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**GUEST RELATIONS & MARKETING MANAGER**

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**Day to Day:**

Start the week by checking Inbox messages and check in/checkouts for the upcoming week. Make sure to answer all questions in the IGMS inbox.

Plan on checking the arrivals throughout the week off and on, or if it is a busy time of year you may need to check it daily Check the automated “Welcome” message that went out to the guest on the third day prior to check in. If a guest books after 3pm on the third day to check in, make sure they received the information or copy and paste the letter and send it to them.

Note for checking IGMS Inbox messages: A lot of vacationers will ask for advice on “everything”. Ask Holly and other staff or search reviews on Yelp and TripAdvisor if you are not sure on how to answer. Make sure to offer additional answers to their questions as needed and check back in a few hours to a day to see if they have any more.

**Log Ins: NEEDS UPDATING**

VRBO Log In for MRC: [mauirentalconnections@gmail.com](mailto:mauirentalconnections@gmail.com) Password: Crystal57

VRBO Log In for Brynn(MV2420): [Brynnadean@charter.net](mailto:Brynnadean@charter.net) Password: Hawaii2420

Airbnb Log In MRC(+Brynns): [mauirentalconnections@gmail.com](mailto:mauirentalconnections@gmail.com) Password:Airbndb2019

**Cleaning:**

You can view cleaning schedules on IGMS.

If you get cancellations or last-minute request for a change in the booking, (such as early arrival or late arrival or a cancellation) you should text or call the housekeepers prior to approving the change. They can almost always work it in their schedule, but they need a heads up as to when guests are coming and leaving. If there are cancellations let them know so they can relax their schedule a bit. Same if a guest is asking for an hour or more in their check out. Do not assume that it will be ok with the housekeeper. Housekeeping numbers can be found in the Box under each unit.

Current Cleaners:

* Sandra (MB Q208(a) and MB Q208, MK e103, KT P302, MB H306, MB H505) she can be

reached at 808-276-0323

* Nandi is assigned to (MV2420, Milowai 310) she can be reached at 808-281-6287
* Patti with Best Maui Cleaning (MK G212, KS 1-405, KS 8-202) she can be reached at 808-357-2841

**Entering Guests AOAO Sites:**

Maui Vista and Maui Kamaole have AOAO sites that require you to enter guest information.

Maui Vista requires guests to check in at their office and pick up a parking pass. Maui Vista and

Maui Kamaole has an online registration system that needs to be updated periodically.

**Maui Vista**

<http://myassociationsite.com/unit_reservations/page_custom.jsp?property=mauivista&page=unit_reservations_login_agent>

Enter mauivista

Agent Code is mrc

Unit #

Password HC1272

Once entered check “Reservation List” to see upcoming reservations/delete/or edit

\*If there is a last minute check in you need to add the guest information into the software systems.

E**ntering Guests AOAO Sites Continued:**

**Maui Kamaole**

<http://www.mauikamaoao.org>

email is [MauiRentalConnections@gmail.com](mailto:MauiRentalConnections@gmail.com)

Password is Billy2011

Enter information accordingly. Maui Kamaole will not let you see who you have registered, and they do not have an option to cancel a guest. They ask that you just enter who is staying in the unit as soon as you know and once the guests check in they will be registered and the owner will receive a charge for that guest. If a guest doesn’t check in then there is no charge. If you have trouble with registration you can call Marti the assistant manager at 808-874-8467.

Maui Banyan does not have a site to pre-register guests but they do require guests to check into the office to obtain a parking pass and register themselves.

**Airbnb:**

**Entering in Listings:**

Log on and go to the upper right corner and click on “create a new listing”. Follow through with loading the information. Do not load the unit number in the address or any information that will define the location of the unit prior to booking. Pick “Apartment” first and then it will give you an option to add it as a Condominium.

