



Congratulations on your Vrbo integration!

You're now live and ready to receive bookings! Any changes you make in your property management software or channel manager (properties, rates, calendars, bookings and payments) will update daily on Vrbo. DO NOT manage your content through your Vrbo dashboard (unless you have been specifically set up to do so).

- These changes will then appear on Vrbo within 24 hours.
- Changes to your calendar will update approximately hourly.

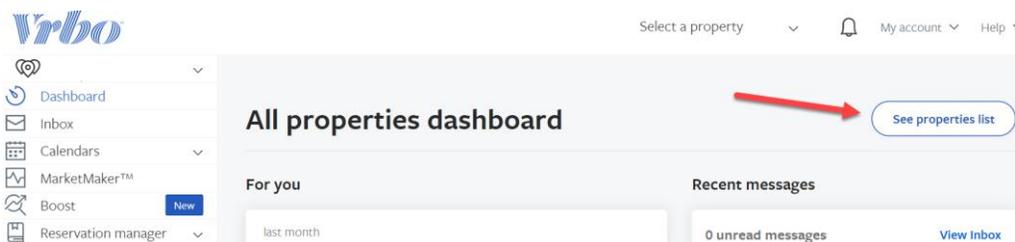
Vrbo does not support multiple accounts for Property Managers, add all new listings to your newly connected account.

GETTING STARTED

1. YOUR VRBO DASHBOARD

Your listings

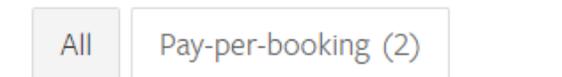
To view your listings and listing numbers, login to your Vrbo dashboard: 'See properties list':





Property Name / Address	HA ID / ID	Bookable online	Status
 Very Pretty Vacation Home 123 ABC Parkway ...	1234567 ABCDEFG	Yes	Enabled
 My Apartment for Rent 567 DEF Street, Unit 1 ...	1111111 AAA222BBB	Yes	Enabled

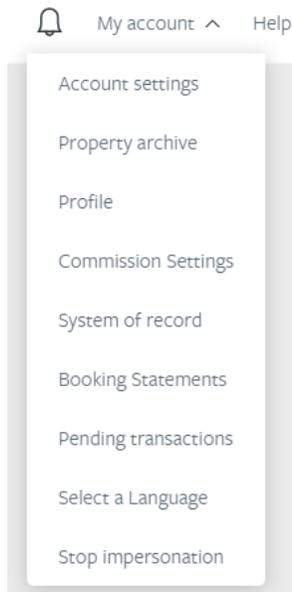
Tabs and info on the main page



- **All:** This tab includes a list of all your listings (pay-per booking, subscription, live or not live). You can filter by the Vrbo ID, software ID, subscription Level, and/or listing status. Note: you can export this information to an Excel file by selecting the "Export to CSV" arrow button.
- **Incomplete:** This tab will only appear if you have listings with incomplete information. Complete the indicated missing info in your software and the listing will go Live with the next sync.
- **Pay Per Booking:** These are your commission-based listings. Here you will see the main commission rate charged (5% to 15% depending on your commercial offer and your listings' region). If you have any doubt, contact your Account Manager or IPM Support.

All listings you start sharing as new from your software will be created with the next daily sync. They will either go live automatically or stay under the Incomplete tab if there is content missing that you need to complete in your software.

Account Information: My Account



- **Account Settings** - Passwords, phone & Security questions
- **Commission Settings** – Update here the credit card where your booking commission is charged.
- **Booking Statements** – These will be emailed to you monthly, but you may access them from your Vrbo dashboard as well and even download them statements in a pdf or csv format. Vrbo > your name in the upper right hand corner > Booking Statements.
- **Pending Transactions** – Here you will see all of the upcoming charges that will be placed on your card the next month (2nd day of each month).
- More info [here](#)

2. CONTENT MANAGEMENT

Adding new properties to Vrbo

When you are ready to add new connected properties to your Vrbo account;

1. Build out the property information, rates, calendars etc. in your software and enable the property for distribution to Vrbo in your software.
2. Allow the feed auto-run overnight- this retrieves the information from your software and automatically builds the listing on Vrbo.
3. Log into your Vrbo Dashboard the next morning. The properties should automatically go live/enabled, but check to see if any properties are showing in the Incomplete tab.
4. If you have properties in the Incomplete tab, simply fix the missing info in your software and wait for the feed to run that night. They will automatically go live if all minimum content requirements are met.



