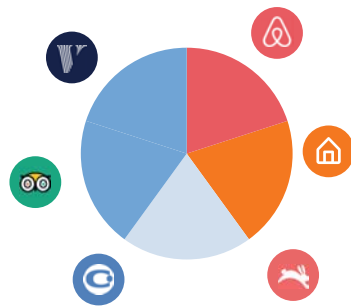WELCOME TO...

More than just vacation rental software.

Helping **growth-obsessed** property managers increase efficiency & grow revenue with proven technology & hands-on partnership since 2008.
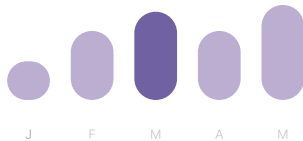

Booking source

Average daily rate (ADR)
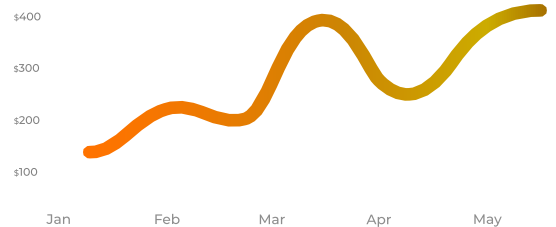
$358.20
↗ 136%

$400
$300
$200
$100

Jan   Feb   Mar   Apr   May

Net rental revenue

$42,721
↗ 12%

J   F   M   A   M

CiiRUS Product Handbook
2023-2024

Table of contents

The CiiRUS mission statement

We empower our customers with innovative solutions that help them grow and be successful in the competitive short-term rental industry.

We are dedicated to providing comprehensive technology and expert services that enhance our customers' business and create unmatched operational efficiency.
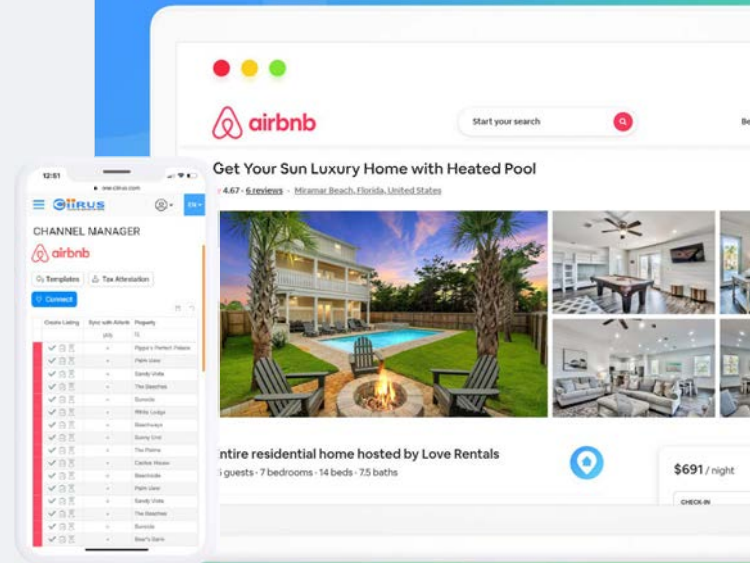
OUR VALUES

The **values** that hold us true and to account

Our customers come first

Integrity & transparency

Always seek solutions

Be bold & move fast

Treat all like family

Do better & keep things simple

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info@CiiRUS.com

ELITE CONNECTIVITY PARTNER 5+ YEARS

Unified Calendar

CiiRUS is the only software to unify availability, rates, & property care onto one intuitive dashboard. You can add & manage quotes & reservations from all integrated websites & OTAs alongside pricing, housekeeping, maintenance, & inspections.

The Unified Calendar is a testament to the unparalleled productivity that CiiRUS is focused on delivering to its users. It can even be customized with your own filters & visuals which can be stored as a templated & re-used again later.

Bookings & tasks in one

Simply open the drop-down tab on a property in the calendar to view the cleaning, maintenance, & inspections for each home.

New tasks can be added in a click, or you can open tasks directly from the calendar. No need to jump around the software!

Everything you need

Quickly tap to open folios, guest records, financials, property details, and more, directly from the Unified Calendar.

All of the information lives on the grid, along with rates, so you don't need to go searching through endless menus.

