

Winning on all channels

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Agenda

- **The power** of distribution
- Unit **configuration**
- **Fees and policies**
- **Reporting**
- Checklist to **success**
- **Q&A**

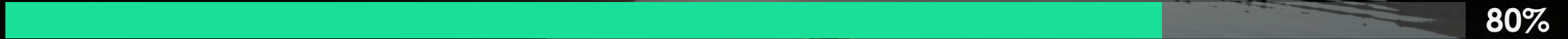


The power of distribution



OTAs are used for cross shopping regardless of where purchase is made

% visiting on OTA before **any travel purchase**

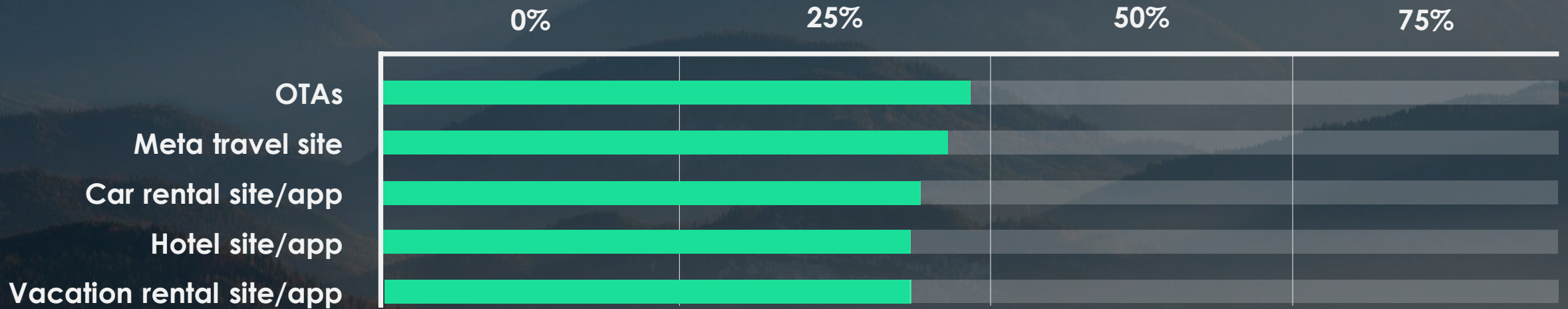


The power of distribution



Online resources used for trip planning

● Canada / Mexico / United States



Leverage a channel manager to increase your audience

- EscapiaConnect
- Beyond Relay
- Bluetent
- BookingPal
- Lodgable
- Lodgable
- NextPax
- Property Manager Tools SmartSync
- RedAwning
- Rentals United
- VacayHome Connect

Learn more at: <https://www.escapia.com/integrations/channel-managers/>

A silhouette of a person's head and shoulders is centered in the foreground, looking out over a city skyline at night. The city lights are blurred into bokeh, creating a warm, golden glow against the dark sky. A large, thin white circle is superimposed over the scene, framing the text and the person's silhouette. The overall mood is contemplative and serene.

Secret to success?

Keep it SIMPLE.

Unit configuration for success across multiple websites

How do you know if your current listings are set up for success?

Units > Reports > EscapiaNET > EscapiaNET Distribution Status Report

Units > Reports > EscapiaNET > EscapiaNET Distribution Status Report

Sort By

1 of 1 100% Find | Next

EscapiaNET Distribution Status Report

Unit Code Prop ID	Property Status	Rate Status	Picture Status	Contract Status	Seasons Start Date	Seasons End Date	Custom Seasons	VRBO.com Enabled	HomeAway.com Subscription Enabled
123 229088	No bathrooms	No rates	OK	OK			Yes	Yes	Yes
123 248896	OK	No rates	No default external picture	No contract			Yes	No	No
123 248895	No long or short description	No rates	No default external picture	No contract			Yes	No	No
12321 251834	Not enabled	No rates	No default external picture	No contract			Yes	No	No
1234 229089	Excluded from grid	No rates	OK	OK			Yes	Yes	Yes

Set location pin before publishing on distribution channels

Unit location * = required

* Country
United States

* Address
3415 Taurus Ct

Address (optional)

* City
Racine

* State / Province
Wisconsin

* Postal code
53406

+1 Unit phone 1 (optional)
(262) 498-1961

+1 Unit phone 2 (optional)

Driving directions (optional)

