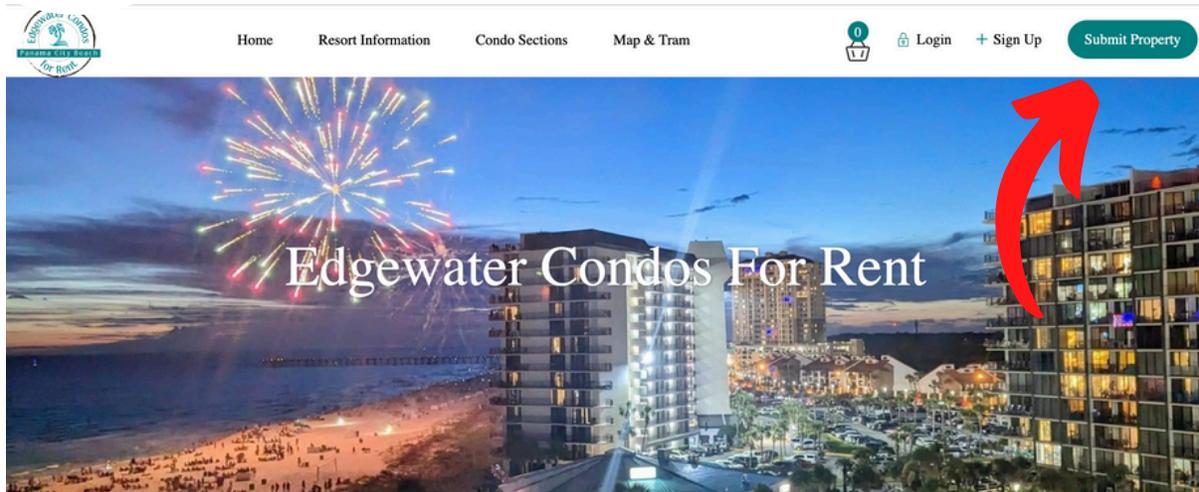




Creating your listing

Instructions for setting up your listing



*** Important items to note**

Start by clicking **Submit Property** Description page

- * Title** - 60 characters max.
 - Description** - for non-Owner Rez users, you may want to note that guests should contact you for an exact quote if you do not intend to fill in all your custom rates for the year (on the Price page).
- * Affiliate Link** - this is where guests will be sent to book with you online (ie, your website, VRBO, etc) when they click the Book Now button on the form on your listing page. ***If you do not have a place to book online, leave this field blank and check the box to "Show Contact Form instead of Booking Form."***
 - If you use **Owner Rez software**, add integration for bookings and inquires by using widget code. In your software, go to settings: widgets: create a Booking/Inquiry form, customize as you'd like: save. Copy that code and paste into the Owner Rez widget box on the description page). ***See more details on pages 5-8 of this set up list.***

Save - the site will prompt you to create your account if you are not already logged in. You'll return to this page to make any additional edits or continue your listing set up by clicking to go to the Price page next.

Price page



- * **Price per night** - OPTIONAL or add a "from", "average" or "base" rate; you can customize by night in the Price Adjustments section below (unnecessary if using Owner Rez software). The "Before Label" is text you wish to appear before your price (ie to use "From \$125," enter "From" as your Before Label. Or you can add text to appear after the price as your "After Label" (ie enter "Average" for your rate to appear as "\$250 Average".)
- **Price per night (7d+) or (30d+)** - weekly or monthly rates if you offer them; if not, leave blank.
- **Weekend price** - enter for different rates on Fri/Sat nights or leave blank. If you set a weekend price, it will override your 7 day and 30 day rates (if applicable).
- * **Cleaning fee** - mark up to **include your state/county/city taxes**
- * **Total Tax Percentage- state/county/city taxes. At EBR, this is a total 13.12%** and is calculated on rent only (all other fees you list should include this tax).
Check the box for "% of daily rate"
- **Minimum nights** - this is your default; you can customize in the Price Adjustments section below (or if using Owner Rez widgets, that will be noted)
- **Optional Extras** - additional fees such as a resort fee, parking fee, etc. **Include 13.12% tax in these figures.** These appear to guests as optional items but if your fee is required, you can add "mandatory" or "required" next to the fee name.

