

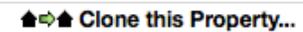
Getting Started with Bookerville: CREATING PROPERTIES

TAB 1: PROPERTY SETUP

Create Your First Property - Introduction

To create your first property, give yourself some time and make sure you have handy all your property information. If you are an experienced vacation rental owner or manager, you will already know a lot of this information, and you'll be able to get your properties set up pretty quickly.

Got Multiple Properties? After you create the first property in full, you can quickly Clone that property to create a second one. The Clone button is located at the top right in Edit mode.

 Clone this Property..

After you clone, just change the name of the new property, and change any other differences, and you've got your second property done in a much shorter time than the first.

- Items you may want to change in a new property when you use the Clone This Property: Address, Owner, Features, Amenities, iCal URLs, Listing Site Property Numbers, Rates, Cleaning Fees, Security Deposits, Arrival Instructions, Departure Instructions

What's This? In many areas throughout the software, you will notice the What's This icons. Click these for specific help information about that feature.

 What's This?

Key Completions: To see your progress, check out the Key Completions at the top of the screen (shown when you are in Edit mode.)

Key completions:  This is just a rough gauge of how "complete" your property setup is. All settings in Bookerville are optional, so don't let a red (or orange) item concern you if you're not using that feature. Click the  icons to learn about each item.

<input checked="" type="checkbox"/> Payment Processor 	<input checked="" type="checkbox"/> Pre-Payment 	<input checked="" type="checkbox"/> Rates 	<input checked="" type="checkbox"/> Occupancy 	<input checked="" type="checkbox"/> Photos 	<input type="checkbox"/> Features/Amenities 	<input type="checkbox"/> Tax Rates 	<input type="checkbox"/> ASE Policy 	<input type="checkbox"/> Users w/ Permissions 
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Instructions to Setup First Property – The Basics:

1. From the Bookerville dashboard, click the **My Properties** tab.
2. Click the **Add New Property / Unit** button.
3. You are now in Edit mode, and seven tabs appear across the top.
4. A message appears that says **Enter Basic Information**. This means, in order to see the other six tabs, you must enter a small amount of information and click **Save**.
5. Click **OK** on the message box.
6. Notice the seven tabs across the top when you are in Edit Property mode.
 - Tab 1: Property Setup
 - Tab 2: Rates
 - Tab 3: Guest Options
 - Tab 4: Min/Max Stays
 - Tab 5: Expenses
 - Tab 6: Photos
 - Tab 7: Widgets/Colors
7. You can always return to the Dashboard by clicking Return to Dashboard at the top of the screen.

Now, let's get started on **Tab 1: Property Setup...**

Tab 1: Property Setup includes the following sections:

- Property Details
- Owner Contact Information
- Public Calendar Details
- Property Features & Amenities
- APIs, Calendar Sync, and Integration
- Fees & Charges
- Pre-Payments: Collecting Payments At Time of Online Booking
- Accepted Forms of Payments

Create Your First Property - Tab 1: Property Setup

Estimated Time to Complete: 60-90 minutes, assuming you have the information at hand. If not, or you have decisions to make, this could take 2 – 3 hours.

This tab has several sections and is the largest of all the tabs. You may have to come back a few times to enter all the information. Just save your progress by clicking the Save button, located at the top and bottom of the page.

Required fields are marked with an asterisk and are colored yellow.

Property Details

Property Details

Your property address information is kept **private**. Only the property name and the URL (link) to your property website are displayed to guests. See our [Privacy Policy](#) for more details.

Property Name: * Pandoras Box

Property Website URL: http://

Property Address: (line 1) * 1234 Southern Pine Lane

Property Address: (line 2)

Property City: * McLean

Property State/Province: * VA

Property County:

Property Postal/Zip Code: * 12121

Property Country: * US - United States

1. If you haven't already, from the **Master Calendar**, click the name of the property you want to edit. That will put you in Edit mode for the property.
2. In the **Property Setup** tab, you will start in the **Property Details** section.
3. Enter your **Property Name**. This will be used on your Master Calendar; it will also be shown on the Public Booking Calendar, in emails to guests, in reports, etc. It will be what is displayed when you use the [PROPERTY NAME] tag. The max length for this field is 40 characters.
4. Enter the **Property Website URL** for your property. This will appear in your Public Booking Calendar. It will be what is displayed when you use the [PROPERTY WEBSITE] tag in your emails and contracts.
5. Enter the **Property Address** in the remaining fields. This information provided here will be what is displayed when you use the [PROPERTY ADDRESS] tag in your emails and contracts. It is NOT displayed on your Public Booking Calendar.

