

LEARN MORE ABOUT

DYNAMIC PRICING

AUTOMATICALLY ADJUSTING RATES
IN LINE WITH SUPPLY & DEMAND



HOW DOES DYNAMIC PRICING WORK?

Dynamic pricing is a sophisticated way to utilise data to develop a pricing system that maximises the revenue potential of your listing. To put it simply, it's changing your pricing to match supply and demand. Airlines and major hotel companies have been using this method for decades, and it's continuing to be adopted by other industries for one reason – it works.

The problem with static pricing is that your property can be snapped up quickly for popular times of the year and sit empty during other times of the year. Dynamic pricing takes out the tedious guesswork, uncertainty, and stress caused by static pricing. It has the ability to meet demand where it's at - automatically increasing or decreasing the price for your property based on historical and real-time data, all done on a daily basis.

Dynamic pricing reacts in real-time to make sure we are able to achieve the best balance of revenue and occupancy for your property. The algorithm is built to find pockets of revenue in areas other methods cannot.



Right price at the
RIGHT TIME

HOW ARE THE PRICES DETERMINED?

A team of data scientists and revenue management experts utilise a variety of data sources to ensure our pricing is ahead of the competition. They don't rely on arbitrary city boundaries or postal codes – rather they rely on machine learning combined with the human element from a team of analysts to determine comparisons/demand activity.

We will work with Beyond to set a Base Price that the algorithm floats off of. In periods of high demand, your property is priced above the Base Price, and the opposite is true in periods of low demand. The Base Price changes depending on a number of factors including your listings booking pace and occupancy compared to the market. Dynamic pricing is incredibly versatile and the Base Price is also how we incorporate the unique elements of your property and price appropriately.



Changes based on
DEMAND


WILL I LOSE CONTROL OF MY PRICES?

Absolutely not.

This is a common concern among owners new to dynamic pricing, and rightfully so. Prices can appear to be all over the board since demand changes daily.

We retain complete control over the pricing. We can set the minimum price we are willing to accept and can adjust this based on seasons. While we don't recommend it, we can also set a maximum price (you'd be surprised at the rates we've been seeing!). We also have the ability to set a specific rate over specific dates. We can adjust prices for gaps of availability between bookings to give the property the best chance of getting booked at the best price. If you have a one night stay available to sell because it's between two reservations, for example, we can automatically increase the rate to avoid unruly guests.

While the algorithm works best with flexibility – we can still work with you to decide what you're comfortable with and build a strategy around your needs.



Control with
FLEXIBILITY

WHAT CHANGES CAN I EXPECT TO SEE?

When the pricing strategy changes, so will the typical rates and patterns you're used to seeing.

Booking windows may change. If you are used to getting bookings far out in the future, you may notice a decline in these reservations. No need to panic – typically the lowest priced properties get booked first. We are simply priced appropriately for the further out dates and take the booking window into account when the price is set.

Rates will likely be different every day. This is absolutely expected and is an essential part of the strategy. Each day has different demand and is therefore priced differently.



Changes based on
DEMAND



QUESTIONS?

EMAIL:ANTHONY@JUSTRENTMARBELLA.COM