The guests will have the “entire” place and it is set up “primarily for guests”. Follow through with the rest of the questions. Add photos with the living room or lanai first, then kitchen, the bedrooms, and bathrooms. Finish by adding pictures of the exterior of the complex, such as the pool, beach view or walkway to the beach, tennis courts etc… You can add these and then move they around by picking and sliding them into place. It is helpful to download the pictures out of the Box first and put them in folders on your desktop.

**Timed Messages (Airbnb):** (such as check in “Welcome Instructions”, or Check out “Mahalo Letter”

Start at Airbnb Home page, go to the “Inbox”, below on the left will show **=All Messages,** click on the 3 lines and a left side drop box will open. Scroll down to “scheduled messages”, click on this and a list of what is currently scheduled will show. It will also show which unit it is or if it is for all the units, such as the “Mahalo Letter”. Click once on the one you want to edit or click on the right upper corner to create a new message. Edit works great for adding a new pool, key, wifi code or new directions for the guest.

**Adding a new message:**

This is quite easy once you get started. Click on “New Message”, upper right corner. A fill in will pop up. Name the message, this is not seen by traveler. Use the short codes to add fill in spaces for the listing. Making sure you have the fill information in your listing. Once finished click on the “action” button. Pick one of three, booking, check in or check day or time you will have a lot more options to play with. Once you are done hit “create” and it will ask which listings you want this message to apply to. You can apply to all such as a “booking notice” or you can pick just one such as the “check in” information. It is helpful if you have multiple units in the same complex to copy and paste and then change the unit number, wifi and lock box codes accordingly.

**Pro Marketing:** To view the listed units and “share” to the owner go to Pro Marketing. Start at the Home page and scroll to the bottom of the page. To the left bottom corner is the Pro Marketing section. Click on this, a new Airbnb site will load and you will see each unit that is listed, click on the unit you wish to view. This will give you a real time as to what guests see. It also lets you view reviews easily. In the top right corner, you have the option to “share” with your owner or anyone else that is interested in the unit. To exit out of Pro Marketing just click the Airbnb symbol in the left upper corner.

**Smart Pricing:**

Smart pricing in Airbnb lets your pricing fluctuate with trends without going below your minimum price amount. It is “smart” to have it on as it will increase or decrease rates without you having to watch. It is still a good idea to check pricing occasionally as you may have the minimum set too high to work in your favor.

**Invoicing:**

To invoice a guest for additional charges such as mailing a left item or extra cleaning/broken item, complete the following. Go to guest reservations and click on the guest you want to invoice. A new screen will open with that reservation. Scroll down below “Private Notes” and click “Request Money”. This will open another screen and take you to the “Resolution Center”. Follow the prompts and complete the request.

**VRBO:**

**Entering Listings:**

In the right upper corner under my account select the drop-down arrow and chose “add a new property”.

Select the number of bedrooms and bathrooms, next. Enter the address leaving out the unit number, next.

It will give you the earning potential, next. Verify the location map and that it is correct. Start adding the amenities, if you don’t know you may have to check another listing or some of our listing on Airbnb. Enter the description. This is often easy if you pull from one of our other listings and just change a little of the information to match this unit. Make sure to add how many people the unit will accommodate. If the pull out is smaller just add one adult. There is a place on the next page to add the pull-out information.

We are “Professional Hosts” as this is a business. We do require a minimum age to rent the unit.

For most units it is 21. We do not allow “events”, no pets, and we do allow children (all ages) but make sure to note in comments that we do not provide infant furniture. We can assist with that rental if needed. Smoking is not allowed in any of our units or at the properties. Continue past “Local Laws” and finish adding photos. Select the deposit account from the drop down. It should say “American Savings Bank”, agree to both terms. Hit submit and it will verify the account. Once it has been accepted you will come to add the listing prices (make sure they match Airbnb if listed there), fees such as cleaning, and taxes. It will then ask for payment and put it in a “hold” status. Holly will need to call or approve the listing at this point.

**Edit Bookings (VRBO):**

\*To edit a current registration after confirming with guest the terms.