Owner Contact Information

Owner Contact Information

All owner information is kept **private**. See our [Privacy Policy](#) for more details.

Owner's First Name:

Owner's Last Name:

Owner's Phone Number:

Owner's Address: (line 1)

Owner's Address: (line 2)

Owner's City:

Owner's State/Province:

Owner's Postal/Zip Code:

Owner's Country:

Owner's Email:

Only one email address is permitted here.

(If you are the owner AND ALSO the property manager for this property, you may also want to complete the Property Manager Contact Information on the [Account Settings](#) tab.)

1. Enter the **Owner's Contact Information** in the fields in this section. This will allow you to run reports on owners, and add owners as other users/members.
2. If you are the owner AND the manager, be sure to enter the Property Manager Contact Information on the Account Settings tab. The information on the Account Settings tab is used in email templates, on you public booking calendar, where guests should send checks, if you take checks.
3. The information provided here will be what is displayed when you use the [OWNER NAME], [OWNER FIRST NAME], and [OWNER LAST NAME] tags in your emails and contracts.

Public Calendar Details

Public Calendar Details

[Click Here to View Public Calendar](#) What's This?

Public Availability & Booking Calendar URL:
 Edit Popup Msg
Use this URL to view the booking calendar for this property. Edit Popup Title

Export in iCal format:

Use this URL to feed your Bookerville calendar to HomeAway/VRBO, AirBnB, FlipKey, etc.

Check-in Time: * Ex.: 3:00 pm, or 15:00

Check-out Time: * Ex.: 10:00 am, or 10:00

List this Property Publicly What's This?

To view your public booking calendar, click on the **Click Here to View Public Calendar** link.

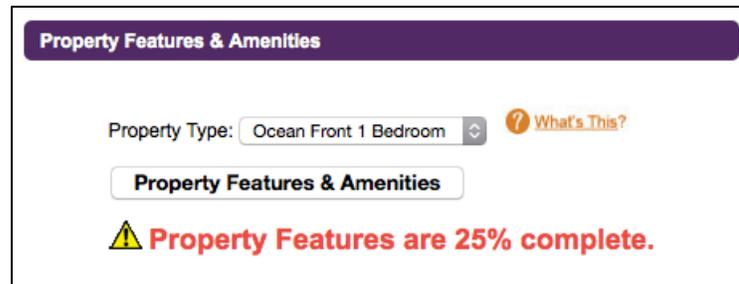
Your **public booking calendar URL** will appear in this field after the property is initially saved. You can use this URL to link to your calendar in your email, website, social media – anywhere you may want to include a link to it. (Also see Website Integration.)

1. To **export your calendar in iCal format**, and be able to sync your calendar with other listing sites, use the URL found in the Export in iCal Format field. (Also see Syncing Your Calendar, further down the page.)
2. To create a **Public Calendar Popup Message**, click the Edit Popup Msg button. This is typically not needed, but can be used to display a message at the beginning of the online booking process.
3. To edit the **Public Calendar Popup Title**, click the Edit Popup Title button. This is the title of message box.
4. Enter **Check-In** and **Check-Out** times. This information is displayed in your emails and contract.
5. The **List this Property Publicly** field is checked by default. Most likely, you'll want to keep it that way. If you ever want to keep a property in your account, but have it not appear in your public master calendar or not appear in multi-property search, uncheck this box.
6. If you are using your Bookerville calendar for private or family and friends only booking, you can edit the **“Who Can Use my Public Calendar”** features. Otherwise, just leave it set to “Allow anyone to use the public calendar”
7. Select the desired **Public Calendar Mode**:
 - a. **Guest Centric Booking or Manager-Centric Booking**: Which one you choose depends on how you run your rental business. Do you like to talk to each guest first before they book? Then you would choose “Manager-Centric.” If you'd like guests to be able to book directly on your calendar including paying online, then choose “Guest-Centric.”
8. For the **Contract or Terms & Conditions**, you can choose to have your guests agree to your Terms and Conditions before submitting a booking

request or agree to a custom Contract, but not both. You can also check neither box so they don't have to agree to anything.