Minimum content required in your software

To ensure that all listings meet basic quality standards, all new listings must meet the following minimum requirements in order to go Live on Vrbo:

- ✓ *Headline*: must include at least 20 characters (max of 80).
- ✓ *Description*: must include at least 400 characters (max of 10,000).
- ✓ *Photos*: each listing must have at least 6 photos (max of 50). i.e: images of the unit and surrounding areas. We accept HD Quality photos (JPEG Files, 1920 x 1080). No videos are accepted.
- ✓ *Bedroom and bathroom* count should be included for each listing.
- ✓ *Property Amenities*.
- ✓ An accurate *address and latitude/longitude* for each property.
- ✓ Updated *calendar and rates* information.
- ✓ *Registration number* must be specified for listings in jurisdictions that require it.

*Every time you update your calendars make sure you have rates provided for those dates.

**To avoid double bookings occurring, before a traveler booking happens, we also perform a real-time check with your software to ensure the property is still available.

Managing Content -Ongoing

- Your listings are now live, and the content is updated once daily with the software & Vrbo synchronization, therefore this content should always be completed and modified in your software.
- Calendars are an exception as they will be updated approximately hourly.
- For any content errors' please check your integration email report or check the dashboard for errors.
- If you ever need to disable a listing in your software or Vrbo, remember to disable it on the other side too or you will start receiving plenty of sync error messages in your Inbox.

If you have a partial sync, read this!

If when you were activated with your software you chose to maintain some content fields in your Vrbo dashboard, remember you will have to feed these fields directly in your Vrbo Dashboard (not in your software).

Wpbo



3. BOOKINGS

Managing Bookings

- All your new bookings have to be managed from your software only.
- You are responsible for taking the payment from the traveler. (Vrbo takes no traveler payment anymore.)
- Your software will also inform Vrbo of any changes to bookings, such as dates or the duration of a stay.

Online bookings specs

- The traveler will have to agree to your cancellation policy and rental agreement when booking through one of our websites. Please double check these contain the correct information. You may want to include them in different languages within the same document if your software does not offer you the option to add different languages' versions.
- If you have Instant Booking enabled, bookings coming from Vrbo will automatically be confirmed.
- If you do not have Instant Booking enabled, take action as soon as you receive a booking and either accept, decline, or cancel it in your software. Unconfirmed booking requests will be charged the corresponding commission, so be sure to take action as soon as you receive the booking.
- Vrbo will pass the credit card details for online transactions to your software/payment processor.
- If you offer Invoice payments to the traveler, contact them in 24 hours upon receiving the booking and let them know the different payment options you offer.

Offline bookings specs

- In the event of you having to create manually in your software a booking coming from a Vrbo traveler request, please assign it to HomeAway/Vrbo in your software (*Source*). It is important that you follow the guidelines established by your software in this regard.
- Offline bookings factor into your listing's overall performance just like online bookings.

Cancelled bookings

- You'll need to cancel the booking directly in your software.
- You are responsible for refunding the traveler directly for the reservation amount.
- The established link between your software and Vrbo will feed us the new Cancelled status in order for us to refund the traveler service fee, and not to charge you the corresponding commission either (that being the case with your listing model).

If you used to manage your listings on Vrbo's Platform previously, read this!



If you have recently enabled an integration to your software but manually updated your properties previously on the Vrbo dashboard you might be wondering about outstanding payments & bookings:

- For future reservations that booked through Vrbo before the software integration went live, Vrbo will still handle the payments & disbursement to your bank account. Vrbo will also send reminder emails for the traveler with a link for them to complete any remaining payments through the Vrbo payment system.
- Unfortunately, now you're integrated, you'll no longer be able to offer travelers quotes or reduced prices from inquiries



4. TRAVELER INQUIRIES

Traveler inquiries

- When you receive a new traveler inquiry, Vrbo will send you an email notification to your professional email inbox.
- Reply directly to the email from your professional mailbox (do not access your Vrbo dashboard for this).
- To change the contact email where Vrbo traveler inquiry notifications are sent, go to Vrbo, click on Property > Edit Property > Contacts.
- You may test the inquiry flow out and send yourself an inquiry from one of your live listings.

*Some Property Management Software companies have an inquiry integration with Vrbo so traveler inquiries appear in your software and you can directly respond.

**Check with your software to learn if/how you can view and respond to a Vrbo Inquiry directly within your software



5. REPORTS YOU WILL RECEIVE

OLB Audit Report

OLB Integration Audit Report dated 09/21/2020

This report provides a view into the last 24 hours of Online Booking activity on Vrbo. Please refer to the attachment for more details.

Advertiser: My Account

Booking	
Requests:	2
Errors (Business / Technical):	0 / 0
Successes:	2
Fast availability	
Requests:	79
Errors (Business / Technical):	0 / 0
Successes:	79

- You will receive it daily in your Inbox.
- It includes the number and details of quotes and reservations received on your Live listings the previous 24 hours.
- See the exact details on the attached Excel file included.

Error Report

Integration Audit Report dated 2020-09-21 09:00:00

This report provides a view to the health of your most recent integration run. Please refer to the attachment for more details.

