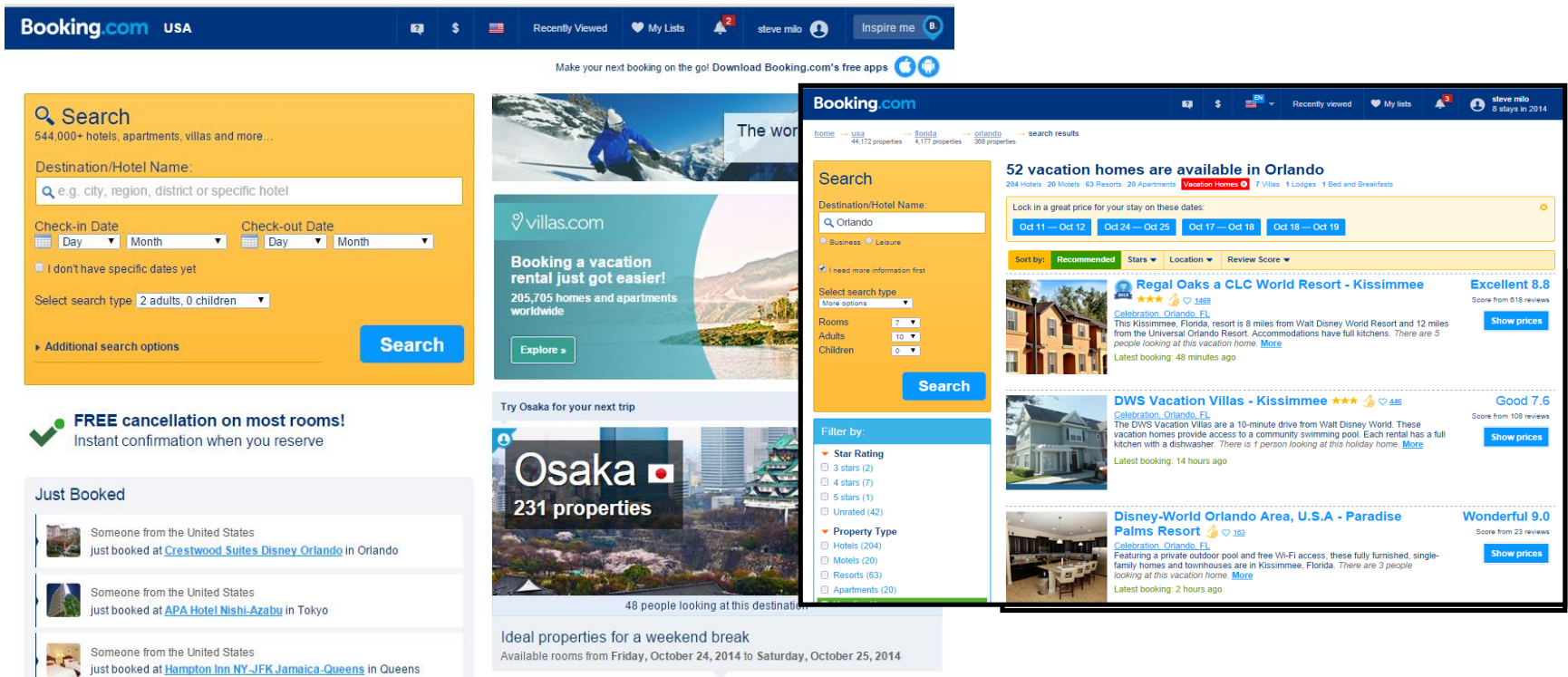
The image displays the Airbnb website interface. At the top, a banner reads "WELCOME HOME" with the tagline "Rent unique places to stay from local hosts in 190 countries." Below the banner, there's a navigation bar with "Check In", "Check Out", "1 Guest", and a "Search" button. On the left, a sidebar lists four properties: "Anastasia 310", "Anastasia 407", "Anastasia 716", and "Atlantic Dawn", each with a "Manage Listing and Calendar" link and a "Listed" status. In the center, a host profile for "Hey, I'm Nancy!" is shown, including her photo, location (New York, New York, United States), and a "Verified ID" badge. On the right, a "Custom weekly prices" modal is open, showing a table of dates and prices.

Check In - Check Out	Price	Frequency
10/20/2014 - 10/26/2014	\$ 1033	Per week
10/27/2014 - 11/02/2014	\$ 1033	Per week
11/03/2014 - 11/09/2014	\$ 1033	Per week
11/10/2014 - 11/16/2014	\$ 1033	Per week
11/17/2014 - 11/23/2014	\$ 1033	Per week
11/24/2014 - 11/30/2014	\$ 1033	Per week

## Tips on AirBnb

- Labor intensive. Time consuming admin. VRP hired an overseas freelancer to create listings. This is your cost.
- AirBNB has limited support for technical issues.
- AirBNB does not support many fees. Have to add to rent.
- Rate Parity is not a requirement
- AirBNB is very tricky to use. You needed dedicated staff. No way to stop 1 or 2 night requests.

