

Channel Managers

Andy Garnett

Surrey Property Exchange – 14th December
2020

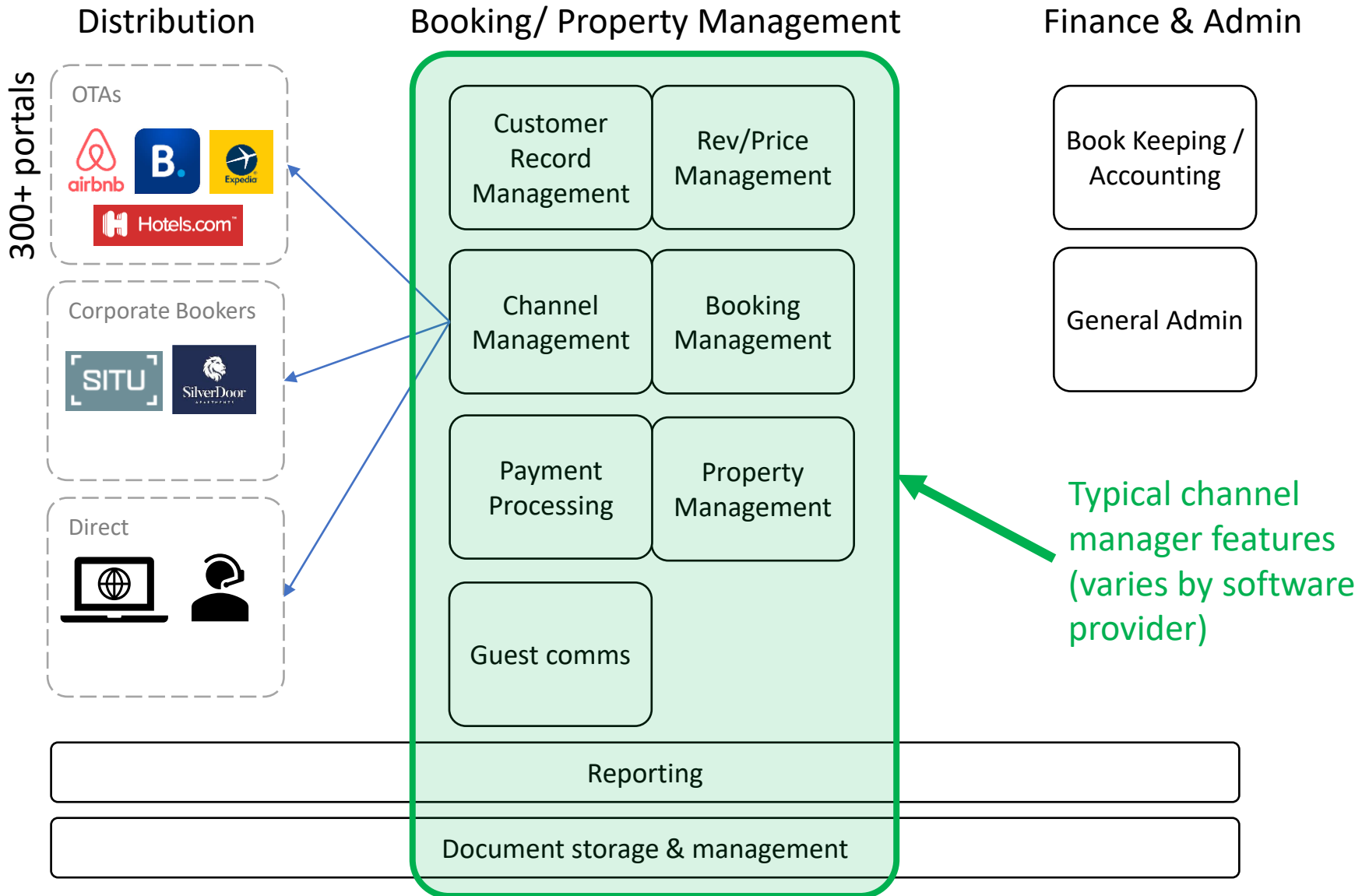


About Me

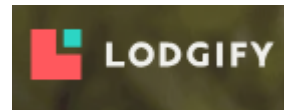
- 15+ year IT career (development, consulting, architecture, large blue chip companies)
- Property business (serviced accommodation)
- Property investing (church conversion, HMOs)