Save

Price Adjustments (optional to customize your nightly rates)

- No need to price adjust if using Owner Rez software; you can show rates in your calendar (via widget) instead.
- For others wishing to customize pricing, click on any date you wish to modify and then select the end date for the range you are updating; a pop up will appear.
- Confirm your start and end dates for the rate you are editing.
- * Add your rate in the "New Price in \$" field **AND** the "Price per weekend in \$" field.
Even if it's the same amount--you must fill in both fields.
- Update your minimum days of booking (for minimum nights) and any check in/out days of the week requirements.
- Click Set Price for Period; confirm accuracy in the table below the calendar. You cannot edit once created. To modify an existing period, delete and re-create.
- Repeat for all dates you wish to modify (up to 13 months in advance)
- For the next step in set up, click Images or "go to media settings"



Images

- Add up to 30 images and drag them in your preferred order of appearance.
- * Double click on the image you want to be primary/featured.

Save

Details

- **Bedrooms** - after entering, a box will open to provide bed details for each
- * **Custom Details** - add additional beds (bunk beds, sofa bed, trundle bed, etc along with any other custom item you wish to detail). ***The value is the quantity of each item listed.***

Save

Location

- Add your address and then click on the map to drag it around to your location. Click where you want to place the pin or you can manually enter your latitude/longitude.

Save

Amenities and Features

- Check off applicable features - guests can elect to filter their search by this criteria.
- * RC and Visit Panama City Beach will be promoting this site to various groups visting PCB and who typically want to book with a host offering a group discount. If you are willing to offer these a discount (5%, 10%, or anything you'd like), be sure to select the "EBR Groups Discount" feature.
- * In Owner Rez or your booking software, create a Discount Code called "EBRgroups" which will be shared with these groups looking to book. If an automatic code on your booking site isn't possible, be aware that guests will mention it when inquiring.

Save



Calendar

- If you use **Owner Rez software**, create a multi-month calendar widget in your software, elect to show nightly rates, save, and then copy that code. Paste it into the Owner Rez Calendar Widget box on the Calendar page. **See more details on pages 5-8 of this set up list.**
- Without Owner Rez software, click the calendar dates to block dates manually or enter your iCalendar feed from any booking software, VRBO, Airbnb, etc.
- * All users, add your ical link for the Search functionality of the website to show your availability accurately. (Owner Rez users go to Settings: iCal import/export: select export and copy link to paste into this field on ECFR. Others, you can export your link from VRBO or Airbnb in their calendar settings.)

Save

After completing your listing set up, you'll be taken to your "My Listings" page in the dashboard. You may edit your listing anytime by clicking the edit icon. 

Activating Your Listing

- * To pay for your listing and go live, click on the **Publish or Upgrade** button.
 - From the pop up, click to Pay Now and complete the Checkout page.
 - **Under the credit card details, click the box to *Save payment information to my account for future purchases.***
 - Once published, clicking the Publish or Upgrade button again will offer an upgrade to be a Featured Listing. These are limited placements; this adds a tag to your listing as featured, includes you in the rotating slideshow on the home page, and places you at the top of qualifying search results pages. To be featured is an additional \$150 fee annually.

[Concierge listing set up service is available: CLICK HERE.](#)

