



SPRINGER-MILLER
SYSTEMS

Effectively Managing Unit Rotation

Rotating the physical location of occupancy is always responsible and worthwhile behavior. In a hotel or other management-retained facility, the distribution of tenancy helps to provide a balance of wear and tear, extending the viability of the FF&E investment. In an Ownership rental program environment, however, it is essential to ensuring a fair and equitable allocation of occupancy and revenue as stipulated in most rental contracts.

^{SMS}|Host offers the Hospitality industry’s most comprehensive Unit Usage/Rotation mechanism which, if properly managed and maintained, will prove indispensable in meeting your obligations. It is important to remember, though, that it is an interactive tool to be used in an appropriate manner rather than an automated “set-it-and-forget-it” apparatus.

Following are some observations on Best Practices when deploying Unit Usage/Rotation in ^{SMS}|Host:

- Though there are a variety of ways to measure the foundation of rotation, the application generally utilizes with them in a common manner. Over the years, three specific approaches have proven to be the most beneficial:
 1. For properties without Owners, measuring **(N)ights** of occupancy works best.
 2. For properties with Owners, the **Posted Revenue with (Z)ero Rated Room** is most effective
 3. For properties with *significant* fractional ownership, **(T)imeshare Dated Points** is the best option.

Documentation is available to assist with each.

- As a practice, it is strongly advisable to never do a wholesale “reset” of rotation values. When correctly monitored and supported, the heuristic merits only increase over time. This is not to say that periodic adjustments won’t be necessary. Responsible management dictates that occasional intervention will likely be needed to accommodate unusual behavior (guests or owners), quality issues, seasonal demands, etc. Circumstances beyond your control may contribute to a disruption in equalization but you have the ability to address them as they arise through **Reset Unit Usage Counts** (Owner Management → Owner Maintenance menu) for Selected Units.
- For Ownership properties running the (Z)ero Rated Room option, it is recommended to incorporate the **Update Rotation Values** function (Owner Management menu) as a nightly Task into the Automated Night Audit routine. This practice extends the equalization calculations to reservations on the books, fully re-evaluating the future each time it is run. Remember that the

actual stored value will be added to the future value for each unit and that is what is seen as Usage in the **F9 – Available Units** display.

- Always employ **F4 – Auto-Book** when selecting a unit number for a reservation unless extraordinary circumstances prevent it (e.g. guest request for a specific unit number; needing multiple units together, etc.)
- Be mindful of the effect on rotation of using **Ratings (A–Z)** on unit numbers. The Auto-Book feature will always deplete the list of higher rated units before selecting one with the next lowest rating. Be aware that units with the lowest ratings may not be blocked for long periods of time and will be the last selected, even in high occupancy periods.
- Ensure that your **F9 – Available Units** display defaults its sort order to “Type & Usage” (configured in (F) Setup / Installation → (I) Availability → (1) Settings 1). When manually hard blocking a reservation, always select a unit closest to the top of the display.
- Strongly consider use of the **Perfect Fit** option with **F4 - Auto-Book** (also enabled in Availability Settings 1) during high-occupancy periods. Choose to “Enable” (rather than make it Optional) in order to take advantage of this feature automatically whenever it is available. It is designed to reduce occupancy gaps and maximize utilization of your inventory while still respecting the underlying rotation values. Be aware that, when a Perfect Fit is not available, the system will present the F9 – Available Units screen, instead.
- The most appropriate tool for monitoring the efficacy of your rotation is the **Unit Usage Summary** (R-R-4-V-U) sorted and subtotaled by Room Type. This report clearly illustrates the balance of individual units rotating between each other and is an invaluable starting point when researching discrepancies. It has the advantage of being able to be run for both past (actual revenue) and future (reserved values) dates providing a more holistic view of revenue allocations. It is advisable to run it monthly for an extended period – perhaps a couple of years including 6-12 months in advance.
- During the normal course of operations, it is entirely possible that one or more units may surface as outliers and you will need to determine why that is so. One thing that may unexpectedly skew revenue distribution is the response to guest requests. When individual units rise in demand, this can signal that their features place their appeal outside of their designated unit type and it may be time to consider reclassifying them. A drop in revenue can be the result of quality challenges indicating that a change in Rating may be called for until the issues are addressed.
- Whenever new units are introduced into the rental program, they should be “seeded” with a value (in **Reset Unit Usage Counts**) that represents the average of its unit type in order to assume a neutral position with regards to the existing program units. This can be easily determined by executing the following steps:
 1. Run **Update Rotation Values** and choose to “Zero future usage”
 2. View the **F9 – Unit Availability** display with Info View “B” and filter for the unit type of the unit being added to the program. Choose a date far into the future to ensure all units will display, making certain to “include” units On-Hold and/or with Work Orders. Be sure the display order is “Type & Usage”.
 3. Scroll through the units of that type and approximate the value in the middle of the range.

4. Enter that value in the “usage” column of **Reset Unit Usage Counts** for the new unit number.
5. Re-run **Update Rotation Values** and choose to “Calculate all future stays”.