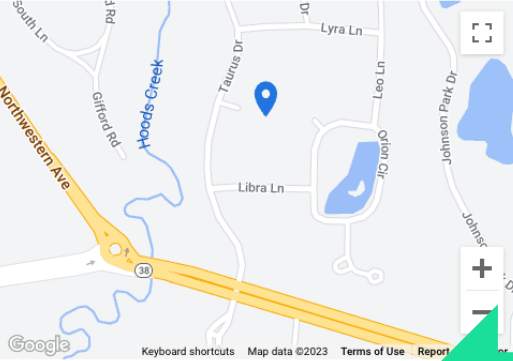
Map

Show a map of the unit location to improve guest experience and get more bookings. Guests won't see the unit address until after they book.

Press the set pin button to generate a pin. **This will generate latitude and longitude coordinates for the unit.** You can move the pin on the map to adjust the pin location.

If you update the address, press the set pin button again to update the pin location to the new address on the map.

Please note for existing Vrbo listings, you will need to contact Vrbo support to update the address and pin location.



Set pin to unit address

Photos: common denominators for listing on multiple websites

Number of photos

- 25

Preferred orientation

- Landscape form

Photo captions

- Be brief

Minimum resolution

- 1024 x 683

Process selected picture

Category Display Order

An **Exterior Photo** shows the exterior features or view from this Unit. You may upload one or more Exterior Pictures.

Picture Name

Description

Primary Default Picture Secondary Default Picture

Configure sleeping spaces and bathrooms

Utilize off-season time to configure and review your spaces

Sleeping Arrangements

Sleeping space 1

BEDROOM KING (1)

[Edit](#) [Delete](#)

Sleeping space 2

BEDROOM KING (1)

[Edit](#) [Delete](#)

Sleeping space 3

BEDROOM TWIN SINGLE (2)

[Edit](#) [Delete](#)

[+ Add sleeping space](#)

Bathrooms

Bathroom 1

FULL SHOWER TOILET

[Edit](#) [Delete](#)

Bathroom 2

FULL TOILET COMBOTUBSHOWER

[Edit](#) [Delete](#)

[+ Add bathroom](#)

Configure sleeping spaces and bathrooms

Add sleeping space ×

Sleeping space 3

* Space type
Bedroom ∨

Bed 1

Bed type ∨ * Quantity ∨
King 1

[+ Add another bed](#)

Cancel Add




Child bed

Bunk bed

Murphy bed

Other


Example sleeping spaces configuration

escapia    [Reservations](#) [Inbox](#) [Front Desk](#) [Contacts](#) [Housekeeping](#) [Rates](#) [Units](#) [Service](#) [Accounting](#) [Custom Search](#) [Admin](#)

Rooms and details

Let guests know more about the unit's rooms and details. Sharing the features of each room will help guests plan their stay.

Sleeping Arrangements

<p>Sleeping space 1</p> <p>BEDROOM KING (2)</p> <p>Edit Delete</p>	<p>Sleeping space 2</p> <p>BEDROOM QUEEN (1)</p> <p>Edit Delete</p>	<p>Sleeping space 3</p> <p>LOFT TWIN SINGLE (2) QUEEN (1)</p> <p>Edit Delete</p>
<p>Sleeping space 4</p> <p>OTHER SOFABEDFUTON (1)</p> <p>Edit Delete</p>	<p>Sleeping space 5</p> <p>OTHER TWIN SINGLE (1)</p> <p>Edit Delete</p>	<p> + Add sleeping space</p>

Add more details about sleeping arrangements (optional)

Sofa Bed in the living room. Twin bed in second floor hallway.

Example sleeping spaces configuration on Vrbo



Rooms & beds

2 bedrooms

Bedroom 1



2 King Beds

Bedroom 2



1 Queen Bed

Other Space 1



2 Twin Beds and 1 Queen Bed

Other Space 2



1 Double Sofa Bed

Other Space 3



1 Twin Bed

Configure bathroom type and features

Add bathroom ×

Bathroom 2

* Bathroom type
Full ∨

Tub Combination tub/shower

Shower Bidet

Jetted tub Toilet

Outdoor shower

Cancel Add

Prioritize amenities for
success across multiple
websites

Stick with standard amenities for Vrbo

escapia [Home](#) [Calendar](#) [Reservations](#) [Inbox](#) [Front Desk](#) [Contacts](#) [Housekeeping](#) [Rates](#) [Units](#) [Service](#) [Accounting](#) [Custom Search](#) [Admin](#)

