



MakeRez

“Taking Back Control” For Vacation Rentals



Don't Just Be Part of the Crowd

As a vacation rental owner do you ever feel like you wanted to take control of your own destiny? In today's world of booking services like airbnb, the HomeAway family and FlipKey it seems like they all want to be in control of your business. Are your guests really yours or are they theirs? Kind of an uncomfortable position to be in when a change in their business model or simply them raising their commission could have a big impact on your business. So how do you protect yourself?

- 1) One way is to spread your business across a variety of these services so your not totally dependent on just one of them.
- 2) Another is to open up a direct channel (website) where guests can book your property directly at any time of day. Which means no commissions making you more competitive to those that only use OTAs.
- 3) There may be other alternatives like local tourist bureaus, local travel website that can do a great job promoting your property. Linking them to your own website with the ability to do direct bookings gives you an opportunity to showcase your property far beyond the ways the booking services provide.

A Common Sense Reservation System

It's critical that when a potential guest comes to you directly on the phone or over the internet you have a way to easily get their booking without having to involve any of the booking services. For example, sending someone to **airbnb** simply raises your guests costs unnecessarily and even more exposes them to advertising for other properties. Plus being in control allows you to communicate more directly, effectively and more often, analyze information to better understand your customers, target them with email campaigns and build a **relationship** with them that enhances your business. Make folks that come to stay with you your guests, not **airbnb's**.

But working with a variety of booking approaches has its own challenges. None is more daunting than the dreaded double booking. Manually juggling multiple calendars flawlessly is a daunting task. Going down this path requires automation to keep your sanity intact. The backbone of MakeRez is a "**common sense**" reservation system that offers anytime, anywhere reservations, a wealth of management tools and allows you to manage your business more productively.

Relationship Marketing

Perhaps the most important success factor in most small businesses is the relationships you build with your customers. Small business can thrive when customers come back again and again and even more so when they introduce their family and friends to you. At the same time, small business can suffer greatly when your customers decide to go elsewhere, either because it is more convenient, less expensive or you haven't exceeded their expectations. So how do you stand out from the crowd of everyone clamoring for your customers business?

“**Relationship Marketing**” is simply trying to use your most valuable resource, your guests, to help you spread the word. We often say “**if you simply meet a guest’s expectations**” then you have lost a golden opportunity. For most folks it is easy to “**Meet Their Expectations**”, whether they are going to a fast food restaurant, the grocery store or choosing where to stay on a trip. The real key is to find a way to **DELIGHT** them so you stand out from the crowd and build the loyalty that is so critical to your success. So you look for the little ways to make their stay special. It can be things like offering them a special coffee or providing information about local attractions. By setting yourself up as a special place for them, not only are you well on your way to earning their loyalty, but you also have the opportunity to reach through them to others in their circle of friends and family. Even better, by taking that extra step you make it all so much more likely that they will report on their delightful experience by writing a great review.

For many small businesses one of the biggest challenges is how to effectively market your businesses. What channels should you focus on, which of them is producing best? When is the right time to do your marketing? How can you keep your existing customers and reach through them to gain new ones? The key to doing all this is collecting, organizing and using the information you already have at your fingertips. It's not just about reservations any more, it's about building relationships (so people come back again and again) and using those relationships to reach out to others. It also requires a different World View than traditional reservation systems which are good at answering the "Where did you find us?" question. The MakeRez World View is a broader "Why did you choose me?" question, a much more useful paradigm.

The heart and soul of MakeRez is an email communication system that will help you to find and build those relationships that are so vital to your success. Let's look at several of its elements.

1. **Handling Inquiries:** You use a variety of advertising services and many of them will send you inquiries from potential guests. The question is do you see all of them? Do some go into your spam folder? How quickly do you respond? It's a simple rule of thumb that, the quicker you get back to potential guests with interesting information the more likely you are to get a booking. Especially in the vacation rental world where a potential guest may be sending out similar inquires to a host of other properties. With MakeRez there is a response in your potential guests hands within five minutes of them sending in the original inquiry. **That's a timeline that will be hard for others to compete.** You may not be able to answer their questions immediately, but you can certainly provide them with compelling information why staying with you is their best choice.



2. **extendAStay:** We all hate open days on our schedule. One way to fill some of them up is to simply look at which guests have booked your property either immediately before or after the opening. They are

automatically sent an **extendAStay** email approximately 10 days before their arrival asking if they would like to add days their stay. A special offer to entice them to act could also be in order.

3. **Cancellations:** Oh we hate them too. But at the same time you take a guest off of the calendar, MakeRez sends an email (just like the extendAStay process above) to folks on either side of the cancellation inviting them to add days to their stay. Also, MakeRez walks the wait list to look for folks that had wanted to come, but there wasn't availability when they inquired. But there could be now !

The Value of MakeRez

- Want to reach out through your existing guests to attract other guests? **DONE!!**
- Want to see when is the best time to launch that marketing campaign. **DONE!!**
- Want to offer your customers anytime access to your real-time calendar with the ability to instantly make a reservation or inquiry? **DONE!!**
- Want to know what your revenue stream for this year is compared to last year? **DONE!!**
- Need to get back to customers before others so they will book with you? **DONE!!**
- Want to do email marketing to existing guests to share with friends and family? **DONE!!**
- Want to easily communicate with your guests and offer them opportunities to drive more revenue your way? **DONE!!**

makeRez does the heavy lifting while freeing you to concentrate on providing your customers with that one of a kind experience that will keep them coming back and letting others know what a jewel they found in your property.



Stand Out from the Crowd
Learn more at www.makerez.com