VRM

VIRTUAL RESORT MANAGER®

Features & Benefits

Our Mission is to provide excellent Vacation Rental Management software systems, marketing services, web site development, and customer support to an expanding client base. In order for us to do this, we listen to what our clients need and enhance our software package to include features they request to do their jobs more effectively and efficiently. With each feature we develop, we are adding one more piece to our rental management software package. Each new item fits in and works with our basic system and is designed to do so seamlessly. The more we develop, the more our puzzle grows. This makes us front to back, feature for feature, the finest rental management system in the industry today.

FULLY INTEGRATED & SEAMLESS

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.

You benefit by the elimination of double tasks, increased speed of operation, and less chance for human error.

CUSTOMER SERVICE EXCELLENCE

VRM provides industry leading customer support 24/7 365 days a year. Many of our support personal have prior industry experience as well as longevity at VRM. Don't take our word for it. Ask our clients and read our reviews.

You benefit by having a partner that cares about your business and being able to reach us at any time, day or night.

MARKETING SERVICES

VRM has a team of experienced digital marketers to manage your email marketing, social media marketing, blogging and SEO services, pay-per-click services, and more.

You benefit by freeing up your employees to do what they do best.

LEAD MANAGEMENT

Capture and manage your leads from your landing pages hosted on your website as well as leads that come from your distribution channels.

You benefit by getting to the guest in the shortest possible time, by reducing staff levels in processing leads, and by increased conversion rates.

LEADING ACCOUNTING SOFTWARE

VRM leads the industry with its accurate, user friendly, and highly automated trust accounting functionality. 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.

You benefit by the reduced workload while achieving 100% accuracy.

ONLINE DISTRIBUTION

VRM clients can connect to Bluetent's Rezfusion Boost for a connection with their channel management partners which include Vrbo, Airbnb, Booking.com, and Google Travel. VRM uses The Vacation Bridge to update our channel partners with your current property information, including photos, availability calendars, and more. Partners include Tripadvisor/FlipKey, Inntopia, Resorts and Lodges, Cottage Country, and many others.

You benefit by being able to control the properties you feed, having up-to-date property information, and eliminating the process of updating multiple on-line booking sites.

INDUSTRY LEADING INTEGRATIONS

VRM integrates with the best of breed in Hospitality Business Intelligence Data Reporting, Smart Home Functionality, Advanced Housekeeping Functionality and others.

You benefit by by having multiple choices based on company needs and budget.

OWNER, GUEST & VENDOR ACCESS

Guest, owner and Vendor extranets provide configurable access. Guests can view reservations, purchase travel insurance, sign documents, apply payments, and more. Owners and vendors also have access portals with various optional configurations.

You benefit by reducing the time interacting with these groups and by improving user experience.

MAINTENANCE & HOUSEKEEPING

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

You benefit by ease of entry and tracking, by the single entry accounting process, and by the enhanced owner experience.

YIELD BASED PRICING MODULE

Create your own variable pricing strategy with our dynamic pricing features that allow you to mark-up or discount based on a variety of rules.

You benefit by having the flexibility to create rates in virtually any way that you wish by having almost infinite ways to structure and manage your additional charges.

COMPREHENSIVE 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.

You benefit by reducing the cost of interacting with your guest and by providing a unique and better guest experience.

GUEST SURVEY & REVIEWS

VRM's guest survey can be provided to guests via one of our Reservation Hooked Emails. Guest comments can be displayed on the website as reviews, and star ratings based on the results can be calculated and displayed.

You benefit by having direct feedback from your guests, and by employing that feedback to help manage your owners and employees. Results can also be utilized as part of your on-line marketing efforts.

VRM BOOKEASY API

The VRM BookEasy API (Application Programming Interface) allows experienced partners to build fully functional websites with search results, property detail pages, and real time booking with payment card processing solutions.

You will benefit from the choice of website design companies that integrate with VRM and can selectively share your data with other partners that offer a variety of tools.

PAPERLESS OFFICE SYSTEM

VRM provides the ability to manage your office with far less paper. The guest, owner, and vendor extranets allow many transactions, including lease execution and initial payment, to be accomplished electronically.

You benefit by closing the sale more quickly, by reducing the cost of mailing documents, and by minimizing personnel costs.

CLOUD BASED INFRASTRUCTURE

With VRM, your individual database is housed on state-of-the-art servers in our network operations center.

You benefit by having the best possible security and backup protection for your data and by eliminating substantial costs associated with server operations and IT management.

VRM® RATE STRUCTURE

GOALS   PLANNING   TEAMWORK   CREATIVITY   DEVELOPMENT   TRAINING   SUCCESS

SPECIAL

$0 UPFRONT COST!
LIMITED TIME ONLY!

