



# Getting Started

A guide to pricing perfectly, every time.



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# Introduction



# What is Beyond Pricing?

## The key to capturing the **perfect prices**, every time.

Pricing is tough; we fix that. We've created a pricing engine similar to what hotels & airlines adopted decades ago. It adjusts your prices automatically each day based on 3 main factors - day of week, seasonality, and local events - while still giving you complete control of your pricing and some peace of mind.

## The power of industry leaders without the cost

### Change with the Market



Use the power of dynamic pricing to stay competitive! Rates automatically sync to reflect market demand every **24 hours!**

### Optimize Operations



Our centralized interface gives you the tools to manage your vacation rental business all in one place.

### More of Everything



Beyond Pricing gives you higher ADR, more bookings, and increased overall revenue with just a few clicks.



## The support and guidance you need **to succeed**



"We believe vacation rental owners should be able to tap into the same data that other travel industries use to determine pricing. We view this as a democratization of data that you can use to enhance your listings"

– Ian McHenry, CEO  
Beyond Pricing



"We were pleasantly shocked at how easy it was to sign up and start syncing prices. It was literally implemented overnight and we began to receive an increase in inquiries and conversions immediately, and noticed increases in ADR and occupancy in just a couple of weeks. The dashboard also makes it super easy to track performance and provided visual data to wow our clients."

– Gene, VP of Operations  
Vacations Perfected

# How Does it work?

## Quick Start

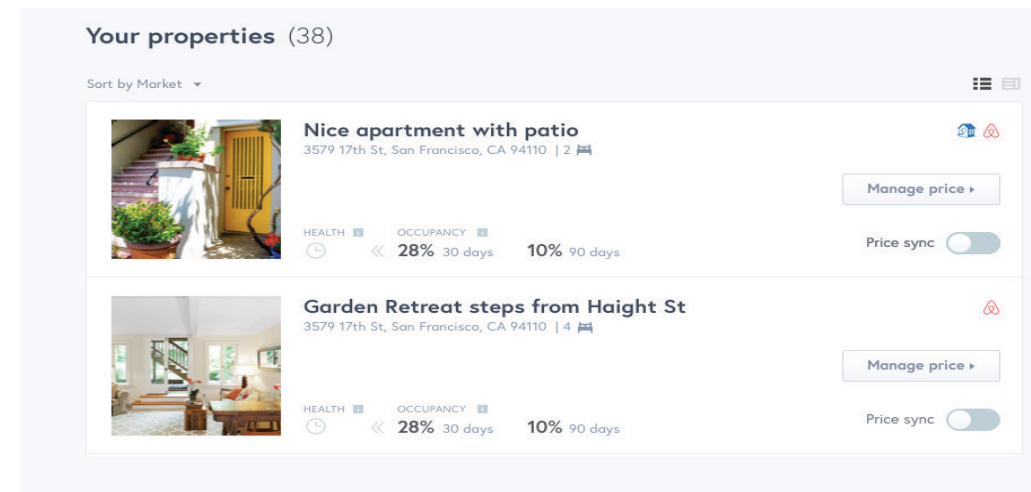
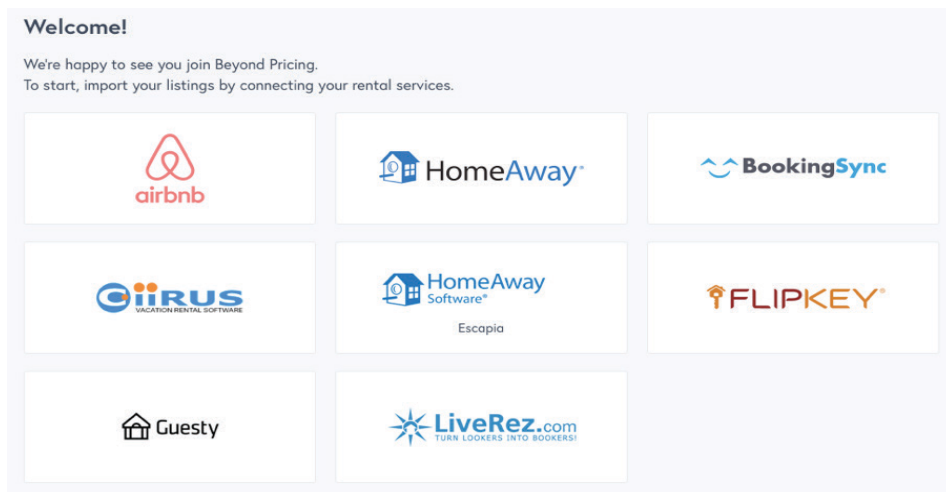
Getting Started in 3 Simple Steps:

### 1. Connect

Log into your Beyond Pricing account and follow the instructions to connect your PMS and import your listings to the Beyond Pricing dashboard

### 2. Preview

Preview our recommended prices, market data, nearby listings, and more **before** syncing anything live



### 3. Sync in Seconds

Once you are ready, toggle sync to 'ON' to push our rates to your PMS, then out to all your connected channels. It takes only seconds!

#### You have connected 1 account

Sort by: Health Score ▼

Hide unavailable: ☒

+ LINK ANOTHER ACCOUNT

Search



Yes, it's really that simple!

# How

## Does it work?

Here is how we make it that simple....  
Behind Beyond Pricing there is a system of complicated processes working for you around the clock.

### DAY OF THE WEEK

*Demand is different for each day of the week, so your prices should be too.*

We automatically adjust nightly rates based on demand for each day of the week, customized to your market.

### LOCAL EVENTS

Our algorithm is able to detect local events based on forward-looking demand trends. This enables us to capture both recurring events & one time events, so our hosts always see the upside.

### SEASONALITY

We use machine learning and a team of analysts to determine high, low, and shoulder seasons for each market we serve. We don't release a new market until this undergoes a strict quality assurance process.

Let's look at how to best make Beyond Pricing work for you!



# Using Beyond Pricing



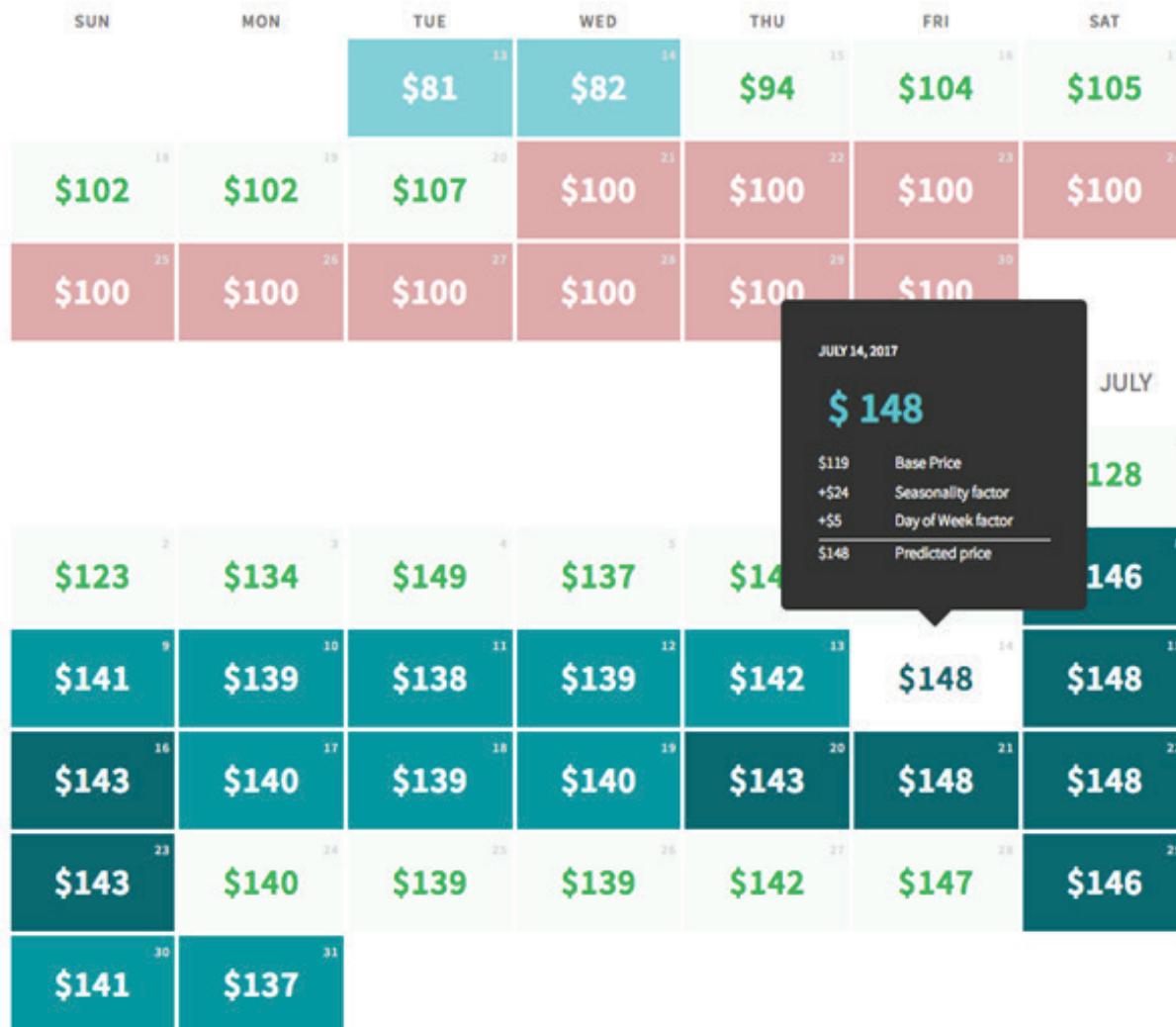


# Managing Your Listing: Calendar View



[← BACK TO DASHBOARD](#)

BASE PRICE:  MINIMUM PRICE:



## CALENDAR VIEW

The Beyond Pricing calendar view provides you with an easy way to manage each individual listing.

### GREEN DATES

Indicate a successful booking. Make sure you are ready for your guests!