On the left side dash scroll down and pick Reservation List, drop down and choose the reservation for the guest that needs an adjustment. The messages will show mid screen for that guest and on the right side the reservation. Scroll down a few inches, below “Booking Details” and click “Edit Booking”. It will ask for the extra amount to be added. Example (If you are adding one night and the nightly rate is $179 you would add $179 plus tax 14.42% so your entry would be $204.81). Make sure before you change the reservation that the guest is ok with the amount and understands. Once you have finished and submitted, they will send the invoice to the guest to pay. They are usually waiting for it but you can send a message and let them know you submitted the change.

\*\*\*Remember if the change is within the next month you need to check with the housekeepers first.

**Change Cancellation Policy or House Rules (VRBO):**

From the Dashboard double click on the property, once loaded on the left side click on the “Property” arrow, scroll down, and choose “Rules & Policies”. Here you can make changes to all the above.

**Change Heading or Description (VRBO):**

From the Dashboard double click on the property, once loaded on the left side click on the “Property” arrow,

Scroll down and choose “Edit Property”, click middle of the top of the screen “Description”, this will give you the chance to change the heading or any of the other listing details.

**Synced Listings:** To sync listings in Airbnb or VRBO or between sites you will need to export or import urls.

**In Airbnb** go to the listings and pick which listing you wish to sync. Go to the second tab and click on “pricing and availability”. Scroll down to Calendar Sync. Depending on how you wish to sync choose to import to add a url from another site or unit or export to copy a url to add to another site. \*\*\*Airbnb takes approximately 30 mins to sync with an outside booking site.

Keep checking back to make sure that it worked. If you click on the “Linked Airbnb Calendar” below the Import/Export, it will show you which units this particular unit is linked to. This will only show you Airbnb listings. You will still need to check for VRBO or RPM.

**\***If a unit had previously been listing in VRBO but is now “inactive” you have to delete the VRBO sync or it will not show available in Airbnb.

**In VRBO:** go to the Reservations Calendar and towards the upper right middle is a drop down arrow stating “Import/Export”. Click on the down arrow. The top will show you if the listing is linked already. Below will let you import or export depending on what you wish to do. VRBO will also let you color code different sites. Keep them the same to keep it easier to read.

\*\*\*When linking units between sites and changing the price points make sure to change them all individually. This will not change price points for you.

**Craigslist/Last Min. Bookings:**

Sometimes there will be a last-minute cancellation. When this happens put a Craigslist Ad on three major west coast cities (LA, SF and Seattle or Portland) and HI. There are word documents for some of the units in the Box. Just search Craigslist. Make sure to note that it is last minute and all the details. You can copy and paste the Airbnb/VRBO descriptions to save time.

Add at least 9 pictures and state that it will be booked by Maui Rental Connections/Holly. Note the daily rate, housekeeping fee and the taxes (14.42%). Notify Holly that you are listing it and that she may get inquiries. As soon as the dates book, Holly will notify you to delete the bookings and block out the dates on the Airbnb/VRBO calendars. This is especially important to avoid double bookings. Occasionally Airbnb will send a message asking if they can book a last-minute booking. Check with housekeeping first before you authorize it.

**Quotes:**

Sometimes a guest will ask for a longer stay than normal or call MRC and request a custom quote. To do this

take the day rate for that time frame/or the agreed day rate, add the resort or management fee (usually $49), add the cleaning fee and multiple it by 14.42 % (.1442). This will give you the total. DO NOT SEND TO THE GUEST UNTIL HOLLY REVIEWS THE AMOUNT FIRST! Holly will ask what the current day rate is and you will work with her on this. Also do not reply to Airbnb or VRBO requests for a custom rate without her approval first. Sometimes people will try to book outside of those sites and we can get into trouble for swaying them off the site.