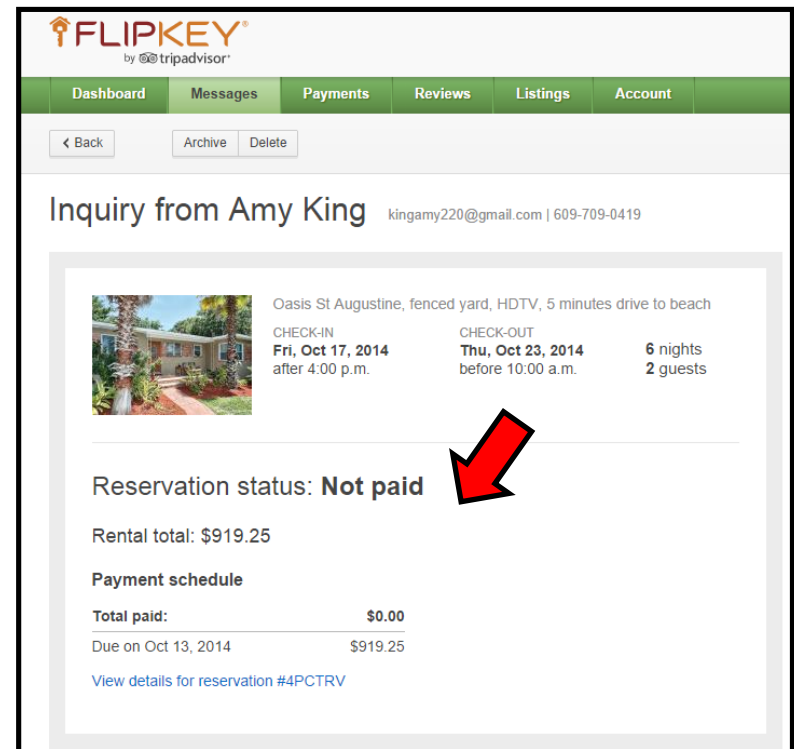
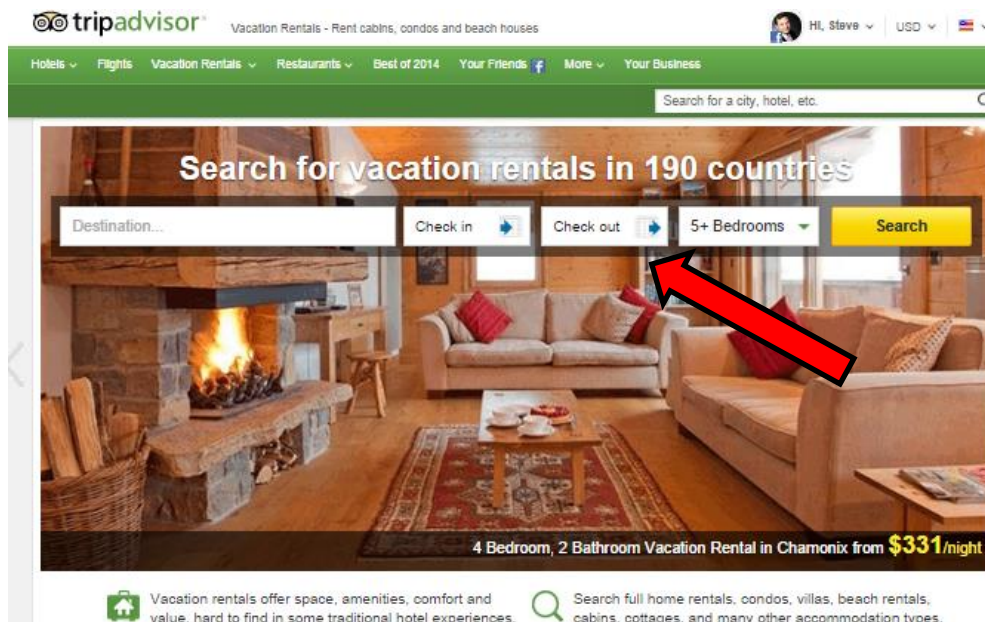




## How to set up Booking.com?

- ❑ Lack of true data feed. Content needs to be manually updated. Pricing and Calendar are the only automated feeds.
- ❑ Huge content management work requiring CSV upload.
- ❑ Painfully bureaucratic. Requires certification and a lot of paper work.
- ❑ Property Managers will need to add many fees to the rent.
- ❑ Can take 6 months or more to get Booking.com live.