### RED DATES

Indicate manual overrides. If you don't like our suggested prices, you may override them at any time. You are in complete control.

### BLUE DATES

Indicate our suggested prices. Darker blue is for higher demand days and lighter blue is for lower demand days. If you hover over any day, you will see the breakdown of what goes into that suggested price.



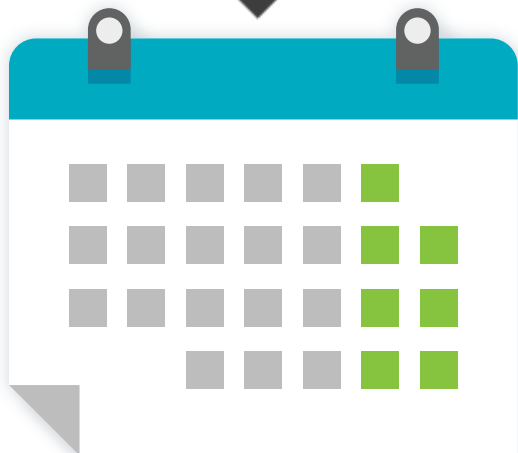


# Managing Your Listing: Breaking Down Prices

SEPTEMBER 2, 2017

**\$ 486**

|        |                    |
|--------|--------------------|
| \$220  | Base Price         |
| -\$44  | Seasonality factor |
| +\$269 | Event: Labor Day   |
| +\$41  | Day of Week factor |
| <hr/>  |                    |
| \$486  | Predicted price    |



**Each day is unique,  
so every price should be too**

We take pride in our prices, and want to be as transparent as possible so that each day you know exactly why your listings are priced as they are. On the left is a sample price from a random day, and directly below it are the various factors that go into creating that price. Read more about them below:

## KEY

**Base Rate** = the average price of the listing on a normal night & *starting point for all price fluctuations*

**Seasonality** = is it low, high, or shoulder season in your market?

**Local Events** = is a local event causing demand to spike? Festival? Ironman? Graduation season?

**Day of Week** = every day of week has different demand, therefore it should have a unique price

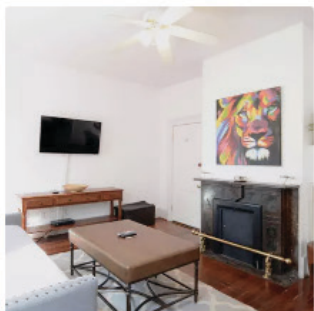
**Forward-looking availability** = if we see spikes in your market demand, we'll increase rates, automatically



# Managing Your Listing: Chart View

The chart view shows you the pricing trend for the entire year, so you can see both long-term and short-term trends.

