



Simply The Best!

***The Perfect Way to
Simplify, Improve & Automate
Bookings & Management of***



Take a Moment.....



Find Out Why SMART Would be So Good for YOU.

It May Change your World!

Click and go to see.....

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Why do I need SMARTgms?

#1 - **Be found for direct bookings.**



This is **SO** important nowadays. More and more potential guests have got savvy and know that they will usually get the best deal by booking direct.

Did you know that, for many holiday rentals, the combined guest booking fee and GST can add nearly 30% to the cost of booking through Airbnb?

If your rate is \$300/night, guests may be charged \$386/night. No wonder they prefer to book direct!

SMART will have you easily found on the internet, enabling direct bookings.

AND

Continued over/.....



Why do I need SMARTgms?

#2 – Open more doors.



Yes, you **can** get along using just one booking outlet, perhaps one of the big Online Travel Agents (OTAs) like Booking.com or Airbnb **BUT** - just think how much better you could do if you opened your door to other booking sources as well.

Add more OTAs, add direct bookings and don't overlook the growing market of bookings from "Real" travel agents. SMART does it all with its inbuilt, super efficient "Channel Manager" that instantly synchronises with all the major booking OTAs, including (of course!)



Many more options & many more reasons too – Read on!

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How does SMART work?

SMART lives in “The Cloud”. That means there is no software to download, install or keep updated. Everything happens automatically.

Nowadays some 67% of all accommodation is booked using mobiles. SMART is fully mobile compatible. That means it works on any device, anywhere, anytime. All it needs is an internet connection.

For you, that means you too can look after your bookings, guests, in fact everything, anywhere anytime: at the beach, at the shops, on the golf course or on your overseas holiday.



You Build Your Own SMART System

You are in control. Think of SMART like a coathanger. We give you the system structure; you choose what to use and how to use it. You decide how simple or complex you want **your** SMART to be.

Don't worry, we help you all the way.

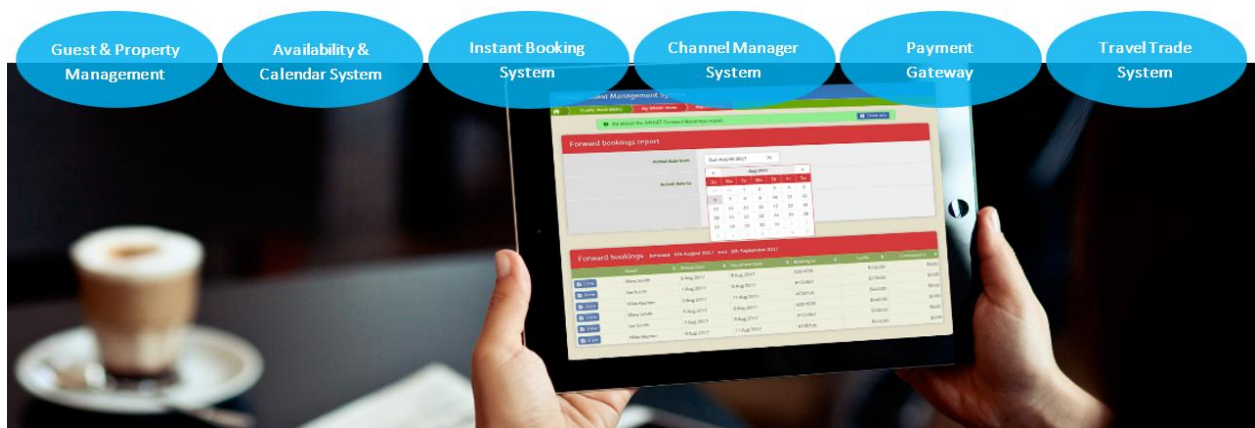
[Click here to see what you can add to **your** SMARTgms](#)

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What do I get with SMARTgms?

SMART is a simple to use system that includes everything you need to easily and successfully manage your holiday rental.



There's no need to be a computer genius to work SMART!

All functions are fully integrated (meaning no need to keep switching sites), easy to use with clear, plain English labels and assistance.

[See all the SMART functions](#)

Or just carry on to see more about SMART (scroll down)

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SMART Support

SMART is an entirely New Zealand system.

It was designed and built right here, especially for small scale accommodation providers.

SMART is run, maintained and supported right here In New Zealand., In addition to providing you with a really extensive user manual, written in plain English, our support service is also right here, easily available by phone or email.



Oh, did we say, SMART support is **FREE**.