**EVERYTHING YOU WANT.
OR ONLY WHAT YOU NEED.**

VRM
VIRTUAL RESORT MANAGER®

RECURRING MONTHLY
$500/mo base fee

SHORT-TERM

$7.00 /Active Short-Term Property

LONG-TERM

$3.00 /Active Long-Term Property

WELCOME HOME COMPLETE

$49 + $1/per Short-Term Property
(This is optional if you wish to incorporate texting. Email only is included in your Base Fee.)

Terms and conditions may apply. Pricing based on a three-year contract. These prices include all VRM functionality except for the following services: Credit Card gateway and processing, eChecks, and a plethora of Marketing Services.

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(866) 849-0817

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virtualresortmanager.com

2035 Lakeside Centre Way, Suite 250, Knoxville, TN 37922

VRM'S LEADING ACCOUNTING SOFTWARE

| Money Flow | Credit Cards | Travel Insurance | Damage Waiver | EFT | 1099s | Taxes |

VRM leads the industry with its accurate, user friendly, and highly automated trust accounting functionality. No double entry needed, ever.

You benefit by the reduced workload while achieving 100% accuracy.

Virtual Resort Manager leads the industry with its automated accounting functionality. Designed around a matrix of fully customizable accounts, reservation funds are automatically distributed each night into the appropriate accounts, where the money is held to be expensed at the month end close.

"All accounting functions—transfers, expensing accounts, disbursements—these are all very efficient processes and I find it easier to understand than QuickBooks."

-Stephanie

VRM® ACCOUNTING SOFTWARE SUPPORTS

- Efficient Money Flow
- Credit Card Processes
- Travel Insurance
- Damage Waiver
- Electronic Funds Transfer
- 1099s
- Tax Reports
- Multiple Taxing Agencies

"VRM's accounting program is so clear and user-friendly. We worked with a company previously that had constant system errors throwing off our accounting. That never happens with VRM and we have access to a ton of great reports to prove it! They have everything we need to be NCREC compliant and excellent support staff."

-Katie

- VRM's multiple office capability permits you to organize your business using separate offices. Thus, on-site management offices can be tracked separately within the system.

- The user interface of the accounting system is simple and intuitive, and the requirements are straight forward and well defined. Paying your owners, management company and vendors is easy when based on our recommended procedures.

- Reports are robust, with a complete audit trail running in the background. Access to all areas of the application, including accounting, is easily controlled on a per-employee basis using our system of permissions.

- The system is designed so that anyone with a basic understanding of accounting principles will be comfortable using VRM.

- Virtual Resort Manager is fully compliant with the requirements of the North Carolina Real Estate Commission for both short and long-term properties.

- Our Accounting Software + Recommended Procedures = Easy Month End

- Automated Accounting Based Off Your Specifications

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★★★★★ CUSTOMER SERVICE

Our mission is to provide excellent vacation rental management software systems, marketing services, website development and customer support with your company's individual needs in mind.

At the core of VRM is our dedication to provide excellent customer service and client support via a personal touch and a team approach. In addition to a software that is designed to provide the utmost in user friendliness and automated processes, VRM prides itself on offering first-class technical, developmental, training, and marketing support.

VRM's team of officers and employees boasts a large, diverse, wealth of knowledge and experience. They know the customer expects satisfying equipment, service, training, and follow-up. The VRM Team has the means, the talent, and the resources to anticipate customer needs and exceed expectations.

VRM's client and employee longevity is a testimony to the family-centric culture that has been established over our fifteen years in the vacation rental industry.

The VRM Team maintains regular office hours, Monday through Friday, with 24-hour emergency customer support.

> *VRM is a product we know we can count on to do what it is supposed to do without fail. VRM's company and staff show extreme integrity and a genuine desire to see that their customers succeed with their product. The two together deliver a solution that every vacation rental manager is looking for.*
>
> — Scott

ADDITIONAL ASPECTS OF VRM'S CUSTOMER SUPPORT INCLUDE:

- Help Desk Ticketing System
- VRM Help Center (VRMUniversity)
- Regular Emails/Updates
- Webinars/VRM Insider
- Support/Training Videos
- 24-hr Emergency Support

- Full-time Training & Support Departments
- Full-time Marketing & Development Departments
- VRMU - Live User Sessions
- 2019 VRMB Keystone Award
- Over 16 Years of Service
- 4.6 out of 5 Star Overall Capterra Review (4.8 in Customer Service)

> *"Customer support is phenomenal. Emails are answered promptly and effectively... Again, the customer care is what I value most with VRM's package, something that larger commercial companies have not been able to effectively provide."*
>
> — Roc