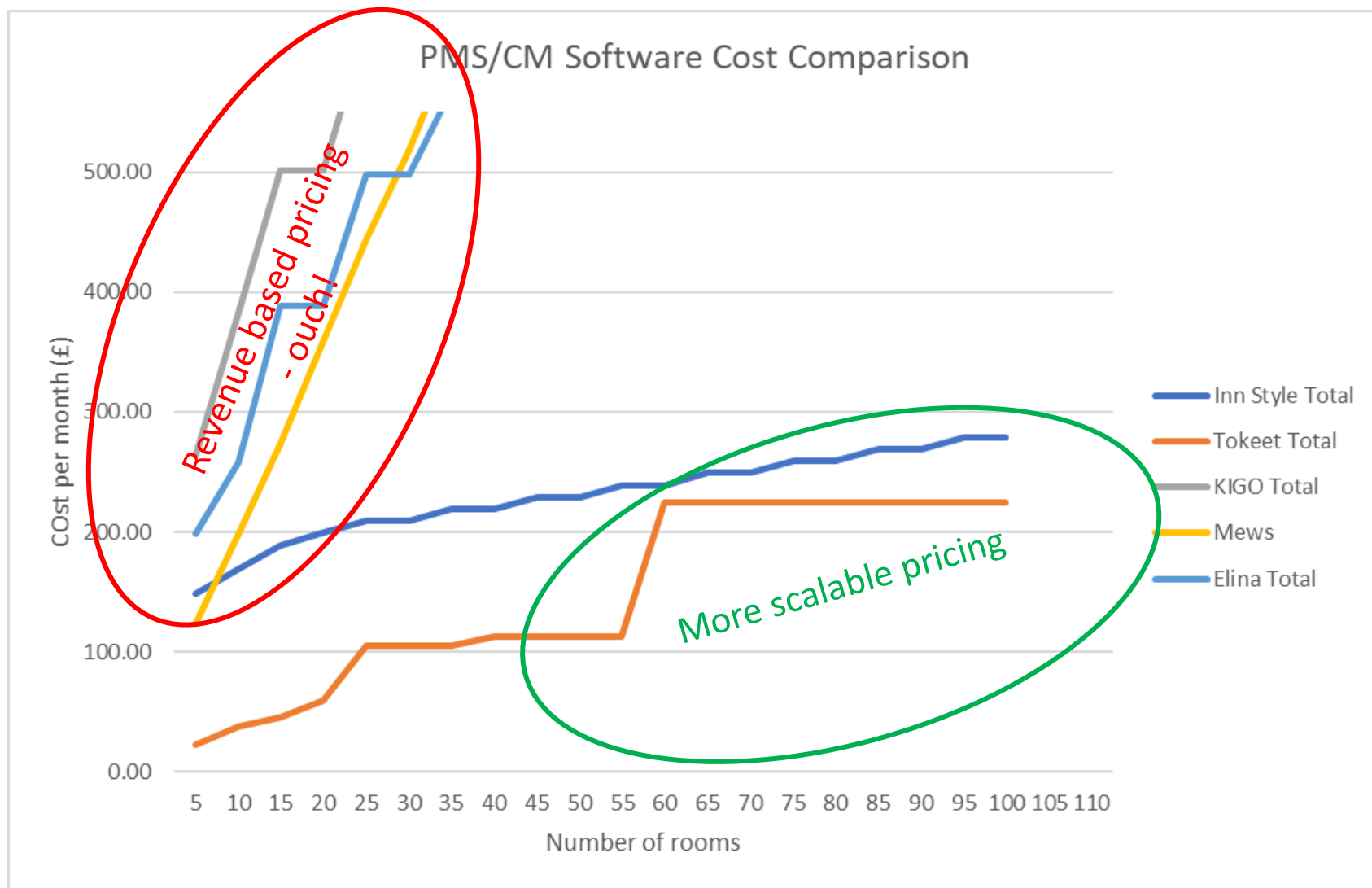
Serviced Accommodation



(Some of) The Market



Pricing



July 2018

Tokenet – Managing Bookings

The screenshot displays the 'Multi Calendar' interface for managing bookings. At the top, there is a navigation bar with icons for Rentals, Channels, Add Ons, and Settings, along with a user profile for Sean Sutherland. The main area features a calendar grid for January 2018, with columns for each day of the week. A search bar on the left allows filtering rentals by name. The calendar shows several confirmed bookings with callout boxes:

- Irshad (Confirmed) - Apartment 53**: A yellow bar spanning from Monday, Jan 8 to Tuesday, Jan 9.
- Irshad (Confirmed) - Fire Villa**: A blue bar spanning from Wednesday, Jan 10 to Thursday, Jan 11.
- Irshad (Confirmed) - Hummingbird Villa**: A red bar spanning from Friday, Jan 12 to Saturday, Jan 13.
- Irshad (Confirmed) - Apartment 53**: A yellow bar spanning from Sunday, Jan 14 to Monday, Jan 15.
- Anne Coucher (Confirmed) - Fire Villa**: A red bar spanning from Tuesday, Jan 16 to Wednesday, Jan 17.
- Colin Ochel (Confirmed) - Hummingbird Villa**: A blue bar spanning from Thursday, Jan 18 to Friday, Jan 19.
- Irshad (Confirmed) - Summer Cottage**: A green bar spanning from Saturday, Jan 20 to Sunday, Jan 21.
- Mark Krikland (Confirmed) - Summer Cottage**: A green bar spanning from Monday, Jan 22 to Tuesday, Jan 23.

