

# ful-crum

THE NEWSLETTER FOR **AAXSYS Technology** USERS

AUGUST 2009



Hello,

In our August issue you can,

**DISCOVER** how you can grow as a Corporate Housing provider in an Exploding Virtual Economy.

**LISTEN** to what "Jason Mayer" with Suntree Corporate Housing - housing provider in Tucson Arizona says about his integrated marketing experience with Aaxsys.

**AND BENEFIT** by Aaxsys Workin' it User tips on how to place the Aaxsys search link on your website, for world wide visibility with the integrated marketing and search engine optimization, exclusively for your brand and your site.

Sincerely,

Barbara Diril  
Marketing - Aaxsys Technology

## Corporate Housing in an Exploding Virtual Economy

Corporate Housing has become an essential resource for business travelers for their short-term housing needs, but also for anyone else who wants a home-like feeling instead of a hotel. It is a fact that Corporate Housing is extremely cost effective for travelers needing more comfort and a longer term stay than a hotel.

The hotel chains, too, have developed the 'Extended Stay' model to offer comfortable, spacious rentals like furnished apartments and condos. Still these properties do not offer flexible locations and the price structure too can be costly.

What the hotels have done, however, is embrace the internet and offer guests, relocation officers and corporate personnel, solutions for real time availability and reservations over the World Wide Web. This has become the number one factor to increase their occupancy.



Corporate Housing Providers must now embrace the same real time technology to compete in the expanding market place. Without this shift to a dynamic web interface, guests will migrate to extended stay hotels, or other corporate housing providers offering these instant options.

Working with the **Aaxsys System** means using your own website in addition to those we create for unlimited market share. Guests submit their search criteria and view 'actual' inventory directly from your reservation board. No manual uploading is required. Maps, pictures, detailed descriptions and information display automatically from your internal Aaxsys operating system.

**View our expanding network of websites** to offer corporate housing in this exploding virtual world **and compare Aaxsys Technology to other**

## IN THIS ISSUE

- Corporate Housing in an Exploding Virtual Economy
- Jason Mayer with Suntree Corporate Housing praises his experience with Aaxsys Technology
- Aaxsys workin' it user tips: Place the Aaxsys search link on your website

corporate housing software not embracing automatic internet marketing in their operating system.

Washington DC [www.wdcchn.com](http://www.wdcchn.com)  
 US Navy TAD Housing [www.tadusn.com](http://www.tadusn.com)  
 US Army TDY Housing [www.tdyusa.com](http://www.tdyusa.com)  
 Global Lodging [www.thegln.com](http://www.thegln.com)  
 Hawaii [www.werenthawaii.com](http://www.werenthawaii.com)  
 Austin [www.austinchn.com](http://www.austinchn.com)  
 New York City [www.nycchn.com](http://www.nycchn.com)  
 San Francisco [www.amsires.com](http://www.amsires.com)  
 San Francisco Convention & Visitor's Bureau  
[www.onlyinsanfrancisco.com](http://www.onlyinsanfrancisco.com)  
 Global Housing [www.theghn.com](http://www.theghn.com)

Once you are an Aaxsys member your housing company joins our growing network of affiliate websites world wide for maximum exposure and increased occupancy.

## Jason Mayer with Suntree Corporate Housing praises his Experience with Aaxsys Technology

By Jason Mayer - Suntree Corporate Housing

Aaxsys is very user friendly, and it is easy to add new units and to update unit information into the system. We like that all of the information is accessible in one location. What is really great is that we can provide other users log-in codes for them to book reservations into our units right from our website. We want to thank you for the training that you have provided so we can pass on that knowledge to our clients.

We have been able to upload our entire inventory into one location, create relationships with other provider companies, and load their inventory onto our website. Everyone benefits by having our inventories together, and we end up with more reservations. We started with 5 units and we have grown to over 30 units - **page 2** -

since we started using Aaxsys. In fact, once we started giving out log-in codes to some of our partner providers, the business grew so quickly that we haven't taken advantage of all the marketing opportunities that Aaxsys offers, like building new websites and creating more new partnerships with other Aaxsys providers.

*„I have a feeling that other companies are scared to share their inventory“*

I have a feeling that other companies are scared to share their inventory and I have to confess that at first, I was very skeptical. What I realized, is that we have to be confident in our ability to provide the best customer service to our clients, and everything seems to fall into place, based on the service provided. When your services are in place and you are helping your clients get the best possible housing experience, then why wouldn't we want to partner with other providers to grow, having the confidence in the service that we provide? We explain our intentions with our competition, show the benefits of helping fill their inventory, and we offer their inventory along with ours. Everyone wins!

We have business coming in while we are away from our office. A lot of times, we only send paperwork based on the bookings just "showing up" into our system. We are definitely not complaining about that! Aaxsys has been a small investment for what the return is, and our business is picking up as a result.

Suntree Corporate Housing is Tucson's premier furnished housing provider. With over ten years of experience in Corporate Housing, our team knows the importance of attention to detail, prompt service and thorough communication. We understand that you are putting your confidence in us to provide your client with the best accommodations and a wonderful Tucson experience. We look forward to exceeding your expectations and 'wowing' our guests, every time!

Suntree Corporate Housing [www.perfectfirstimpressions.com](http://www.perfectfirstimpressions.com) - Phone: 520-940-3025 - Email: [jasonmayer@rocketmail.com](mailto:jasonmayer@rocketmail.com)  
8851 North Oracle Road, Oro Valley, Arizona 85704

### Aaxsys Workin' it User Tips

Place the Aaxsys search link on your website and become visible on the World Wide Web instantly. The search link is customizable by your webmaster or use our standard link without any changes. Only your inventory displays over your site with this exclusive link. It is indispensable to 'growing your business'!

- The Aaxsys search link for any member can be uploaded onto an unlimited number of websites
  - Housing companies as Aaxsys Members can place this link wherever they wish.
  - It is only a link, and no installing costs. Any Webmaster can do this instantly.

- Each Aaxsys Member remains separate from all others by their Member Code.

The available inventory for the Member whose code follows the equal sign will display. (fig. 1)

See for Suntree Corporate Housing.

fig. 1 <http://www.aaxsys.com/cgi-bin/availfrm?V=AZOVSTCH>

- This link can also be customized by webmasters for an exclusive design on each website. (fig. 2)

See for Custom Suites

<http://www.aaxsys.com/members/capsdcs/search.htm>

fig. 2

- Once the guests submit their target search, the available inventory for their dates displays with the features:

- google maps for the exact address location
- A calendar showing all reservations
- More pictures for a full view (fig. 3)

fig. 3

- The click on 'More Information & Reservation' (see fig. 3) will link to view detailed property information and allows guests:

- Direct e-mail request
- Phone for more information
- Own online reservation if the Aaxsys Member has that application engaged

fig. 4

And the Aaxsys System can bundle any 'assortment' of members to display their combined availability for partnerships; affiliations; or for display on any website world wide.

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

[www.aaxsys.com](http://www.aaxsys.com)