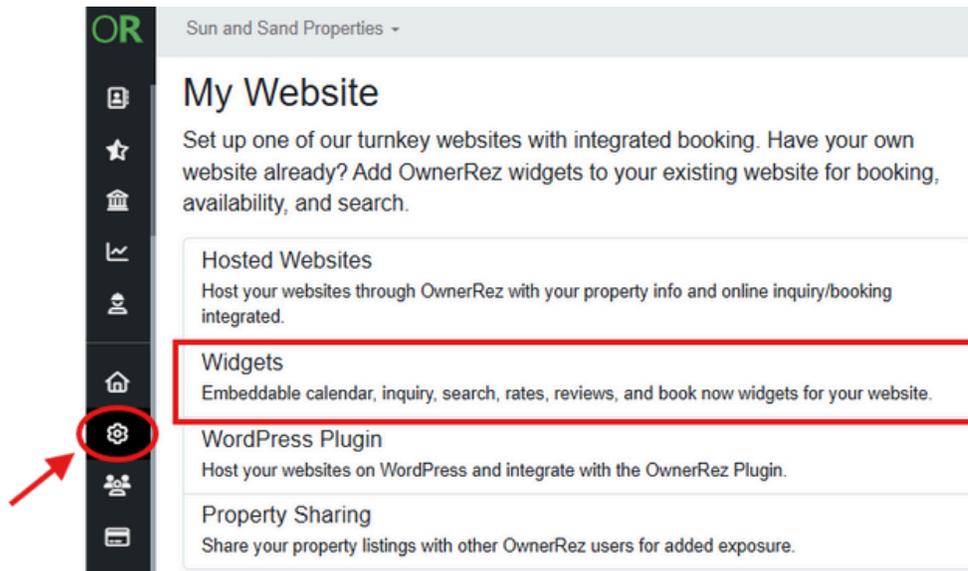
Owner Rez Widget Creation

Widgets only have to be created once, even if you have multiple properties.
If you already have widgets created, skip to step 8.

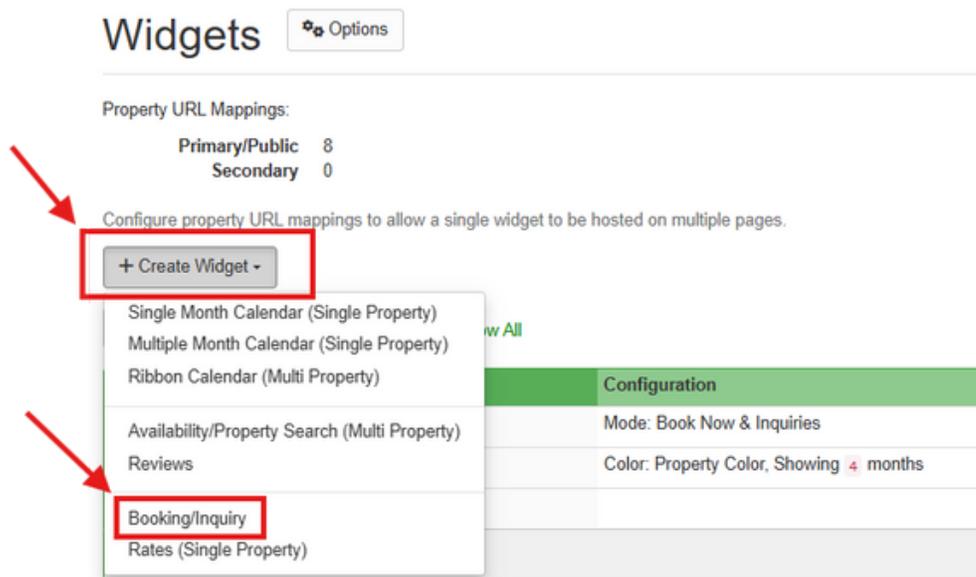


Book Now/Inquiry form widget

1. Log into your Owner Rez software
2. Click Settings (gear icon)
3. In Settings, click Widgets



4. Click the "Create Widget" drop down.



5. From that dropdown, select "Booking/Inquiry"



Create Booking/Inquiry Widget

Mode Book Now/Inquiry Inquiry Only
Allow book now if property rules match, with a fallback to inquiry if not. Or only allow inquiries.

Fields

- Show Property Selector
- Show Children Field
- Show Pets Field
- Allow Inquiries Without Dates

Name Field One Full Name Field Separate First Name and Last Name Fields

Display

Adult Term Adult Guest
Should adults be referred to as "Adults" or "Guests"?

Booking Button Text

Inquiry Button Text

Text Color

Unavailable Color

Today

Holiday Color

Validation

- Require Phone
- Validate Inquiry
Validate inquiries, or allow inquiries with invalid data. Book Now is always validated.

