



Top 5 Pricing Tools for Operators

Airbnb pricing tools allow you to automatically adjust your rates and push your updated prices to your channels. They help prevent you from leaving money on the table by pricing your rentals too high or too low.

They are essential members of a property manager's toolbox, as they can help you increase your revenue by a significant margin.

Let's know about some tools:

1) Beyond



To find the best rate for your listings for each night, the pricing algorithms of Beyond Pricing take into account:

- Your listing's historic performance
- Your competitors' performance



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- Real-time demand (hotel prices, flight demand, local events, etc)

The screenshot displays the Beyond Pricing dashboard. At the top, there is a navigation bar with the Beyond logo, menu items for Platform, Resources, Company, and Partners, and buttons for Sign-In and Get Started. The main content area features a 'Dynamic Pricing / Dashboard' with a table of listings. The table includes columns for listing name, location, current price, and occupancy. A large 'OCCUPANCY' chart is visible in the top right corner. Below the table, there are two call-to-action buttons: 'Get Started' for hosts and managers of 1-10 listings, and 'Schedule a Demo' for managers with 11+ listings.

All in all, Beyond Pricing is better for property management companies with tens to hundreds of listings than small hosts, as it can get quite pricey and doesn't have any additional features included in the price.

Plus, if you want the 1% per booking rate, you need to commit to an annual plan. Or, you can choose a monthly



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plan for a 1.25% per booking fee plus an implementation fee.

2) PriceLab



PriceLabs is a highly customizable dynamic pricing tool that supports a wide range of software integrations.

When generating pricing recommendations, PriceLabs looks at:

- Local seasonality based on historical data from hotels and vacation rentals
- Day of week trends
- Lead time (last-minute and early-bird bookings)
- Special events



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PriceLabs

Products Integrations Pricing Customer Stories Resources Contact

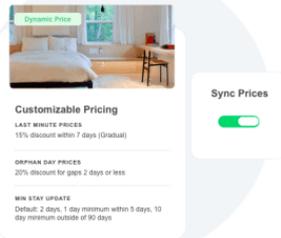
Log In

Start Your Free Trial

HOW DYNAMIC PRICING WORKS >

Increase Revenue With Data-Driven Pricing

Manage prices and availability easily with data driven insights and automation rules



Customizable Data-Driven Pricing

- We recommend prices based on market supply and demand, seasonal and
- day-of-week trends, special events and holiday predictions, and the number of days left to book
 - Customization options layer on top of market data to give you control over your pricing strategy

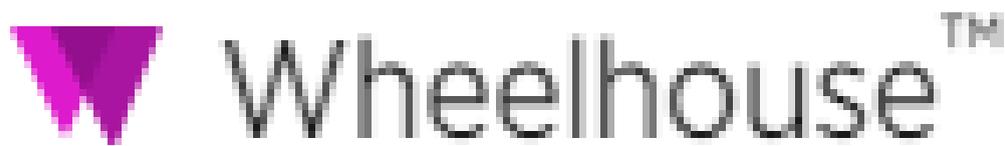
We're offline
Leave us a Message.

Another factor to take into account is pricing. PriceLabs charges a monthly flat fee that starts at \$19.99 for the first listing. This makes it extremely expensive for hosts who manage one to a handful of properties.



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3) Wheelhouse



Wheelhouse gives you data-driven pricing recommendations while also allowing you to personalize your dynamic pricing strategy.

To come up with competitive pricing suggestions, Wheelhouse analyzes:

- Seasonality
- Days of the week
- Local events
- Historic listing performance
- Hotel and vacation rental prices

Wheelhouse lets you select a base price using one of three approaches:

- More conservative (focusing on increasing occupancy)



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- More Aggressive (focusing on getting the highest price per night) or
- Recommended (a balanced approach).

Wheelhouse™

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Meet Wheelhouse Pro:

Unlock Your Portfolio's Revenue & Profits

Earn up to 40% more revenue and scale your portfolio with ease on the platform professional operators trust.

[Start Pricing](#) [Schedule a demo](#)

780 Bay Street San Francisco...
'Spacious 3 br near fisherman's whar...'

Calendar Settings Performance

Settings

Overview

Base Price

Minimum Price

Minimum Stay

Last Minute Discounts **NEW**

Weekend Rate Adjustments **NEW**

Seasonality Adjustments **NEW**

Maximum Price

Long-Term Discounts

Questions or concerns?
[Start a live chat](#)

Last Minute Discounts

More Conservative
Drop prices earlier

Recommended
Drop prices within 14 days
CURRENT

The recommended approach keeps a close watch on the market. The goal is to earn you the most revenue without losing a booking.

0%
5%
10%
15%

1 2 3 4 5 6 7 8 9 10 11 12

*Note - Results may vary. The average discount percentage is based on historical data.

They give you the pricing intelligence to be strategic year-round, the flexibility to work across all the major channels, and the business insights to really understand the health and performance of your rental.



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4) HostTools

Host Tools

Host Tools is an automatic pricing tool that lets you create a highly customized pricing plan specific to your listing.

It's excellent for small short-term rental hosts because:

- **Easy set-up:** It has a rule-based pricing engine that's easy to set up and maintain.
- **Intelligent pricing strategy:** It lets you create an intelligent pricing strategy so you never under- or overprice your listings.
- **Direct API integration with Airbnb and Vrbo:** it automatically updates your prices on your channels every 6 hours, keeping your calendar up-to-date and increasing your search ranking.
- **Complete control over your pricing:** intelligent settings will get you the best nightly prices for your listings every single day.



