

## DARM Agenda with Links

### Tuesday, September 15: Understanding Internal & Market Data

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**10:00 am ET / 7:00 am PT**

2020 Vacation Rental Performance: AirDNA, Key Data, And STR (Part 1) (Eastern North America, UK, EU)

Link: <https://Attendee.Gotowebinar.Com/Register/2478101706217808400>

**11:15 am ET / 8:15 am PT**

Terminology & KPIs (+ Panel Debate About RevPAR)

Link: <https://Attendee.Gotowebinar.Com/Register/7063724901055817998>

**12:30 pm ET / 9:30 am PT**

Data Tool Demoground

Link: <https://Attendee.Gotowebinar.Com/Register/2171701900475359760>

**2:00 pm ET / 11:00 am PT**

Segmenting Properties & Building Comp Sets

Link: <https://Attendee.Gotowebinar.Com/Register/7087180782644861453>

**3:00 pm ET / 12:00 pm PT**

Internal Demand Data: Using Website and Call Center Data In Revenue Management Strategy

Link: <https://Attendee.Gotowebinar.Com/Register/4584464718919962637>

**4:00 pm ET / 1:00 pm PT**

Utilizing Property Data In Dynamic Pricing Decisions

Link: <https://Attendee.Gotowebinar.Com/Register/1791271976788025867>

**5:00 pm ET / 2:00 pm PT**

Winter 2020/2021 Outlook in a Pandemic Economy

Link: <https://Attendee.Gotowebinar.Com/Register/2172826700882233611>

**6:00 PM ET / 3:00 pm PT**

2020 Vacation Rental Performance with AirDNA, Key Data, And STR (Part 2, Western North America, AU)

Link: <https://Attendee.Gotowebinar.Com/Register/7133888036593699851>

### Wednesday, September 16: Revenue Management and Pricing Strategies

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**10:00 am ET / 7:00 am PT**

Components of Revenue Management

Link: <https://attendee.gotowebinar.com/register/2355719465060503824>

**11:00 am ET / 8:00 am PT**

Hotel Strategies vs Vacation Rental Strategies

Link: <https://attendee.gotowebinar.com/register/3842639616837003280>

## Wednesday, September 16: Revenue Management and Pricing Strategies (cont)

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**12:00 pm ET / 9:00 am PT**

How Low Can You Go in VR? Understanding Profitability

Link: <https://attendee.gotowebinar.com/register/4953900625867514896>

**1:30 pm ET / 10:30 am PT**

Proven Vacation Rental Pricing Strategies

Link: <https://attendee.gotowebinar.com/register/7601361897831393552>

**2:45 pm ET / 11:45 pm PT**

Deeper Dive: Understanding the Booking Window and Translating Daily Rates into Weekly, Monthly Stays

Link: <https://attendee.gotowebinar.com/register/7286488155915531792>

**4:00 pm ET / 1:00 pm PT**

Homeowners: Contracts, Communications, Reporting

Link: <https://attendee.gotowebinar.com/register/4529128497732459792>

## Thursday, September 17: Going from Strategy to Implementation

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**10:00 am ET / 7:00 am PT**

Pushing out Pricing to Channels: Airbnb, Booking.com, Google, and Channels

Link: <https://attendee.gotowebinar.com/register/524084825791048208>

**11:00 am ET / 8:00 am PT**

Changing Pricing in Your Software: Barefoot, Guesty, Escapia, Streamline, TRACK

- **Barefoot**  
<https://www.barefoot.com/en-us/barefoot-rate-discussion-with-beyond-pricing>
- **Escapia**  
<https://primetime.bluejeans.com/a2m/register/qhcfqbh>
- **Guesty**  
[https://us02web.zoom.us/webinar/register/WN\\_Jwl6O8fwQF2QuIDleBtSJQ](https://us02web.zoom.us/webinar/register/WN_Jwl6O8fwQF2QuIDleBtSJQ)
- **Streamline**  
[https://streamlinevrs.zoom.us/webinar/register/1515990541256/WN\\_x87C7odXRj6WPTg07iYWRA](https://streamlinevrs.zoom.us/webinar/register/1515990541256/WN_x87C7odXRj6WPTg07iYWRA)
- **TRACK**  
<https://tnsinc.zoom.us/meeting/register/tJwvc-urqjMpHdRPCcaslBIDxG1Mb3rfA-Ev>

**12:00 pm ET / 9:00 am PT**

Cost per Acquisition with Kalibri Labs

Link: <https://register.gotowebinar.com/register/7277795417101393933>

**12:45 pm ET / 9:45 am PT**

Pricing Tool Demoground

Link: <https://attendee.gotowebinar.com/register/366300509158819856>

## Thursday, September 17: Going from Strategy to Implementation (cont)

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**2:30 pm ET / 11:30 am PT**

**In-house vs Outsource: Advantages, Disadvantages, and Evaluation**

Link: <https://attendee.gotowebinar.com/register/235645542430447120>

**3:30 pm ET / 12:30 pm PT**

**Using Your Website and Call Center to Communicate Pricing Changes**

Link: <https://attendee.gotowebinar.com/register/5269449467923635216>

**4:30 pm ET / 1:30 pm PT**

**Additional Sources of Revenue**

Link: <https://attendee.gotowebinar.com/register/1475269036445689616>

Download the DARM Workbook: <https://vrmintel.com/wp-content/uploads/2020/09/vrmintel-darm-workbook.pdf>

Password: vrdarm2020