## How to set up Trip Advisor/ FlipKey

- TA/FK has an admin section that allows “Pay on Trip Advisor”  
Similar to AirBNB a very manual process.
- TA/FK will also allow a full data feed with PMs on select basis.
- Supports pricing, calendar, and full content.
- Rate Parity is not a requirement
- Limited Resources for technical support and admin support..

I checked this property: <http://www.vacationrentalpros.com/product/sandarac-b609-gulf-front-elevator-heated-1212-93038>  
 Link to rate XML: <http://www.vacationrentalpros.com/flipkey/1079/getproperty.xml>  
 On VRBO.com rates look more accurate: <http://www.vrbo.com/623360#rates>

The feed shows this:

```

▼<Rate>
  <Label>1</Label>
  <StartDate>9/1/2014 12:00:00 AM</StartDate>
  <EndDate>11/30/2014 12:00:00 AM</EndDate>
  <DailyMinRate>0.00</DailyMinRate>
  <DailyMaxRate>0.00</DailyMaxRate>
  <WeeknightMinRate></WeeknightMinRate>
  <WeeknightMaxRate></WeeknightMaxRate>
  <WeekendMinRate></WeekendMinRate>
  <WeekendMaxRate></WeekendMaxRate>
  <WeeklyMinRate>763.44</WeeklyMinRate>
  <WeeklyMaxRate>770.34</WeeklyMaxRate>
  <MonthlyMinRate>3053.77</MonthlyMinRate>
  <MonthlyMaxRate>3081.37</MonthlyMaxRate>
  <MinimumStayLength>28</MinimumStayLength>
  <TurnDay></TurnDay>
  <Fees/>
</Rate>
▼<Rate>
  <Label>2</Label>
  <StartDate>12/1/2014 12:00:00 AM</StartDate>
  <EndDate>2/28/2015 12:00:00 AM</EndDate>
  <DailyMinRate>0.00</DailyMinRate>
  <DailyMaxRate>0.00</DailyMaxRate>
  <WeeknightMinRate></WeeknightMinRate>
  <WeeknightMaxRate></WeeknightMaxRate>
  <WeekendMinRate></WeekendMinRate>
  <WeekendMaxRate></WeekendMaxRate>
  <WeeklyMinRate>763.44</WeeklyMinRate>
  <WeeklyMaxRate>1744.57</WeeklyMaxRate>
  <MonthlyMinRate>3053.77</MonthlyMinRate>
  <MonthlyMaxRate>5803.86</MonthlyMaxRate>
  <MinimumStayLength>28</MinimumStayLength>
  <TurnDay></TurnDay>
  <Fees/>
</Rate>
  
```

no daily

weekly

monthly

notice minLos 28

The screenshot shows a list of four vacation rental properties. Each property card includes a thumbnail image, a title, a location, and details about bedrooms, bathrooms, and sleeping capacity. A 'BOOK ON FLIPKEY' button is present on each card, along with a 'Select' button. Red arrows point to the 'Select' buttons for the first two properties: 'Hibiscus Pointe 852, Canal View, Elevator, Heated Pool' and 'Sandarac B609, Gulf Front, Elevator, Heated Pool'.

Property Name	Location	Bedrooms	Bathrooms	Sleeps	Price from
Hibiscus Pointe 852, Canal View, Elevator, Heated Pool	Fort Myers Beach condo	2	2	4	\$6 / night
Sandarac B609, Gulf Front, Elevator, Heated Pool	Fort Myers Beach condo	2	2	4	\$6 / night
Harbor Isle Y&R 301, 3 Bedrooms, Elevator, Heated ...	Fort Myers Beach condo	3	3	6	\$8 / night
Sandcastle, cute 2 bedrooms, pet friendly	Fort Myers Beach house	2	2	4	\$35 / night

## How to set up Trip Advisor/ FlipKey

- TA/Flipkey data feeds require tremendous testing.
- TA/Flipkey “Pay on Trip Advisor” goes through their Gateway.  
 TA/Flipkey charges 3% of booking cost but pays the cc fee.  
 TA/Flipkey holds the money in escrow.
- Property Managers must stay on top of “Cancel Terms”
- Property Managers need dedicated resource to answer Pay on TA/Flipkey. Require response in 24 hours.

**Get a rental quote, then book it!**

**Stay dates:** 5 nights minimum stay  
 10/18/2014 10/25/2014 ✓

**Who is planning on staying at this vacation rental?**  
 9 Adults 0 Children Pets are not allowed.

Rental Amount: (7 Nights)	\$2559.00
Cleaning Fee:	\$295.00
Damage Waiver Fee:	\$250.00
Amenity Fee:	\$184.69
Tax:	\$361.76
<b>Payment Total:</b>	<b>\$3650.45</b>

**Payment Schedule:**  
 Amount Due 10/12/2014: \$3650.45

[Continue To Booking](#)

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Search by destination, property ID, or keyword

Arrive Depart Sleeps Search

[Browse by map](#)

Over 1 million listings  
 Across our international family of sites

No traveler fees  
 Free to book with no hidden costs

Ormond Beach, Florida Central East, Florida 10/11/2014 10/18/2014 Search

Rate: Any Sleeps: Any Bedrooms: Any Booking: Edit All filters: Add+

I don't have dates yet

Looks like your trip is just around the corner!  
 Since your dates are close, we recommend looking at listings with "Book Now" to speed up the process.

