

CHOOSE YOUR RULES, AND **MANAGE** YOUR SPACE.



CHANNEL MANAGER GUIDE



the-roommate.com

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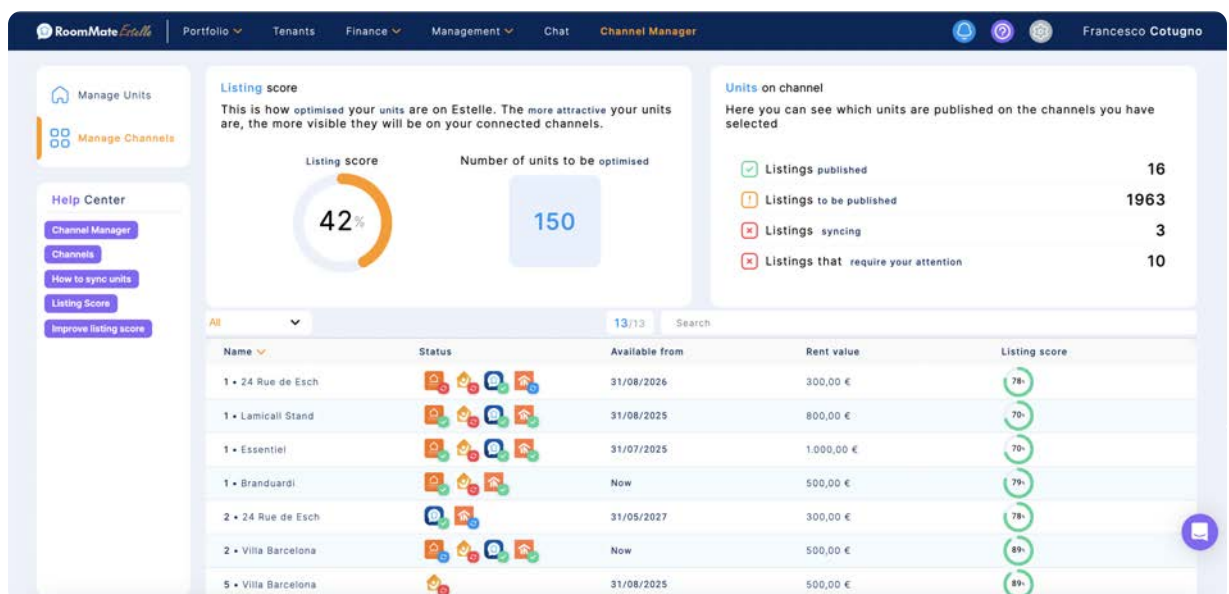
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What is our Channel Manager?

RoomMate's channel manager allows for a seamless integration of the entire portfolio managed in the platform with the major accommodation providers in Europe in a real-time listing automation to increase your visibility and your profitability.

- **Seamless integration:** RoomMate's Channel Manager allows you to integrate your entire portfolio with the major accommodation providers in Europe with just a few clicks. This means that you can easily add or remove properties from your listings, update prices and availability, and manage bookings all from one place.
- **Entire portfolio:** RoomMate's Channel Manager can integrate with all of your properties, regardless of where they are located or what type of accommodation they are. This means that you can easily reach a wider audience and increase your chances of getting booked.
- **Major accommodation providers:** RoomMate's Channel Manager integrates with the major accommodation providers in Europe, including HousingAnywhere, Spotahome, Uniplaces, Koliving.fr, Roomless, and Inlife. This means that your properties will be listed on some of the most popular websites in Europe, giving you the best possible chance of getting booked.



The screenshot shows the RoomMate Channel Manager interface. The top navigation bar includes 'RoomMate Estelle', 'Portfolio', 'Tenants', 'Finance', 'Management', 'Chat', and 'Channel Manager'. The user 'Francesco Cotugno' is logged in. The main dashboard features a 'Listing score' section with a 42% progress indicator and 'Number of units to be optimised' set at 150. A 'Units on channel' summary shows 16 published listings, 1963 listings to be published, 3 listings syncing, and 10 listings requiring attention. Below this is a table of units with columns for Name, Status, Available from, Rent value, and Listing score.

