SMOOBU Webinar

# Simplify Your Vacation Rental Management with Smoobu

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# Speakers

## Jaka Koritnik

**Sales Associate Manager**

**Smoobu**

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# Agenda

01 Introduction

02 Channel Manager

03 Centralized Calendar

04 Guest Communication

05 Pricing Management

06 Advanced Features

07 Q&A

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# Introduction

## What is Smoobu?

smoobu.com

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# Our history

Smoobu was founded in 2014 by hosts who understood firsthand the challenges of managing short-term rentals.

What started as a real need evolved into an all-in-one platform that helps hosts and property managers centralize bookings, calendars, guest communication, and day-to-day operations.

Today, Smoobu supports thousands of hospitality professionals in more than 120 countries and continues to develop new features that make property management simpler, more automated, and more scalable.

**Today**

Website builder, dynamic pricing, electronic invoicing, and an increasingly comprehensive range of tools to automate property management.

**2021 – Joining the HomeToGo Group**

Smoobu accelerates its growth, product development, and innovation.

**2018–2019 – API connections with leading OTAs**

API integrations with Booking.com and Airbnb, along with recognition as a Connectivity Partner.

**2016 – Product development driven by host feedback**

Host feedback continues to shape the evolution of the platform.

**2014 – Built by hosts, for hosts**

Smoobu was created to simplify short-term rental management.

# Supporting hosts worldwide

## Smoobu – The vacation rental software

- Independent hosts and property manager
- Simplicity, efficiency, and growth
- Trusted by tens of thousands of hosts worldwide.

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# Channel Manager

## Manage all your channels from one place

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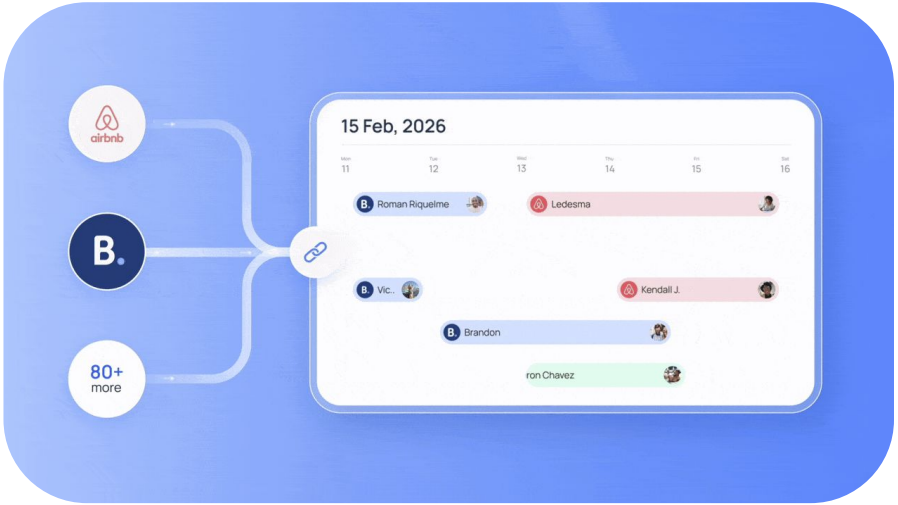
# Channel Manager

## Manage all your channels from one place

The Channel Manager is one of Smoobu's core features. It allows you to connect and automatically synchronize your listings across leading booking platforms, including Airbnb, Booking.com, Expedia, and other channels via API connections.

From a single platform, you can update availability, rates, and bookings, reducing manual work while keeping all your sales channels fully synchronized.



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# Why choose Smoobu's Channel Manager?

1

### Avoid the risk of overbookings

When a date is booked on one platform, availability is automatically updated across all connected channels in real time.

2

### Reduce manual work

No more updating rates, calendars, and bookings one platform at a time. Smoobu synchronizes everything for you.

3

### Manage everything from one place

Connect Airbnb, Booking.com, and other channels to Smoobu for a single, centralized overview of your business.

4

### Customize pricing for each booking platform

Apply custom markup percentages to each OTA and tailor your pricing strategy for every booking channel.