← **Cuchara Gem** Unit Code: CUCHARA Unit Status:

- Unit details
- Location
- Management details
- Photos
- Amenities
- Health and safety
- Rates and policies
- Websites
- Transactions
- History
- Owner info and documents
- Lockoffs
- Custom fields
- Settings
- Trust accounting

Amenities

We recommend adding at least 10 amenities. Guests filter by amenities, so it's important to let them know what you have. [More information](#)

Standard Custom

Select default amenities Only show amenities that are included on Vrbo Only show selected amenities

Standard amenities Bold = default amenities

Attractions

- + Arboretum
- + Autumn foliage
- + Bay/sound
- + Botanical garden
- + Caves
- + Churches
- + Cinemas
- + Coin laundry
- + Duty free shops
- + Festivals
- + Forests
- Library
- + Live theater
- + Marina
- + Museums
- + Nude beach
- + Playground
- + Pond
- + Rain forests
- + Recreation center
- + Reefs
- + Restaurants
- + Ruins
- + Synagogues
- + Theme parks
- + Volcano
- + Water parks
- + Waterfalls
- + Winery tours
- + Zoo

Entertainment

- + **Books**
- + DVD player
- + Foosball
- Game room
- + Games
- + Music library
- + Ping pong table
- + Pool table
- + Satellite / cable
- + Stereo
- Television
- + Toys
- + Video games
- + Video library
- + Books for kids
- + Smart TV

General

- + Air conditioning
- Clothes dryer
- + Elevator
- + Fireplace
- + Fitness room / equipment
- + Garage
- + Hair dryer
- + Heating
- + Internet
- + Iron & board
- + Linens provided
- + Living room
- + Parking
- + Telephone
- + Towels provided
- + Washing machine
- + Wood stove
- + Travel crib
- EV car charger
- + Fire pit
- + Shampoo & conditioner
- Safe
- Desk
- + Cabinet locks
- Wifi
- + Office
- + Computer monitor
- + Printer
- + Desk chair

Custom amenities are for your website

The screenshot displays the Escapida management interface for unit 'Cuchara Gem' (Unit Code: CUCHARA). The left sidebar contains navigation options: Unit details, Location, Management details, Photos, Amenities (selected), Health and safety, Rates and policies, Websites, Transactions, History, Owner info and documents, Lockoffs, Custom fields, Settings, and Trust accounting. The main content area is titled 'Amenities' and includes a search bar, a 'More information' link, and tabs for 'Standard' and 'Custom'. A toggle switch is set to 'Only show selected amenities'. Below this, the 'Custom amenities' section explains that added amenities are available for all units in the agency and are published based on listing site API data. It features three categories of amenities: Kitchen, Living, and Business. Each category has a list of amenities with plus signs to add and checkmarks to indicate they are selected. The 'Kitchen' category includes Full kitchen, Kitchenette, Refrigerator, Coffee maker, Ice maker, Microwave, Toaster, Cookware, Stone pizza oven, Viking range (selected), and Chef. The 'Living' category includes Central air, Air conditioning, Ceiling fans, Linens, Washer & dryer, Ironing board, Jacuzzi tub, High speed internet, No phone, Fireplace (selected), Wood stove, and 75inch TV (selected). The 'Business' category includes Nearby ATM, Nearby post office (selected), Nearby internet cafe, Nearby fedex, and Nearby bank. A 'Manage custom amenities' button is located above the Kitchen category.

escapida

Reservations Inbox Front Desk Contacts Housekeeping Rates Units Service Accounting Custom Search Admin

← Cuchara Gem Unit Code: CUCHARA Unit Status: ✓

Amenities

We recommend adding at least 10 amenities. Guests filter by amenities, so it's important to let them know what you have. [More information](#)

Standard Custom

Select default amenities Only show selected amenities

Custom amenities

Bold = default amenities

Amenities you add here will be available for all units in this agency. Amenities are published based on how each listing site uses our API data. Custom amenities won't appear on Vrbo or Expedia listings, but they may appear on other listing sites.

