



## PROPERTY OWNER'S MANUAL

## STARTING OFF

To use the Holiday Apartments Direct site you will need to follow this sequence:

- Register yourself on the site
- Complete your payment details
- Add your property/properties to the site
- Place your property/properties for advertising.

## REGISTERING

**Please note: Enter all personal and property details using upper and lowercase letters. PLEASE AVOID USING ALL CAPITALS!**

Open the site [www.holidayapartmentsdirect.com](http://www.holidayapartmentsdirect.com). On the menu select Advertising. The advertising page gives details on the benefits of registering as an owner and using the site. There are two links on this page where the word 'Register' appears. Clicking this link will take you to the registration page.

Complete all the details, name, surname etc. If you have a promotion code then it should be entered now as this cannot be entered at any other time. (Further information is supplied later in this document).

### Privacy

People viewing your property will be able to contact you through an enquiry form on the site. You can also decide which of your personal details you wish them to see so they can/cannot contact you directly.

This includes:

Your name

Your contact telephone numbers

You can elect whether or not you want these displayed along with your property. If you choose to remain anonymous on the site, then a prospective client will contact you using the form which will be emailed to you.

When you have completed your details you can save them by clicking the submit button.

This will take you to the control panel.

### The control panel

This is the page from which you can perform the following:


- View and edit your personal details
- View and edit your payment details
- View your accounts and invoices
- Add properties
- View and edit your properties
- Manage a property's photos
- Views statistics for online viewings of a property.

A screenshot of the registration page on the Holiday Apartments Direct website. The page has a header with the site logo and navigation links. Below the header, there is a 'Register as an owner' section with a heading 'Please complete the details below. Registration is free.' The form contains several input fields: Name (with a 'Surname' label), Password (with a 'Use 12 characters only' note), Confirm password, Telephone (with a 'Cell/mob. (dialing code)' note), Mobile (with a 'Cell/mob. (dialing code)' note), Email (with a 'I want an email address' checkbox), Address (with a 'Postcode' label), and a 'Submit' button. There are also checkboxes for 'Visible on the site' and 'Hide my number on site'.A screenshot of the 'Owner's Control Panel' on the Holiday Apartments Direct website. The panel has a title 'Owner's Control Panel' and a subtitle 'Using this control panel edit your own details, add remove and amend your properties.' It is divided into two main sections: 'Owner details' and 'Property Management'. The 'Owner details' section includes links for 'Personal and contact details', 'Payment method details', and 'Accounts', each with a 'View/Edit' or 'View' button. The 'Property Management' section includes a link for 'Add new property' with a 'New' button. Below these sections is a table titled 'Your Properties' with columns for 'Reference', 'Status', 'View/Edit', 'Photos', and 'Stats'. A note below the table says 'Click View/Edit to advertise, resume or delete a property.'

## ENTERING PAYMENT DETAILS

From the control panel click on the View/Edit button where it says "Payment method details".

The web site will detect that you have not completed your details. Select which method you will use to pay for your advertisement: by direct debit (Spanish bank accounts only) or by credit card. Select which method you wish to use and complete the details as asked for.



This is my preferred method of payment

When complete, select which of the methods you are you going to use and click the relevant radio button as shown to the left

here.

When you have completed these details click submit. You may come back and edit these details should you wish to do so.

### SECURITY!

All your details are passed and retained by a secure server system. In addition your details are kept encrypted on our database. We will **never** email or call you to ask you for these or any other security details. Any emails or calls you receive asking for these details should be ignored and reported to Holiday Apartments Direct.

## ADDING A PROPERTY

From the control panel, click the 'New' button where it says 'Add new property'.

Select whether your property is for holiday (short-term) or long term rental or both. Complete the rates of rental where relevant. Select the currency you are using.

### Long lets



Long-let terms

Rent per month: From:

To:

You might possibly have a number of different rates relating to the length of letting. These are entered in the 'From' and 'To' fields on the form.

### Short lets

If you set your rates according to seasons and holiday periods you can enter these along with a short name and description of these periods as well as the rate.



