

RezNEWS HOT TIP

The Top Tips of 2007!

The New Year is here and RezStream wants you to have a wonderful and successful 2008! RezStream had several great tips throughout 2007 and we would like to review some of those useful tips with you again! This month's **HOT TIP** will list some of our favorite tips with a short synopsis of each. To learn more about each tip, simply click on the corresponding link below it.

- **Property photos and detailed descriptions help increase the "look to book" ratio in the RezStream Booking Engine!**

Adding multiple photos and detailed unit or rate plan descriptions within the RezStream Booking Engine can create a more visual and informational reservation experience for your potential guests. The link below will illustrate how to add photos to the RezStream Booking Engine, how to include descriptions for individual units or unit types (rate plans), and will contain a bonus section explaining how to customize the reservation pages with your website branding.

<http://www.rezstream.com/april07-tipmonth.htm>

- **Get the most out of utilizing the Reports feature in RezStream Professional!**

RezStream Professional features over 100 reports to help track your property's financial transactions, taxes, marketing trends, and more. These reports can help organize routine information such as housekeeping assignments as well as monitor employee entries, keep track of package use and key sales items, and make daily audit tasks a snap.

By clicking the link below you can learn more about commonly used report styles in RezStream Professional that can help supervise your business activities on a **daily** basis. RezStream Professional provides a variety of reports to choose from. You can also print reports for multiple businesses if you have defined more than one Unit Group when setting up your property in RezStream Professional.

<http://www.rezstream.com/julY07-tipmonth.htm>

- **How to avoid reservation conflicts with the RezStream Online Booking Engine!**

There are many reasons why reservation conflicts may occur when using an online booking engine. By following the steps in this tip, you can minimize failures with the communication process between RezStream Professional and the RezStream Booking Engine. The link below will illustrate how to avoid reservation conflicts when using the RezStream Booking Engine coupled with RezStream Professional desktop software.

<http://www.rezstream.com/oct07-tipmonth.htm>

- **Utilize RezStream Professional to track referral sources and revenue generated from your marketing campaigns!**

Did you know RezStream Professional allows users to track referral sources on all reservations and provides reporting features to help maximize your property's marketing efforts? The link below will illustrate how to select referral sources for new reservations and which reports can be used to track revenue generated by each referral source. Keeping accurate referral sources for your property can be very important in enhancing future marketing projects and evaluating key sources of

business. RezStream Professional permits users to track referral sources and to later select names of customers for mailings based on referral or interest sources.
<http://www.rezstream.com/august07-tipmonth.htm>

- **Help files that are helpful!**

Did you know that RezStream provides powerful tools that are useful in answering everyday RezStream questions? RezStream supplies online tutorials at www.rezstream.com and a "Help File" within the RezStream Professional software program.

RezStream Online Tutorials:

RezStream has created online tutorials, also referred to as "flash demos," to help with your RezStream training needs. When you actually access one of these demos from our documentation download page and click on a Play Demo button, you can watch a step-by-step tutorial. Currently, there are tutorials on daily reservations, hourly reservations, point of sale charges, the credit card processing module, the property management module, group reservations, making new reservations, reservation quotes, recording payments, guest history marketing, creative marketing tools, and report features. To access the online tutorials directly, please go to:
www.rezstream.com/training_demos.htm.

RezStream Professional Help Files:

RezStream Professional contains a Help File that can be found in the software program by going to the top toolbar and clicking Help > Help or by pressing the F1 key on your keyboard. In fact, by pressing the F1 key, the help menu will open to whichever subject you are currently working on! To learn more about the online tutorials and the RezStream help files please visit:
<http://www.rezstream.com/mar07-tipmonth.htm>.

As always, RezStream support can be reached at 303-872-0220. Normal support hours are Monday through Friday, 8AM to 5PM, MST.