Name	Status	Available from	Rent value	Listing score
1 • 24 Rue de Esch		31/08/2026	300,00 €	78%
1 • Lamicall Stand		31/08/2025	800,00 €	70%
1 • Essentiel		31/07/2025	1.000,00 €	70%
1 • Branduardi		Now	500,00 €	79%
2 • 24 Rue de Esch		31/05/2027	300,00 €	78%
2 • Villa Barcelona		Now	500,00 €	89%
5 • Villa Barcelona		31/08/2025	500,00 €	89%

What are some of the main features?

Realtime updates

Any update on the portfolio happening in RoomMate is broadcasted in Real Time to every connection enabled in the Channel Manager.

Consistency and quality of the offerings

Thanks to our listing score system, we rate the quality of the offering based on the amount of data provided to the platform.

Bidirectionality

When offered by the accommodation provider, RoomMate can receive information about bookings happening in real-time and update its internal availability automatically. This allows us to keep in sync with several channels at the same time and reduce drastically the amount of overbooking happening to the portfolio.

Flexibility of integration

Our channel manager supports so far JSON feed-based and APIs integrations. By being modular, we allow the usage of different types of integration with minimal integration effort. Custom integration can be written by external third parties and integrated with our Channel Manager thanks to the standardized interface developed by us.

Our customers can leverage their tech department to build an ad hoc integration that can connect to the Channel Manager and be managed via Estelle.

Channels variety

We support some of the major players in the accommodation industry: HousingAnywhere, Spotahome, Idealista, Uniplaces, and many more.

We offer channel tweaking depending on the channel. For instance, Spotahome availabilities are daily updated to allow the listings to appear more often at the top of search queries.

Reduced technical support

By interfacing with several channels, we reduce to 0 the time needed for a customer technical team to support and upgrade the integrations over time. Updates in the Channel Manager are distributed to all our customers automatically in order to provide better support for new features and better compatibility. We are in strict communication with the technical team of any accommodation provider allowing us faster intervention time and a better overall quality of the integration.

Support Channel Manager

The channel manager is a very powerful tool which can help save the landlord or property manager a lot of time by automating the listing publishing process. There are however a few guidelines that are best adhered to in order to have a seamless and easy experience.

1. Data quality

Data quality is paramount in making sure that a property from Estelle can be published to a channel as well as having that published listing perform well. This is already mostly enforced by the “Listing score” in Estelle but you should still be aware of this point when you want to sync a property in the channel manager.

2. Single Source of truth

This concept is crucial when it comes to using the channel manager. What this means is that if you are **synchronising** a unit via the channel manager it is important that what should be considered as the “correct/true” data is what you see on Estelle.

What does this entail:

- You should not change manually via the website of a channel a listing that has been created by the channel manager, because whenever the next sync happens your manual changes will be overwritten.
- Similarly if you delete a listing that was created by the channelmanager, via the website of a channel the sync of that unit will be broken and will take manual intervention by the tech team to fix. If you want to delete or unpublish a unit you should always do this via the channel manager by clicking on “Unsync” in the sync details screen.
- In general you should not touch the units created by the channelmanager via the website of a channel. If you want to make changes to that listing you should make the changes on Estelle and the sync will forward the changes to be reflected on the channel.
- If there is a change you want to make to a listing on a channel that you cannot make inside Estelle because for example the information you want to change does not exist in Estelle, please contact us about it and we can find a solution together.

Support Channel Manager

What happens when bookings arrives from another platform?

There are 2 cases to distinguish:

- We have automatic booking support for the channel (Housing Anywhere, Spotahome, Roomless, Erasmusplay):
 - In this case there is no manual intervention required from you. The booking will automatically be forwarded to Estelle and the channel manager will forward the availability change to all other channels.
- We don't have automatic booking support for that channel:
 - In this case it is important that you record the booking on Estelle manually. This means creating a confirmed "Booking" or a lease. Once that is done the channel manager will forward the availability change to all other channels.

