Barefoot HomeAway 4.2 Upgrade

Getting Started

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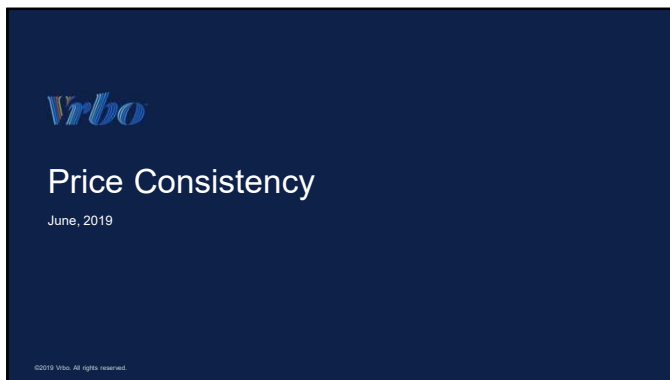
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Vrbo

Price Consistency

June, 2019

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What is Price Consistency?

Price consistency means the price a traveler sees for your property in the Vrbo search page will remain the same from the search to the checkout. This is to ensure a good traveler experience and show an accurate price to the traveler without any surprises added in the end of the booking process, eg extra fees.

If the price for your property increases too much from the search page to the checkout page many travelers will not book. *Being price consistent will increase your booking conversion rate by as much as 29%.*
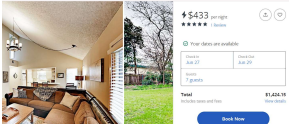
Example of a Listing that is not Price Consistent:

Search Page View shows **$350**   Checkout Page shows **$433**

Viewed 21 times in the last 48 hours
Both Sides of Duplex w/ Yard & Patios
House · 5 BR · 3 BA · Sleeps 10
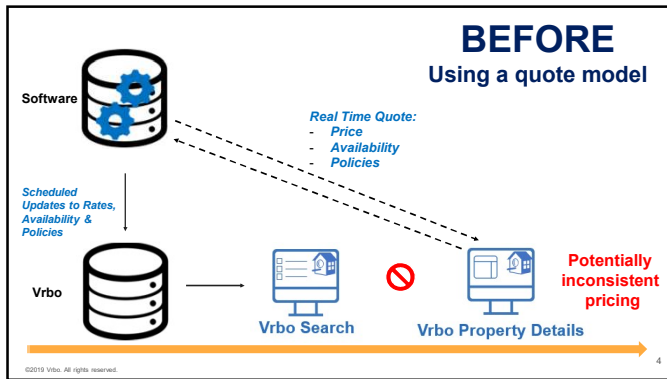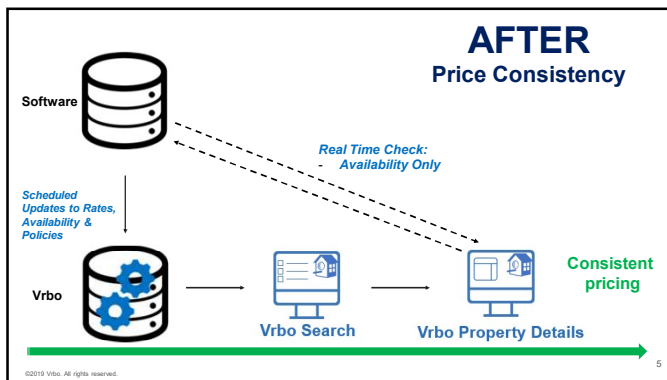3.8 mi to Austin center

$350 per night

$433 per night
★★★★★ 1 Review

Your dates are available

Check in Jun 27   Check out Jun 29
Guests 7 guests

Total $1,424.15
Includes taxes and fees   View details

Book Now

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Preparing System Data

Client Side Required Configurations

&

Barefoot Support Assisted Configuratons

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Client Side Required configurations

1. Setup of Default Lodging configuration and any property level Configuration overrides. Solution article is available in the support desk.