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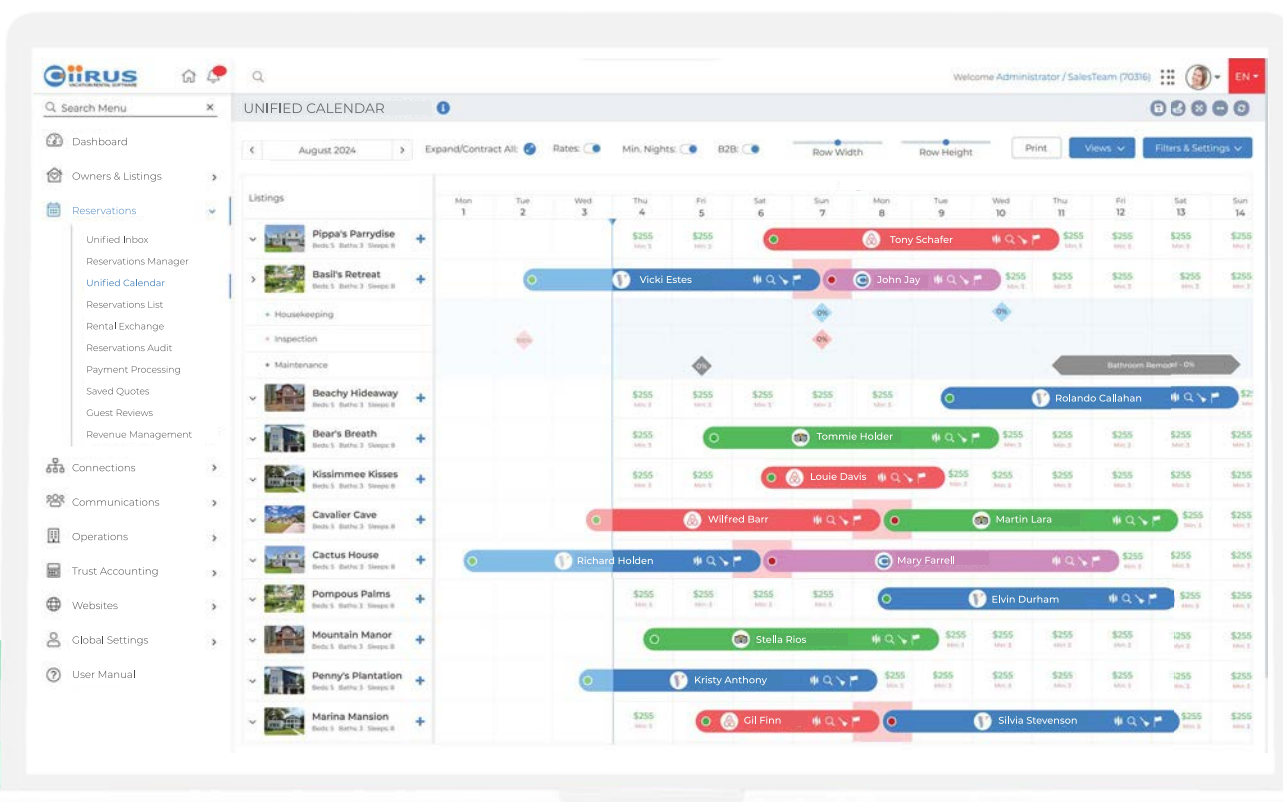
Reservation management

Manage reservations your way, from one of three preferred dashboards; whether you need listing-specific information or global availability across the portfolio, CiiRUS has a grid, schedule, & calendar view for each.

Centralized calendars

Add quotes & reservations, & manage reservations from all connected sources in one central calendar hub.

Vertical integration

The calendar directly communicates with property care, accounting, messaging & more.

Revenue management

Connect your preferred dynamic pricing tool, or configure your own pricing rules inside the software.

Reviews management

Solicit, store, & respond to reviews from your direct guests and integrated OTAs directly inside of CiiRUS.

AT YOUR FINGERTIPS

One reservation folio, everything you need

The new CiiRUS reservation folio puts everything you need to know about the guest, the reservation, & the property in one powerful interface.

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ELITE CONNECTIVITY PARTNER 5+ YEARS

Automated communication

Automation rules

Automate the beats of the guest lifecycle via SMS, email, & chat without sacrificing your personal touch.

Template builder

Custom marketing & communication templates for SMS & email. Smart tags automatically populate known information.

Electronic signature

Send, sign, & store rental agreements, work order contracts, NDAs, POAs, & management contracts directly within the system.

Guest CRM

Manage all past, present, & future guests from a central dashboard. Assign categories & curate details about your customers.

GUESTPASS

Built-in mobile guest application

Listing details

Property access details & important trip information at a glance.

Upselling

Guests can pay balances as well as purchase upgrades & extras instantly.

