
EscapiaNET: Online distribution designed to work for managers like you

Why are nearly 70% of the agencies that use EscapiaONE 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, LATimes.com, 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 EscapiaONE 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 EscapiaONE software to select the partners on which 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 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 as broad online distribution as possible. 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.
- **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.

- **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.

Frequently asked questions

- **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.
- **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
- **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 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.
- **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.
- **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 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.