All of this illustrates that if it's not automatic (like channels with booking support) you need to manually make sure that the data inside Estelle represent the real world truth of the situation.

3. Information out of date:

It can happen for some data like for instance the availability of a unit to not be up to date on one of the channels. Usually if there is an out of date situation it involves only the automatic sending of the updates and you can make sure it remains up to date using the channel manager sync details screen until the issue is resolved. In that case please let us know about it so we can make sure that the automatic sync is restored as soon as possible.

4. Errors:

Most of the errors encountered can be avoided by sticking to the above guidelines, but of course there can always be other errors.

The channel manager is a system that is integrated with many other systems and the error can come from our system, any one of the external systems (managed by the channels) or even from a combination of internal and external systems. If you encounter a unit that is not synchronizing successfully, you can contact us via intercom and we will look together to resolve the issue. Please let us know at this stage also if maybe one of the above guidelines was not followed. This can help us narrow down the issue faster.

Available Channels



HousingAnywhere is a global marketplace for short-term rentals. It allows tenants to book apartments, rooms, and entire homes for stays of 30 days or more.



Uniplaces is a Portuguese company that offers student accommodation in Europe. It has a large inventory of apartments, rooms, and entire homes in major student cities like London, Paris, and Berlin.



Koliving.fr is a French company that offers co-living spaces in Paris. It offers a variety of co-living options, including studios, shared apartments, and entire apartments.



Lodgerin is a platform that connects landlords and tenants in Europe. It offers a variety of accommodation options, including apartments, rooms, and entire homes.



UniAfitti is a platform that connects landlords and tenants in Italy. It offers a variety of accommodation options, including apartments, rooms, and entire homes. It is one of the most popular property portals in Italy, with over 2 million monthly visitors.



Inlife is a German company that offers co-living spaces in Berlin. It offers a variety of co-living options, including studios, shared apartments, and entire apartments.



Erasmus Play is a platform that helps students find accommodation during their Erasmus exchange. It has a large inventory of apartments, rooms, and entire homes in major student cities in Europe.



Spotahome is a Spanish company that offers short-term rentals in Europe. It has a large inventory of apartments, rooms, and entire homes in major cities like London, Paris, and Barcelona.



Roomless is a Dutch company that offers short-term rentals in Europe. It has a large inventory of apartments, rooms, and entire homes in major cities like London, Paris, and Amsterdam.

What is a listing score?

The Listing Score is a system that RoomMate uses to rate the quality of your listings. The higher your Listing Score, the more likely your listings are to be seen by potential tenants.

- **Mandatory information:** There are some pieces of information that are mandatory for your listings to be published on RoomMate. These include:
 - Address: The address of your property is essential for potential tenants to know where it is located.
 - Images: Images are a great way to show off your property and attract potential tenants.
 - Rent amount: The rent amount is the most important piece of information for potential tenants, as they need to know how much it will cost to stay in your property.

In addition to improve your Listing Score, such as:

- Provide a detailed description of your property: The more detailed your description, the more likely potential tenants are to be interested in your property.
- Include amenities: Listing the amenities that your property has is a great way to attract potential tenants.
- Set competitive prices: Setting competitive prices will help you attract more tenants.



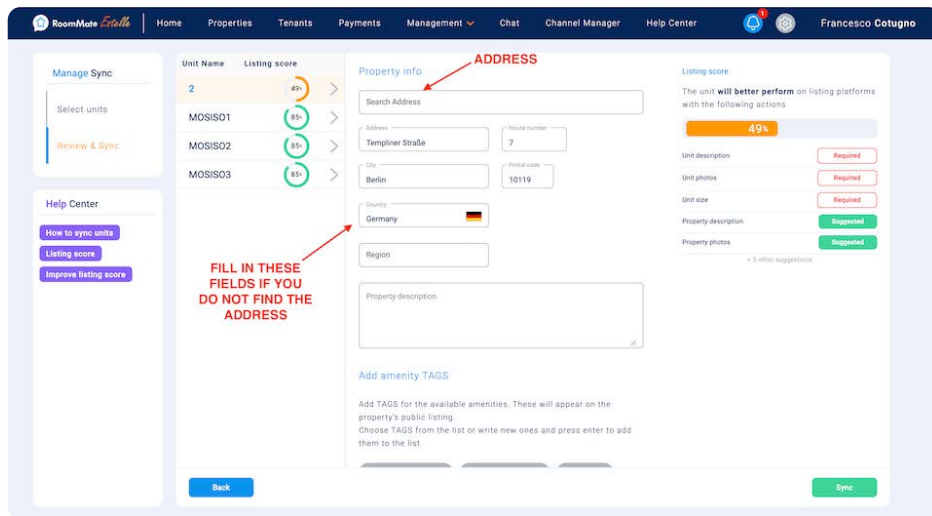
TIP: Go to the Edit Property to check the Listing Score for your apartment and follow the instructions to improve it!

