

EscapiaNET: Online distribution designed to work for managers like you

Why are nearly 70% of the agencies that use Escapia to run their business also using EscapiaNET to list their vacation homes online? Because it works. EscapiaNET drives millions of dollars of bookings to managers. No other marketing program delivers so much with so little effort – the chance to reach customers on leading sites like HomeAway, TripAdvisor, AOL Travel, Yahoo Travel, SecondPorch, HotPads, CheapTickets.com and more than 20 others all with just a few clicks of your mouse.

EscapiaNET not only drives incremental bookings but is also the most manager-friendly online distribution program in the vacation rental business. It is specifically designed to maximize results, reduce work, reduce costs and limit your risk.

Unlike other programs, with EscapiaNET you only pay when a guest actually stays with you. You don't get charged for inquiries, you don't get charged when a guest cancels, and if a lead doesn't convert to a paying customer within 60 days, you pay nothing. This is possible because Escapia is web hosted, allowing us to identify the bookings sourced by EscapiaNET and make this very manager-friendly program possible. And best of all, you can monitor the leads you receive within the Escapia system.

How it works

- **We find the partners:** Escapia does the legwork of getting new partners into the program. We add new partners each month.
- **You choose the partners and select units:** You use your Escapia software to select the partners on whose sites you want to distribute your properties. It's easy to select all or just some of your rental units. And you can even set up automatic distribution so you can maximize your distribution on any partner that meets your commission expectations.
- **The software creates the listings and keeps the content up to date:** You won't have to write a description, upload a photo, or tag an amenity. As soon as you check a box, all your unit content is ready to go. And complete integration means that rates and availability are always accurate up to the second without ever having to manually update the information.
- **Consumers book online or they send an inquiry:** Consumers using EscapiaNET partner web sites typically can either book right online or inquire via email.
- **You pay a commission if they book:** Each partner sets their own commission rates. You pay the partner a commission if the guest books a stay. The commissions are charged for bookings that happen online as well as for bookings closed by you from

leads that are generated by an EscapiaNET partner. The only payment you make is a commission payment on a confirmed booking.

- **You are charged the month after the guest departs:** Once the guest departs, we'll add the commission from the rental booking to your Escapia bill.
- **We handle payments to scores of partners:** You don't have to worry about sending checks to lots of different partners. You just pay once and we handle the work of getting the right checks to the right web sites.
- **Your software automatically handles the accounting with owners:** No matter how you set up your accounting, your owner statements will reflect the EscapiaNET commissions accurately.
- **You can run reports viewing bookings from partners:** Wondering how your EscapiaNET listings are doing? A single booking report lets you see the results from scores of partners. No need to log in to multiple different web sites to track results. It is all in one integrated, easy-to-use report. You can find this report in your Escapia system under Reservations > Reports > Booking Summary Report.
- **You watch your bookings grow.** 😊

What makes it so great for managers?

Escapia's business is all about serving vacation rental managers. EscapiaNET was designed to meet managers' needs while providing access to broad online distribution network. This integrated offering is designed a bit differently than the link programs established by some other vacation rental software providers. Here's what makes EscapiaNET particularly good for managers:

- **No set-up hassle:** With other systems you have to set up a business relationship with each site independently and input all the data on your units manually. Even if a software provider has an interface that reduces data input, those programs still require you to manage a business relationship with every account separately. That isn't the case with EscapiaNET. It is the only program where you can get your units on sites like HomeAway, TripAdvisor, AOL Travel, Yahoo Travel, LATimes.com, PerfectPlaces and dozens of others with nothing more than a couple clicks of a mouse.
- **No ongoing maintenance hassle:** Photos, descriptions, rates, availability, reviews and more are automatically kept up to date with no manual work required. Seamless integration through a completely web-based solution means that the information is correct 100% of the time.
- **Risk-free:** With EscapiaNET you only pay for bookings that make you money. Going direct to the web site or using other marketing programs normally means that you have to either pay a listing fee or a fee per lead. If you pay an ad listing fee, you take

on huge risk that the site will deliver no value and you have lost money. If you pay a lead fee, you take on the risk that the leads will be poor and don't convert even though you paid for them, meaning that you have lost money. In EscapiaNET, you only pay for bookings that have made you money.

