

ful-crum

THE NEWSLETTER FOR **AAXSYS Technology** USERS

SEPTEMBER 2009



Hello,

In this September issue of fulcrum you can,

DISCOVER how you can grow in a thriving recession.

LISTEN to what Kim Harper with American Marketing Systems Inc. - housing provider in San Francisco - tells about her cooperation with Corporate Housing companies and her benefits with Aaxsys.

AND BENEFIT by Aaxsys Workin' it User tips on how to use External User Codes in Aaxsys, the tool to increase occupancy.

Sincerely,

Barbara Diril
Marketing - Aaxsys Technology

Thriving in a Recession - What can you do?

It's no secret that corporate housing has been experiencing certain 'opportunities' in this economic climate. While this has been somewhat daunting, it is also true that various sectors of the industry are not just doing very well, but are expanding.

Given these two realities, it is important for accommodation providers and rental housing companies to focus on what can be done in today's market. To that end, here are four action items that can be implemented to ensure expansion instead of the reverse!



1. Focus on what is 'working in our economy' – not what went away. Review those companies with increased market share instead of dwelling on the business sector that has been lost.
2. "Follow the money"! Priorities have changed. The money is still there, it's just in a different place. Find it.
3. "Adapt or fail". Profit by the new direction and turn the 'trend into your friend.'
4. Solve these challenges in a unique way to make your company stand out and aggressively market that uniqueness. It does no good if no one knows about it!

Observe new trends in the accommodation companies that are growing in market share. Where does the 'money' now reside and what new tools are available to capture it? How can you market these to your existing clients and new industry segments so that you stand out?

It is a little known fact that 50% of the Fortune 500 companies prospering today began in a recession. Those that innovated and grew understood only too well that "One can not shrink to greatness"!

More information on expanding in a 'troublesome economy' can be found at www.askvictor.com. In addition "Who Moved My Cheese" by Dr. Spencer Johnson is the 'definitive' work on this topic – and fun to read.

IN THIS ISSUE

- Thriving in a Recession - What can you do?
- Kim Harper with American Marketing Systems Inc. tells about cooperating with Corporate Housing companies
- Aaxsys workin' it user tips: External User Code to increase occupancy

Review corporate housing providers who are doing well by using your login code to review real time inventory on www.thegln.com and contact these companies to partner. Remember, together we all achieve more!

You don't have a login code yet? Contact us at aaxsys.sales@aaxsys.com or 415-447-2097 1-800-747-7784 ext. 2091. It's simple, easy and free! We'll show you how to use it to increase market share!

Kim Harper about cooperating with Corporate Housing companies

By Kim Harper - American Marketing Systems Inc.

"AMSI San Francisco is not really a corporate housing company per-say. We are a Real Estate Brokerage specializing in marketing furnished rental property for owners. We offer inventory unavailable elsewhere and most of the marketing I do is to corporate housing companies. We offer an alternative to the standard lease option now available from other communities.

With the Aaxsys System we have been able to partner instantly in real time with these providers which have been invaluable to improve our occupancy rate. We

„We have been able to partner instantly in real time with these providers“

have set up and trained well over 100 providers with login codes to our reservation board. Once they place a hold or a reservation into one of our properties the Aaxsys system notifies both them and me instantly with all contact information so we can work out details and place the guest.

The real time marketing through our website and the other Aaxsys powered websites has provided business we never would have had. Right now we are partnering with GoTDY Housing; SunTree Corporate Housing and a host of other Aaxsys Members to improve all of our bottom line. This is fabulous and I can't ever imagine how we operated without it!" - page 2 -

American Marketing Systems Inc. is a full service real estate brokerage, wholesaling privately owned furnished rentals in San Francisco and San Diego to corporate housing providers and relocation personnel. Kim Harper is the outside sales manager and has been with the company well over fifteen years. Contact her for more information on a login code to book instantly into their availability.
kharp@amsiemail.com 415-447-2062 www.amsires.com

Aaxsys Workin' it User Tips

Here is how to use your Aaxsys External User Code once set up in an Aaxsys Member's System. External User codes (EUC) in Aaxsys are the Number one tool to increase occupancy:

- "EUC's" allow 'anyone' to book into the exact accommodation requested instantly
- "EUC's" expand inventory offerings to any company immediately
- "EUC's" limit booking powers to real time only with NO client or pricing information

1. Login through ANY Member's website or ANY Aaxsys powered website with your Code & Password: (fig. 1+2)



2. The Reservation Menu for the Aaxsys System you have entered displays: (fig. 3) Click on either the Reservation Board or Available Countries for a select geographical location:

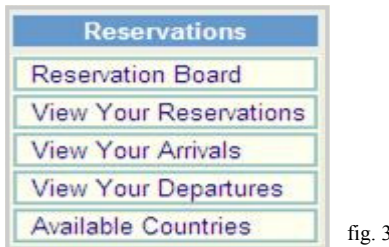


fig. 3

3. The Reservation Preference Page displays first to (fig. 4) 'refine' your selection or just press: "Proceed"

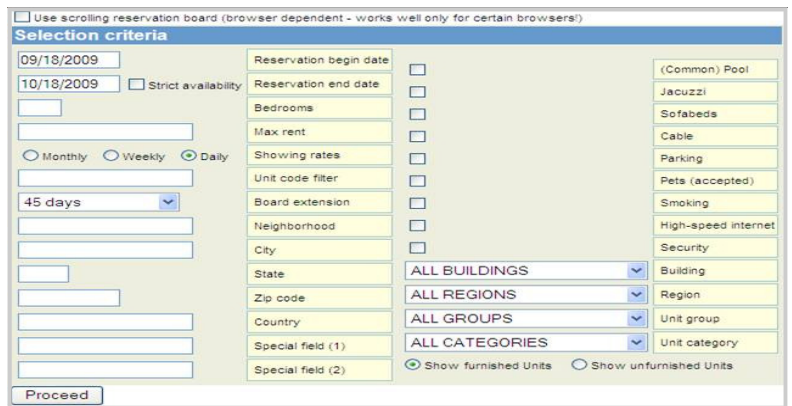


fig. 4

4. See what the Reservation screen for your selection displays. (fig. 5)

- All white spaces are available with Arrivals and Departures noted
- Click on a blue "A" or "D" and see what happens?! Only Real Time Availability can be viewed

fig. 5

Code	Address	RET/D	BB	MAY							JUN												
				F	S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F	S
DNLG1101	900 Bush St.	100	1/1	A	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R
DNLG9321	900 Bush St.	100	1/1																				
ESBC2417	201 Harrison	100	1/1	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	R	D	

5. Click on the Property Code to Make your reservation: You can see all details from this application: (fig. 6)

- 'View this Unit' shows pictures, description & amenities
- Unit Reservation Calendar shows advance reservations impeding your bookings
- 'Now Make a Reservation' or 'Create Hold'



fig. 6

5.1. Aaxsys will notify the Provider & Yourself by e-mail of your 'reservation' or 'hold' (this option 'holds' the booking in the reservation board for 24 hours until details are complete!) (fig. 7)

5.2. Now e-mail or call about all details.....but most important, you have booked the guest in Real Time & not lost that client to another provider or company!



fig. 7

You don't have a User Code or Password? Contact Aaxsys or your preferred provider. We'll get you booking in Real Time TODAY to grow your business world wide!

Book globally in real time. Network with no strings, wires, or gimmicks.

www.aaxsys.com