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- Comes with other useful features for short-term rental hosts: Besides being an automatic pricing tool, Host Tools also has other useful features for short-term rental hosts to save time and increase their efficiencies, such as a channel manager, a messaging automation tool, and smart lock support. All included in the price of just \$5.00 a month per listing!

 Host Tools

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[Log in to Host Tools](#)

Being a host shouldn't be a full-time job

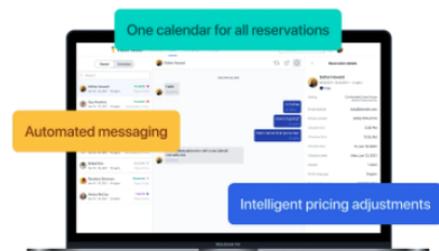
Save up to 80% of the time you spend messaging guests, updating availability or chasing reviews.

All that (and much more) in one affordable platform.

Your email address...

[Start free 14-day trial](#)

No commitment, no credit card.





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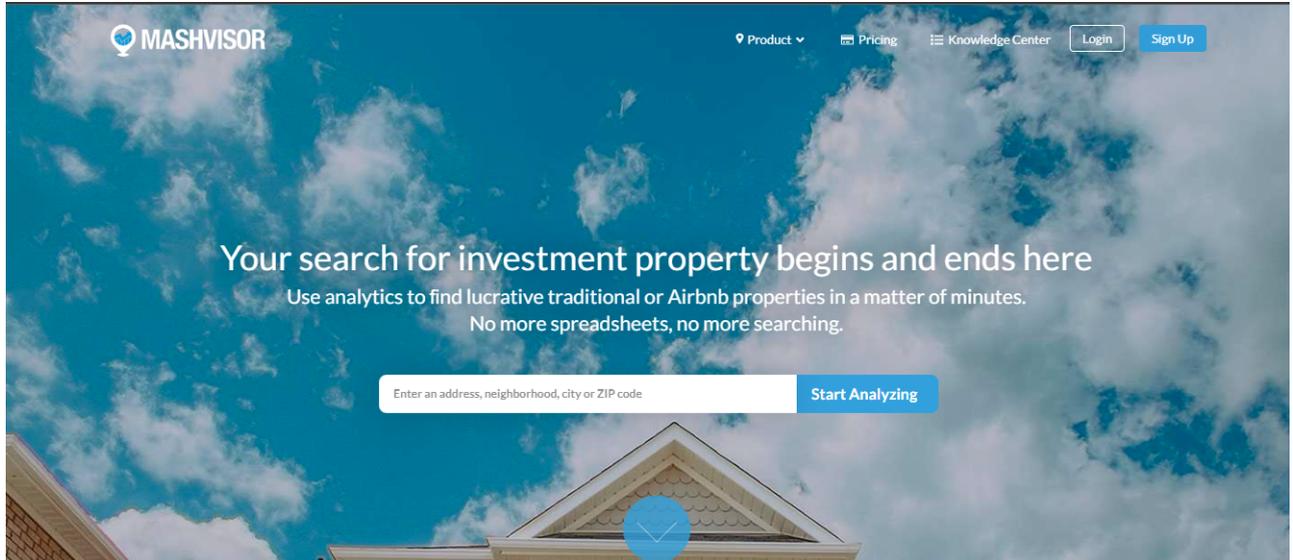
5) Mashvisor



Mashvisor lets average people become savvy individual investors to make profitable real estate investments and rental strategy decisions through an online platform that instantly aggregates real estate data. The platform delivers neighborhood data and analytics such as Cash Flow, Cash on Cash Return, Cap Rate, GRM, Vacancy Rates, and rental market strength indicators to identify secure investment market potentials for traditional and short-term lodging (Airbnb) properties.



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Nationwide Data Analysis:

Mashvisor gets its listing information from reliable sources like MLS, Airbnb, Redfin, and more. We then use our algorithms to make projections for nationwide areas.

- Data from HotPads, Rent Jungle, and other sources for traditional comps
- Airbnb for Airbnb rental comps
- Reliable data helps us provide accurate information for your investment



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Pick A Neighborhood

A summary bar will include all the key calculations you need before deciding on which neighborhood to invest in.

- ✓ Export neighborhood listings
- ✓ Average income, cash on cash return, home price, Airbnb occupancy rate, neighborhood optimal strategy
- ✓ Traditional and Airbnb rental comps

REQUEST A DEMO

ADDRESS	SALE PRICE	PRICE/SQFT	SALE DATE	TYPE	BEDS
Cozy Austin Apartment	\$190,000	\$120	10/28/2015	HOUSE	4
Village Garden Apt (Sleeps up to 7)	\$748,000	\$230	05/14/2016	CONDO	2
Spacious Modern 2 BR with Steel Deck	\$439,000	\$112	12/10/2008	VILLA	5
MODW Studio/Loft with Style	\$890,000	\$120	10/28/2015	STUDIO	1
Modern 2 bed 1.5 bath w/sofa to Overlook	\$748,000	\$230	05/14/2016	HOUSE	4
Modern and Honey Duplex (2br-3ba)	\$439,000	\$112	12/10/2008	CONDO	2
Cozy Austin Apartment	\$190,000	\$120	10/28/2015	VILLA	5
Village Garden Apt (Sleeps up to 7)	\$748,000	\$230	05/14/2016	STUDIO	1
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Growmy