This is what the chart view looks like:



## Live like a Local in Charleston

<https://www.airbnb.com/rooms/1128542>

Price Syncing



Active

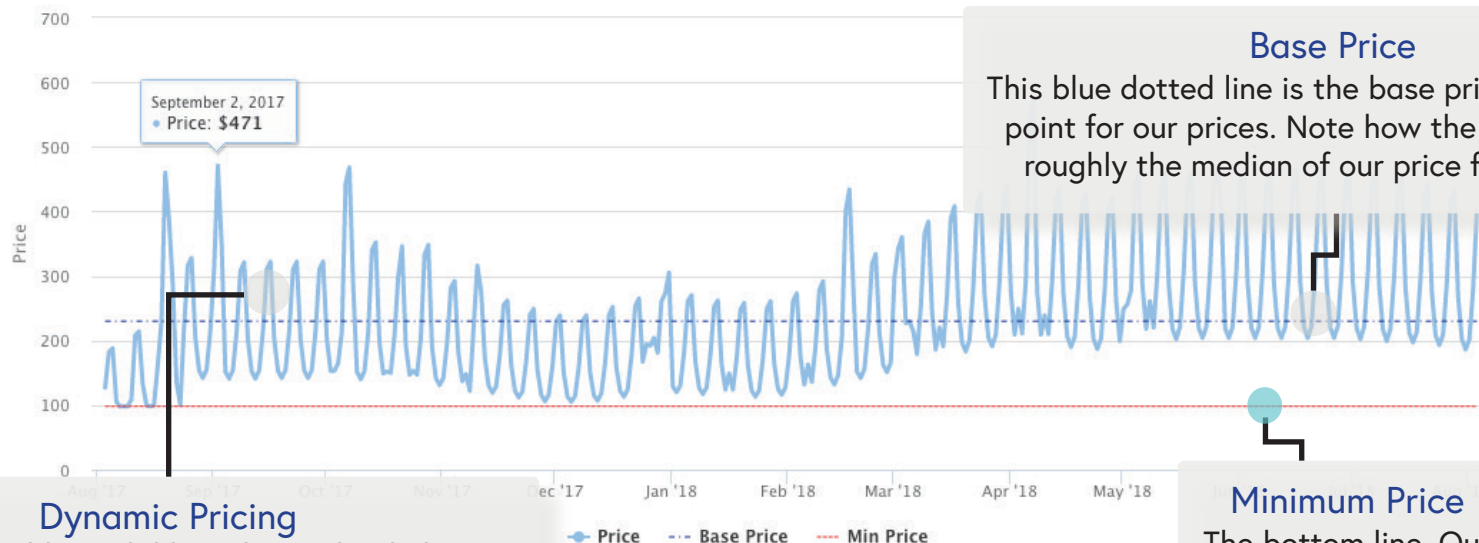
☒ CALENDAR ☒ CHART ☐ NEARBY LISTINGS ☐ STATS ☐ MARKET DATA ☐ CUSTOMIZE

BASE PRICE ?

\$ 230

MINIMUM PRICE ?

\$ 98



### Base Price

This blue dotted line is the base price, the anchor point for our prices. Note how the base price is roughly the median of our price fluctuations.

### Dynamic Pricing

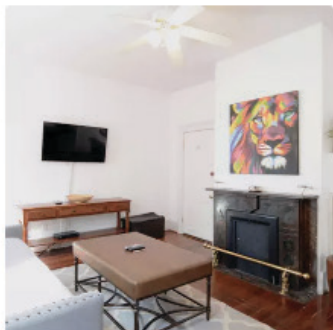
This light blue solid line shows the daily fluctuations of the listing price based on the day of the week, local events, and seasonality.

### Minimum Price

The bottom line. Our prices will never go below this point.