At the bottom left, there are navigation arrows and page numbers (1-10). At the bottom right, it shows 'Rows per page: 10' and '1 - 10 of 100'.

Tokeet – Setting Prices

rategenie Rates Strategies Listings Rentals Settings Property Manager

Search Rentals March 2019 TODAY Free until April 1st. Sync On

	Wed 6	Thu 7	Fri 8	Sat 9	Sun 10	Mon 11	Tue 12	Wed 13	Thu 14	Fri 15	Sat 16	Sun 17	Mon 18	Tue 19
Aspire Sukhumvit #538									\$1,980 30	\$1,980 30	\$1,980 30	\$1,980 30	\$1,980 30	\$1,980 30
Beautiful Beachside Bungalow #2B	\$1,807 30	\$1,809 30	\$1,816 30	\$1,743 30	\$1,726 30	\$1,724 30	\$1,730 30	\$1,646 30	\$1,649 30	\$1,730 30	\$1,743 30	\$1,726 30	\$1,724 30	\$1,730 30
Burden Lakehouse	\$4,000 5	\$4,000 4	\$4,000 4	\$4,000 4	\$4,000 4	\$4,000 30	\$4,000 30	\$4,000 30	\$4,000 30	\$4,000 30	\$4,000 30	\$4,000 30	\$4,000 30	\$4,000 30
D Condo Ramkhamhaeng #192				\$2,454 4	\$2,405 4	\$1,989 30	\$2,054 30	\$2,341 30	\$2,452 30	\$2,361 30	\$2,725 30	\$2,250 30	\$2,715 30	\$2,172 30
Desert Fandango #41	\$368 1	\$368 1	\$368 2	\$363 2	\$456 1	\$367 1	\$400 1	\$400 1	\$400 1	\$400 2	\$363 2	\$456 1	\$368 1	\$363 1
Grand Place Lofts #301	€155 1	€184 1	€152 1	€146 3	€146 3	€170 3	€218 3	€164 3	€146 3	€146 3	€150 2	€150 1	€150 1	€150 1
Irie Isle Villa	\$2,251 30	\$2,027 30	\$2,072 30	\$1,772 30	\$1,360 30	\$1,646 30	\$1,515 30	\$1,645 30	\$1,634 30	\$1,876 30	\$1,866 30	\$1,649 30	\$1,358 30	\$1,357 30
Mandarin Garden #2										\$2,139	\$2,144	\$2,135	\$2,135	\$2,128

Tokeet – Communicating With Guests

The screenshot shows the Automata interface for editing a template. The top navigation bar includes the Automata logo, a 'Template' tab, and a 'Triggers' tab. On the right side of the top bar are buttons for 'CANCEL', '+ TAGS', '+ TRANSLATION', and 'SAVE'. The main content area is titled 'Edit Template' and contains the following fields:

- Switch Template:** A dropdown menu showing '1 New Booking BDC EXP'.
- Type:** A dropdown menu showing 'Email'.
- Description:** A text input field with a character count of '0/100'.
- Subject:** A text input field containing 'Thanks for booking! Please sign our booking agreement to complete your reservation!' with a character count of '83/75'.

Below the subject field is a rich text editor with a toolbar containing icons for bold, italic, underline, strikethrough, bulleted list, numbered list, indent, outdent, link, unlink, and image. The editor content is as follows:

Hello *[GUEST:NAME]*
Thank you for choosing to stay with us! We are looking forward to welcoming you!

