

Barefoot Coupon Code Module

Generate More Revenue

What is the Barefoot Coupon Module?

- Coupon Codes are a marketing tool to allow you to give guests an incentive to book during competitive times or to promote specific properties.
- Clients who benefit most are the clients in highly competitive markets.
- Guests input the code and are instantly rewarded by seeing the numbers go down (instant gratification).

Who will benefit from Automated Credit Card Processing?

- Your bottom line with benefit as you create benefits more bookings in your ever-increasingly competitive markets.

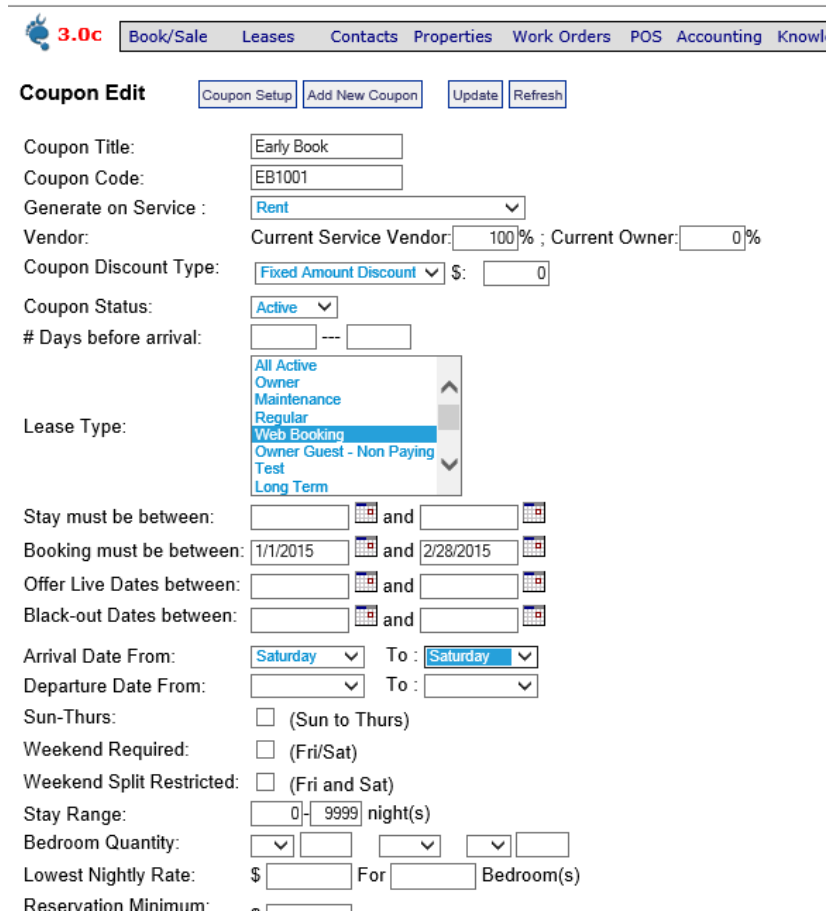
How the Coupon Module Works

Inside the Barefoot Quote/Booking module you simply click on a button to open the Coupon Code Module to see all of the available coupons are listed in a drop-down menu. Select the one the guest is asking for and save. If the coupon is valid, that would then apply the discount and recalculate all the relevant charges (taxes, commission, etc.).

Coupon Restrictions

Within the Coupon Code Module you are able to set up many restrictions:

- The booking has to be made within a certain date range and/or the stay has to occur within a specific date range.
- You can have black-out periods as well as set coupons up on specific properties (not all owners might want to allow discounts).
- You can set a coupon up that it might only work Sun-Thurs, or that a Fri or Sat night is required.
- You can even bundle coupons so that the guest might be able to use two different coupons on the same reservation.



The screenshot shows the 'Coupon Edit' form in the Barefoot software. At the top is a navigation bar with tabs: Book/Sale, Leases, Contacts, Properties, Work Orders, POS, Accounting, and Knowl. Below the navigation bar are buttons: Coupon Setup, Add New Coupon, Update, and Refresh. The form fields are as follows:

- Coupon Title: Early Book
- Coupon Code: EB1001
- Generate on Service: Rent (dropdown)
- Vendor: Current Service Vendor: 100% ; Current Owner: 0%
- Coupon Discount Type: Fixed Amount Discount (dropdown) \$: 0
- Coupon Status: Active (dropdown)
- # Days before arrival: ---
- Lease Type: All Active, Owner, Maintenance, Regular, Web Booking (selected), Owner Guest - Non Paying, Test, Long Term
- Stay must be between: [] and []
- Booking must be between: 1/1/2015 and 2/28/2015
- Offer Live Dates between: [] and []
- Black-out Dates between: [] and []
- Arrival Date From: Saturday To: Saturday
- Departure Date From: [] To: []
- Sun-Thurs: (Sun to Thurs) []
- Weekend Required: (Fri/Sat) []
- Weekend Split Restricted: (Fri and Sat) []
- Stay Range: 0 - 9999 night(s)
- Bedroom Quantity: [] [] [] []
- Lowest Nightly Rate: \$ [] For [] Bedroom(s)
- Reservation Minimum: []

What Does this Mean for Your Business?

Here are some examples of Barefoot customers who are successfully using coupons.

- A Barefoot client in South Carolina uses a coupon “Early Book” to encourage folks not to delay and to book now. Between Jan 1-Feb 28, 2015, they have generated over \$325K in booking with this coupon. (194 reservations).
- Another Barefoot client in Alabama uses coupons extensively in their market and through the same period of Jan 1 – Feb 28, 2015 have booked over 1272 reservations, totaling over \$1.67 million in sales.
- Another Barefoot client in the VERY competitive market of Hawaii has generated \$3.38 million in sales in this same time period on 850 reservations, once again demonstrating the power of these advertised coupons.

“The coupon module in Barefoot makes setting up & tracking results a very simple process for corporate and individual owner promotions.”

*Lorri M. Rhodes,
Director of Marketing,
Young’s Suncoast Realty & Vacation Rentals*

“We have been using coupon codes for a few years now and have benefited greatly from the ease to promote specials. Guests can book online and receive all specials and booking incentives made available. Our online bookings grow each and every day and providing renters with a coupon code has been a driving factor in this success.

Additionally, it has sped up our booking time offline. A simple click of a button by one of our sales agents will apply predetermined discounts and promos. Set up was easy and intuitive and we are very happy we made this decision.”

*Mahalo,
Billy J. Dirksen
Director of Operations
Ali’i Resorts LLC
www.AliiResorts.com*

Barefoot’s Value Proposition to You

With over 15 years in the vacation rental management industry, we have developed a comprehensive technology platform aimed at making the vacation rental management company more efficient and more effective.

We consult with you during every step of the process to make sure you are using technology to help you save money, increase revenue and gain market share.

Let’s Get Started

If you are currently a Barefoot customer, please contact Customer Support at 781-756-0785 or support@barefoot.com to talk about pricing and to add this tool to your Barefoot backend system. Training will be provided.

If you are not a Barefoot customer, let’s set aside some time to talk about this and other tools inside the system. Call Claiborne at 804-212-1280 or sales@barefoot.com