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# Centralized Calendar

## See all your bookings at a glance

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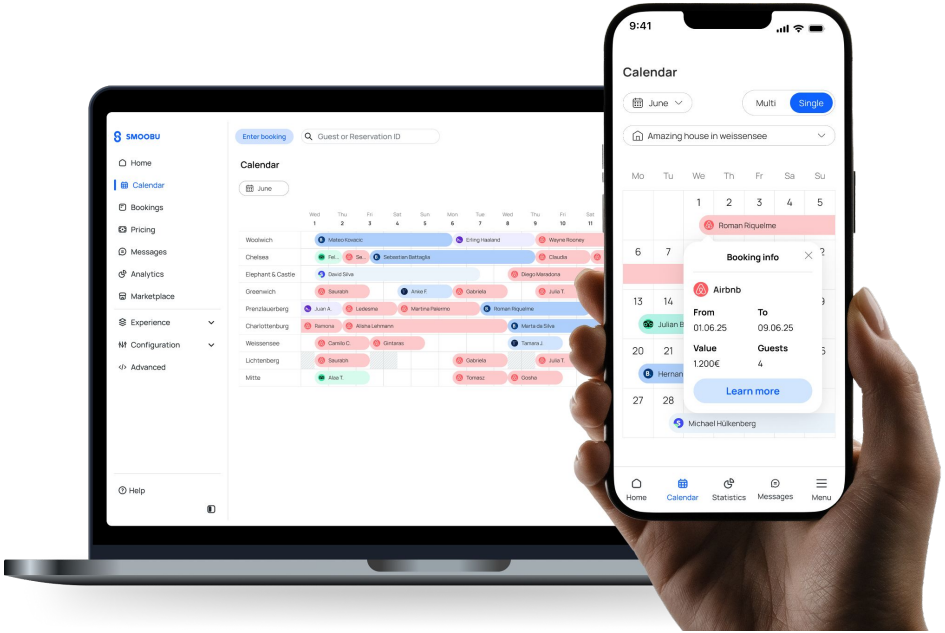
# Centralized Calendar

## See all your bookings at a glance

With Smoobu's unified calendar, you can manage all your bookings from a single dashboard—including OTAs, direct bookings, blocked dates, check-ins, and check-outs.

- All your bookings in one calendar
- Easily manage check-ins, check-outs, and blocked dates
- Quickly add direct bookings
- Gain greater operational control across all your properties



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# Guest Communication

## Automated messages for every stage of the stay

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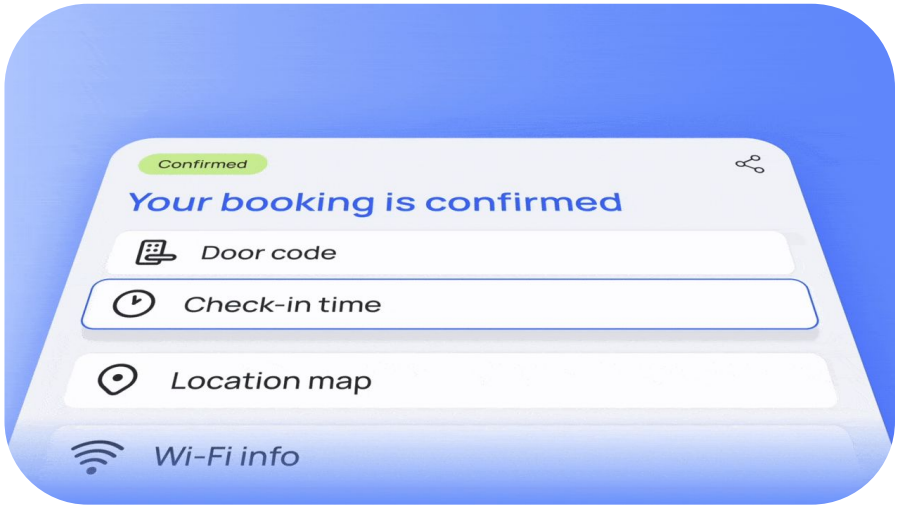
# Guest Communication

## Automated messages for every stage of the stay

With Smoobu, you can automate the most important guest communications throughout the stay—from pre-check-in instructions to post-check-out follow-ups—ensuring timely, personalized, and consistent communication.