Continue for More SMART Features - Scroll Down

Or

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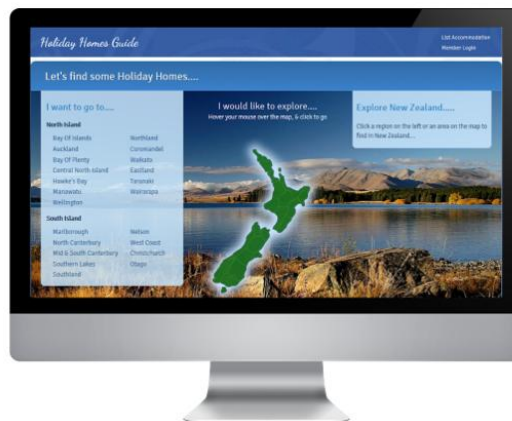
Listings on our Online Accommodation Guides:

Our TrueNZ Guides division has been publishing hugely successful online accommodation guides since 1999.

Nowadays there is a whole suite of these online guides that we publish and maintain.

Listings are FREE.

Your SMART journey starts with setting up a listing on the Guide most appropriate for your accommodation.



Apart from providing some vital data for SMART, these listings are the source of, on average, 500 clicks through to a property's own website (if they have one) and / or 280 direct booking hits a year.

At that price – got to be golden!!

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How much does all this cost?



Less Than you Might Think!

SMART is a subscription service. There is just one level of subscription:

\$69.00 a month (plus GST)

SMART does NOT charge any fees or commission on any bookings.

There are no add ons or bolt ons, everything is included*. You don't even need a bank merchant account (or anything else) to receive credit card payments from your guests!

**There isn't a bank or credit card company in the world that processes transactions free though. There is a small per transaction cost for credit card payments processed in SMART. That is the ONLY extra charge you will incur.*

Continue for More SMART Features - Scroll Down

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Can I switch to SMART from another system?

Yes! We make switching to SMART from another system **really** easy. Actually we do almost all of it for you. Better yet, there are no set up, “onboarding” or training fees.

Can I get a preview of SMART?

Yes! We can provide you with a free, no obligation online demonstration. We do these one on one with a real person so you can see what you want to see and ask your own questions as we look together.

Call us on 03 423 3565

Or email sales@truenz.co.nz

Let's Do It!

We'll Make You Welcome

The first step is to set up your **FREE** listing on the [TrueNZ Holiday Home Guide](#). Seriously, no cost, no obligation!

Just click [here](#) to get started:

<https://truenz-smart.co.nz/join2>

(Then, if you decide to use SMART we will already have your basic data)

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What's Included - More Detail on:

[Calendars;](#)

[Bookings \(and their management\)](#)

[The SMART Channel Manager](#)

[Credit Card payments](#)

[Work with Travel Agents](#)

[Link your website to SMART](#)

[GST Management](#)

Your own electronic calendars, easy to use and understand for both you and potential guests.

- [The Guest Booking Calendar;](#)
- [The SMART Management Calendar;](#)
- [Other Calendar Functions.](#)

[Seen enough thanks. Return to the other SMART Features](#)

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The SMART Guest Booking Calendar:

Really simple, easy to use.



Many online booking calendars require an arrival and departure date. These can be very problematical and often result in missing multi day bookings.

SMART takes a different approach and shows intending guests what IS available! ***Then it's just a simple click to start a booking. Easy!***

Scroll Down for More on Calendars

OR

[Click to see more SMART Functions](#)

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The SMART Management Calendar:

And then there is the amazing SMART Guest management Calendar that makes managing everything a breeze.

This “SuperTool” gives you instant insights into what is happening today, tomorrow or whenever.



It immediately shows you upcoming bookings, days you have made unavailable and accidental errors (accidentally reopened a day!)

It also has a useful pop up menu for managing any particular day.

But, there's a lot more!

Additional Calendar Options

SMART makes it easy to:

- **Close dates** on which you don't want bookings for whatever reason;
- Change your mind and **open up closed dates**;
- Set, change & manage your **Minimum Stay Restrictions**;
- **Prevent bookings from selected sites on selected dates.** For example, over peak periods when you will get bookings anyway without needing to pay commission;
- Instantly spot any errors.