9. **Lockbox Code Policy:** If you want Bookerville to auto-generate a lock-box code that is the same as the last four digits of the Guest's Cell Phone Number. You can then refer to this number in the automatic emails to guests by using the [LOCKBOX CODE] tag.

Property Features & Amenities



Property Features & Amenities

Property Type: Ocean Front 1 Bedroom  [What's This?](#)

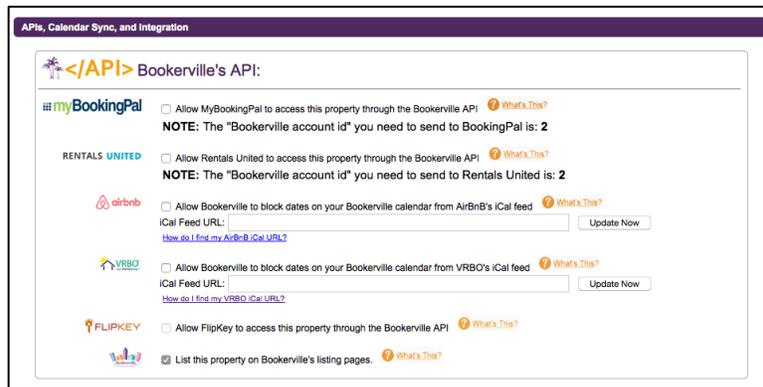
Property Features & Amenities

⚠ Property Features are 25% complete.

The settings in the Features and Properties box are used when you partner with our Channel Managers and on our Guest Services pages (the custom-generated webpages sent to guest just before their stay that tells them all about their booking).

1. Choose the **Property Type**. (These are custom labels that you create for your properties. These can be set up at any time in your **Account Settings** tab.) After they are initially set up, you can assign the property type here, and then the properties will be grouped that way on your Master Calendar.
2. To define your Features and Amenities, click the **Features & Amenities** tab.
3. Enter a **Tag Line** for this property.
4. Enter a **Short Description** for this property.
5. Enter the **Google Maps URL** for this property.
6. Enter the **Latitude and Longitude**.
7. Choose the **Destination** type in the drop-down field.
8. Enter a **Long Description**. This will be used when you partner with one of our Channel Managers.
9. Enter **Local Attractions**. These are shown in your Guest Services page, a custom, booking-centric page that the guest can view from their phone during their stay.
10. Choose **Property Class**.
11. Enter **number of bedrooms**.
 - b. Note: If you are participating with one of our channel managers, there are some features and amenities that are required. See Channel Manager Setup for details.
12. Enter **number of bathrooms**.
13. For the remaining check-boxes, choose any and all that apply.

API, Calendar Sync, and Integration



Go Multiple Properties? *If you clone a property to create additional properties, the information in this section will need to be entered manually since property numbers and iCal URLs will be different per property.*

APIs: API stands for Application Program Interface. These are the rules and guidelines for how Bookerville's software talks to other vacation rental companies' software behind the scenes.

Our Channel Managers My Booking Pal and Rentals United: If you plan to partner with either of our channel managers, here is where you make the final setting to turn the API on for your properties. If you are interested in learning more, click the "Whats This" in this section.

Using iCal to Sync Your Calendars: We offer the ability to "sync" your calendars with VRBO/HomeAway and with AirBnb.. iCal feeds are read several times a day and the booking that comes over from a listing site through an iCal feed will have the basic information for that booking. (Guest name, check-in and check-out dates, and where the booking came from). You may want to enter other details from the booking manually. (by copying and pasting it from the listing site dashboard)

AirBnb and VRBO/HomeAway Calendar Synching:

1. Click this check box and copy and paste your VRBO/HomeAway iCal URL in the box provided.
2. Copy and paste your Bookerville ical URL (located at the top right of each property Setup tab) in your listing accounts setup.
3. See the link to instructions for more information.

FlipKey iCal Feed / API: At this time the connection to Flip Key has been put on hold while they work out their API issues.

List on Bookerville's Listing Site:

1. Check this box to list on Bookerville's listing site. At this time, this site is in Beta and is not yet being advertised.

Inquiry Auto-Responder

 **Bookerville's Auto-Responder:**

 Please carefully read the [Inquiry Auto-Responder Details](#) page before making any of these settings.