[Manage custom amenities](#)

Kitchen

+ Full kitchen + Kitchenette + Refrigerator + Coffee maker + Ice maker + Microwave + Toaster + Cookware

+ Stone pizza oven ✓ Viking range + Chef + Add custom amenity

Living

+ Central air + Air conditioning + Ceiling fans + Linens + Washer & dryer + Ironing board + Jacuzzi tub

+ High speed internet + No phone ✓ Fireplace + Wood stove ✓ 75inch TV + Add custom amenity

Business

+ Nearby ATM ✓ Nearby post office + Nearby internet cafe + Nearby fedex + Nearby bank + Add custom amenity

Be more efficient with bulk update for amenities

Units > Setup > Amenity Categories



Fees and policies

How distribution partners display fees



7 nights \$527 per night	\$3,692
Taxes	\$648
Service fee ⓘ	\$478
Host fee	\$605
Total	\$5,444

\$571 night ★ 5.0 · 5 reviews

CHECK-IN 9/9/2023	CHECKOUT 9/16/2023
GUESTS 1 guest	

[Reserve](#)

You won't be charged yet

\$571 x 7 nights	\$3,996
Cleaning fee	\$474
Airbnb service fee	\$631
Total before taxes	\$5,101

Common denominators for charge template calculations

- Percent of Rent
- ~~Percent of Renter's Rent~~
- ~~Percent of Booking Total w/o Sec Deposits and/or Taxes~~
- Per Person
- ~~Per Person per Night~~
- Per Night
- Per Booking

Charge Template

Charge Template Type	Product Code	Template Code	Charge Description (Visible to Customer)	Active
Housekeeping Charge	CLEANING	Clean-2BR	Housekeeping Fee	Yes

Calculation

<input type="checkbox"/> Unit Cost Template	Amount	Calculation Method	Minimum Amount
	95.00	Per Booking	

Journal Document Template

Housekeeping Charge [CstHousekeeping]	Posting Date
	Last Night

Charge Calculation Order

1

Group this charge with rent.

Get an overview of your charge template setups

Accounting > Reports > Setup > Charge Template Setup

Charge Template Setup Report									
1	Template Name	Description	Scope	Calculation Type	Amount	Eff Start Date	Eff End Date		
3	Auto Apply	Cancellation Action	Active	Calc Order	Min/Max Amount	App Start Date	App End Date		
4	Posting Date	Group with Rent	Tax On	JDT	Comm	Grp W Rent	Min/Max		
5									
6	Miscellaneous Booking Charge								
7	AdminON	Admin Fee	Business	Percent of Rent	0.00	1/2/2022			
8	TRUE	Keep	TRUE	1		/			
9		Arrival Date	FALSE	n/a	Admin Fee	0.00%	FALSE	30/	
10	Booking	Processing Fee	Business	Percent of Rent	3.00	1/1/2018			
11	TRUE	Keep	TRUE	1		/			
12		Last Night	FALSE	n/a	Pet Fee PW	0.00%	FALSE	/	
13	CC Test	CC Test	Business	Percent of Booking Total w/o Sec Deposits and/or Taxes	5.26	1/1/2023			
14	TRUE	Keep	TRUE	1		/			
15		Booking Entry Date	FALSE	n/a	Admin Fee	0.00%	FALSE	/	
16	CHAIR25	Chair Rental	Business	Per Booking	25.00	1/1/2015			
17	FALSE	Keep	TRUE	1		/			
18		Last Night	FALSE	n/a	Item Rental	0.00%	FALSE	/	
19	CleanFee100	Cleaning Fee	Unit	Per Booking	100.00	1/1/2015			
20	TRUE	Remove	TRUE	1		/			
21		Last Night	FALSE	n/a	Housekeeping Fee	0.00%	FALSE	/	

View charge templates by unit

Accounting > Reports > Setup > Charge Template Unit Scope

1	Charge Template Unit Scope Report						
3	Charge Template Name	Calculation Type	Start Date	End Date	Amount	Auto Apply	Date Type
4	Admin Fee Pete	Per Booking	11/16/2021	Admin Fee Pete	25.00	TRUE	Departure
5				Admin Fee Pete	7227		Pete's Holiday Getaway
6	Admin Fee SP	Per Booking	11/16/2021	12/31/2023	25.00	TRUE	Departure
7				Admin Fee SP	4321		Shanna's Beach House
8	AdminAN	Per Booking	11/16/2021	AdminAN	50.00	TRUE	Departure
9				AdminAN	A Shore		A Shore Thing
10				AdminAN	test-170		Angela Unit two
11	AdminAN2	Per Booking	1/18/2022	1/18/2023	25.00	TRUE	Departure
12				AdminAN2	test-170		Angela Unit two
13	AdminFeeJC	Per Booking	1/1/2022	3/31/2031	1@50.00	TRUE	Departure
14				AdminFeeJC	jc123		Jimmy Test

