Guesty

Optimizing Your In-House Tools With Proven Solutions

How a blend of external and in-house software can be your bridge to success.

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The Guesty Experience

Through the many partnerships we've formed with short-term property management companies equipped with their own in-house tech solutions, we've gained valuable insight into creating successful fusion between external and in-house software.

What we - and our users - have found is that **a combined force of our tools and the ones they've developed from scratch** can be far more effective and efficient than either on its own.
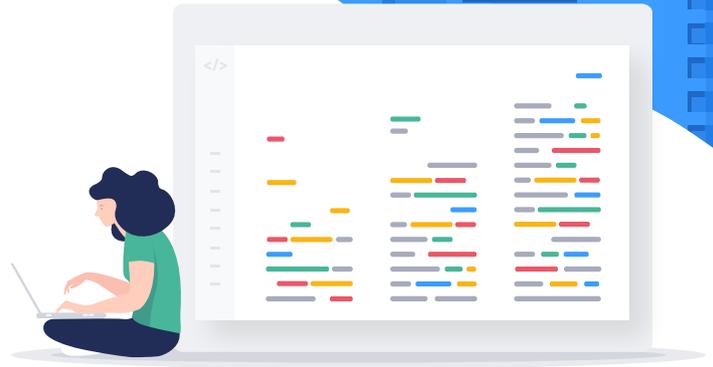
> *The trick is understanding where to focus your R&D efforts and where to rely on Guesty.*

Highly commoditized tools like **channel managers, centralized calendars, guest communication solutions, accounting software and yield management tools:**

- are time-consuming and costly to maintain in-house
- require little customization between property management companies
- are available on the Guesty platform in superior quality

Where to Focus Your R&D Efforts for Maximum Gain

In projects that can offer you a true competitive advantage.

Homeowner and guest-facing technology

The increasing number of alternative accommodations available to travelers disenchanted with traditional hotels means you must differentiate your company by providing unparalleled homeowner and guest experiences, along with top-notch marketing and brand engagement. How?

- Invest in developing tools that manage, sustain and leverage relationships with homeowners.

- Consider building a branded guest-interface app to enhance customer experience, encourage direct bookings and upsell services. With less than 1% of property managers investing in customized guest platforms, this is a sure differentiator and worthwhile investment.

Tools dedicated to inventory expansion

Inventory tools can map opportunities, assess location appeal and validity of properties and determine which rental model is suitable for specific properties. Considering property management software doesn't typically include features for inventory growth, perhaps dedicate a portion of your budget here.

Property management company superbrand Domio has built solutions that identify promising investments based on factors like popularity with travelers, weather patterns and economic conditions.

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How You Get the Best of Both Worlds

Guesty is the ideal partner for property management companies with their own in-house solutions, as our features complement your existing tech tools.

Open API

A PMS with a dedicated software development kit (SDK) that offers API documentation and support is critical for property management companies that want to enhance their internal solutions by integrating them with proven products backed by experienced, knowledgeable and professional vendors.

Smooth migration process

It's important to ensure that migrating to a central system and making changes to your current in-house stack won't be an obstacle, and that the software is designed to accommodate varying needs. Guesty has facilitated successful migrations time and time again and is equipped to make the transition smooth and painless.

The essentials

As mentioned, you don't need to invest in building anything that doesn't require extensive customization. Guesty offers a channel manager, centralized calendar, unified inbox, automation technology, a task management system and reporting and analytics tools, all of which you can either rely on completely or use to enhance your existing solutions.

Guidance on other tech

Before developing your own solutions, check out our Marketplace, an ecosystem of vetted and approved third-party solutions that solve major property management pain points. An aggregated space such as this can offer tools that elevate your company's offering.

The Takeaway

Successful short-term property management companies have proven that building custom solutions is an effective route to growth. The key is understanding where customization and differentiation are needed and what tools are already available, so you can focus your R&D in areas that will set you apart from the rest.

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