Hostfully

We are Hostfully

We are vacation rental managers, travelers, and passionate problem solvers for the vacation rental market. We've come together to build the best-in-class software platform that helps make managing vacation rentals more profitable, easier, and fun.

Since 2016, Hostfully has helped thousands of vacation rental managers earn revenue and deliver an outstanding customer experience. Our solution is live in 80 countries and has served hundreds of thousands of vacation rental guests.

Logo

Our logo combines the shape of a house and an upward arrow to represent our commitment to help our users to successfully manage and grow their short–term rental businesses.
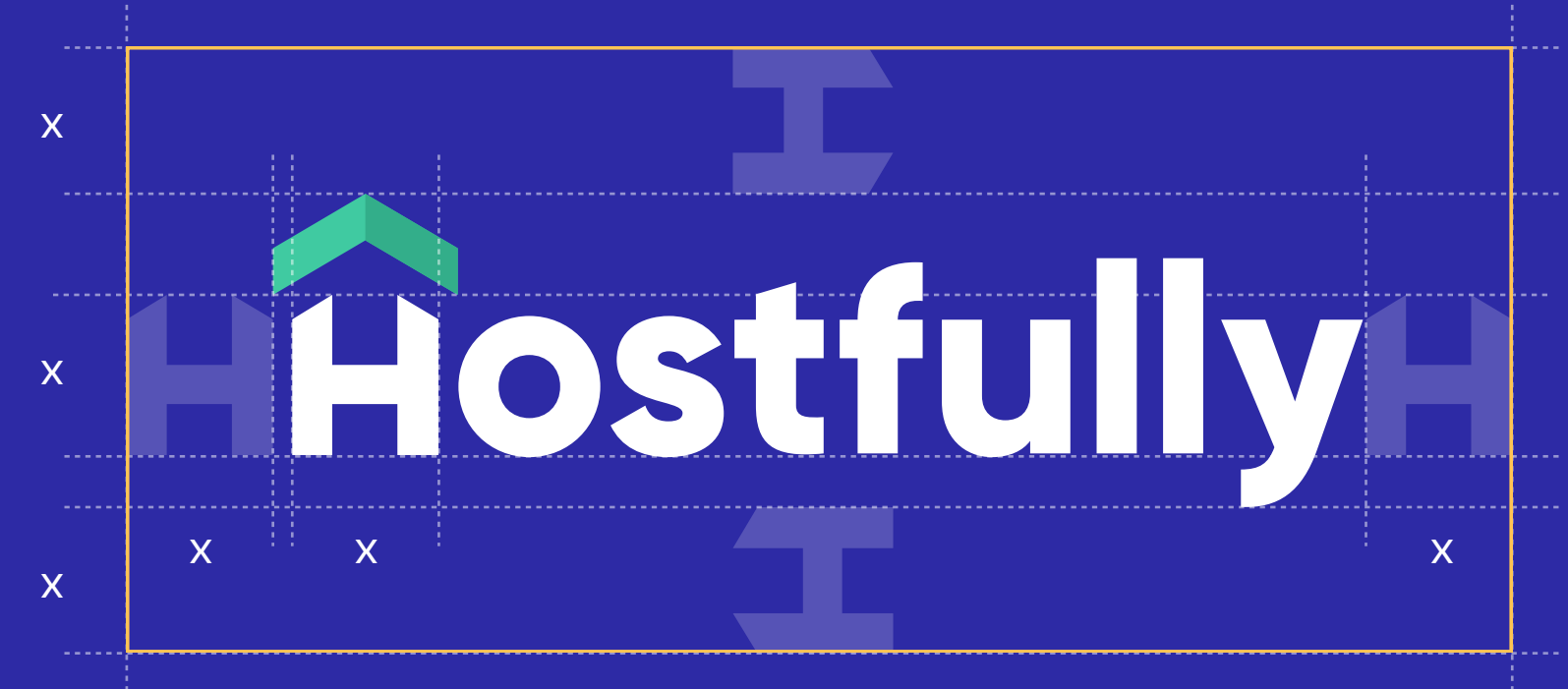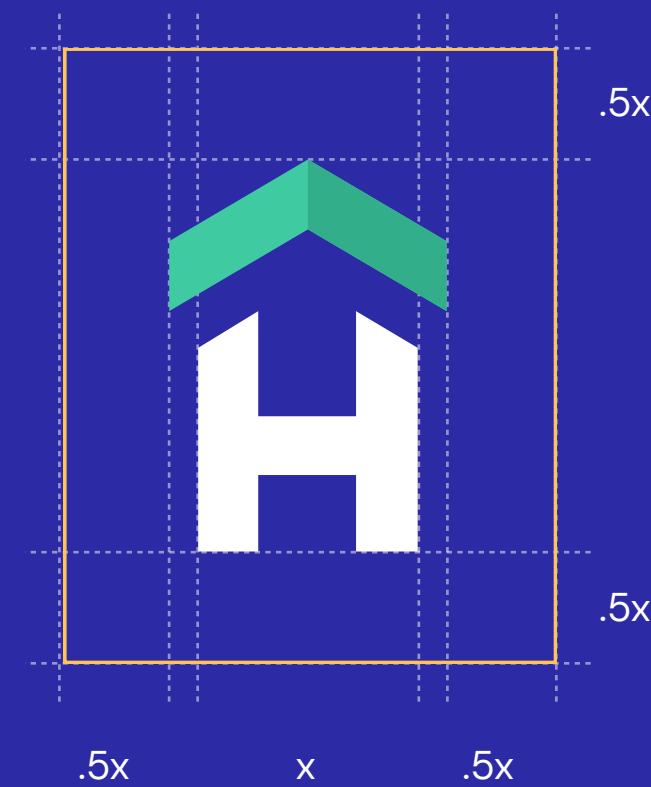