**Owner Blocks:**

**VRBO:** Pick the unit and go into that units calendar. Click on the start date of the block. This will bring up a drop down “Add Reservation” on the right side. Pick the end date, this will highlight the top “Reservation/Blocked”. You will use this if you have a custom reservation or you will use “Blocked” if you have the owner coming, maintenance or extra cleaning. You will not need a name or email for the “Blocked” but it is good to put notes to refer back to.

**Airbnb:** Go to calendar, pick the unit from the left side to pull up the full calendar for that unit. Pick the date and then go to the right side and at the top next to the arrow click on the date to the far right. This will pull up a small calendar to pick the end date. Still on the right side under “Availability” choose if you are blocking or making time available. Again make a note. \*\*\*Airbnb can take time to merge these “blocks” when they are synced. Make sure to check after a few mins or an hour especially if it is merged with VRBO.

**Beat of Hawaii:** Beatofhawaii.com

Beat of Hawaii is a Vacation Guided Internet Site that is run by two men who live on Kauai. The put out a daily newsletter so you don’t have to look far for information. What is good about this site is that they offer trends, government updates (such as covid guidelines) and post about sales, which helps to know when a flood of bookings may come in. Their site is also good to read comments from travelers and locals regarding their take on certain topics. Take their site lightly and do your own research but it is a good starting point…especially for trends.

**Trello:**

Trello is a great calendar to keep track of the tasks that you are working on as well to communicate with others working on the same task.

Log into Trello, you will have your own log in information or Holly may provide you with a link.

See you corresponding color and scroll each of the tabs for your tasks and who you are working on them with.

Instructions will be in the tab and if there are questions you may have you can post “Comments”. You can also “edit” or “delete” comments.

To add an attachment of working completed or parts of the task go to the links on the right side of the task.

If you would like to download an attachment to your desktop, click the small arrow in the right-hand corner. This will open a separate tab with that image or document. You can then right click and choose how and where you wish to save it.

When adding small items such as QR codes you will need to resize and take into consideration text around that item.

**Reviews:**

Good reviews are especially important! Staying on top of the in box/messages and texts/calls are one way to achieve this. Guests can have many questions regarding their stay and what to expect and they need to trust we can help them with their questions and concerns.

VRBO Reviews: An email is sent 3 days after the guest has completed their travel asking for a review on how the guest was. Leaving a review for the guest usually generates them to leave one as well. Once both reviews have been submitted the reviews will become live. If you or the guest does not leave a review the review period is 14 days. Once a review has been submitted it can not be edited. Therefore, it is so important to make sure any issues were resolved prior to reviews being submitted. Reviews are a cumulation of all reviews submitted on that unit.

Airbnb Reviews: In Airbnb you can go the “Help” field and type in Reviews. It will list all the reviews from the most recent down. You will also have an opportunity to respond to a review that has been listed. The review window in Airbnb is also 14 days.

When reviewing a guest think if they left your unit in good shape? Did they leave a mess? Did they follow the rules?

Make sure to read the reviews regularly as guests will put suggestions or notify you that something may be broken and in need of replacement or repair.

**Packages:**

Please do not notify guests that they can have packages delivered to their vacation rental condo. We do not have keys for the post boxes for these units and they will have no way of receiving their package.

**Late Check Outs:**

If a guest would like a late check out they would need to book another day. Sometimes a guest will want to add a day after their booking. This can be done by editing their booking but you must check with housekeeping before approving the extra day.

**Inquiries:**

Sometimes you will get messages for a reduced rate or regarding special pricing. In Airbnb prior to creating the offer check the daily rate for those dates and the housekeeping fee charged. Make note of these amounts. Multiple the daily rate minus the discount and add the housekeeping fee. Airbnb will add the admin and taxes for you. To make the offer go to the Inbox, Inquiry, (the message will pull up), click on the highlighted center box (Create Special Offer). This will open a separate box with the listing/date information. Add your new daily rate as well as the cleaning fee. When you add the amount, the area below will open and give you an opportunity to view the amounts with fees prior to sending to the guest. Be careful not to send as you cannot retract it once sent. The guest will have 24 hours to reply to you before the offer expires.