House rules

Display important noticies & policies for the guests to follow in each home.
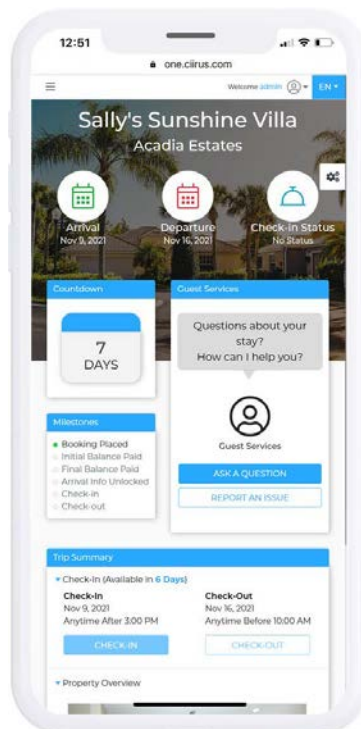
Local guide

Custom multimedia guides including maps to local hotspots around the given home.

Communication

Messages sent by guests in the portal are threaded in the CiiRUS Unified Inbox.

Attraction tickets

Direct integration & revenue share with major national attractions.

Unified inbox

Jumping from Airbnb, to Vrbo, to your website inquiries & guest messages doesn't have to be such a challenge. We have a solution!

CiiRUS keeps track of guest communication from major channels in one threaded interface, which includes all information about the guest's stay, so you can convert more inquiries to bookings & satisfy existing guests faster.

Simple or advanced

Simply type & respond to any guest message from Airbnb & Guestpass, as well as inquiries from Vrbo & your direct website.

For more flexibility, open the advanced editor to include styling & auto-filled dynamic content.

Response methods

Not sure how to best reach your guest? Ensure the message finds them wherever they are by utilzing send methods in CiiRUS.

Message replies can be sent to the guest's email, SMS phone number, or OTA chat thread.

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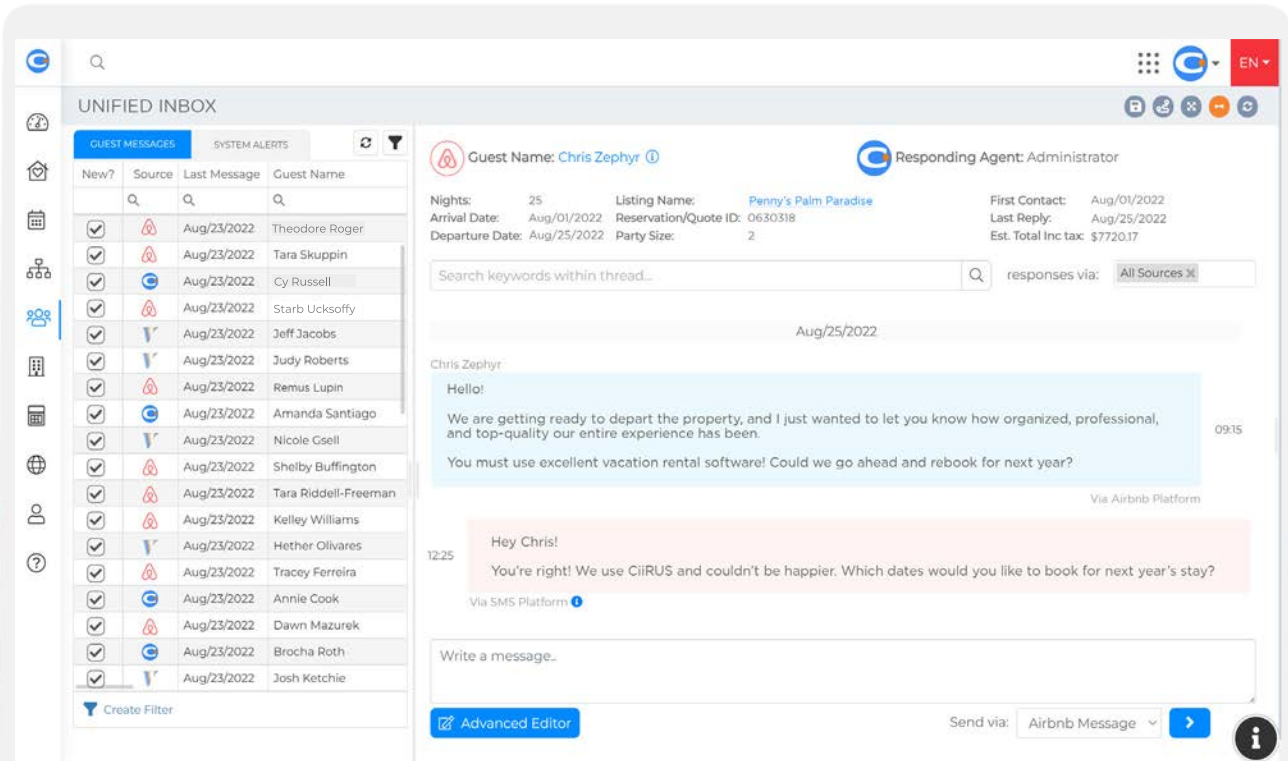
Hundreds of direct connections

CiiRUS was one of the first platforms in the world to connect directly with Airbnb, & is one of an extremely short list of Vrbo ELITE partnerts, meaning that our software has been shortlisted for its reliability and quality.