Short-let terms		
	Price	Comment
1. Summer time	650	School holiday time
2. Easter	650	School easter break
3. Christmas	750	18/12 - 12/01

### Rent period

This is the name you give your period such as 'High season', 'Easter', 'Winter' etc.

### Price

The fee charged during this period.

### Comment

This describes in detail the dates or period covered for example 'School summer holiday', 'Easter period', '18<sup>th</sup> Dec – 15<sup>th</sup> January' etc.

When completing the rest of the details note that some are applicable to long letting only (such as 'Pets allowed', 'Furnished' etc). You will be asked to supply a brief 100 character summary of your property as well as a more comprehensive 500 character description.

The brief summary will be used to describe your property when it appears on the web search in a list of suitable properties. Should a visitor to the site choose to view your property in detail from the list shown, the fuller description is then shown in the detailed view of your property.



How a property appears in a listing. By clicking the orange button a visitor to the site will get a detailed view of that property.

### TIP!

When entering distances such as 'Distance from airport', it is best to put something meaningful there such as 'Forty minutes drive' rather than 30 km.

When you have completed the details for your property, click 'submit' to save the information.

You can change your property details at any time from the control panel by clicking the view/edit button against that property. This will take you to a page showing the property details. If you wish to edit these details click the 'Edit' button.

## PLACING YOUR PROPERTY FOR ADVERTISING

Once your property details and payment details have been saved onto the database, you will be able to place your property for listing on the web site. To do this from the control panel, click the 'Advertise' button. This will take you through the payment process where you can select the length of time of the advertising contract. Once you have completed this, your advert will appear from that moment in any searches that might include your property.

You can view and print any invoice at any time from the control panel. Click the 'Accounts' button and then select the invoice you want to see.

If your PC has MS Word™ (version 2000 and above only) you can generate your own word version which you can print out. If you prefer you can open a web page which shows a 'printer-friendly' version which you can print from your web browser.

## PHOTO MANAGEMENT

This can be accessed from the control panel or the property view page. Ideally you should upload your three best photos first as these are the photos which will be used should you wish to print out an exposé handout sheet to others (this is explained below).

You can have up to 6 photos of your property. All photos you upload are resized automatically and must be landscape in appearance:

### Portrait



The photo is taller than it is wide.  
This format is not suitable.

### Landscape



This photo is wider than it is tall.  
This format is suitable.

Photos must also be jpg, not gif, bmp or any other format. For best results your photos should be at least 320 pixels wide by 240 pixels high.

To upload a photo select your image by clicking on the 'browse' button and search for the photo on your PC. Click okay and then click the submit button. The photo will be uploaded to the server and resized for the web site.

If you want to replace a photo with a new one, delete the photo to be replaced and upload your replacement.

Depending on the size of the photo, this may take several minutes so please be patient.

### Thumbnails

One of your photos can be selected for use as a thumbnail. This is a smaller version which will appear when the properties are listed. When you upload your first photo, this will automatically be set as your thumbnail by default. You can select another photo as thumbnail after it has been uploaded.

### Hint

Choose your photos so that you have a range showing both interior and exterior shots. You might like to make your best exterior shot your selected thumbnail photo.

### Problems

If your photo appears squashed and misshapen then you have probably chosen a landscape photo or you have manually altered the photo, cropping it so that when reduced it appears mis-proportioned. The default size of digital photos will always scale correctly if the photo is landscape and hasn't been manually edited and cropped.

If your photo fails to appear please check you the photo being uploaded is jpg.

If you have no digital photos and wish to use conventional film camera photos, we can scan these and upload them for you at no charge. Please contact us by clicking [here](#) if this is the case.

## Photo content


Photos which are unsuitable for general viewing will be removed from the server.

Please do not try and upload any files other than image files. All files are renamed and resized on the server.

