



FAQ



WHAT DO WE DO?

We are an escrow accounting software with fully integrated vacation rental management solutions that can include complete web marketing of your vacation rentals, and SEO. Our software is suitable for companies of virtually any size, is user friendly, and intuitive. We have the functionality you need to efficiently manage your business. VRM provides industry leading customer support 24/7, 365 days a year. Many of our support personnel have prior industry experience as well as longevity at VRM.

WHAT SETS US APART?

Our trust accounting and our customer service. There is not a PMS out there that can compete with our trust accounting. We built our accounting system around the rules and regulations for North Carolina as they have the strictest laws in the nation. Designed around a matrix of customizable accounts, reservation, work orders, etc., funds are automatically distributed each night into appropriate accounts, and is ready for disbursement the following morning. No double entry needed - ever. VRM is built as a single package with all functionality operating together as a single unified process. Everything from a property search to end-of-year reporting operates together.

WHAT DOES YOUR ACCOUNTING FUNCTIONALITY LOOK LIKE?

We are a property-based escrow accounting software. Just like the trust account that you use to manage your real estate sales, VRM manages the funds associated with each specific transaction (reservation). The system receives payments and those funds are deposited into your trust (escrow) bank account (and accounted for in the VRM prepay and damage deposit accounts). VRM ultimately disburses those funds to the appropriate recipients (represented by the owner account and the various management accounts). Funds, which are always attached to a specific reservation, pass out of the system through a payable, and ultimately a check or an ACH electronic transfer. At the conclusion of each reservation's life, all money has been disbursed, and the reservation has a balance of zero.

HOW EASY IS IT TO MAKE RESERVATIONS?

Our system is very user friendly. There are several different ways a representative can go about making a reservation based on the guest needs. If they already know what property they want to stay in and are looking for open dates, they can look at a calendar for that specific property. If the guest wants specific dates but are open to a range of properties, the reservationist can put in the date range, number of guests, and any other amenities they may want. The system will then return the properties that meet the criteria. We would be happy to set up a demo to show you the many options available.

HOW MUCH OF THE CONVERSION PROCESS DOES VRM DO?

VRM works side by side with the client during the conversion. We first work with you to make sure we understand how you do business and how your money flow works. Once we have the money flow understood and inputted correctly, we then work with each client to bring over the existing data into our system. While we do most of the work for our clients, we do depend on each client to pull the existing data from their system for us to upload.

DO YOU HAVE A CRM?

Welcome Home is VRM's suite of tools that permits communication electronically with the guest at all stages of the reservation process- utilizing both text messages and email. Through the Guest extranet (no special app required), you can configure property specific information available only to guests with a reservation.

HOW IS TRAINING HANDLED WHEN CONVERTING OVER TO VRM?

VRM does all training through zoom meetings and we record those meetings so that each client has access to them as needed (for our clients to train future employees or refer back as needed). We will take your employees through each module of our system and train them on how everything works in our system and specifically how it will work for you based on your business processes.

HOW DO YOU HANDLE HOUSEKEEPING AND MAINTENANCE REQUESTS?

VRM provides a robust and flexible work order management system that makes tracking maintenance easy. Readiness Manager is a task-oriented workflow which is completely customizable to help track property readiness. Our Vendor Portal allows updating of the work to be completed from the field using any mobile device when using Readiness Manager.

DO YOU HAVE AN APP FOR OUR HOUSEKEEPING AND MAINTENANCE STAFF?

We don't have an app per se. We have a responsive vendor portal that allows your vendors and housekeepers to let you know when they arrive, the property is clean, any issues at the property, as well as the ability to upload pictures right from a mobile device.

DO YOU HAVE AN APP FOR GUESTS?

We have a web-based Guest Extranet that is mobile friendly that allows guests to manage their reservations. They can sign their VRA, apply travel insurance, add optional purchases such as chair rentals, linens, mid-stay cleaning, that you may offer.

CAN YOU SUPPORT INTERVAL OWNERS?

Yes. VRM has the ability to support interval/fractional owners in our core system, allowing you to have the interval owner blocks/reservations but also make their weeks available for rent to the public if needed. For more info and how it works, please set up a demo.

HOW DO YOU CONNECT WITH OTA'S?

As an InhabitIQ company, VRM has a direct connection to Airbnb, Booking.com, Vrbo, Google Travel, through the BlueTent RezFusion Boost product. This allows property information, calendars, photos, amenities, and more to be fed directly from the VRM property management software to these online travel agencies. VRM also offers access to The Vacation Bridge which allows automated updating via our channel management partners RedAwning and BookingPal as well as direct integrations with FlipKey/TripAdvisor, Inntopia, Resorts and Lodges, and many others.

WHAT DO YOU CHARGE TO CONNECT TO THE OTA'S?

VRM has partnered with BlueTent to offer access to OTAs for a small percentage of revenue. Using such a business model, your success is our success, so we strive to make sure your integration is complete and successful! On The Vacation Bridge, there is a minimal monthly fee that is based on the number of short-term properties in VRM. Please reach out to us for full pricing information.

WHAT IS YOUR INSTALLATION COST AND MONTHLY RECURRING COST?

These prices include all VRM functionality except for the following services that are also available: Credit Card Gateway and Processing, E-checks, and Marketing Services.

ONE-TIME SYSTEM INSTALLATION CHARGES:

\$5,500 Base Fee

- \$30 / Short-Term Property
- \$20 / Long-Term Property (if applicable)

WELCOME HOME COMPLETE

- \$49 + \$1 / per short-term property

RECURRING MONTHLY FEES:

- \$5 / active short-term property from 1-100 (25 minimum to be charged)
- \$2.25 / active short-term property from 101 and up
- \$1 / active long-term property up to 100
- \$0.50 / active long-term property 101 and up