Improve Listing Score

There are a couple things you can do to improve your Listing Score, such as:

Add the address

- Be sure to input the complete address in the address bar. This will be used by portals to geolocalize your property

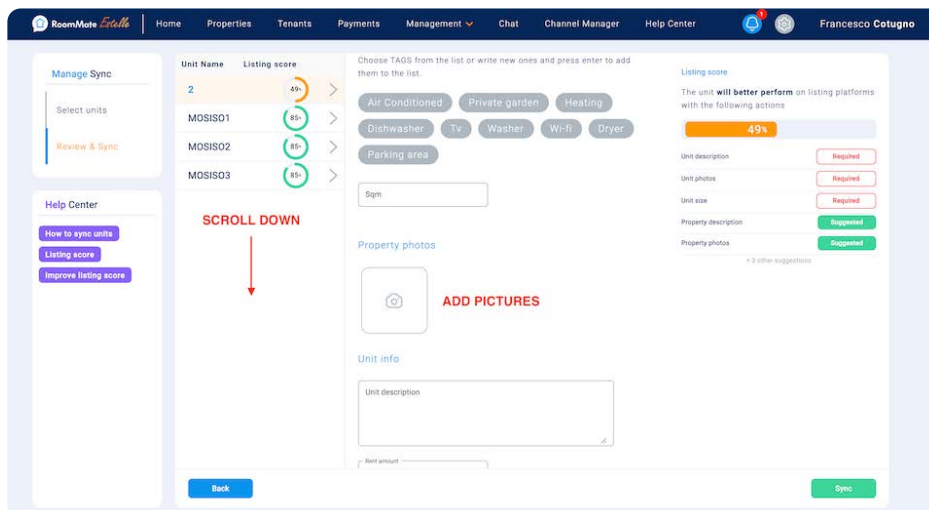


Add relevant pictures

You should also add pictures (the more the better) of your property. You should cover all the amenities of your property and unit, such as:

- bedroom
- kitchen
- living room
- outside (if present)

TIP: Recommended picture size is: 1024 x 2048



Improve Listing Score

Define the amenities

Add relevant tags for the amenities in your property and unit. Some examples:

- Air-conditioned
- Private Garden
- Dishwasher
- TV
- Wi-Fi

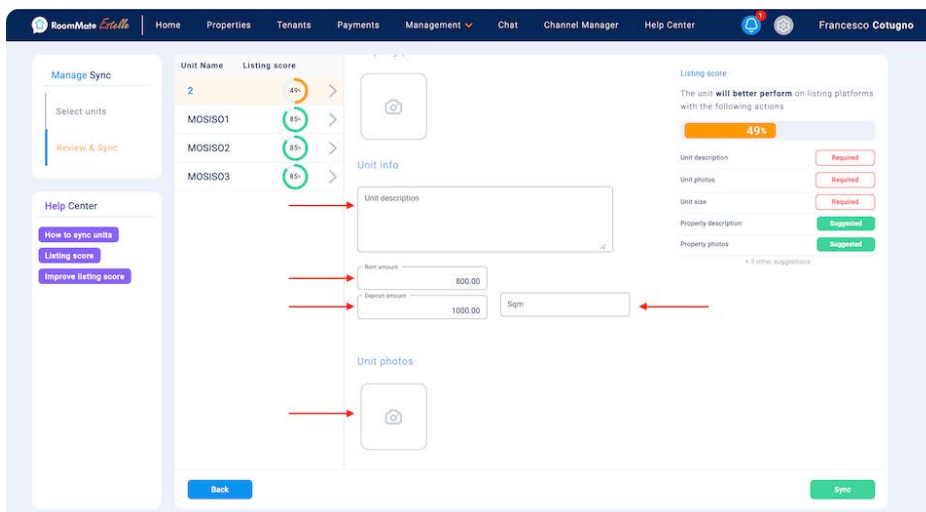
The more complete the amenities you input, the better the result of your Listing Score