No, thanks View Book Now properties

Beautiful View of the Ocean. Free Private Wireless  
 2 Bedrooms • 2 Bathrooms • Sleeps 6 • Ormond Beach #359446 \$625 per week 7 night min stay

Fabulous Ormond/Daytona Oceanfront Condo on the Beach! Wifi  
 2 Bedrooms • 2.5 Bathrooms • Sleeps 5 • Ormond Beach #313248 \$799 per week 7 night min stay

Ormond Beach Comfortable Vacation Home - Walk to the Atlantic Ocean  
 3 Bedrooms+ • 2 Bathrooms • Sleeps 8 • Ormond Beach #59810 \$1,000 per week 2 night min stay

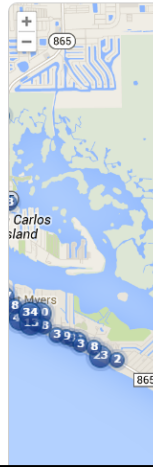
## How to Set up VRBO/HomeAway/Vr.com, and Global Bundles:

- “Book Now” is included with all subscription orders. Process is a very manual as calendar, pricing and content all require manual updates.
- HA offers select clients with large ad spends an ability for data feeds.
- HA Support data feeds to update all content on almost real time.
- HA has Large technical staff and sales staff. Very responsive.
- HA will support “Book Now” orders going through PM’s gateway.
- If you pay subscription, HA does not charge extra for “Book Now”.

## Fort Myers Beach - 1,362 vacation rentals

Home > USA > Florida > Florida South West > Fort Myers Beach

Estero Beach Club East	Pointe South	Windward Point
Estero Cove	Polynesian Vacation Villas	Winklers
Estero Island Yacht & Racquet Club	Polynesian Village	Admiral's Bay
Estero Sands	Private Homes, Hercules Park	Bac Bay
Fairview Isles	Private Homes, Holiday Heights	Bahama Beach Club
Gateway Villas	Private Homes, Mid Island	Batiki West
Gulf Westwind	Private Homes, North Island	Bay To Beach Resort
Harbour House at the Inn	Private Homes, San Carlos Island	Bay Village
Harbour Pointe	Private Homes, South Island	Beach Villas
Hibiscus Pointe	Private Homes, Times Square	Bella Beach Villas
Hills T P	Private Homes, Unspecified	Bella Lago at Bay Beach
Island Beach Club on Estero Bay	Privateer	Bermuda Dunes
Island Breeze	Riptide	Boardwalk Caper
Island House Beach Club	Riviera Club	Cane Palm Beach Condos
Island Reef		Caper Beach Club
Island Sands		Captains Bay North
Island Shores		Captains Bay South
		Caribbean Beach Club



Carlos Pointe Beach Club, Fort Myers Beach, Florida

Arrival  Depart

☐ I don't have dates yet

Rate: Any Sleeps: Any Bedrooms: Any Booking: Edit All filters: Add

Carlos Pointe Beachfront Condo on Quiet South End of Island  
2 Bedrooms • 2 Bathrooms • Sleeps 6 • Carlos Pointe Beach Club #14213  
\$700 - \$1,750 per week  
7 night min stay

Nonna's Beach Condo  
2 Bedrooms • 0 Bathrooms • Sleeps 4 • Carlos Pointe Beach Club #332052  
\$850 - \$1,600 per week  
7 night min stay

Carlos Pointe 236, Gulf Front, Elevator, Heated Pool  
2 Bedrooms • 2 Bathrooms • Sleeps 6 • Carlos Pointe Beach Club #623414  
\$995 - \$1,795 per week  
2-7 night min stay

Carlos Pointe 115, Gulf Front, Elevator, Heated Pool  
2 Bedrooms • 2 Bathrooms • Sleeps 6 • Carlos Pointe Beach Club #623411  
\$995 - \$1,795 per week  
2-7 night min stay

## How to Set up VRBO/HomeAway/Vr.com, and Global Bundles:

- Very technical resource driven process to integrate
- Required many man hours of testing on both side
- Mapping of “nodes” is critical, and often messed up – especially when you buy bundles. Requires dedicated testing.
- Rate rules can improperly display. Again, lots of testing.
- Need to set up Special GA code to track “book now”.
- You have to TEST every node, every bundle site.