- **No payment required until you get paid by the guest:** If you list via an advertising fee, you have to pay months or even a year in advance – long before you will see the revenue from a booking generated by the listing. Even if you pay per lead, you will have to pay for that lead many months before it converts into a booking – assuming it ever does. With EscapiaNET, no cash goes out your door until a guest (and their cash) comes in your door.
- **No risk of paying several times for the same lead:** If you advertise on multiple sites not part of ENET, you are probably paying over and over again to reach the same person. Consumers researching a vacation rental typically look at multiple sites and often send multiple leads from different sites – sometimes for the exact same property. When that happens, each site will expect you to pay separately. With ENET you only pay for a customer once when they book, even if the consumer visited ten sites and sent five inquiries for the same vacation home.
- **Exclusive online booking with some major partners:** For some partners like HomeAway, EscapiaNET is the only program that allows units to be booked online. That provides a significant competitive advantage for EscapiaNET units relative to those using other programs. If a guest finds your unit at 1am, they are able to book it on the spot!
- **Reporting in one place makes monitoring results easy:** Monitoring results can be difficult and time consuming since you will normally receive separate reports from each site. With EscapiaNET you get a single integrated report of your performance that you can use to easily analyze your results. Find this report in your Escapia system under Reservations > Reports > Booking Summary Report.
- **Free leads:** Any leads that don't convert within 60 days are yours to add to your prospect database for free. Every program delivers lots of leads that don't convert right away. Many of those leads are great to add to your prospect database – after all, the person sending the lead has signaled that they like to rent vacation homes in your area. In EscapiaNET, you don't pay a penny for any of those leads if they don't convert after 60 days.
- **Commission-based system means you can (and should) ask owners to share a portion of the cost:** Advertising-based or lead-based programs require that you absorb the marketing cost of the program as an agency cost. But paying booking commissions lets you pass on some or all of those fees to owners – much as is often the case with travel agent commissions. That lowers the cost of the program for vacation rental managers. If you need help setting this up, please see the How to Charge EscapiaNET Commissions to Owners article located in our Knowledge Base section of your customer homepage.

Frequently asked questions

- **Who are the EscapiaNET Network Partners?** ClearStay.com, Escapia’s consumer website, is built to offer Escapia customers the most dynamic features of any vacation rental site. On ClearStay.com you can offer real time availability, online bookings, last minute deals and showcase ratings and reviews. The features and power of ClearStay.com extends to our EscapiaNET Network Partners as well. EscapiaNET Network Partners include: HomeAway.com, TripAdvisor.com, FlipKey.com, SecondPorch.com, PerfectPlaces.com, Vacapedia.com, SurftoSki.com, VacationRentalDirect.com, RentalSource.com, ForGetaway.com, HotPads.com, Hutz.com and more! Within Escapia you can opt-into any of these partners and start increasing your online bookings today. View all current partners in your Escapia system from Admin > Setup > EscapiaNET > Network Partners.
- **Who are the EscapiaNET Strategic Partners?** Another advantage of listing your properties on ClearStay.com is the ability to take advantage of Strategic Partner websites. When you list your properties with ClearStay.com, they will automatically be distributed on the network of Strategic Partners: Yahoo Travel, AOL Travel, Vast.com, CheapTickets.com, Away.com, iExplore.com, Rentalo.com, LATimes Online Classifieds, BookingWiz.com, AreaGuides.net, ThisProperty.com, AirGorilla.com, Geebo.com, UpTake.com and HawaiiGaGa.com,. Our network of Strategic Partners increases the exposure of your properties, bringing more online visitors to your listings.
- **Will all my units be distributed?** Within EscapiaNET you have the power to customize which units you would like to distribute with specific partners. This allows you the flexibility to tailor the distribution of each property by each EscapiaNET Network partner. To customize go to Admin > Setup > EscapiaNET > Unit Distribution.
- **Can I get my units onto every EscapiaNET site?** Partner sites have the right to set their own criteria for listings. Ski sites, for example, might not want your beach home listed even if you’d be willing to have it there. And some sites are only interested in listings in certain locations as they balance the consumer traffic they have for some destinations with the number of listings. Tahoe.com for example only lists properties in the Lake Tahoe area.
- **How long after an inquiry does an EscapiaNET partner get to charge a commission?** 60 days. After 60 days have passed from the date of the inquiry you won’t be charged if they book with you (unless, of course, they send a new inquiry later).
- **Do I have to pay a commission if someone books a different property than they inquire about?** Yes, you do if the property that is ultimately booked by the person who inquired has been listed on EscapiaNET. The value you get from EscapiaNET is getting travelers looking for a place to stay to book your properties. Sometimes the property they book after talking with you is different than the one they inquired about. The distributors still need to be compensated for the work they did to deliver