With over a decade of experience, we've learned to build & maintain rock solid direct integrations with the major channels. CiiRUS is the one central platform you need, that maintains and integrates centrally with all of the major platforms you use.
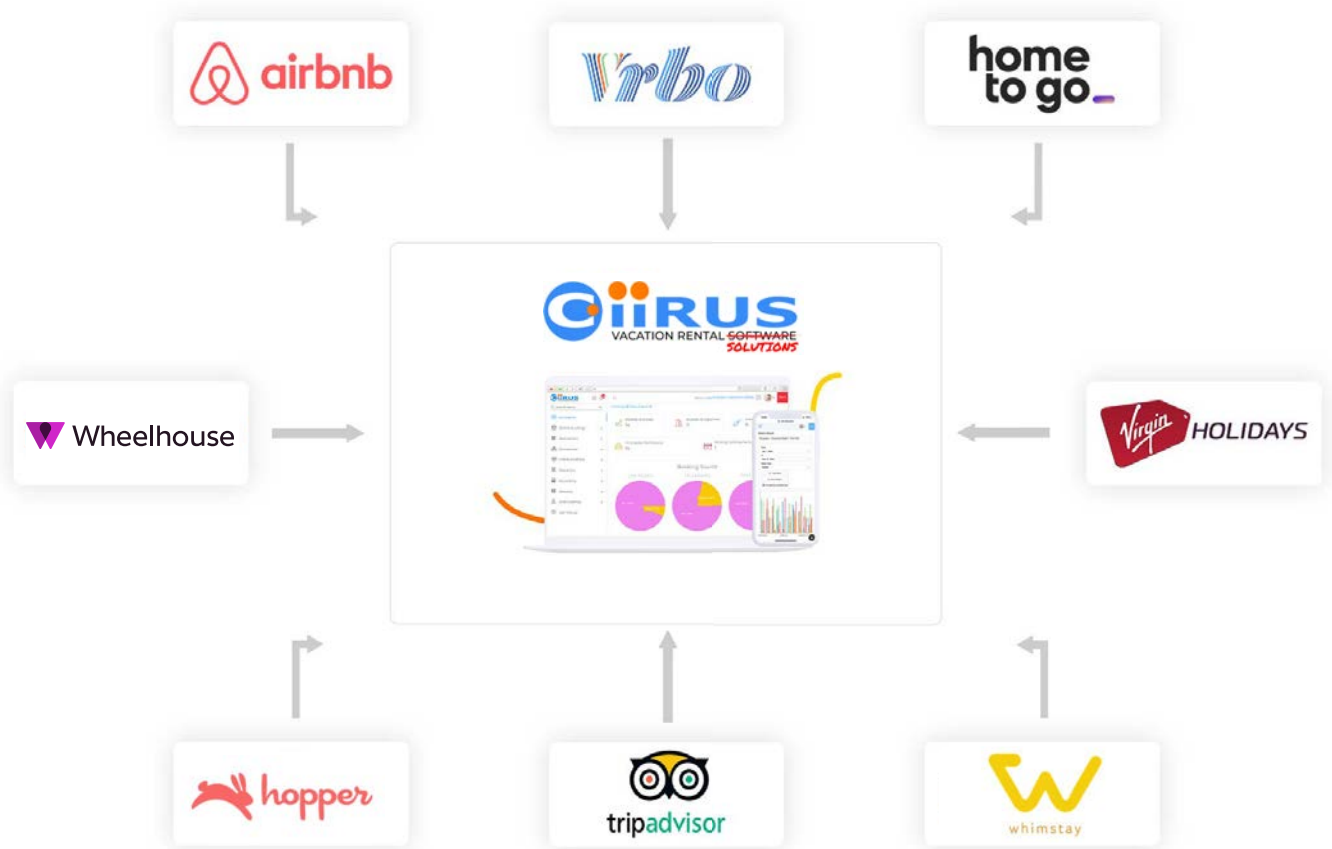
Connect directly

No need for third parties. CiiRUS connects straight to the major OTAs to minimize errors & save time.

Optimize per channel

Integrations are tailor made for each site. Publish unique policies, terms, content, pricing & more, by channel.

Full-service website development

Achieve a professional, future-facing appearance & earn more profitable direct reservations. Let's make your first impression a great one!

Mobile optimized
Peak performance on all devices.

Designed to convert
It's easy & exciting for guests to book.