Quoting

Quote Price Never Quote Hide Errors Show Errors Allow Quote and Show Errors
Control quote price display and error handling. Quoting can be disabled entirely by choosing "Never Quote". The other options will show a quote if no rules or violated, and the options control how to show rule violations or errors.

Quote is Approximate
If enabled, will show "From... Amount" language in the quote area to let guests know that the quote may change.

Quote Without Occupancy
Generate a quote based on 1 adult if nothing was specified. Only recommended if you have flat rates that don't depend on number of guests.

Conversion Tracking

HTML to render on different events in this widget. For things like ROI/conversion tracking codes and partner tracking systems. Paste your

6. Customize this as you'd like (ie remove the pets field since you do not accept pets, click to "Quote without occupancy" if you do not charge by the number of guests, update colors, etc)

7. Save.

8. Once the widget is created, be sure you have the property you're working with selected in the dropdown, and click the copy button under "Embed Code."

Generate Code

[? Need help getting widgets into your website?](#)

For Property

If you choose "All Properties", the generated code will detect the correct property based on the URL of the page where it is hosted.

Embed Code

Copy/paste this code into your website where you want the booking/inquiry widget to appear

```
<!-- OwnerRez Booking/Inquiry widget for Sand Dollar Villa 504 -->
<div class="ownerrez-widget" data-widgetId="bf6e054236f441c99110381c7a87074c" data-
propertyId="be0aec302dc5489b82f5730ea7654b4c" data-widget-type="Booking/Inquiry"></div>
<script type="text/javascript" src="https://app.ownerrez.com/widget.js"></script>
```

9. Paste that code into the widget box in your listing set up on the website:

Owner Rez Booking/Inquiry widget

Owner Rez Booking/Inquiry widget

```
<!-- OwnerRez Booking/Inquiry widget for Sand Dollar Villa 504 -->
<div class="ownerrez-widget" data-
widgetId="bf6e054236f441c99110381c7a87074c" data-
propertyId="be0aec302dc5469b82f5730ea7654b4c" data-widget-
```

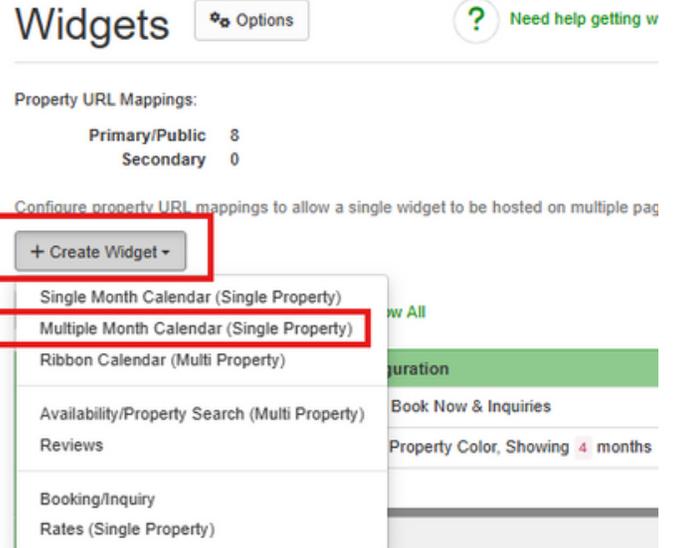
Owner Rez Widget Creation

If you already have widgets created, skip to step 7.



