



— Short-term rental up-and-cross  
selling platform —

# Look Familiar?



# Golden Beach Rentals



4br, 2ba  
**Asking  
€500 p/n**

4br, 2.5ba  
**Asking  
€625 p/n**

6br, 3.5ba  
**Asking  
€850 p/n**

4br, 2ba  
**Asking  
€520 p/n**

## Cheaper properties book up fast



BOOKED

4br, 2ba  
**€500** p/n  
42 days  
In advance



BOOKED

4br, 2.5ba  
**€625** p/n  
66 days  
In advance



6br, 3.5ba  
**Asking  
€850** p/n



BOOKED

4br, 2ba  
**€495** p/n  
29 days  
In advance

## More expensive properties go unbooked

Unbooked, more-expensive properties get blocked...



emergency  
repairs

hosting  
nextdoor's  
bookings

...to help with double-bookings, repairs, and more.

# How about this?





All the quality things to do,  
places to eat,  
and just about everything else  
are all booked up  
by the time  
**your guests arrive**

**SOLD OUT**

That's leaving  
money  
on the table



# Solution

market to your guests...



An email inbox window titled 'My Email' on kayaks.com. The subject of the email is 'Limited time Deal: Upgrade Your Vacation'. The sender is 'Golden Beach Rentals &lt;no-reply@grentals.com&gt;' with an 'Unsubscribe' link and a 'to me' dropdown. The email body features a large image of a red multi-story house with a blue roof. Text in the body says 'You've been offered an upgrade! Act fast. This deal won't last.' Below the image, it says '6bedrooms - 3.5bath \$135 per night 40% off price difference' and a 'BOOK' button. The footer of the email reads: "Hello Jane Smith. An opportunity to book one of our best properties has opened up and we'd like to offer it to you and others with reservations for a chance to really enhance".