Add the info on the unit

Last but not least, add information about the unit:

- the unit description
- the rent amount
- the fixed fees (if you operate them)
- the deposit amount
- the square meters

This will help tenants in having a complete understanding of your listing.



The screenshot shows the RoomMate listing management interface. The top navigation bar includes Home, Properties, Tenants, Payments, Management, Chat, Channel Manager, and Help Center. The user is logged in as Francesco Cotugno. The main content area is divided into several sections:

- Manage Sync:** Includes 'Select units' and 'Review & Sync' options.
- Unit List:** A table with columns for 'Unit Name' and 'Listing score'. It lists units MOSIS01 (85%), MOSIS02 (85%), and MOSIS03 (85%).
- Unit Info:** A form for editing unit details. It includes a 'Unit description' text area, 'Rent amount' (800.00), 'Deposit amount' (1000.00), and a 'Sign' button. Red arrows point to these fields from the left.
- Unit photos:** A section for adding photos, with a red arrow pointing to the photo upload icon.
- Listing score:** A summary section showing a current score of 49%. It lists actions to improve the score: 'Unit description' (Required), 'Unit photos' (Required), 'Unit size' (Required), 'Property description' (Suggested), and 'Property photos' (Suggested).

Add a complete description

Start by adding a thorough description of both your property and your unit. Adding two different, complete descriptions will allow your applicants to get all the information they need.

Custom Integration

For Customers that want to integrate their own website, we can connect thanks to the creation of a **Channel Manager connection**.

Instead of using the API to retrieve all the information needed, the channel manager can offer the status of all the units and availabilities with a single endpoint.

Example by using the API

An example of synchronisation using the API involves several steps:

- 1 - Retrieve the list of properties. This may require one or more paginated API calls.
- 2 - For every property, you will need to extract the list of rentable units.
- 3 - Retrieve the list of all the bookings and leases.
- 4 - Compute the availabilities for every unit by using the bookings and the leases.

Furthermore, if the user wants to hide some of their units from the website, there is no way to do that if not by writing a custom logic when accessing the APIs. Also, from Estelle is not possible to see the status of the integration.

Example by using the Channel Manager

- 1 - The integration can read or receive periodically or on demand a feed containing all the information needed: prices, descriptions, pictures, and availabilities.

Also, the user can make use of other Channel Manager features: make visible/hide any unit with a click and know the synchronisation status in real-time.

The feed will be accessible to a specific endpoint defined by us.

Sending back bookings information

Whenever you receive a booking on your website, you can send the information about the tenant via API or via Channel Manager. In both cases, the Channel Manager updates the availability and will send the updated status of the unit to any channel connected to it.