Calendar Widget

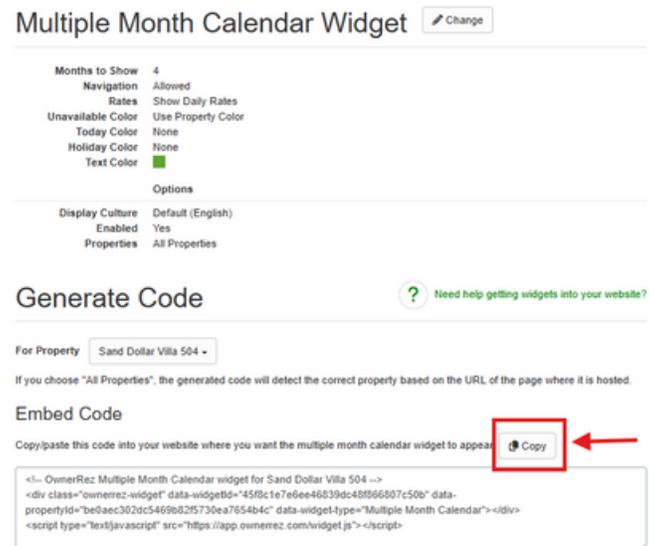
1. Repeat steps above to get to the Widgets section of your Owner Rez software.
2. Click the "Create Widget" button
3. From that dropdown, select "Multiple Month Calendar (Single Property)"



Create Multiple Month Calendar Widget

4. Select the number of months you'd like to display (recommended 3, 4, 6)
5. Click to "Show rates for each day"
6. Save the widget.

7. Once the widget is created, be sure you have the property you're working with selected in the dropdown, and click the copy button under "Embed Code."



Paste that code into the widget box in your listing set up, calendar tab:

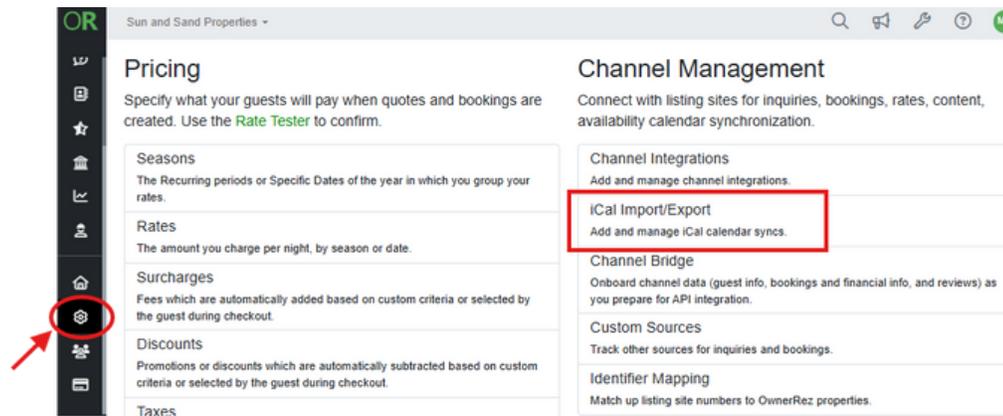
```

Paste in your Owner Rez Calendar Widget

<!-- OwnerRez Multiple Month Calendar widget for Sand Dollar Villa 504 -->
<div class="ownerrez-widget" data-
widgetId="45f8c1e7e6ee46839dc48f866807c50b" data-
propertyId="be0aec302dc5469b82f5730ea7654b4c" data-widget-type="Multiple
  
```

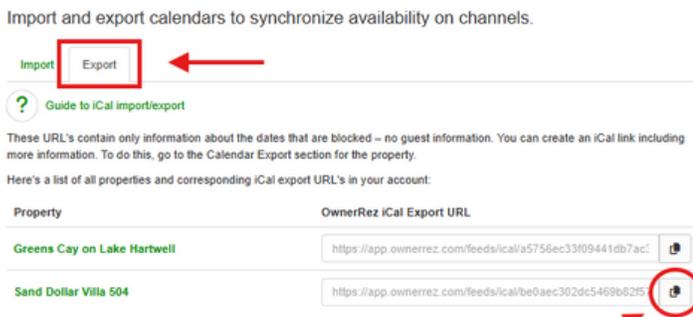
Add your iCal link to be searchable by availability.

1. In Owner Rez, go to Settings.
2. Click iCal Import/Export:



3. Click the Export tab and then the copy icon next to the appropriate property:

iCal Import/Export



4. Under iCalendar feeds, name the feed Owner Rez and then paste into the feed url field.

Import/Export iCalendar feeds

This is the listing iCalendar feed to export : ?ical=375ba661ed60b2afe1876e2dd3ee05fc



iCalendar import feeds (feed will be read every 3 hours and when you hit save)