- Automated pre-check-in and post-check-out messages
- Send personalized instructions, information, and links through the Guest Guide
- Ready-to-use email templates with placeholders that automatically insert guest details
- Less manual work and fewer errors
- A clearer, more professional guest experience



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# Pricing Management

## Dynamic pricing to maximize your revenue

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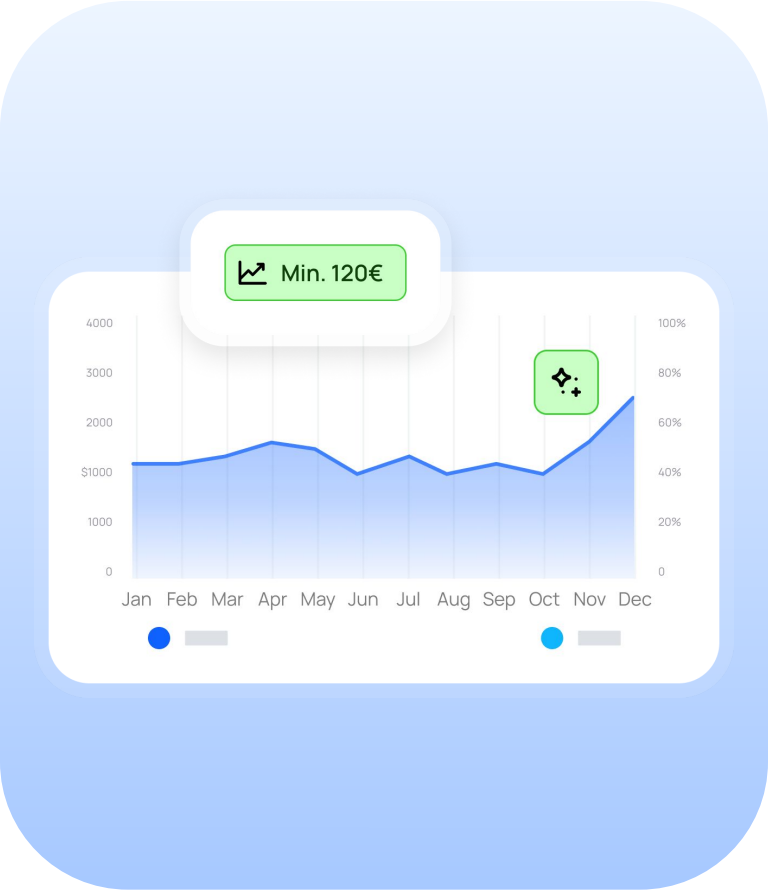


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# Pricing Management

## Dynamic pricing to maximize your revenue

With Smoobu Dynamic Pricing, you can optimize your rates, adapt to market demand, and improve your revenue management strategy—without manually updating prices every day.

- Dynamic pricing based on demand and seasonality
- Fewer manual rate updates
- Higher occupancy during key periods
- Better control over your revenue management strategy
- 1-month free trial

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# Advanced Features

## Designed for every type of vacation rental business

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# Our Advanced Featured

1.
Website &
Booking Engine

2.
Team Management
& Permission

3.
Guest Guide &
Online Check-In

4.
Partner
Integration

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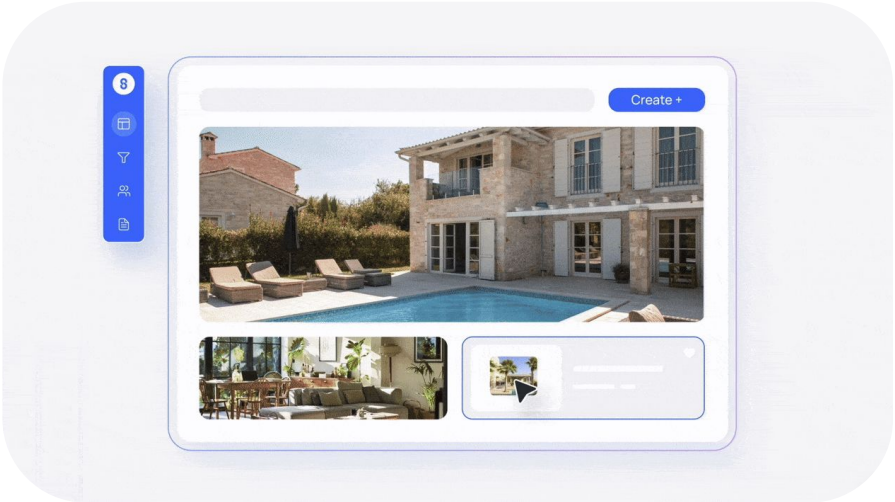
# Website & Booking Engine