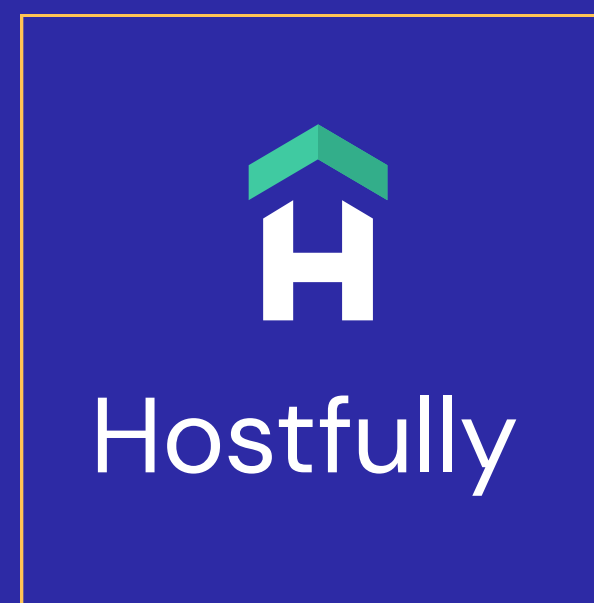Rental House + Upward Arrow

Construction

The H icon should always be either standalone or as part of the wordmark logo. Do not rewrite the wordmark as the spacing of each letter has been customized for more consistent and steady look and feel. Always make sure there is enough breathing room for the logo and the icon.

Always

.5x   x   .5x

x

Never

Application

Always show the brand clearly by choosing between light and dark logo options.

Use the one-color logo option when placed on our second and tertiary brand colors.

Misuse

Logo misuse leads to brand inconsistency and negatively affects how the users perceive the products and services provided by the brand. General rule of thumb is not to deviate from the provide logo lockup.