Advertiser: My Account

Scope

Processed Units: 56
 Skipped Units: 0

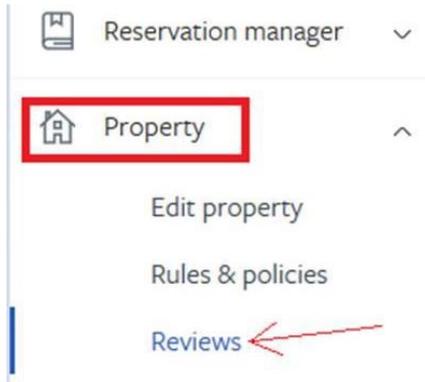
- If your listings' content is correct you will never receive this report.
- If there is a sync error between your software and Vrbo the system will create an error report several times a day until that content is corrected.
- In the attached file you will see exactly what field you need to correct for what specific listing.
- To learn more about troubleshooting audit reports click [here](#)

	A	B	C	D	E	F	G	H	I	J	K
1	Process D	Advertiser	Listing Ext	Unit Exter	Entity Type	Listing URI	Sourced fr	Action	Status	Message	
2	2020-06-2	TEST	TEST	123	listing	http://www.fewo-dir	NOOP		SUCCESS		
3	2020-06-2	TEST	TEST	124	listing	http://ww	New Listing		INCOMPLETE	BATHROOM_MISSING	

*If you wish to not receive those reports or have questions, let us know.



6. REVIEWS & POST STAY



- Vrbo will send a review request to the travelers on their check-out day and 1 week later.
- If they do not reply back, we recommend you ask travelers to review their stay.
- You may also rate your guests in our two-way review system.
- Learn more about the review system in the [Discovery hub](#)
- To manage reviews or rate the traveler: Vrbo > Properties > click on the selected property > Property > Reviews.



7. TIPS & TRICKS

Remember **not to use any parts of the Vrbo dashboard that pertain to Inbox, Calendar, Reservations, Rates, Booking Requests or Payments.** These areas do not have live connections to your software and will cause incorrect data to be sent to travelers.

Here are some **helpful tips:**

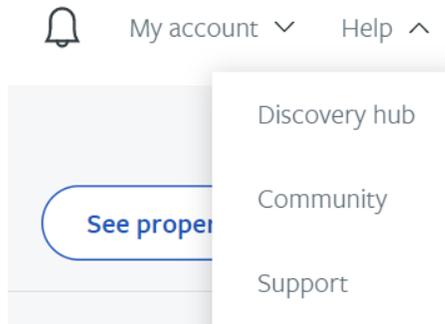
- ★ It is important to remember that if you update your calendars you need to ensure you have rates provided for those dates.
- ★ Select all amenities in your software that your property offers and understand how these map to Vrbo.
- ★ Review your listings as if you were a traveler. Remember, you have worked on providing this information and it is important to see the end result you created.
- ★ You are now 100% responsible for managing the travelers' payments directly.
- ★ Do not manage your inquiries or new reservations within the Vrbo dashboard as that is not supported with your integration. Manage inquiries directly from your professional email Inbox and manage reservations within your software.
- ★ Exception: as mentioned, all previous reservations & payments received while you were not connected to your software have still to be managed as previously, from your Vrbo Dashboard.

If you're new to Vrbo here's also some handy hints on **what travelers look for in properties:**

- ★ **First photo:** Make sure you have the best feature of the property displayed in the first photo in your software. This is the first image travelers see when browsing their options. Remember, travelers love pools and hot tubs on vacation.
- ★ **Headlines:** Spice them up. Try to be creative. Edit them to be more attention-grabbing. Look at reviews from past travelers to see what aspects of the property they raved about. Make sure to include 'hot tub' or 'pool' in the headline if the property has one!
- ★ **Photo Captions:** Add photo captions to your photos in your software to boast about the features of each property. People are much more likely to look through photos than read a long description.
- ★ **Keep an eye on competition:** Go onto vrbo.com and search for similar size properties in similar areas > check their cleaning fee, cancellation policy, payment schedule, etc to see what you're up against.



8. VRBO HELP



You'll see that our **Discovery Hub** has a wealth of information on how best to manage your listings. It can be accessed from any page in your Vrbo dashboard by clicking **Help** in the top right corner, and selecting from the dropdown. There, you can find tips for making your rental more bookable and successful, as well as news and upcoming events. To learn more about managing your listings and how to succeed on Vrbo explore the Discovery Hub [here](#)

As a reminder, it's important that you abide by our **marketplace policies** [found here](#).

If you have any questions, please feel free to reach out to **your account manager** or our **dedicated IPM support team**:

- US: 877-239-2592 | pm-support@homeaway.com