## Increase direct bookings and reduce OTA commissions

With Smoobu, you can create a professional website for your property, complete with an integrated booking engine. This allows guests to check availability, view rates, and book directly—without going through OTAs.

If you already have a website, you can easily integrate Smoobu's booking engine and turn it into a direct booking channel. Increasing direct bookings helps you reduce your reliance on OTAs, lower commission costs, and strengthen your brand.



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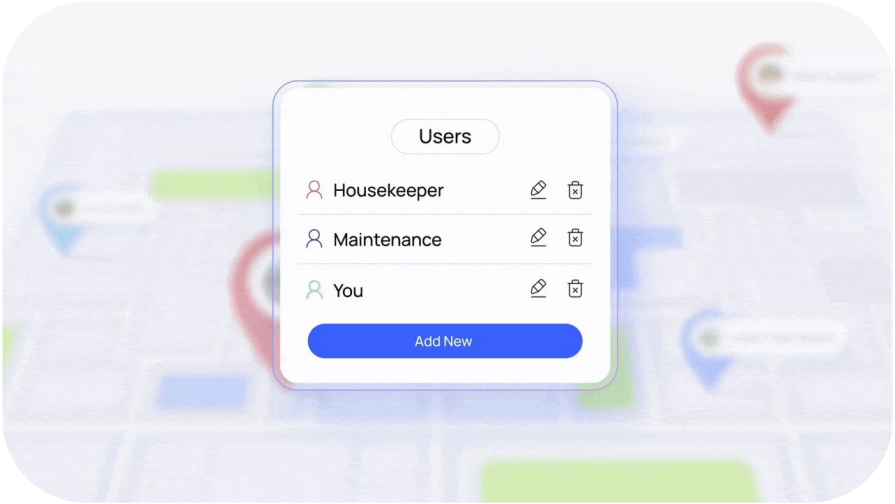
# Team Management & Permissions

## Manage roles, access, and permissions securely

When multiple people are involved in managing your properties, it's essential to define roles and access clearly. With Smoobu, you can create separate user accounts and assign specific permissions to team members, collaborators, or operational partners.

Each user only has access to the information and features they need, helping you improve day-to-day operations while keeping your account secure. This feature is especially useful for property managers, co-hosts, and hosts working with cleaning teams, assistants, or external collaborators.



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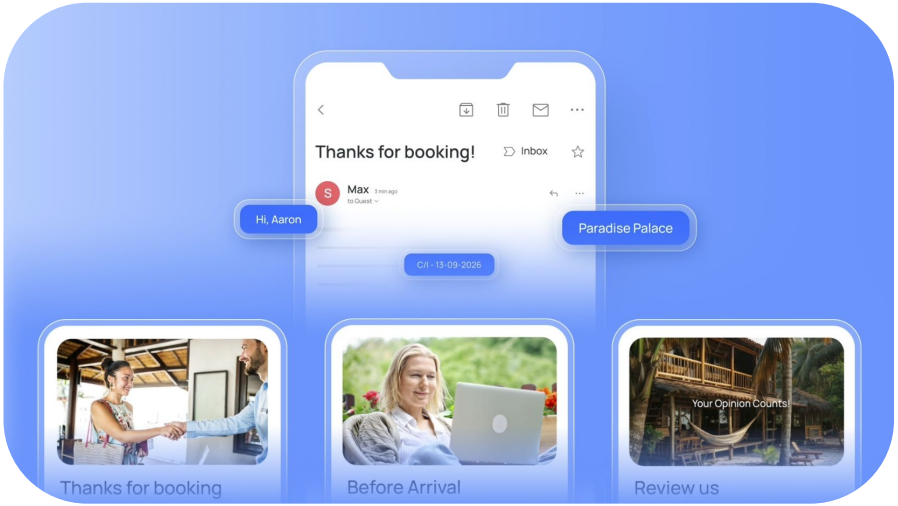
# Guest Guide & Online Check-in