# Managing Your Listing: Market Data Tab



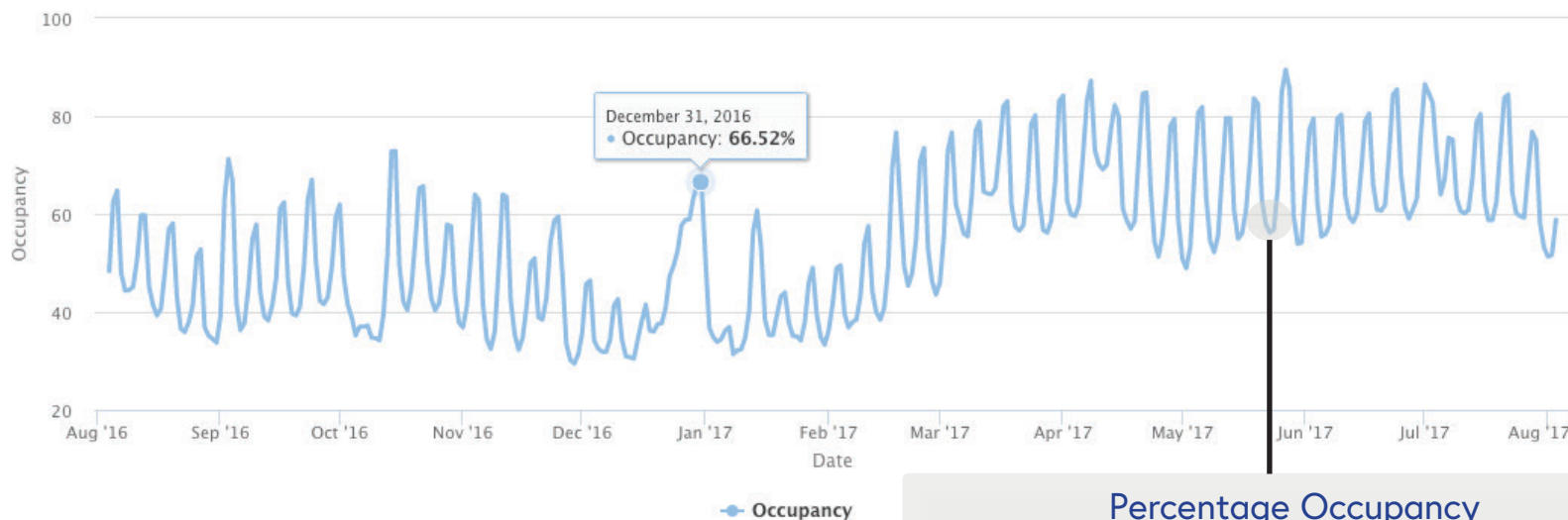
Live like a Local in Charleston

<https://www.airbnb.com/rooms/6123542>



☒ CALENDAR ☒ CHART ☐ NEARBY LISTINGS ☐ STATS ☒ MARKET DATA ☐ CUSTOMIZE

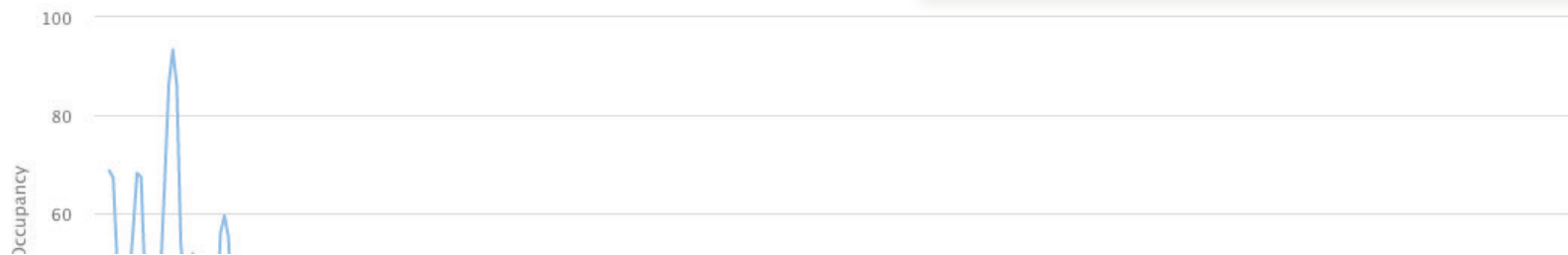
Neighborhood Occupancy – Last Year



## Percentage Occupancy

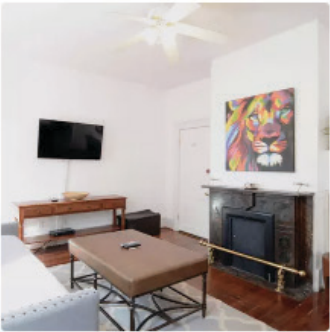
Use these charts to compare last year's occupancy % to this year's to see how this upcoming year is trending