Do not crop the logo

Do not recreate the logo

Do not change the orientation
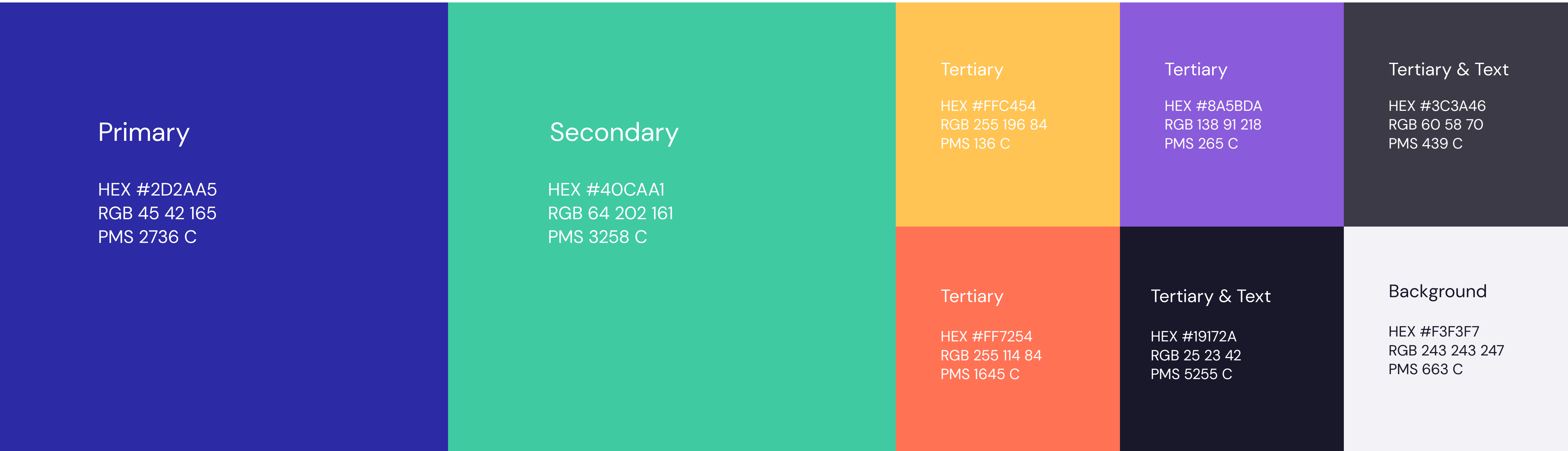
Do not change the colors

Do not use icon with wordmark

Do not change the transparency

Colors

Blue conveys professionalism, reliability, trustworthiness, while green represents revenue and growth. Together, they communicate our core values and key user benefits.

Primary

HEX #2D2AA5
RGB 45 42 165
PMS 2736 C

Secondary

HEX #40CAA1
RGB 64 202 161
PMS 3258 C

Tertiary

HEX #FFC454
RGB 255 196 84
PMS 136 C

Tertiary

HEX #8A5BDA
RGB 138 91 218
PMS 265 C

Tertiary & Text

HEX #3C3A46
RGB 60 58 70
PMS 439 C

Tertiary

HEX #FF7254
RGB 255 114 84
PMS 1645 C

Tertiary & Text

HEX #19172A
RGB 25 23 42
PMS 5255 C

Background

HEX #F3F3F7
RGB 243 243 247
PMS 663 C

Typography

DM Sans regular

DM Sans regular italic

DM Sans medium

DM Sans medium italic

DM Sans bold

DM Sans bold italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#$%^&*()

Roboto font family

Its use will be specific for body text on the website and documents.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#$%^&*()

Icons & Illustrations

We are creating new icons and illustrations to establish a unique and uniform design style that can be used in any of the design pieces, for example in presentations, brochures, ebooks, app, etc.

Landing Page Bubble Concept

English   Contact sales   Go to my account   Customer support

Hostfully

Solutions   Pricing   Resources   **Book a FREE demo**

Fully mobile!
Hostfully in your pocket.

Available on the **App Store**   ANDROID APP ON **Google Play**

Never skip a beat with our mobile vacation rental management app. Manage leads on the run, check your detailed calendar any time, respond or keep in touch with guests, and take advantage of Hostfully's powerful automation tools.

Our app lets you keep running your vacation rental business, whether you're in the office, at a property without a computer, or well... anywhere! We're confident the Hostfully Mobile App will make you 'Appy.

Hostfully Mobile App core features

▶ Central calendar: See your reservations on one screen

▶ Hostfully's pipeline view: Track who is checking, or out

▶ Inbox: Communicate with guests from inside the app

▶ Automation: Respond to common questions with templates

▶ Channel manager: Accept or decline inbound leads

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run, check your detailed calendar any time, respond or keep in touch with guests, and take advantage of Hostfully's powerful automation tools.

Our app lets you keep running your vacation rental business, whether you're in the office, at a property without a computer, or well... anywhere! We're confident the Hostfully Mobile App will make you 'Appy.