...after they book and before they arrive

# How it Works



Booked



Empty

**3 steps to get boost your revenue**

# 1. Set up an Account

the more you give us,  
the more options you have



Load Property Data



Create & Assign Tiers



Sync Availability



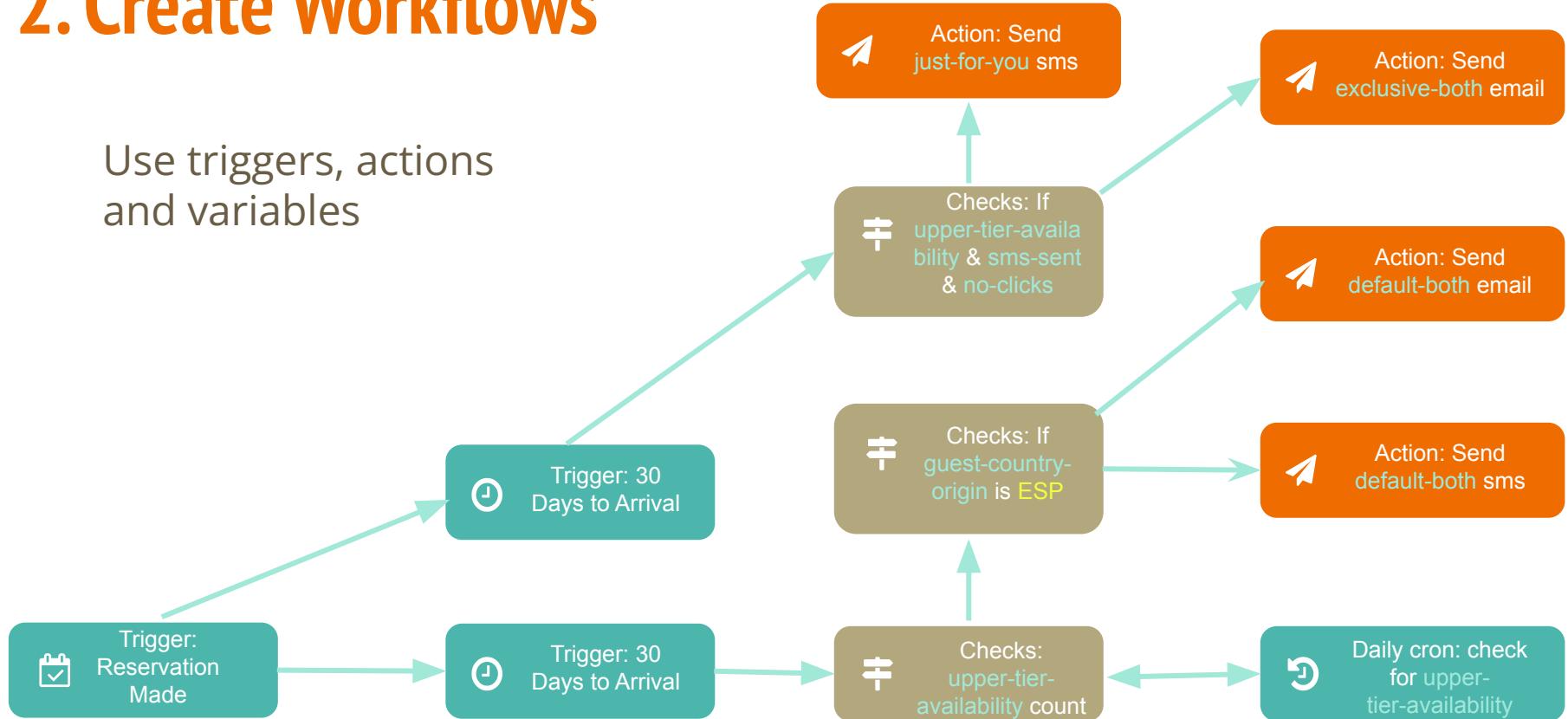
Set Discounts



Create Messages Templates

## 2. Create Workflows

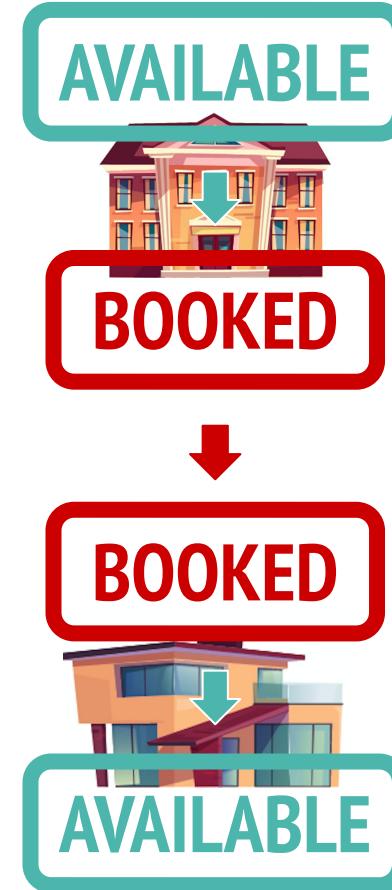
Use triggers, actions  
and variables



### 3. Power on and Process

- Reservations come in like a booking on any other channel
- You must open availability for the originally-booked property

(until we're integrated with your management system)



# The UpRez difference:



Rebooked at a  
higher price  
+€75 p. night  
+commissions from  
UpRez

Booked via UpRez  
+€135 p. night  
+commissions

# The Breakdown



The difference from 1 upgrade for a 1 week reservation

**€3,500** Original lower tier booking  
(\$500 x 7)

**€945** Upgrade sold at 40%  
(\$135 x 7)

**€4,025** Rebooked original  
(\$500 x 7)

**€400** Upgraded ancillary commissions - 11 people (admissions, rental car)

**+ €260** Rebooked ancillary commissions - 8 people (park passes, kayaks, boats)

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**€9,130** Total from all bookings

**€(3,500)** Original booking

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**€5,630** Potential revenue difference  
Using UpStay

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Care for an  
upgrade?

Nice. We can  
bring the dog

Think Cousin  
Rob would want  
to join?

Let's grab the  
passes now

Now we can  
take grandma

The kids can  
bring friends!

Let's get closer  
to the beach

The early bird  
deal for  
admissions is  
great

We can give  
each child  
their own  
room

I could really  
use an office

That's the  
house I was  
talking about

The kids would  
love the pool

There's  
currently a  
good choice of  
cars

# Why it works?



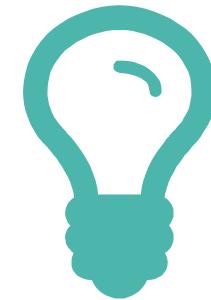
## Framing Effect

- Prices seem cheaper
- Discount is offered on the difference in price, not total amount



## Hot Market

- Current reservation confirms their intent and dates to travel
- Activities, attractions and tours are yet to be booked



## Better Info

- More decisions made
- Budgets and logistics determined
- Intent of other parties shown

# Validation

Prevalence in travel industries



Hotel Brands



Rental Cars



Airlines



Increase  
Revenue



Improve  
Operations



Boost Reviews

Who use it effectively to

# The impact of discounts

Please Note:

Discount	Conversion
10%	2.5%
20%	4.0%
25%	5.0%
40%	7.8%
100%	??

- Typical booking-site conversion is 1%
- Thresholds can be set to auto-stop upgrades based off availability
- Restrictions can be set on who and when these discounts are offered
- Fee differences will also be added
- 100% discount is still advantageous, as it increases reviews, still leads to ancillaries and opens up a hot selling property at a higher price. You cannot do that when 'bumping' the guest on arrival.

<https://vimeo.com/300854566> <- hotel  
discounting

# What does this cost?

	Free	Basic	Pro
Price per property per month	0	€3	€1
Revenue share for upgraded properties	10%	5%	3%
Revenue share on self-hosted ancillaries	10%	5%	
Commission of third party ancillaries	0	35%	50%
Sms capabilities	no	limited	yes
integration	self	assisted	assisted

# Who is this for?

Have total control of all their properties

Can convince owners to opt-in by offering a commission sharing option:

- Ancillaries booked
- Upgrades sold

Yes, their property is most likely to be rebooked and they can make more than just reservation revenue

# A Goal of Full Automation



- Most popular management systems and channel managers as a booking channel
- Management systems for live sync for property-details and rate info to push changes as they occur
- Customer relation management systems

# Who's behind this?

- Currently developing property management software
- Decades of experience in online travel
- A decade of engineering experience
- Specialization in online marketing

# FAQ's

- How will I implement this?
    - We'll need your data, but we don't need all the data your PMS holds. Either you fill out the forms or fill out a spreadsheet and we'll enter data. If you have an API we could consume your data there to
  - How do I get the property owners on board?
    - The fundamentals of revenue management states that those hot selling properties that book up fast are often selling at a cheaper price than the market allows. This gives .
- Actually better made as a supporting doc

# Workflows:

## Actions

- Send Email
- Send Text Message
- Block (internal)
- Availability
- Chron Check
- Set alert

## Variables

### Reservation Variables

- number-of-people
- length-of-stay
- booking-source
- guest-country-origin
- min-price-threshold-met
- ...more

### Property Variables

- property-size
- number-rooms
- ...more

### Custom Variables:

- message-type
- message-sent
- message-opened
- have-upgraded
- do-not-upsell
- ...and more

## Triggers

- Incoming Reservations
- Change in Tier Availability
- Adjustment in Filter Opportunities
- Dynamic Discounts Offerings
- Time until arrival
- And others....