> *"What I enjoy MOST about VRM is the team's willingness to work with their customer on any questions they have, and they also listen to the suggestions on how new features will work best with their business model. Their follow through is amazing."*
>
> — Kyle

VRM VIRTUAL RESORT MANAGER®

VRM® MARKETING SERVICES

WEBSITE · BRANDING · SEO · SMM · ADVERTISING
CONTENT · BLOG · SERVICE · EMAIL · ANALYTICS

Good marketing is at the heart of every business, but good marketing takes time. Time that you, as a rental manager, likely do not always have. Running a vacation rental company is hard work and it never takes a day off, and we know it. That is why we are here to help you. Check out all of our services below and let us help you take your bookings to the next level!

SEO AUDIT & ONE-TIME OPTIMIZATION
Starting at $2000
- Extensive Keyword Research
- Complete Audit of Website
- Title Tags/Meta Descriptions
- Google Analytics Code/Google Webmaster Tools & more

MONTHLY SEARCH ENGINE OPTIMIZATION
Starting at $1295/month
- 2 Blogs per mo.
- eCommerce Tracking
- Keyword Research & Tracking
- Google Search Console Management & More

PAY-PER-CLICK ADVERTISING MANAGEMENT
Starting at $279/month
- Account & Campaign Set-up
- Ad Copy Creation
- Keyword Research & Placement
- Ongoing Optimization

EMAIL MARKETING
Starting at $350/month
- Account Set-up & Guest List Import
- List Maintenance
- Monthly Email (additional emails at $150/mo.)
- Branded Email Templates
- "Join Our Email" link on website

BLOGGING SERVICES
$700/month
- 1 Weekly Blog Post
- Themed Content with Keywords
- Branded & High-Quality Graphics
- Graphics for Social Media

REPUTATION MANAGEMENT
$250/month
- Monitor Reviews
- Increase Reviews
- Increase Star Rating
- Improve Online Presence

SOCIAL MEDIA MARKETING
Starting at $1395/month
- 2 Blogs per mo.
- Facebook
- Instagram
- Pinterest
- High Quality Graphics
- Monitoring of Social Accounts

The VRM Marketing Team consists of a Marketing Director, Email Marketing Manager, SEO Analyst, Graphic Designer, SMM Manager, and staff bloggers & content writers. We provide marketing reports and support meetings to all of our marketing clients. VRM Marketing Services are exclusive to VRM Software clients.
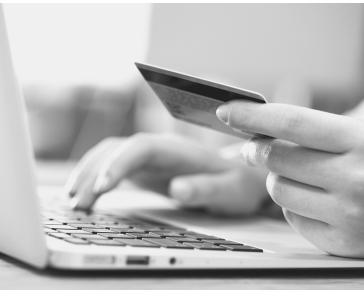

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WHAT IS WELCOME HOME?

Welcome Home is a communication tool unique to VRM that provides the opportunity to share information with guests through a variety of different avenues. There are two versions of Welcome Home: Welcome Home Lite and Welcome Home Complete. Because we believe in the importance of communication, Welcome Home Lite is a standard part of the VRM software package. For a one-time setup fee and nominal recurring monthly charge, Welcome Home Lite can be enhanced to Welcome Home Complete.

WHAT ARE THE DIFFERENCES BETWEEN WELCOME HOME LITE AND WELCOME HOME COMPLETE?

WELCOME HOME LITE

- Free with VRM Software
- Automatically sends recurring emails triggered by specific events in VRM
- Allows one-time emails to be set up and sent as needed to specified guests
- Provides an easy way to send emails during an Emergency situation

WELCOME HOME COMPLETE

- One-time Set-up Fee and recurring monthly charge
- Includes all features of Welcome Home Lite PLUS upgrades

  - Option to send text messages as well as email messages
  - Additional message types
  - Can be integrated with Guest Extranet to share enhanced Office and Property information
  - Messages can be sent to guests when properties are clean and ready for check-in

HOW CAN WELCOME HOME IMPROVE COMMUNICATION?

Welcome Home can be used to send messages to both short-term and long-term tenants. Clients of VRM are using Welcome Home to reach out to their short-term tenants for things including, but not limited to, signing their Vacation Rental Agreements or purchased Travel Insurance. In addition to other types of messages, long-term tenants are being contacted through Welcome Home to remind them of upcoming payments and when their lease is about to expire. Management companies are also utilizing Welcome Home to provide driving directions and property specific information to incoming guests, to follow-up with guests after check out, and to keep them up-to-date on developing weather-related evacuations, closings, and delays.

IS WELCOME HOME EASY TO USE?