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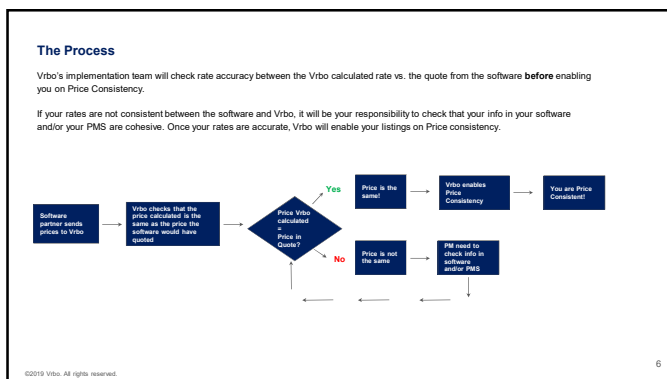## Client Side Required Configurations

2. Attribute mapping

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Barefoot Support Assisted Configurations

1. Payment Schedule Compliance – Payments are a % of the total
2. Dynamic Pet fee - Mandatory
3. Percent of Subtotal Fee's – Currently not supported but coming soon!

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Other Items to Understand

- LOS Rates VS Nightly rates
  - Most clients will be configured with LOS rates, (based on rate structures BF will make initial determination)
- No Service Mapping

- No Dynamic rule discounts for LOS rates.

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Barefoot's Prep Work

- We are currently testing client rates to ensure price consistency. Additionally we are testing the following:
  - Extra Person Fee's & Pet Fee's
  - Lodging Configuration validation
  - Listing Content validation
  - Availability Content validation
- Once we feel comfortable with the aforementioned, we will submit a small group of clients to HomeAway for final testing.
- Further batches of clients will be selected on the following.
  - LOS Rate structures
  - Willingness to participate
  - Completion of Client side Requirements

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Listing Content Requirements

- **Description**- >400 characters, Maximum 10000 No HTML
- **Headline** - $\geq$ 20 Characters, maximum of 80 – can have up to 100 but title is truncated for mobile devices
- **Location**- Street address, city, state, country, postal code, longitude, latitude
- **Images** – At least 6 and up to 50 are supported (JPG, GIF, or PNG) and resolution must be at least 1920x1080. Currently images above 400 resolution are acceptable
- **Property Type**
- **Registration Number-** if your jurisdiction requires registration

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Errors

- Photos are the only area where Barefoot sees as errors in the feed and this is for photos that are less than 400 x300
  - Do you have the originals?
  - Can you retake?
  - Barefoot now takes the full size photos
  - Your potential guests want to see the better quality photos.

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Other Warnings

- These are potential requirements for HomeAway which now show as a warning
  - Unit Area – if you know the Square footage, then add it in HomeAway Portal tab in Barefoot
  - HTML in Descriptions that go to HomeAway
    - If you are looking to make your descriptions stand out online
      - Skip a line by using enter key
      - Use Dashes as bullets
      - Use ALL CAPITALS FOR HEADINGS
      - Watch our HomeAway webinar in the Partner forum on the Barefoot Desk
  - Duplicate Image IDs
  - Duplicate images

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Your Listing Content Validation Information

- Check your email after the presentation
- A spreadsheet will be sent out to you with your listing information
- Yellow highlighted units are those that require your review
- Green cells are the fields that require fixing
- COMMON PROBLEMS
  - Geo code – Latitude/Longitude – check that they are in the right boxes
    - Any changes need to be communicated directly to HomeAway for correction
  - Address – zip code missing
  - Description missing – is the right one selected? Unit/Web or Internet?
  - Descriptions/Headline/ Image count

HomeAway requirements:

Description size	Headline size	Image count
• Minimum: 400	• Minimum: 20	• Minimum: 6
• Maximum: 10000	• Maximum: 100	

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We are here to help!

Please contact Barefoot Support –
Support@barefoot.com

Let us know when you have completed the Default Lodging and the Attribute mapping so that we can review your rate structure and get you ready!

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