 VRBO Property Number:	<input type="text"/>	Inquiry Auto-Respond:	Do not auto-respond
 Homeaway Property Number:	<input type="text"/>	Inquiry Auto-Respond:	Do not auto-respond
 FlipKey Property Number:	<input type="text"/>	Inquiry Auto-Respond:	Do not auto-respond
 AirBnB Property Number:	<input type="text"/>	Inquiry Auto-Respond:	Do not auto-respond
 Holiday Lettings Property Number:	<input type="text"/>	Inquiry Auto-Respond:	Do not auto-respond
 Stayz Property Number:	<input type="text"/>	Inquiry Auto-Respond:	Do not auto-respond
 VacationHomeRentals.com Property Number:	<input type="text"/>	Inquiry Auto-Respond:	Do not auto-respond

1. Enter the listing site property numbers in the boxes provided to participate in our Inquiry Auto-Responder feature.
2. Change the setting to Respond Only to Me to see what the emails look like.
3. By adding your property number here, this also allows Bookerville to create an Inquiry in the system, which you can use to start a Booking Request or Booking. In some cases, you may have to enter the guest's email address from a listing site's dashboard if they are masking guest emails.

Facebook Link

1. Enter your facebook URL in the box provided. This is shown to guests on the Bookerville Listing Site pages.

Fees & Charges

Fees & Charges (Currently presenting prices in \$. Change Currency)

Booking Fee \$ 30.00 Flat Amount

Cleaning Fee \$ 0.00 Cleaning fee is taxable
 Only applies to stays of less than nights.

Occupancy
 Maximum Occupant(s): 12
 My Rates are for up to: 8 Occupant(s)
 Each extra adult adds: \$ 0.00 per night to the total
 Each extra child adds: \$ 0.00 per night to the total

Taxes

Tax Name	Applies to Bookings of	Tax Rate
State Tax	More Than 0 nights	0.0000 %
Local Tax	More Than 0 nights	0.0000 %
Hotel Teax	More Than 0 nights	0.0000 %
Total Tax Rate:		0.0000 %

Security Deposit

Option 1: Collect a traditional refundable security deposit \$ 100.00 Flat Amount

Option 2: Collect a security deposit waiver \$ 50.00

Option 3: Let my guests decide: display both security deposit options to guests at time of booking to allow guests to choose which one they want

Multi-Day Discounts

Minimum # Nights to Get Discount:	Discount Type:	Amount:	Delete:
8	Flat Amount	\$100.00	
15	Flat Amount	\$200.00	

Add a Discount

Custom Payment Schedule

- 1. Currency:** You can choose to display your amounts due in any currency. Please note that this is a one-time setting, and will not do any conversion if you switch to another currency.
- Enter any **Booking Fee** you charge. These are presented to the guest during booking and are included in the total amount due as an Extra Fee.
- Enter your **Cleaning Fee** and whether or not it is taxable.
 - You can check if the cleaning fee only applies to a stay of less than x number of nights.
- Enter your **Maximum Occupancy** numbers and amounts. This information is used in calculating totals and during multi-property searches. Also, if the number of guests exceeds your occupancy, a message is shown to the guest during booking that prevents them from booking.
- Enter your **Taxes** (up to three different ones). These are presented to the guest at time of booking. You can also run tax reports at the end of the month to see the total amount due to the various entities.
- Custom Payment Schedule:** If this property has a different payment schedule than all the others, click the Custom Payment Schedule box to enter that information here. Bookerville will use this information to determine amounts due for first and subsequent payments, when they are due, and when to send automatic scheduled emails to guests.
 - Account Level Payment Schedule:** If your properties all have the same payment schedule (what is usually the case) you would make these settings at the account level, not inside each property. That is done in the Account Settings tab, at the same level of the Master Calendar.
- Security Deposits:** Choose how you want to collect your security deposit. When your Security Deposit is collected depends on your Account Level Payment Schedule (or your Property-Level Payment Schedule.)

- a. We partner with Rental Guardian if you'd like to offer insurance-backed Damage Protection options. (They also offer trip insurance. They do require a minimum of 150+ bookings per year across all your properties to participate.)
- 8. Multi-Day Discounts:** Set your multi-day discounts. They are automatically applied if the number of days meets your setting.
- 9. Coupon Codes:** Enter any coupon codes you use here. Provide your potential guests with the codes, which they enter during booking to receive a discount.