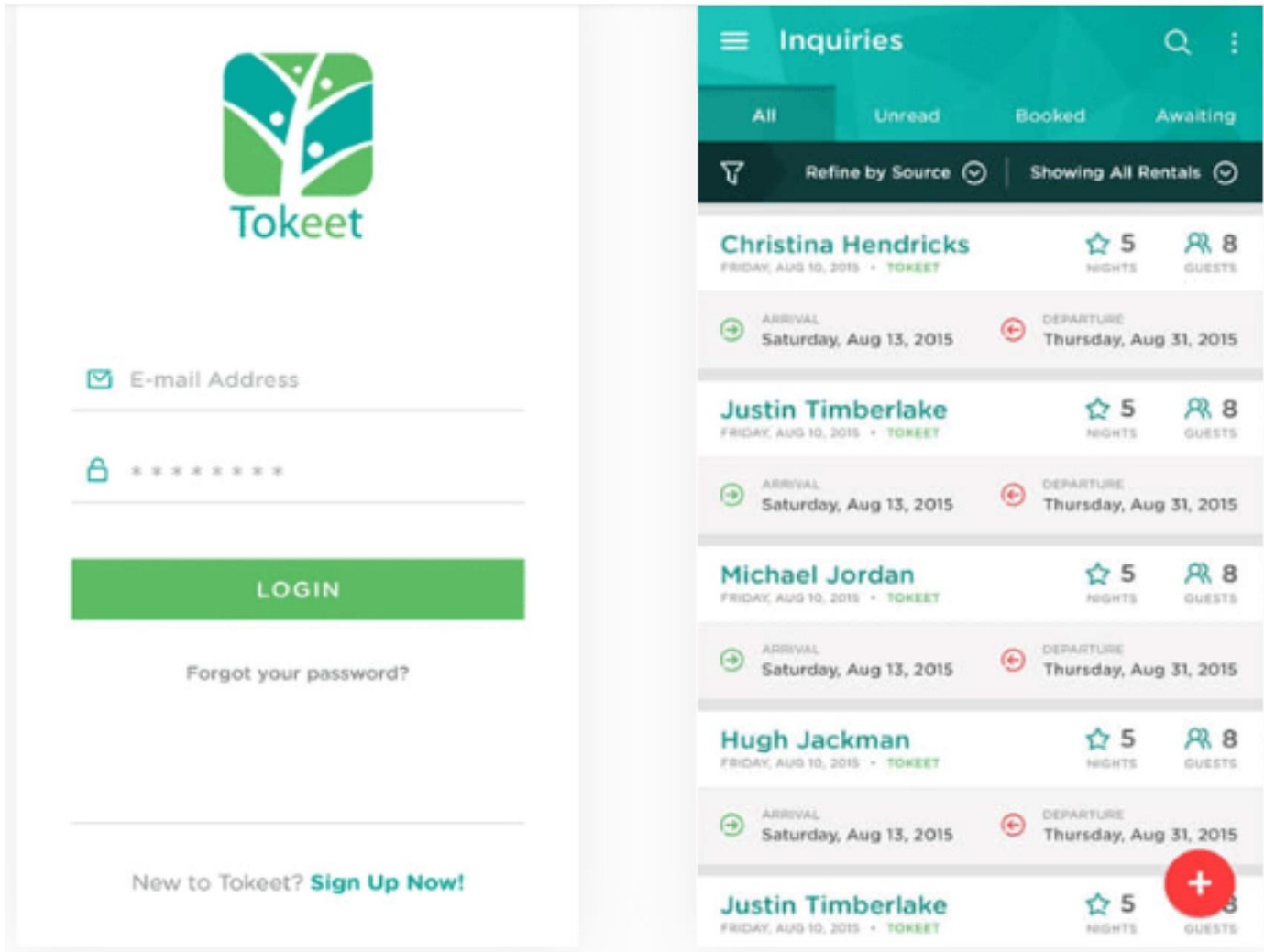
What brings you to *[RENTAL:CITY]*?
We would be very grateful if you could tell us, briefly, the reason for your visit?
This will help us tailor things so we can provide you the best possible stay.
And if you need help or have a question just drop us line!

BOOKING AGREEMENT
Please take a moment to sign our booking agreement to complete your reservation. Please click on the link below:
[CUSTOM:CONTRACT]
Please note your booking is not secured until the agreement has been signed.

YOUR BOOKING
[RENTAL:CUSTOM3]
Check in
15:00 - *[INQUIRY:ARRIVE]*
Check out
10:00 - *[INQUIRY:DEPART]* (*[INQUIRY:NIGHTS]* night(s))
No of people
[INQUIRY:ADULTS] adults, *[INQUIRY:CHILDREN]* children

On the right side of the editor, there is a 'TRANSLATIONS' panel with columns for 'LANGUAGE', 'TEXT', and 'EDIT'. It contains an 'Add translations' button with a plus icon and a language dropdown.

On The Go – Mobile App



Tokenet – My Experience So Far...



- Managing bookings: Overall clean interface and easy to use
- Mobile app: Easy to use and useful for performing basic tasks on the go
- Direct bookings: Easy to set up and send invoices



- Channel integration: Full sync only with 3 channels (Airbnb, Expedia, Booking.com)
- Doesn't pull through total costs of bookings (e.g. cleaning and service charges for booking.com bookings)



- Pricing: Used to be competitively priced, have more recently split out contract signing, price management, and guest communication features into paid add ons which have significantly increased the cost
- Historical calendar sync issues although more recently appears to be stable

Please note this is purely my subjective experience and personal opinion, I have not approached Tokenet for comment and this does not represent the official stance of Tokenet of course

Tips for selecting a channel manager

- Price (by unit or % revenue)
- Features
 - Do you need all of what is offered?
 - What is not included in the base price?
 - You may be better off using other products
- Integration with OTAs
 - Problems syncing calendars
 - Ability to push prices and fees

Contact me

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