

Channel Management Uncovered

Questions to ask the Channel Manager:

1. How do you connect to each of the websites you work with? iCal, 1-way or 2-way?
(you want 2 way)
2. Do you create and update the static data (description/amenities/photos) on all the websites you connect with?
(you want to get the answer “yes”!)
3. Can you store my complex pricing?
(send them your most complicated pricing and let them show you how they enter it)
4. Is your platform multi-currency?
(if your prices are in Euros for example can they store Euros?)
5. How many channels did you add last year? How many are you adding on average a month?
6. Do you have documentation on the way all the channels work in terms of payments, commission etc.?

The Minimum content you need to prepare to be eligible for all channels:

- Headline title (the name of the property, 70 characters is ideal, no special characters like accents)
- Property type (Villa, Apartment, etc.)
- Description (700 characters minimum without HTML)
- Minimum stay
- Number of bedrooms and bathrooms
- Maximum of guests
- Geographical longitude/latitude

- Country, state, province
- Floor area (size in sqm and feet)
- Rates
- Availability
- Photos (2048 x 1536 pixels minimum)
- Amenities property and per room
- Floor level
- Cancellation policy
- Arrival instructions
- Payment schedule

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