

**RENTALS UNITED**  
MORE BOOKINGS. LESS WORK.

# MASTERS OF DISTRIBUTION HOW TO ADVERTISE ON



### WHO ARE THEY?

They've sold vacation rentals apartments online since 1997. They started with RomanReference.com, leader website for Rome vacation rentals, and are now dealing with vacation rentals in over 220 destinations throughout Europe and the USA.

### WHERE ARE THEY STRONG?

They are strong worldwide, but especially in Italy and the United Kingdom.

### WHAT INFORMATION DO WE SEND TO THEM?



Rentals United sends CitiesReference

- Rates
- Availability
- All static content such as amenities, description, photos etc

Changes are updated automatically but needs to be done in your PMS or your own platform if we are connected via API. If you only use Rentals United, changes in our platform will be pushed automatically to the channel.

### WHAT RATES DO THEY WANT?



Channel will add their commission on top of your prices before putting properties online.

## HOW IS THE CONNECTION PROCESS?

### Connection

You will have to sign an agreement with some channels and/or answer additional questions. Note, that even if you have connected your properties from Rentals United, you will not be live until an agreement has been signed.

Check your spam box for emails from the channel. Also, make sure you have the correct email for notifications set up in Rentals United, so they can reach you.

Average onboarding time is 1 week. If you haven't heard back from the channel after this week please email them directly at: [guglielmo@citiesreference.com](mailto:guglielmo@citiesreference.com)

Some channels don't accept all locations or type of property.  
**Rentals United can not influence this or the time it takes for the channel to put you live.**

### HOW IS THEIR BOOKING PROCESS?

 **Direct contact**

Rentals United will send you a booking confirmation.

After guests have booked, the channel will send a confirmation to the guest and you. You will have to arrange the check-in details directly with the guest.

After departure the channel sends out a review request to the guest.

### HOW ARE THEIR BOOKING MODELS?

 **Instant booking**

CitiesReference works on Instant booking. All bookings must be accepted.

### HOW IS THEIR PAYMENT PROCESS?

 **Payment taken by you**

Channel only charges the guest their commission at the time of booking. You need to charge the guest the remaining amount before or upon arrival. You have to contact the guest to arrange the payment details.

### CAN YOU UPLOAD YOUR OWN CANCELLATION POLICY?

 **Yes**

Yes. Your cancellation policy will be used.

**REMEMBER!** All bookings **MUST** be accepted.



# **STEP BY STEP**

## **HOW TO ADVERTISE ON**




**STEP 1** | Go to “Add channels” on the main menu, search the name of the channel you want to connect to and click on “Add channel”.

CITIES REFERENCE



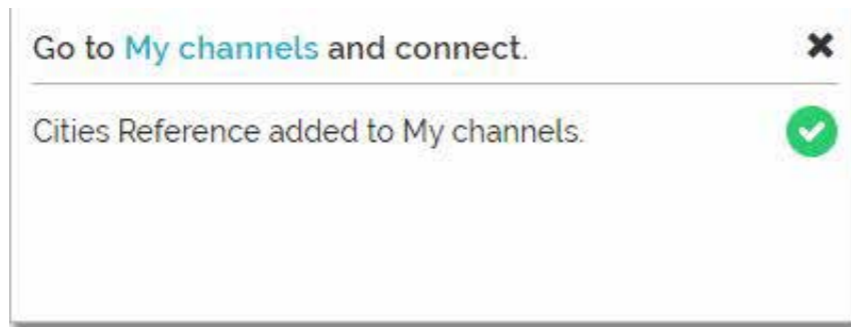
Accepting properties in:  
Channel commission:  
Cancellation used:  
Minimum rentals n# needed:  
What is synchronised:

Worldwide  
Free, added on top of your rates  
Yours  
you must have at least 1 property  
  
[More Info](#)

+ ADD CHANNEL



**STEP 2** | Once done this, a box with the added channel will appear on the right. Confirm the addition by clicking on “Add to my channels”.



**STEP 3** | Go to “My channels” on the main menu, click on “Get connected” to read CitiesReference’s Terms & Conditions.

