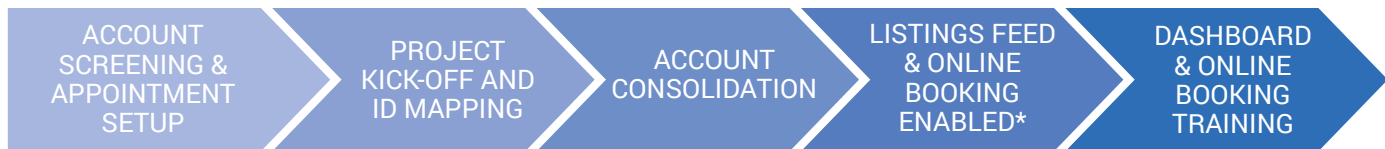


Activation Process Overview

What to expect when activating your listings with HomeAway



We want to make sure you are in the loop while we are progressing toward activating the connection between your software and HomeAway. This guide lets you know what to expect during each step of the process and who will be helping you. If you are also activating online booking, check out the overview of the requirements needed.



*We suggest that you also enable E-commerce at this point.

1 Account screening and appointment setting

You'll be contacted by an Onboarding Coordinator who will conduct a screening call to confirm details such as the following:

- Minimum content needed for listings **(see below)***
- Number and type of listings
- Brand of software
- Listing and online booking requirements
- Account consolidation
- Project timeline
- Enabling HomeAway as a channel partner

This step can take 1-10 business days, depending on your readiness and availability to take the screening call.

***If minimum content is not completed, your project will be paused at this time.**

- You'll also receive an estimated time frame for the start of your project.
- **NEXT:** When your appointment date arrives and a spot becomes available, your Onboarding Coordinator will send you a project assignment email with the name of your Project Lead.

*Minimum Content Requirements

- **Descriptions:** 400+ characters (Recommended: 700-1000 characters)
- **Headlines:** 20+ characters (Recommended: 70 characters)
- **Photos:** 6+ photos (Recommended: 24 high-resolution photos per listing)
- **Bed/Bath information**
- **Lat/long**
- **Address information** (street address, city, state, zip code)
- **Updated calendar**
- **Rates information**

Activation Process Overview

2

Project kickoff and ID mapping

Within 1-2 business days of receiving the project assignment email, your Project Lead will reach out to you via phone or email. They will cover, or schedule a call to cover, the following:

- Minimum content requirements for listings
- Payment processor information
- Cancellation and rental agreements
- Account consolidation (if needed)
- Saving listing information in your software

This step can take 1-3 business days and is dependent on how quickly you return the ID mapping report.

- The Project Lead answers any questions you may have.
- The Project Lead sends you an ID mapping report to complete.
- Once completed, you will send back the ID mapping report so that your project can begin.



3

Account consolidation (if applicable)

If you have more than one account, we will need to transfer your listings into one master account. This provides you with a better experience for account management as well as with the support team. If consolidation is necessary, your Project Lead will:

- Give you an overview of how this step works.
- Determine if any cost will be involved, and if so, explain cost details (like bundle purchases and/or tier upgrades).

This step can take 1-2 business days, if needed, depending on your engagement.

Activation Process Overview

4

Listings feed and online booking (OLB) enablement

When activating your listings feed, online booking is required if available via your software provider. Your Project Lead will enable the feed from your software directly to HomeAway sites. During this step, the Project Lead:

- Explains how to troubleshoot any errors after activation.
- Explains that property managers will make future listing updates in their software.
- Sends a test booking (if applicable) to make sure the OLB is functioning properly.
- Sends an email to the property manager to cancel the test booking after the test booking is completed.

This step can take 2-3 business days and is usually done via email.



	A	B	C	D	E	F	G	H	I	J
1	Process Date	Advertiser Id	Listing External	Unit External	Entity Type	Listing URL	Sourced from	Status	Message	
2	2015-06-10	11111	55555		listing	http://www.vrbo.com/721		WARNING	You must choose a listing proc	
3	2015-06-10	11111	55555		minimum co	http://www.vrbo.com/721	MINIMUM C	DESCRIPTION_LENGTH_400_O		
4	2015-06-10	11111	55555		minimum co	http://www.vrbo.com/721	MINIMUM C	HEADLINE_LENGTH_20_OR_M		
5	2015-06-10	11111	55555	55555	listing	http://www.vrbo.com/721	PROCESSED WITH MIN	CONTENT FAILURES		
6	2015-06-10	11111	55556		listing	http://www.vrbo.com/721	WARNING	You must choose a listing proc		
7	2015-06-10	11111	55556		minimum co	http://www.vrbo.com/721	MINIMUM C	DESCRIPTION_LENGTH_400_O		
8	2015-06-10	11111	55556		minimum co	http://www.vrbo.com/721	MINIMUM C	HEADLINE_LENGTH_20_OR_M		
9	2015-06-10	11111	55556	55556	listing	http://www.vrbo.com/721	PROCESSED WITH MIN	CONTENT FAILURES		
10	2015-06-10	11111	55557		listing	http://www.vrbo.com/721	WARNING	You must choose a listing proc		
11	2015-06-10	11111	55557		minimum co	http://www.vrbo.com/721	MINIMUM C	DESCRIPTION_LENGTH_400_O		
12	2015-06-10	11111	55557		minimum co	http://www.vrbo.com/721	MINIMUM C	HEADLINE_LENGTH_20_OR_M		
13	2015-06-10	11111	55557	55557	listing	http://www.vrbo.com/721	PROCESSED WITH MIN	CONTENT FAILURES		

Example error report

Requirements for online booking

Credit card processor: Method needed for processing traveler credit card information. This information is sent from HomeAway to your software.

- Currently, credit card is the only method of payment used from the traveler to the property manager in the US for non-ISlink customers.
- In the EU, deferred payments are available for all customers.

Feed accurate rates and calendar information: To use integrated online booking, rates and calendars must be sent from your software.

Approved payment method for PPB listings: If publishing pay-per-booking listings, you will need to provide an approved method of payment for commission charges.

Booking & feed information: Booking information is the only data sent back to your software from HomeAway. Listing content runs on a one-way feed from your software to HomeAway. In addition, all content in the dashboard will be overwritten by content coming from your software (like photos, descriptions, headlines), unless the System of Record tool has been configured otherwise.

5

Dashboard and online booking training

Once your feed and online booking have been enabled, the Project Lead will set up a live demo of your HomeAway Dashboard. This may include the following areas:

- Advertising Region
- Brand Information and response time
- Incomplete and Unassigned Listings
- Listing Quality
- How to enable new listings
- How to solicit reviews in the dash
- Pay-Per-Booking statements, transactions, etc. (if applicable)

This step can take 1-3 business days and depends on your availability for scheduling the live demo.