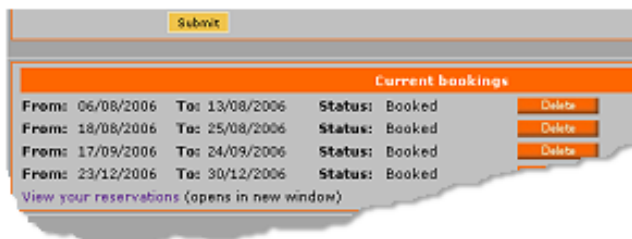
## AVAILABILITY

This part of your maintenance allows you to keep prospective clients informed of periods when your property is booked, reserved or available for rent.

To put details in for your property from the control panel, select the property and click the View/Edit button. Click on the button on the top right labeled 'bookings'. This will take you to the 'Reserve bookings' page. If you have previously used this feature on this property, your booked periods will be listed as the bottom of the page. This is covered later in this section.



Select the dates the property is booked **From** and **Until**. Select the kind of booking whether it's a confirmed booking or a provisional booking and click Submit.



From:	To:	Status:	
06/08/2006	13/08/2006	Booked	Delete
18/08/2006	25/08/2006	Booked	Delete
17/09/2006	24/09/2006	Booked	Delete
23/12/2006	30/12/2006	Booked	Delete

If you make a mistake with a date, for example the 'from' date comes after the 'until' date, or you enter an invalid date such as June 31<sup>st</sup>, you will be asked to enter correct dates. If your dates have been successfully entered onto the database, the booking will appear in the booking listing below the

Bookings form as shown on the left. To remove a booking because the dates have now expired or the property booking failed, click the delete button.

When you have completed the bookings click on the Control Panel button to return to the control panel.

Please keep your bookings up to date. This can save you time in replying to potential clients booking a property which is unavailable and where Holiday Apartments Direct offices and agents are representing your interests, they can inform prospective clients as the true availability of your property.

If you wish to see what your booking calendar looks like then click on the link 'View your reservations'. This will open a page which shows what visitors to the site will see. Select a start date and then click submit. A twelve-month calendar will open showing the dates your property is booked or reserved.

**NOTE:** There is no check in place on the system to see that your booking dates do not overlap. It is your responsibility to see that the dates you put in are accurate and cover a unique period.

## OTHER BELLS AND WHISTLES

### Disabled Facilities

If your apartment is truly disabled friendly, then you can draw attention to this fact. Properties which offer such facilities appear with a flashing symbol in the property listing. In the detailed listing of your property this is shown at the top in more detail.



To show that you have such a feature, describe it as a bullet point starting your sentence with an exclamation mark, e.g.:

!Wheelchair ramp to all apartments or !Wheelchair friendly door to complex etc.  
In the detailed property listing this will appear like this when viewed:



### Statistics

Statistics, for properties being advertised, showing how often your property has been seen is accessible from the control panel.

Clicking on this button (provided your property is being advertised) will allow you to select a given period and see how many times your property has been viewed as part of a listing (shown above) and how many times it has been viewed in detail.

### Property Status

If you wish to temporarily remove your property from being listed on the site, for example due to refurbishment, long let commitments etc, you can suspend your property. To do this click View/Edit and on the property viewing page, click the suspend button. Once suspended, your property will not appear on the site. You can resume your property's status to being advertised by using much the same method, clicking the resume button which will now appear. Should your advertisement contract period have meanwhile expired, you will be unable to resume showing it on the site.

### Printed property sheets

You can print your own property sheets to hand out or send to people who might show an interest in renting your property. This is done from the control panel by clicking on View/Edit and at the bottom of the property view page, clicking on the Print button. The tables and formatting lines which show in the \*Word document will not appear when printed!

### Promotion Codes

Promotion codes, if given, will provide you with special terms (discounts or extra advertising contract time) and applies to ONE property only. Once a property has been placed for advertising, the discount code is removed and will not be applied to any other property. Your promotion code also has an expiry date you will have been informed of and your property MUST be placed for advertising before the expiry of that promotion.

### Ranking

A system has been developed to ensure that all properties are fairly displayed and ranked within the listing process of the property searches. Properties are listed in order of those most recently placed and those most recently updated within a 5-day period.

To give your property higher ranking you should make changes to it once in a five-day period. Changes to your property inside this period will NOT affect your position.

\*MS Word is a proprietary trademark of Microsoft Corp.