Welcome Home has a very friendly-user interface and is accessed through the VRM Admin Console. Training on Welcome Home is also available through our Training and Support Department.

DID YOU KNOW YOU ARE OUR BEST FORM OF ADVERTISEMENT?

YOU LEAD. YOU EARN.

AS A LEADER IN THE VACATION RENTAL MANAGEMENT INDUSTRY, YOU CARRY A WEALTH OF KNOWLEDGE AND WISDOM.
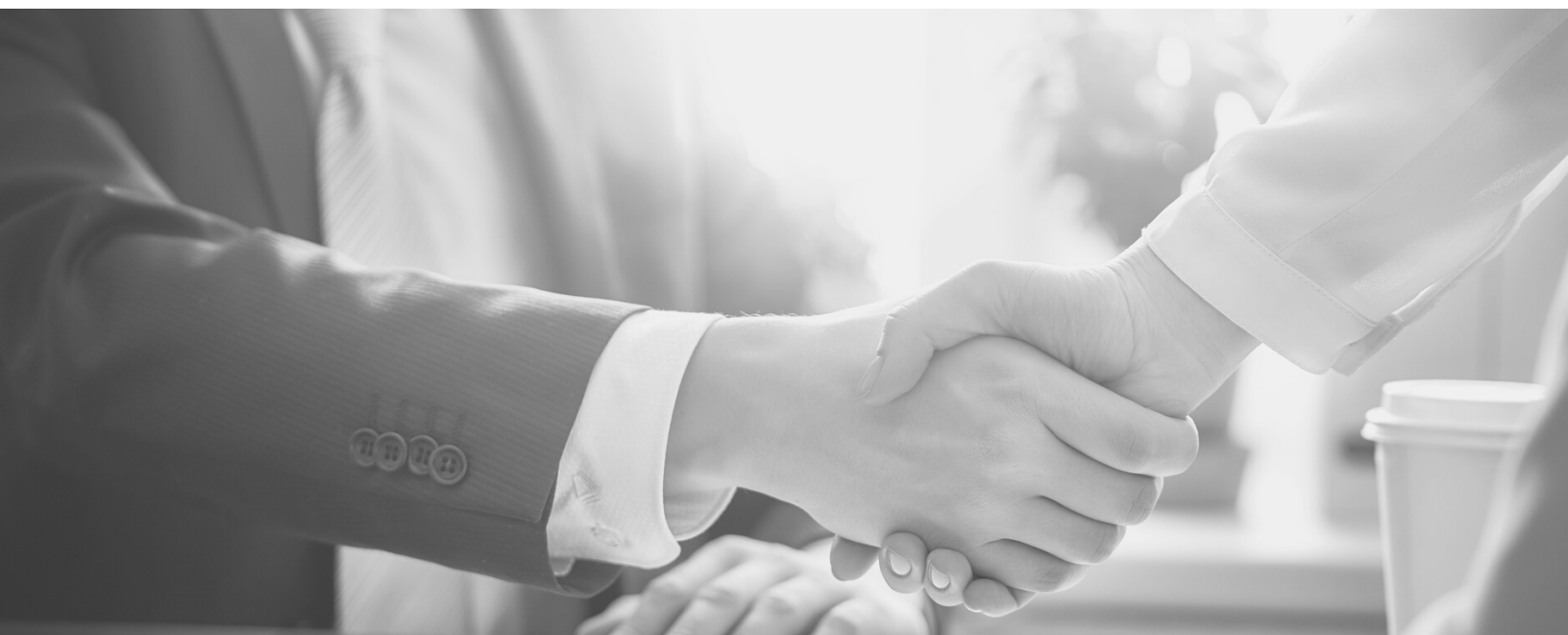
THERE IS NO PERSON BETTER QUALIFIED TO HELP NEW OR EXISTING COMPANIES WHO ARE SHOPPING FOR A NEW PROPERTY MANAGEMENT SOFTWARE... THAN YOU.

IF YOU HAVE THE OPPORTUNITY TO RECOMMEND VIRTUAL RESORT MANAGER TO ANOTHER VACATION RENTAL MANAGEMENT COMPANY AND THEY SIGN WITH VRM, WE WILL PROVIDE YOU WITH A REFERRAL REWARD.

CONTACT US FOR MORE INFO

FOR MORE INFORMATION ON HOW YOU CAN TAKE ADVANTAGE OF OUR REFERRAL PROGRAM, PLEASE CONTACT:

TRACY.SANDERSON@VIRTUALRESORTMANAGER.COM

VRM
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COMPLETE, ALL-IN-ONE VACATION RENTAL MANAGEMENT SOFTWARE