Completely branded
Your site, your guests, your brand.
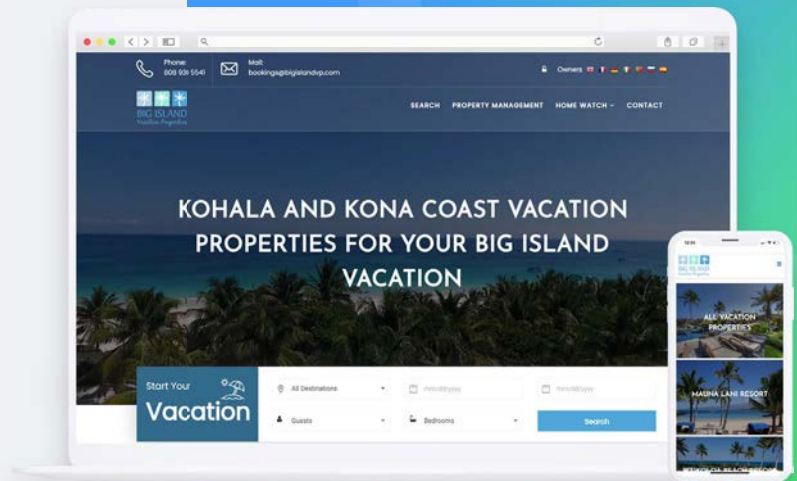
Clean, modern designs
Interfaces designed to transact. Ongoing updates are available, so you stay ahead of the aesthetic curve.

Optimization tools
Access to customize your meta data, as well as blogging, review curation, SEO reports, & more.

Seamless booking engine
Conversion-focused websites seamlessly funnel guests forward in the booking process without needless clicks.

SSL secured
Securely process payments directly submitted via the website.

Mobile optimized
Websites are meticulously optimized for mobile devices to ensure a seamless booking experience across all device types.

Fully integrated
Natively tied into all aspects of the back-office software system. No APIs or external migrations are required.

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ELITE
CONNECTIVITY
PARTNER **5+ YEARS**

End of Month Process ⓘ

July	2024	📅

- ⭕ Credit Rental Income
- ✅ Process Taxes
- ✅ Recurring Transactions
- ✅ Process Cleans To Owner
- ✅ Process Maintenance To Ow...
- ✅ Process Owner Booking Fees
- ✅ Pending Transactions
- ✅ Template Builder
- ⭕ Finalize Owner Statements

Process Payouts

- ✅ Pay Cleaners
- ✅ Pay Owners
- ⭕ Bill Payments/Finalize Payouts
- ⭕ Produce ACH File

Bookkeeping Reports

- ⭕ End of Month PMC Payout R...
- ⭕ Owner Collections
- ⭕ Tax Report
- ⭕ 1099s & 1042s
- ⭕ Owner Account Balance Rep...
- ⭕ Owner Transactions Report
- ⭕ Reconciliation Report

DON'T LOSE COUNT

Owners & trust accounting

Owner statements

Branded owner statements are crafted by the system to include all necessary credits & debits, & can be adjusted as needed.

Trust accounting

Easily track & distinguish payouts versus commissions with ongoing reconciliation & advanced reports.

Bill payments & assets

Pay vendors & instantly disperse debits with receipts or warranties onto owner statements - markups optional!

Tax reports & processing

Produce itemized reports for up to three tax types in as many regions as you operate in. Year-end IRS forms 1099 & 1042 are built-in.

Homeowner portal

Deliver convenience to your owners, with a branded login portal to view statements, availability & more.

QuickBooks integration

Map transaction categories in CiiRUS against your QuickBooks ledgers to integrate with operational accounting.

Data & performance insights

Generate powerful custom reports with hundreds of fields of available data at your fingertips, or choose from over 50 pre-loaded reports that can be generated instantly.

The CiiRUS reporting module equips you to make key strategic, marketing, & pricing decisions.

Dashboards

KPIs at a glance. Use interactive graphs to analyze occupancy, revenue, booking sources, & more.