Neighborhood Occupancy – Upcoming Year





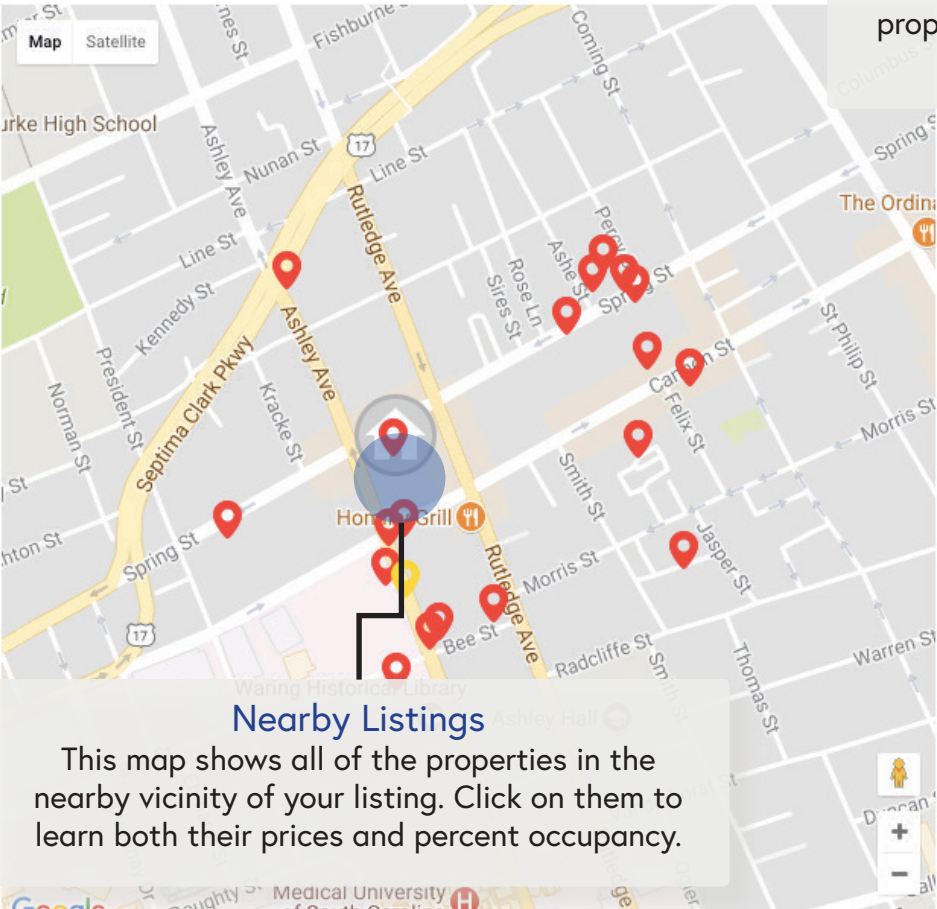
# Managing Your Listing: Nearby Listings



## Live like a Local in Charleston

<https://www.airbnb.com/rooms/6129542>

CALENDAR CHART NEARBY LISTINGS STATS

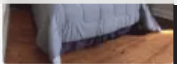


### Nearby Listings

This map shows all of the properties in the nearby vicinity of your listing. Click on them to learn both their prices and percent occupancy.

### Competitive Analysis

The nearby listings feature identifies a selection of comparable properties sorted by our proprietary Health Score and details their specific locations and prices.



|            | Next 30 days | Next 90 days |
|------------|--------------|--------------|
| % Booked   | 30%          | 17%          |
| Avg. Price | \$185        | \$185        |

View on:



Health Score: 64

### Historic Downtown Cottage



|             |               |              |
|-------------|---------------|--------------|
| Base Price: | Health Score: | View on:     |
| \$224       | 63            |              |
|             | Next 30 days  | Next 90 days |
| % Booked    | 33%           | 13%          |
| Avg. Price  | \$218         | \$213        |

### Downtown Apartment with Roof Deck

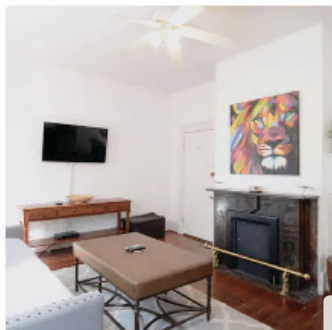


|             |               |          |
|-------------|---------------|----------|
| Base Price: | Health Score: | View on: |
| \$152       |               |          |





# Managing Your Listing: Statistics



## Live like a Local in Charleston

<https://www.airbnb.com/rooms/6123542>



### Recent Bookings

This chart makes it easy to keep track of your most recent bookings as well as to monitor your ANP for each individual booking.