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SMART Bookings

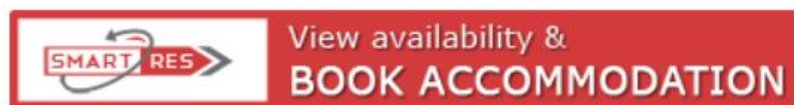
[Direct Bookings](#)

[3rd Party Bookings](#)

Direct Bookings

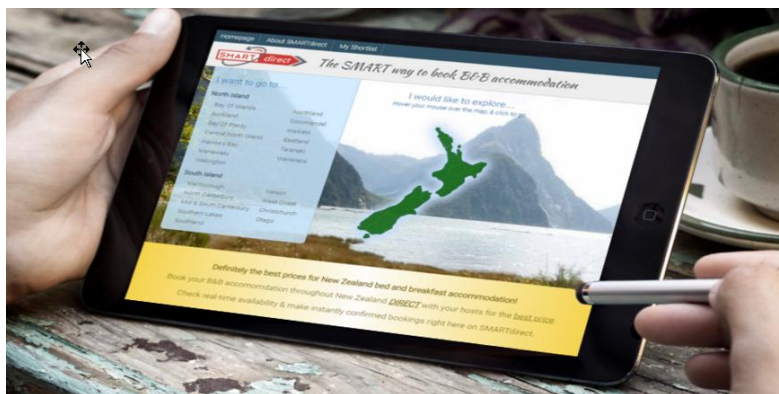
The inbuilt, uncomplicated SMART online booking system captures those golden direct bookings. It lets you manage who can book, when.

SMART makes sure you get them!.



Potential guests can easily access the SMART booking system from:

- Your own website – if you have one; or
- From one of the **FREE listings** we give you in our high traffic New Zealand Accommodation Guides; or
- From the FREE listing we give you on our online Direct Booking site (<https://SMARTdirect.co.nz>)



- And other sites that offer you the opportunity to put in a booking link. A good example is the New Zealand Tourism site <https://www.newzealand.com/nz/accommodation/>

The link we give you immediately opens your SMART booking calendar so people can book right away. It just takes a click to start!

Direct Bookings (what happens):

- If you have asked for a deposit or prepayment, that is automatically part of the booking process;
- You receive immediate notification of the booking;

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- Your SMART calendar automatically updates;
- The booking is instantly there in your SMART records and on your Management Calendar;
- ALL your linked calendars (on other booking sites) are instantly & automatically updated;
- If a later payment is required from the guest, they can pay that directly into SMART. SMART automatically follows up, keeping you in the loop.

3rd Party Bookings (Booking.com, Airbnb etc):

- Bookings from linked sites are automatically imported into SMART, instantly appearing on your Management Calendar
- All linked calendars instantly & automatically update, **eliminating the risk of double bookings;**
- You automatically receive notification;
- If a 3rd party booking still requires a guest payment, that can be made directly into SMART;
- If payment is coming by virtual credit card, SMART can handle that for you easily & painlessly.

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The SMART Channel Manager:



Your SMART Channel Manager keeps all the connected booking sites 100% synchronised with each other & SMART.



It all happens automatically, 24/7 in the blink of an eye, even while you're asleep.



We offer full connections to the major OTAs AND to a number of "Real" travel agents and wholesalers. We have over 200 connections available, but we doubt you will want that many!



Don't worry, we take care of establishing the connections for you. All very painless.



In addition to full, 2 way connections, **SMART has a fully customisable and automatic system for [linking with your own chosen travel agents.](#)**



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The SMART Credit Card System:

*Fully & Seamlessly Integrated
(at no extra cost*)*

Secure Credit Card Payment



Fully & seamlessly integrated into SMART, **at no extra cost***, is our system for guests to pay you by credit card (*there is also an invoicing system for those wanting to pay that way*)

With SMART:

- You don't need an Eftpos terminal or any other equipment or system. Everything you need is there.
- Your guests can easily & securely pay you by credit card;
 - ✓ In advance, at the time of booking or later (depending on your own rules);
 - ✓ Onsite.
- You can process 3rd party Virtual Credit Cards (for example, from Booking.com);
- We don't hold onto your money! As soon as your guest payments have been cleared, we pay you. No waiting for the guests to arrive.

**There isn't a bank or credit card company in the world that processes transactions free though. There is a small per transaction cost for credit card payments processed in SMART. That is the ONLY extra charge you will incur.*

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The SMART Travel Agent Module:

The SMART [Channel Manager](#) takes care of everything for your Online Travel Agents (OTAs) like Booking.com, Airbnb and so on.

It also provides the same full, two way connection and management for some of the major travel wholesalers: AOT, Pan Pacific etc. and some retailers like TravelEssence.

