

# AEI-DIRECT

## Inventory management in a VRBO world!

### VRBO

#### The Challenge

- Rapidly changing web based advertising medium.
- VRBO buyers shop on VRBO until they find what they want. They will ultimately buy from a VRBO renter.
- Vehicle for owners and third party rental companies to rent units NOT under management company control.
- High friction—pits primary management companies against individual owners within complex.
- Units are rented by actual unit # - creates hard block. No flexibility on room moves. Hurts occupancy.

### AEI—DIRECT

#### The Solution

- Property controls what units are advertised on VRBO.
- Property offers similar units from entire inventory.
- Property offers flexible dates
- VRBO inquiries are directed to AEI.
- AEI teams books direct through PMS. Allows property management company to control pricing and availability. Better yield management.
- VRBO pricing not in conflict with other distribution channels used by management company.
- AEI compensation solely based on commission and production. No expense to property management company.
- Easily monitor bookings made through this channel.

	Traditional	OTA	AEI-Direct
Best Net Rate to Property			●
Last Room Sell Capability		●	●
Flexible Pricing Control		●	●
Hands Free Reservations		●	●
Personal Contact with Guest	●		●
Packaging with Air/Car	●	●	
In-House Competitors Represented			●
Growing Channel		●	●
Ad \$\$ Optimized to Revenue			●
Category Based Reservations	●	●	●
Access to All Guest Information		●	●
Sales Manager Support Needed	●	●	



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