☒ CALENDAR ☐ CHART

#### RECENT BOOKINGS

| Booking date | ANP ? | Nights |
|--------------|-------|--------|
| Aug 03, 2017 | \$122 | 2      |
| Jul 24, 2017 | \$120 | 3      |
| Jul 13, 2017 | \$121 | 3      |
| Jul 10, 2017 | \$128 | 2      |
| Jul 08, 2017 | \$543 | 2      |

#### TOP BEYOND PRICING BOOKINGS

| Arrival date | ANP ? | Nights | Additional Revenue ? |
|--------------|-------|--------|----------------------|
| Aug 20, 2017 | \$543 | 2      | +\$744               |
| Apr 14, 2017 | \$327 | 2      | +\$312               |
| Nov 13, 2016 | \$242 | 1      | +\$71                |
| Jan 27, 2017 | \$199 | 2      | +\$56                |
| Apr 11, 2017 | \$195 | 3      | +\$72                |

### Average Daily Rate

#### OCCUPANCY ?

100

50

0

Jul 16 Aug 16 Sep 16 Oct 16 Nov 16 Dec 16 Jan 17 Feb 17 Mar 17 Apr 17 May 17 Jun 17 Jul 17 Aug 17 Sep 17 Oct 17 Nov 17

The average daily rate graph is an excellent way to keep track of how your listings are doing. It's also easy to see seasonality and events using this chart!

#### AVERAGE DAILY RATE ?

300

\$200

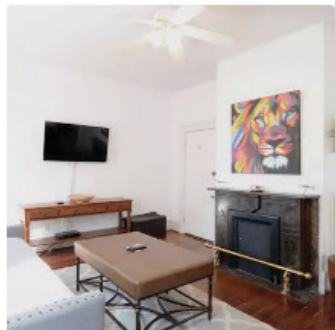
\$100

\$0

Jul 16 Aug 16 Sep 16 Oct 16 Nov 16 Dec 16 Jan 17 Feb 17 Mar 17 Apr 17 May 17 Jun 17 Jul 17 Aug 17 Sep 17 Oct 17 Nov 17



# Managing Your Listing: Customize Tab



Live like a Local in Charleston

<https://www.airbnb.com/rooms/5129542>



☒ CALENDAR ☒ CHART ☒ NEARBY LISTINGS ☒ STATS ☒ MARKET DATA ☒ CUSTOMIZE

SAVE

Max price

\$ 1200



Seasonal Minimum Price

Set minimum prices for specific seasons

Last minute discounts

Discount for last 3 days

50

%

Discount for last 7 days

50

%

Discount for last 14 days

40

%

Discount for last 21 days

30

%

## Seasonal Minimum Price

Seasonal Minimum Price: have a rate you never want to go below during high season? No problem, use seasonal minimums. Picky owners? This will help with that too.

## Last Minute Discounts

A user favorite! This feature allows you to progressively discount your listings depending on how far out the date is. The exact percentage is up to you.



# Get Pricing!

Those are the basics! With a little bit of practice, you'll be pricing like a pro in no time. Below are some additional resources in case you get stuck. As always, feel free to contact support at [support@beyondpricing.com](mailto:support@beyondpricing.com) if you have any questions!

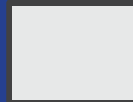


## FAQ

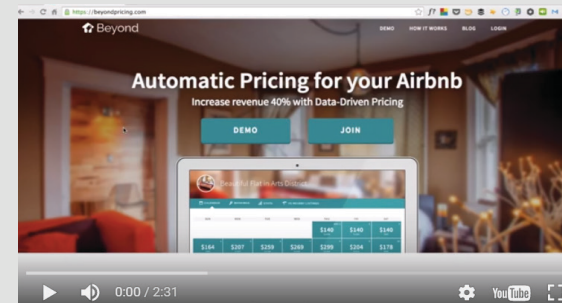
Featuring the most asked user questions:

- How do I change my billing currency?
- I use Facebook to connect to Airbnb. How can I sync my account?
- I have a minimum stay. Can I still use Beyond Pricing?
- Are booking fees and cleaning fees included in price recommendations?

[>>Read more](#)



## Video Guides



If you are more of a visual learner, feel free to check out our video guide that walks you through the Beyond Pricing interface step-by-step. The video covers the material in this guide, but also includes a demo with a sample listing to show you how it's done.

[>>Watch Now](#)