Set consistent tax rates for rent and fees

Open Tax Template

Tax Authority

Florida State 2023

Tax Subcategory Code

3000.1001 Florida State Tax

Active

Yes

Rate

7.5000

Type

%

Effective Date

03/01/2023

Calculation Order

0

Exemption Days

999

Compound

No

Cancel

Save

Folio example in Escapia

Reservation		Booking(s)		Folio(s)		Events/Correspondence		Transactions		History	
Brigid M... Not Paid		Folio Name FOL-0000017 Brigid McNamara		Booking Deposits 602.55		Payments 0.00		Refunds 0.00			
		Created 8/11/2023		Security Deposits 0.00		Authorizations 0.00		Charges 602.55			
		Current Balance 602.55		Total Deposit Due 602.55		Other Credits 0.00		Other Debits 0.00			
				Deposit Due Today 602.55		Total Credits 0.00		Total Debits 602.55			
Show All Types <input type="checkbox"/>		Hide Unposted		Payment		Credit		Refund		Charge	
						<input type="checkbox"/> Exclude From Automated Payments		View Additional Price Details			
Journal Doc	Post Date	Type	Status	Booking	Memo	Debit	Credit	Balance			
n/a	n/a	Short Term Rental Reve...	Unposted	BKG-00018	Unit 13 from 8/15/2022 to 8/17/2022	450.00		450.00			
n/a	n/a	Tax	Unposted	BKG-00018	Osceola County	27.00		477.00			
JE-000000828	8/11/2023	Booking Charge	Posted	BKG-00018	House Keeping Charge	100.00		577.00			
JE-000000829	8/11/2023	Tax	Posted	BKG-00018	Osceola County	6.00		583.00			
JE-000000830	8/11/2023	Tax	Posted	BKG-00018	Florida State 2023	7.50		590.50			
JE-000000831	8/11/2023	Booking Charge	Posted	BKG-00018	Admin Fee	10.00		600.50			
JE-000000832	8/11/2023	Tax	Posted	BKG-00018	Florida State 2023	0.75		601.25			
JE-000000833	8/11/2023	Tax	Posted	BKG-00018	Jefferson County	1.30		602.55			
Deposits											
Journal Doc	Memo	Type	Booking	Due Date	Refund Date	Status	Amount	Amt. Paid	Amt. Due		
JE-000000834	First Deposit	Booking	BKG-00018	8/11/2023	n/a	Not Paid	602.55	0.00	602.55		

Guest shopping experience



Free cancellation ⓘ

Before Sat, Aug 26

7 nights
\$527 per night

Taxes

Service fee ⓘ

Host fee

Total

~~\$3,992~~

\$648

\$498

\$605

\$5,444

Price details

\$570.90 x 7 nights

Cleaning fee

Airbnb service fee

Taxes

Total (USD)

\$3,996.30

\$474.00

~~\$631.10~~

\$670.55

\$5,771.95

Cancellation policies: flexible is best!

- If possible, select a flexible cancel policy.
- **Custom cancellation policies** are at **channel's discretion**.

vrbo



Free cancellation ⓘ
Before Sat, Aug 26

Start ... Sep 9	End date Sep 16
Travelers 2 travelers	



Self check-in
Check yourself in with the keypad.

Experienced host
Kevin has 430 reviews for other places.

Free cancellation for 48 hours.

Deposit policies: simple is best!

- Keep your payment schedule simple
- **Security deposits** are at **channel's discretion**

vrbo



Total	\$5,444
Pay today	\$888
Due Aug 26	\$4,556

[Book now](#)

Choose how to pay

- Pay in full**
Pay the total (\$5,771.95) now and you're all set.
- Pay part now, part later with Airbnb**
\$2,629.26 due today, \$3,142.69 on Aug 25, 2023. No extra fees.
[More info](#)
- Pay monthly with Klarna**
From \$481 per month for 12 months. Interest may apply. [More info](#)

Checklist to success



Unit configuration

Verify location

Select Beds & Baths

Select standard amenities

Review fees and tax configuration

Review cancellation and deposit policies

Photos

Min 25 photos

1024 x 683 resolution

Landscape

Avoid portrait orientation



EXPLORE 23
FEST

#EXPLOREfest