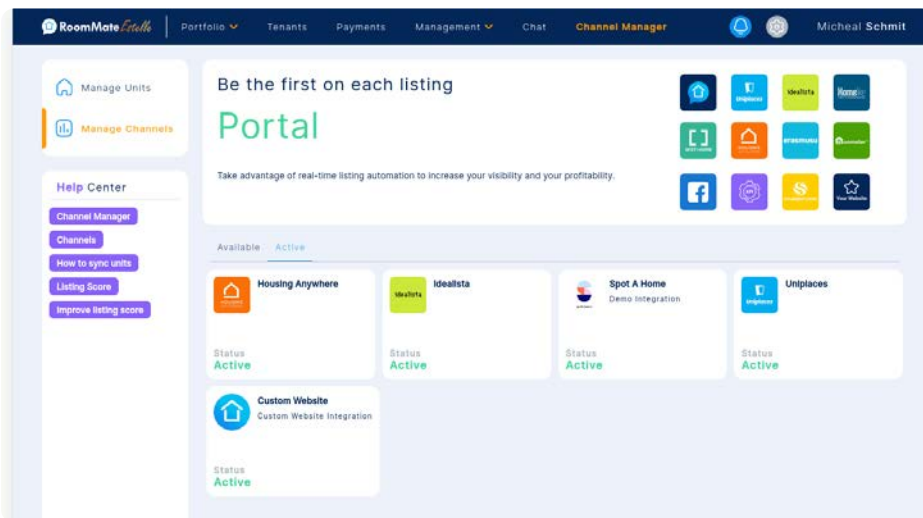
If you want to integrate your portfolio with us, we can set up an account on our staging environment and let you test with the feed and the channel manager.

We can adjust the feed based on your needs.

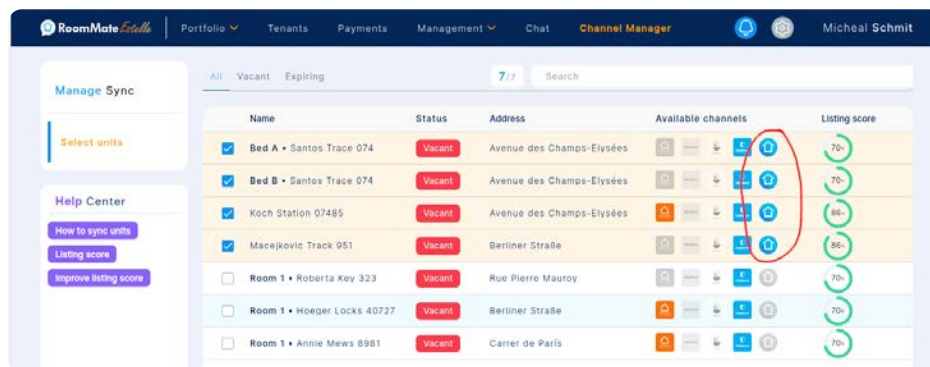
Custom Integration

Example of syncing procedure

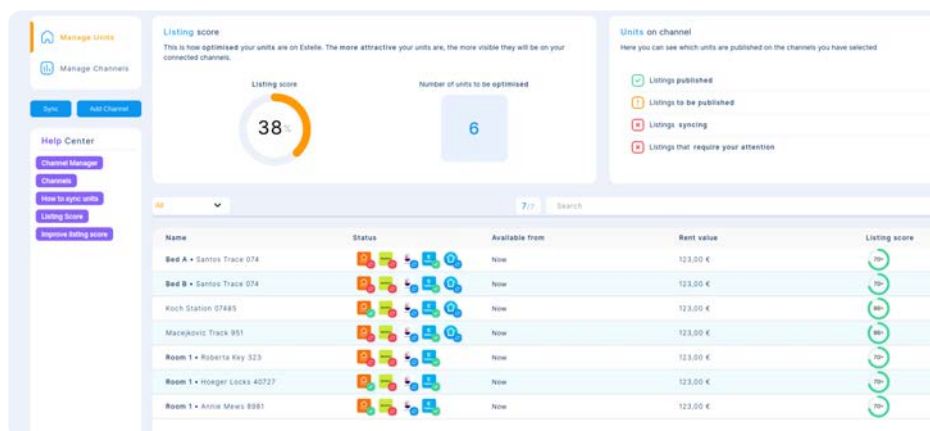
Once the integration is active, the user can see it on Estelle as well as other channels.



Then, the user will choose which units to make available to the feed.



From this moment onward, the feed will contain information about the 4 units selected.



Any time a user changes a piece of information about the unit such as prices, descriptions, pictures, etc., or the unit availability will change, the unit will go to a syncing status again. This way the user will always know if the data received by the website is up to date or not with the data present on Estelle.