Pre-Payments: Collecting Payments at Time of Online Booking

Pre-Payments: Collecting Payments At Time Of Online Booking

Determine What Payments You Want to Collect at Booking

Choose one or both of these options:

Collect my Booking Fee, as indicated in Booking Fee section

 Collect my Security Deposit, as indicated in Security Deposit section

OR choose to set a custom amount instead:

Collect an Initial Payment in the amount indicated below:

%

Cancelation Fees

In this section, you determine what the initial payment will be when guest makes an online booking. If you run in Guest-Centric mode, this is the payment the guest makes to get on your calendar.

Choose among the following for your Pre-Payment:

1. Collect my booking fee
2. Collect my Security Deposit
3. Collect an initial payment. This is probably our most popular choice. If you choose this one, be sure it “matches” the settings you’ve made in your Account Level Payment Schedule.

Cancelation Fees: If you charge a percentage fee for cancellations, enter your policy here. This information is only used when you partner with one of our Channel Managers. Bookerville does not bill the guest.

Accepted Forms of Payment

Accepted Forms of Payment

Determine How You Want to Receive Your Payments

For Refundable Security Deposits, I accept: All Forms [What's This?](#)

Receiving Checks

Allow guests to choose to pay pre-payment by **check** and convert these bookings into Booking Requests [What's This?](#)

Accept **checks** for subsequent payments

Customers will be instructed to send checks to the name and address specified in your [Account Settings](#).

Bank Wire Transfers

Allow guests to choose to pay pre-payment by **bank wire transfer** and convert these bookings into Booking Requests [What's This?](#)

Accept **bank wire transfers** for subsequent payments

Customers will be instructed to wire funds to your bank account, using the instructions in your [Bank Wire Instructions \(Email Templates tab\)](#).

We allow any combination of Credit Cards, PayPal, Checks and Bank Wire Transfers.

For Refundable Security Deposits: If you require payment of a Refundable Security Deposit, choose how you would like to receive those payments. You can choose by Check, PayPal or Authorize.net only. (The authorize.net only means through your credit card.)

Receiving Checks: Do you want to take checks for any kind of payment? If so check one or both of these boxes.

Be sure to fill out your address in Account Settings and/or your Check Instructions tag on the Emails and Templates page. This way we can provide instructions to your guest for where to mail the check.

Bank Wire Transfers: Do you want to take bank wire transfers for any of your payments? If so check one or both of these boxes.

Checks and Bank Wire Transfer payments are both “manual” payments. They don’t automatically get entered into Bookerville like online payments do. Because of this, there are additional manual steps associated with accepting Checks and Bank Wire Transfers.

Receiving Online Payments: These are the payments that guests make online. These types of payments appear in your account automatically, and Bookerville can send automatic emails based on payments received.

Receiving Online Payments ? What's This?

Online Payment Processing Fee \$

 I want guests to pay me directly into my own Authorize.net account

My Authorize.net API Login Id is:

My Authorize.net Transaction Key is:

IMPORTANT! You must copy & paste the URL below into the "Silent Post URL" in your Authorize.net account:

Bookerville Authorize.net Receiver URL:

? What's This?

Online Payment Processing Fee: If you want to collect an additional fee if you give the guest a choice of payments and they choose to pay using an online method. This is used to recover some of the fees that credit card companies and PayPal charges for processing payments. This is not allowed in all jurisdictions.

Authorize.Net: Do you want to accept credit cards? If so, your merchant account must be able to interface with Authorize.net. This is the "Online Payment Gateway" that is the interface between Bookerville and your own merchant account.

If you don't yet have a merchant account, don't set up a Authorize.net account yet. Often times the merchant account will assist with that part.

- **My Authorize.net API Login ID:** Enter this number. It will be given to you from your merchant account provider.
- **My Authorize.net Transaction Key:** This is also provided from your merchant account.
- **Bookerville Authorize.net Receiver URL:** Copy this URL and enter it into your Authorize.net account dashboard. This allows payments made through a credit card to be posted in your Bookerville account.

When to Use PayPal Versus When to Get Your Own Merchant Account: This depends on your rates, your number of properties/units, the rates you are being charged by PayPal, and the rate you would be charged from a merchant account. See our article and calculator: [PayPal Versus Merchant Accounts](#)

PayPal: If you'd like to collect payments with PayPal, enter your PayPal email address in the area provided.