Grab & go reports

Over 50 pre-loaded reports ready to pull & export within clicks. Don't wait around for critical data.
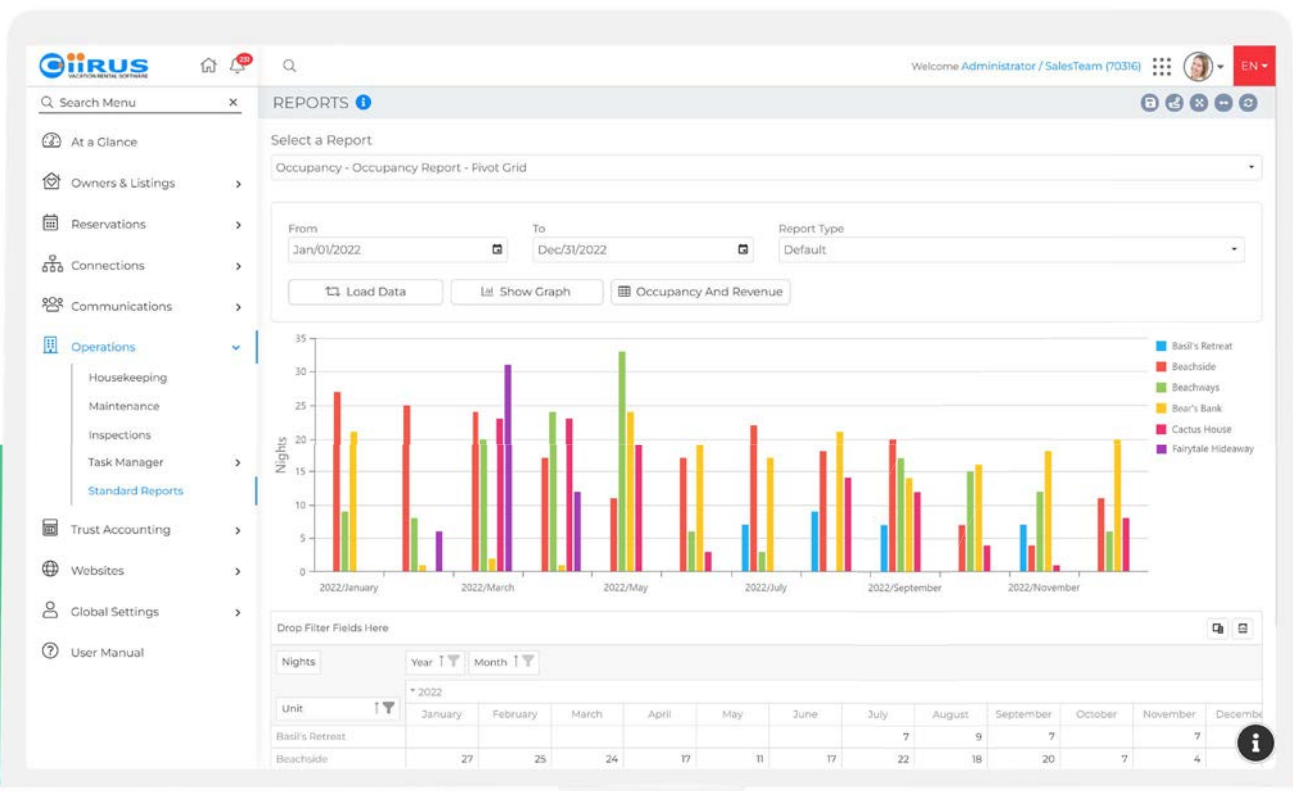
Customizable tables

Every table-based report in CiiRUS can be customized. Add, move or reorder fields, & apply search, filter, & sort to any.

Revenue & occupancy

Gain deeper insight on your income with a customizable graph-based reporting suite for revenue & occupancy.

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ELITE CONNECTIVITY PARTNER 5+ YEARS

CiiRUS Protect on all bookings

Just by being a CiiRUS customer, you instantly gain access to a new revenue stream that both protects your business and makes you more valuable to your guests and homeowners.

CiiRUS Protect is included on all reservations, and covers various types of risk and exposures that arise from vacation rental activities, which are not covered by typical homeowners insurance. In addition to a 20% revenue share in your pocket, the plan adds an increased amount of vital protection against many types of damages that occur during the stay, ranging from as small as a broken lamp or TV (contents protection up to $25,000) to a catastrophic kitchen fire (protecting your home up to $1 million in real property damages).

The program also includes protection against bodily injury lawsuits that may come from travelers staying at the rental property ($1 million in protection) and adds bed bug remediation ($15,000 including lost rental income).

UP TO $1,000,000
Real property protection
Protects against major damage to the rental home property like a kitchen fire, flood, or complete loss of the property arising from the stay.

UP TO $1,000,000
Liability protection
Protects the property manager and the owner against bodily injury lawsuits filed by the guest or their party for injuries that occur during the rental.

UP TO $25,000
Contents protection
Protects against damages to the contents of the rental property, such as broken TVs, damaged furniture, broken appliances, or wine stains on the carpet.

UP TO $15,000
Bedbug protection
Protects against loss of income, as well as bed bug extermination, remediation, decontamination, and rehabilitation of the rental property.

Advanced property care tools

On-site property care is automated & optimized by the CiiRUS Task Manager. Save hours, avoid costly mistakes, & save money by removing third-party property care applications.

🔁 | Automation

Departure cleans & inspections are automatically scheduled with each home's unique check-lists & requirements.