	Connection Date:	27/03/2017
	N# of Properties Connected:	0 out of 0
	N# of Bookings Received:	0
	Channel Commission:	on top of your rates
	Cancellation Used:	yours

! GET CONNECTED  
PROPERTY SETTINGS  
ACCOUNT SETTINGS

**STEP 4** | Go through the checklist and accept the Terms & Conditions of the channel. Some channels may need you to create an account in their website.

**Cancellations** ✓  
Channels cancellation policy applies: More than 7 full days prior to arrival: Refund 50% of full amount (less 15%) Less than 7 days prior to arrival: No refund


**Payments** ✓  
Channel charges the guest. Channel transfers the full payment to you the day of the client's arrival


**Deactivation** ✓  
If you deactivate or delete a property in Rentals United or in your PMS, you will need to email the channel saying you don't want that property to be advertised anymore. There's no penalty for this however overusing the activate/deactivate feature could result in the channel no accepting your property in the future

**Instructions on how to connect**  
Download the “Masters of distribution” PDF for full information about this channel

DOWNLOAD TO CONTINUE

**STEP 5** | After you have connected your properties you will be able to see the connection in “My Channels”, “Property settings”.


**CITIESREFERENCE**  
Connected
^ X



Connection date: 11-01-2016

N# of properties live: 0 out of 0

N# of bookings received: 0

Channel commission: On top of your rates

Cancellation used: The channel

How do I get paid: The channel pays out the total amount

Contact information: name@mail.com

✓ PROCESS

🏠 PROPERTY SETTINGS

✖

**STEP 6** | All your properties should say “Connected” in gray on the right side. This doesn’t mean they are live yet, it may take a couple of days before CitiesRefernce publishes your properties.

connect all disconnected properties 
2188 Properties | Show [10](#) | [50](#) | [250](#) « < 1 of 219 > »

Name <input type="text" value="Q"/>	Location <input type="text" value="Q"/>	Currency <input type="text" value=""/>	PrePayment	Prepayment Amount	Scaling % <input type="text" value="Q"/>	Status <input type="text" value=""/>	Actions
<a href="#">Casa della Mama</a>	Amalfi	EUR	Default prepayme.. <input type="text"/>	<input type="text"/>	- 0% +	✓ Connected   <a href="#">deactivate</a>	
<a href="#">Casa Lauro</a>	Amalfi	EUR	Default prepayme.. <input type="text"/>	<input type="text"/>	- 0% +	✓ Connected   <a href="#">deactivate</a>	
<a href="#">Casa Letizia</a>	Amalfi	EUR	Default prepayme.. <input type="text"/>	<input type="text"/>	- 0% +	✓ Connected   <a href="#">deactivate</a>	

**STEP 7** | Check if your properties are live soon. When they are live, a blue icon with a link to the property will appear on the right.

<a href="#">BM Downtown Dreams 1</a>	Amsterdam	EUR	Default prepayme..		- +1% +	✓	<a href="#">deactivate</a>   <a href="#">link</a>
<a href="#">BM DownTown Dreams 3</a>	Amsterdam	EUR	Default prepayme..		- +1% +	✓	<a href="#">deactivate</a>   <a href="#">link</a>
<a href="#">CB LUXURY GROUP HOUS</a>	Amsterdam	EUR	Default prepayme..		- +1% +	✓	<a href="#">deactivate</a>   <a href="#">link</a>
<a href="#">TOF Arena Deluxe</a>	Zuidoost	EUR	Default prepayme..		- +1% +	✓	<a href="#">deactivate</a>   <a href="#">link</a>

**STEP 8** | If you want to disconnect properties do it in Rentals United and not in CitiesReference.

<a href="#">BM Downtown Dreams 1</a>	Amsterdam	EUR	Default prepayme..		- +1% +	✓	<a href="#">deactivate</a>   <a href="#">link</a>
<a href="#">BM DownTown Dreams 3</a>	Amsterdam	EUR	Default prepayme..		- +1% +	✓	<a href="#">deactivate</a>   <a href="#">link</a>
<a href="#">CB LUXURY GROUP HOUS</a>	Amsterdam	EUR	Default prepayme..		- +1% +	✓	<a href="#">deactivate</a>   <a href="#">link</a>
<a href="#">TOF Arena Deluxe</a>	Zuidoost	EUR	Default prepayme..		- +1% +	✓	<a href="#">deactivate</a>   <a href="#">link</a>