▶ Central calendar: See your reservations on one screen

▶ Hostfully's pipeline view: Track who is checking, or out

▶ Inbox: Communicate with guests from inside the app

▶ Automation: Respond to common questions with templates

▶ Channel manager: Accept or decline inbound leads
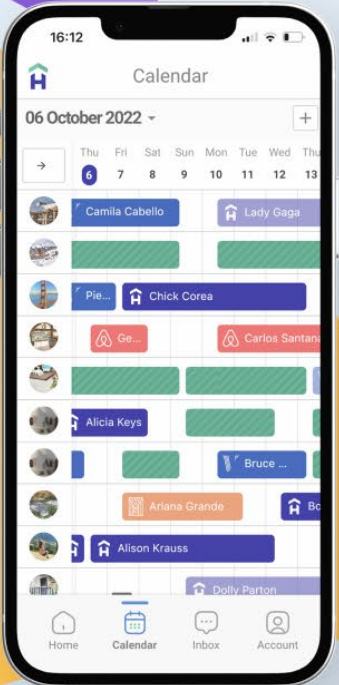
Central Calendar

On one screen, see all your short term rental reservations. Airbnb, Vrbo, Booking.com, and direct bookings are all color coded to make it easier for you to get an overview of your operations. Click on any of the reservations to see pricing, occupancy details (guest names and count), security deposit confirmation, and so much more.

Pipeline View

Vacation rental property management involves a lot of information to process and handle. With the Hostfully vacation rental management app, you get the full power of our industry-leading pipeline manager at your fingertips. Get a snapshot of your reservations, see who will check-in in or out, and manage inbound leads. Reservation management is easy with the Hostfully Mobile App.
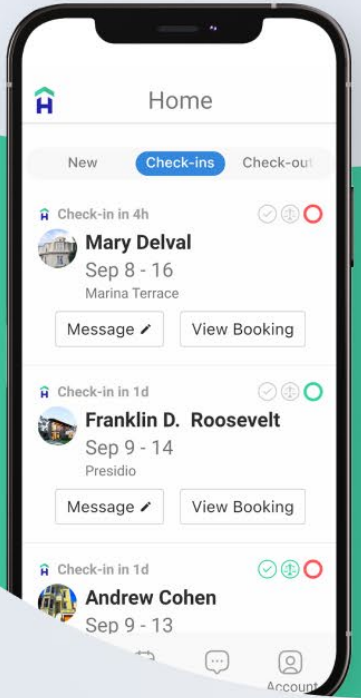
Presentations

EBooks

Growth tactics to scale from 1 to 20 properties

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How to multiply your properties without multiplying your headaches

8 growth tactics to scale from 1 to 20 properties.

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Now what?

Building a business isn't easy. There are so many aspects to creating a sustainable enterprise that's profitable and affords you the freedom and flexibility you dreamed of when you chose to get into the vacation

...with these tools ...ple to streamline ...tasks that ...n error. After the ...and integra... of ...ve easy acc... to ...ays have ... ...business stan... ...rket shifts... ...vide the fra... ...ies witho... ...es.

...g the time to learn ...committing to the ...business.

Hostfully

#4 Pricing

Your current process
Most of your pricing intelligence will come from your research of pricing in your neighborhood or free online pricing tools. Once you've settled on what you think is the right pricing, you have to go to each listing site, change your dates, and adjust your rates. You probably adjust for seasonality and weekends. However, adapting to surges in demand is time consuming.

Alternatively, you may choose to stick with the smart pricing tools provided by your listing sites or online travel agencies. This strategy will work, but it may not be the best for maximizing profit. The listing sites want the guest to get a good deal so they'll keep using the site, but that's not always aligned with your priorities.

Growth challenges as you scale
It won't take long before you realize how time-consuming it is to manually price your properties, or editing your rates at scale.

The problem multiplies once you have branched out to different neighborhoods and begin offering different types of rentals, like condos, townhomes, and luxury properties.

Industry expert's solutions
Big companies hire a pricing specialist and implement dynamic pricing. Part of their process is to use a paid pricing software designed to analyze the market and forecast pricing. Their large portfolio also means they can monitor trends based on their own bookings, and see if there is an upcoming peak in demand. With pricing software, they adjust rates across all properties with the click of a button.

How you can adapt this process
You can achieve very similar results by finding a dynamic pricing software that constantly monitors market trends. The software will adjust pricing based on demand and historical trends. Because it integrates with your PMP, it adjusts prices over all properties on all listing sites.