## Automate guest information, check-in, and arrivals

With the digital Guest Guide, you can share everything guests need for their stay, including arrival instructions, house rules, available amenities, local recommendations, and practical information about your property. It's a simple way to enhance the guest experience while reducing repetitive questions.

Smoobu also lets you automate online check-in by collecting the required guest information before arrival, making the check-in process faster and more efficient. In addition, you can use the Guest Guide to promote extra services to your guests, where permitted by local regulations.



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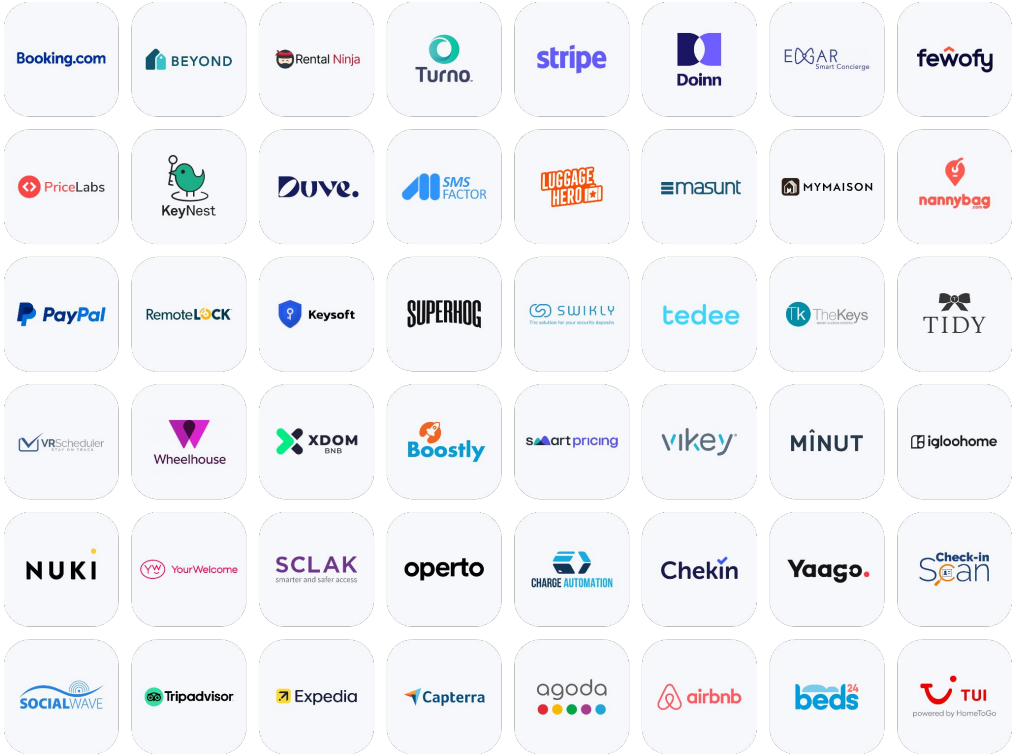
# Partner Integrations

## Connect the tools that best fit your business

Smoobu integrates with a wide range of third-party tools to help you automate even more of your day-to-day operations. Through the Marketplace, you can connect solutions for guest registration, automated check-in, smart locks, housekeeping management, payments, receipts, electronic invoicing, and more.

Popular integrations include Chekin, Trippz, Stripe, PayPal, and dynamic pricing solutions. The goal is to help you build a more efficient workflow by connecting Smoobu with the tools you already use—or the ones that can simplify your daily operations.



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# Q&A

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## Book a 1:1 call

Or contact us at:
**service@smoobu.com**

# Thank you!