✅ | Custom requirements

Create & assign custom cleaning, maintenance & inspection templates for each home.

📱 | Mobile field application

Each team member accesses their schedule through the app. They can update job status, raise issues, & even work offline.

ⓘ | Issue reports

Instantly create related tasks based on issues found in the field by staff using the mobile app.

🔗 | Vertical integration

The property care system communicates with the central calendar and accounting systems, meaning no manual re-entry.

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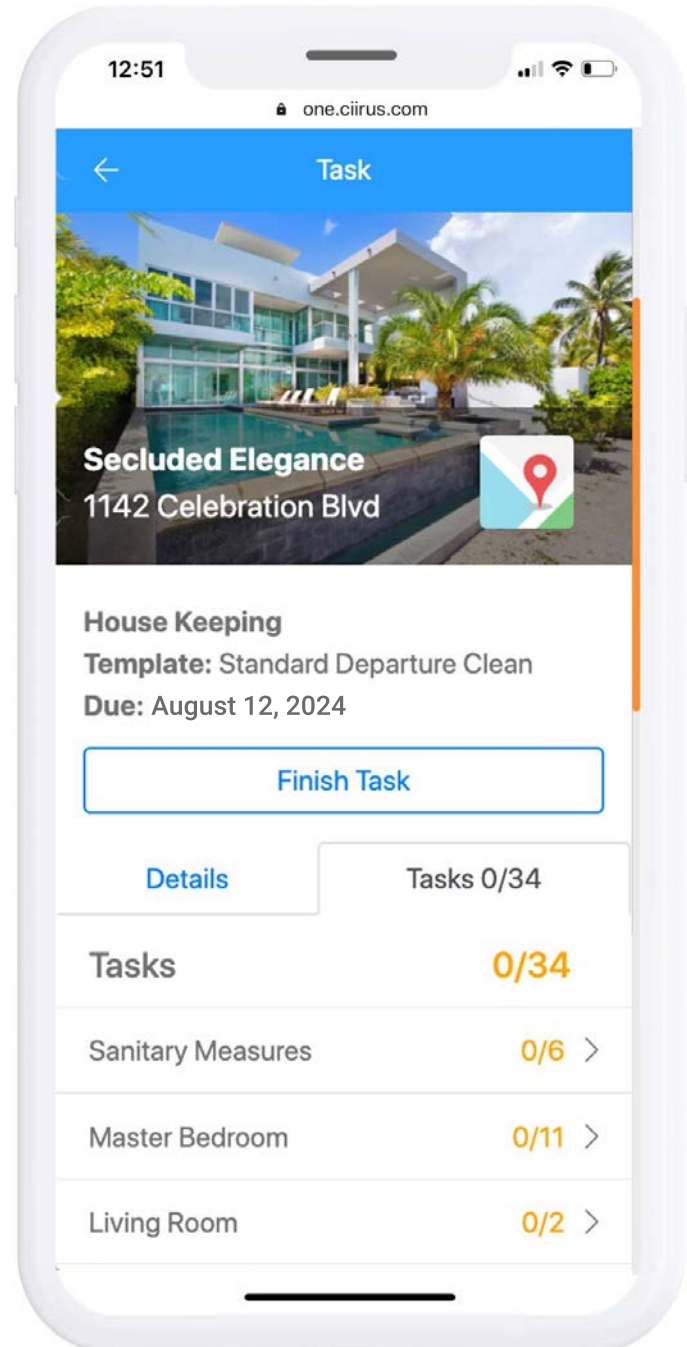
Always here to help

As a family-owned & operated business, we understand the importance of stellar customer care. Unlike many other software companies, we are beholden to you - the customers - not ownership groups & investors.

CiiRUS' expanded customer care initiatives are a reflection of our lifelong dedication to providing world-class support to our customers.

⭐ Onboarding success

A dedicated onboarding manager takes you under their wing & helps ensure successful implementation.

📞 Phone & web support

Get live help by phone or chat. Our customers have scored their live support satisfaction an average of 97%!

🖥 Learning groups

Need a refresher? Join free live training courses at your convenience, & never miss out on how to use new features.

❓ Help center

Every feature is documented in the help center with screenshots, videos, & detailed user instructions.

Happy CiiRUS customers

"

"Implementation with CiiRUS was as seamless a transition as it could have been given the large amount of data that we had to bring over. Switching software companies definitely feels daunting, so we love that the CiiRUS team is available to help any time we need!"

★ ★ ★ ★ ★

Sarah
27 HOMES

"

"What my team loves most so far about CiiRUS is the customer service! They are amazing to work with and always respond promptly. I really feel like they take the time to listen to us and to help us navigate through the learning experience."