What Channel Managers in general do NOT cater well for are the ever increasing number of real, bricks & mortar travel agencies who nowadays want to book their clients into your sort of accommodation.



Built into SMART, available for you to use ***IF YOU WANT TO***, is an easy to use, efficient and effective Travel Trade Module.

Add your own choices of agencies, set their individual commission rates and even apply contract tariffs if you want to.

If you want them to, your agents can access your SMART booking system themselves and automatically make bookings. That's really handy for agencies based in other timezones!

Why is this an important booking source?

Keep 2 things in mind here:

1. Long Haul international guests are on a major trip. They are booking planes, rental cars, ferries as well as their accommodation for several weeks and more. Maybe 50 bookings. So number 1 is convenience, especially if their plans have to change suddenly. One call to their agent does it all.
2. Your guest demographic. These long haul expeditions may well be trips of a lifetime, but they are costly. Easily in the \$35- \$50,000 bracket. Many of the international guests

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wanting your type of accommodation are in the older age group. So number 2 is security. A lot of these people take comfort from having everything (including their vital travel insurance) arranged by someone they can deal with face to face with the (reasonable) assurance that if everything – or even any part of their trip – goes wrong, they won't be left too much out of pocket

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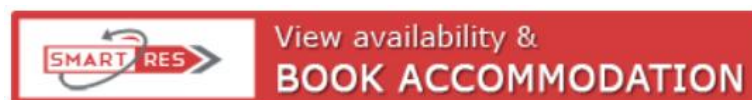
Linking To your Website

[With the SMART “Widget”](#)

[With a custom link from your own website menu](#)

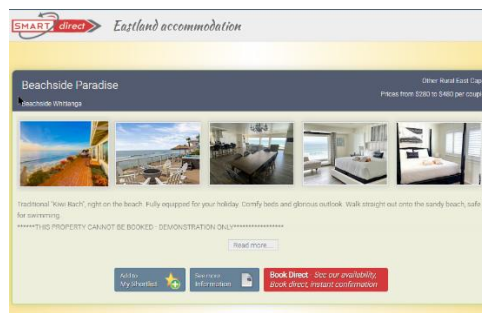
The SMART “Widget”:

If you have your own website, we provide you with a “Widget”. A simple, single click opens your SMART calendar and booking system;



Our selection of carefully designed widgets have, over 10+ years, been proven to drive even more bookings. They seem to be compulsive to click!

If you don't have your own website, no worries. SMART provides you with at least 2 FREE mini websites that lead directly to your calendar and the SMART booking system;



And [FREE listings](#) on several of our high traffic online New Zealand accommodation guides, enabling you to be easily found online.

Use a custom link from your own website menu:

Most accommodation websites have a “Book now” or availability tab in their menu. We provide you with the link to make that tab open your SMART booking system & calendar. Simple!

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GST, you and SMART



Be Aware

The world changed for ALL small scale accommodation providers on 1st April 2024

GST Management:

Whether you are registered for GST, or NOT, the new rules DO apply to your bookings received from “Electronic Marketplaces”.

“Electronic Marketplaces” encompass the main, online booking sites such as Booking.com, Airbnb, Expedia, Bookabach etc.*

These sites are now required to apply GST to all bookings, no matter whether you are registered for GST or not and no matter where in the world the booking originates from.

This creates serious problems for many accommodation providers, including holiday home rentals:

- Different sites handle this differently. For example:
 - Airbnb **ADDS** the GST onto whatever tariff you have set, increasing the price guests pay;
 - Booking.com **DEDUCTS** the GST portion of whatever tariff you have set, reducing your net receipt;
 - Expedia currently ignores the rules, leaving it up to you. If you are **not** registered for GST this may expose you to a big bill from IRD down the track!

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- If you are NOT registered for GST, you may not be receiving what is called your “Flat Tax Credit”;
- If you ARE registered for GST, your returns have got complicated! Some of your revenue is now “Zero Rated” and some is not;
- Regardless, you will likely be out of pocket through loss of bookings (too expensive) AND reduced payments from some of your online booking sites.

Complicated, isn't it?! BUT.....

SMART Makes it Easy!

SMART has in inbuilt GST Management module that automatically makes whatever adjustments are necessary to the rates we sent to your “Electronic Marketplaces” so:

- Your guests are not being overcharged; and
- You are not out of pocket.

SMART also makes an easy to read GST report available to you at a mouseclick, simplifying your GST reporting, so reducing your accounting bills.

*** SMART is NOT an “Electronic Maretplace”**

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