you a customer even if the customer ends up in a different property than they originally inquired about.

- **Do I have to pay for customers who visit an EscapiaNET partner site but who also contact me directly?** Yes. EscapiaNET treats inquiries like most other sites. If you are in a lead generation program, you have to pay for a lead whether or not that person also found your web site in a search engine. If a customer sent an inquiry from a web site for a vacation home, that booking is commissionable for the next 60 days even if they also had visited your web site or called your agency on the phone.
- **Do I have to pay for customers who have stayed with me in the past?** Yes. If a consumer is looking for a vacation home on a directory web site, they have signaled that they are shopping around. Even if they have stayed with you before, they are considering other rental homes and the online booking or inquiry gives you the chance to secure that guest before someone else does.
- **Do I have to pay for a customer if they stay with me again later?** No, not if they book directly with you without visiting an EscapiaNET partner site again. If you've built the relationship with the guest, they know they always want to stay with you and they return again and again to one of your vacation homes, you never pay another penny in commissions.
- **Do I have to pay for inquiries that don't convert into bookings within 60 days?** No. If you received an inquiry from someone who books more than 60 days after they sent their inquiry, you pay no commission unless they later visit an EscapiaNET partner site and send a new inquiry.
- **Do I pay for bookings from customers who never visit an EscapiaNET partner site?** Absolutely not. Every booking you pay a commission on either happened online or comes from an inquiry from an EscapiaNET partner.
- **Do I have to pay for customers who cancel?** No. You only pay for guests who stay with you. If they cancel, they are not a commissionable booking.
- **Which dollars is the commission based on?** The commissionable \$\$ amount is based on the rent amount as well as any charges that are grouped with rent. Essentially a commission is charged on the total \$\$ amount that is presented to the guest as rent.
- **How will I know I've received a reservation? Does it just show up on my grid? Do I get an email?** The booking will appear on the Reservation Grid as a reservation. Depending on how you set your system, it will either come in as a confirmed reservation or a reservation you will confirm manually. You will also get the standard email notification that a new booking has come in.
- **Do I have to convert the reservation and process the credit card or does that happen automatically for me?** You will not need to convert the booking from a hold to a

Reservation, though you will need to process payments, etc. as you would with any other reservation.

- **How do the commissions flow through the Accounting module?** Commission charges will be seamless and you will not have to process or pay out additional fees from any of the accounts you have set up in Escapia Software.
- **How and when do I get charged for the commissions?** Commissions will be charged monthly and will appear on the monthly invoice that you receive from us. Your invoice will only include commissions for bookings with departures that occurred in the previous month.
- **How can I tell which bookings came in through EscapiaNET?** All bookings that come in through the program will have EscapiaNET as their Category and the name of the partner site that the booking originated from as the Subcategory.
- **What is EscapiaNET Auto Opt-In?** EscapiaNET Auto Opt-In ensures that you never miss out on any new EscapiaNET partnerships. All you need to do is choose a commission rate threshold and as new partners are signed and go live your properties will be automatically distributed on the new partner site. You will only be automatically distributed on a site with a commission rate at or below your threshold. This feature gives your properties greater visibility on the Web and you won't be surprised by any commission rates. To sign up go to Admin > Setup > EscapiaNET > Auto Distribution.capia.com