★ ★ ★ ★ ★

Nicole
17 HOMES

"

"CiiRUS is easy to use and keeps us organized. If we need help, the support team responds the same day. With CiiRUS, we've been able to deliver a better service to our clients and have doubled our reservations. Overall a fantastic company."

★ ★ ★ ★ ★

Lisa
27 HOMES

"

"CiiRUS has been a wonderful company to work with. I have used many other vacation rental software systems over the years. The set up was seamless and every time I need assistance they are quick to respond."

★ ★ ★ ★ ★

Alison
9 HOMES

"

"We continue to be impressed with the responsiveness, creativity, dedication, and professionalism of the whole CiiRUS team. I am confident CiiRUS will continue taking the lead in software innovation and customer satisfaction"

★ ★ ★ ★ ★

Gina
427 HOMES

"

"Onboarding with CiiRUS was awesome. From initial consult, to implementation, to using it on a daily basis, the whole process has been seamless."

★ ★ ★ ★ ★

Paul
45 HOMES

"

"I have worked with many property management systems in the past and Ciirus is by far the most useful and informative. The option of creating your own reports based upon what information you may need has been extremely helpful in terms of revenue management as well as operations."

★ ★ ★ ★ ★

Trina
120 HOMES

"

"CiiRUS has truly transformed the way I manage my vacation rental properties. Its user-friendly interface, comprehensive features, and excellent customer support make it a standout choice. If you're a property manager looking to streamline your vacation rental business, CiiRUS is definitely a software worth considering."

★ ★ ★ ★ ★

Ana
34 HOMES

"

"Awesome software. I chose CiiRUS because I thought it was the best software, and the company had a better understanding of the industry. The software is world class, easy to learn and use."

★ ★ ★ ★ ★

Terry
34 HOMES

"

"We truly love using CiiRUS as our short-term rental management platform. They continue to add new features and support. They truly help me and my team manage all of our properties."

★ ★ ★ ★ ★

Tracy
31 HOMES

"

"CiiRUS makes my day-to-day activities much easier. I would be lost without this system and am very grateful for the support I receive from their customer service team when I need help!"

★ ★ ★ ★ ★

Natasha
18 HOMES

"

"CiiRUS is a huge part of my success. The software is easy to use and understand with features to make your job easier. From reservations to maintenance and accounting, the system helps you do it all in a way that makes sense. But it's the people and support that really made the difference for me. Someone is there to assist or answer questions or get you what you need to keep your business where it needs to be."
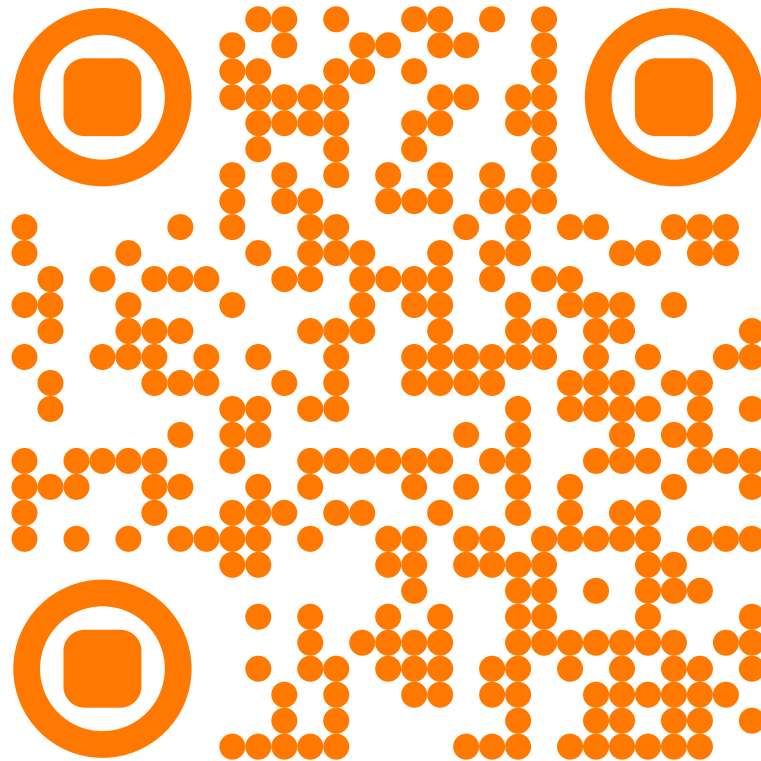
★ ★ ★ ★ ★

Tanya
18 HOMES

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Book a demo

Hover over the badge with your phone camera to instantly request a CiiRUS demo!

Visit us online to take a demo or try CiiRUS for free!

Address

1142 Celebration Blvd,
Kissimmee, FL 34744

Contact

+1 321 251 8020
info@ciirus.com