



Introducing Online Rentals

Dear Customers,

As some of you may have heard: Yes! The Rumors are true! Starting this Wednesday, July, 6th, 2016, EZFacility will begin rolling out the much anticipated Online Rentals feature.

Current EZFacility clients may already be familiar with the myriad of benefits our rental scheduling software provides; however, with the addition of Online Rentals, we aim to make managing all the aspects of your business even easier so you can get back to what really matters—providing the best client experience possible.

If you run a sports or fitness facility, chances are you have a *lot* of venues to manage. From batting cages, fields, ice sheets, pitching and hitting tunnels, turf fields and multipurpose areas, there's a lot to juggle. Not only are you trying to optimize your resources while building this complex schedule, you are also tracking payments, accounting for any extra equipment services and managing instructors, all while attempting to operate all the other parts of your facility. It's exhausting just to think about! With Online Rentals, EZFacility users will be able to take the customer experience a step further by allowing clients to book their own rentals through the Self-Service portal.

On the client-facing side, clients will be able to search for available rental time by using filters such as type, length and venue and days of the week. As usual, the system will prevent any double bookings as clients attempt to schedule rentals. Additionally, when a rental is booked, a confirmation will be sent to the client, as well as a copy of the invoice for their records.

Online Rentals will function very similarly to session bookings. On the administrative side, users will be able to manage rental preferences such as rental types, rates, cut-off times, paid in full or pay later options, active membership requirements, and more. Furthermore, all necessary revenue categories and tax rates will apply to ensure efficient and accurate reporting.

EZFacility is extremely excited to provide this new feature as we too strive to make the best customer experience possible!

For more information concerning Online Rentals, you may either contact your account manager or call our Customer Success Team at 1.866.498.3279.

To have Online Rentals activated for your account, click Activate Now Below:

Activate Now

Yours Sincerely,



Mike Vidal
Product Owner

EZFacility TMS Client Spotlight – How EZFacility Helped Make Busy Lizzy the # 1 Family Club In the UK!

Looking for software was actually one of the first things I did. My background in leisure meant I could see people were moving away from walking up to the front desk and booking into a class at a health club and they wanted the ability to book online. So, for me, setting up the business was one of the fundamental parts of it so right from the start I was looking for providers and who could offer what I needed, and I searched the market.

The two key features for me were online registration and online booking and EZFacility did everything that I needed it to, and more! The large set up fee costs of other providers meant it was not a viable option for a small start-up, so EZFacility's package-based pricing meant the software could grow as our business did and we wouldn't be saddled with large costs to begin with that we just couldn't afford. After four years with the system I can say it has been a wise investment!



[Read More](#)

Trainers Corner-Tips and Best Practices from our Training Department

1. Credit Card (External) Vs. Credit Card (Processed):

Have you ever noticed all the payment options that appear when you take a manual payment in the system? The top 5 payment methods listed begin with Credit Card (External), while the option just below them reads Credit Card (Processed). It's extremely important to know the difference between these types of payment options to ensure your revenue report is accurate. When you select a Credit Card (External) option this indicates that you wish to record a payment, but you are processing it through an outside source i.e. Square, PayPal. If you have integrated your EZFacility account with a payment merchant, you will want to select the credit card (Processed) option as this will take a payment directly through EZFacility. Select the correct payment method to ensure you are collecting the money you deserve!



For a more in-depth walk-through, learn more by visiting our [Support Center](#).

2. Coupon Codes As Purchase Incentives:

Did you know that you can create coupons for your customers? Coupons are a great way to encourage people to make a purchase or try something new like a personal training package. Simply go to your

Point of Sale function within EZFacility and look at the coupon option. You can create a coupon to give a percentage off, or a dollar amount off of a purchase. You can even send the coupon to your customers via the EZFacility email program. Simply apply the coupon by entering the code into the coupon spot on the invoice you create. Voila! Happy customers saving money produces happy business owners making money.

For a more in-depth walk-through, learn more by visiting our [Support Center](#).

Blog Highlights

[A Simple Guide for Calculating Retention](#)

The last thing we want to do while on the job is crunch numbers. However, the fact of the matter is, for a business to succeed—especially in the fitness industry—calculating your retention rate is vital, and this means we need to do a little math.

[8 Best Practices for Promoting your Business on Social Media](#)

Who, in this day and age, is not on some kind of social media? This channel of communication has developed into a major source of revenue for businesses both big and small. Unfortunately, if you're a small, new business, chances are you can't afford to hire a Social Media Specialist. This makes marketing and attracting new clients and followers very tricky. Posting a picture or tweet here and there is not going to attract or engage a large number of followers. In order to truly use social media to it's full potential, business must prepare to invest some time and effort into better understanding how to market on different platforms. Fortunately, we're here to offer some advice.

Upcoming Webinars

EZ Essentials - Online Rentals

***Date and Time: Tuesday July 5th at 11am EST /4pm BST
Presented by: Mike Vidal - Product Owner***

This webinar will cover a variety of topics including:

1. Overview: Why Online Rentals
2. How Do Online rentals Work With My TMS Account?
3. What Do My Clients See?

And more!

The demonstration will be immediately followed by a **Q and A** session.

[Register Here](#)

EZ Essentials - Providing Exceptional Staff Training

Date and Time: Wednesday August 17th at 3pm EST

[Register Here](#)

Presented by: Michael Granath - Product Trainer

This webinar will cover a variety of topics including:

1. Online Resources - Support Center
2. Club Training - How to train your team
3. Engaging your training team
4. Management Turnover

And more!

The demonstration will be immediately followed by a **Q and A** session

EZ Essentials - Membership Management Best Practices

Date and Time: Wednesday September 14th at 3pm EST

Presented by: Peter Grogan - Product Trainer

This webinar will cover a variety of topics including:

[Register Here](#)

1. Setting up membership types and plans
2. Client check-in and attendance
3. Billing and invoicing
4. Tracking and reporting

And more!

The demonstration will be immediately followed by a **Q and A** session

5 Year Anniversaries

Our sincerest "thank you" to all of our customers, both new and old – we greatly appreciate your dedication and look forward to serving you for many years to come.

[Diamond Dreams Baseball Academy: 2011](#)

[Barron Hockey Academy: 2011](#)

[Tri-County Fitness: 2011](#)

[Evolution Sports Institute: 2011](#)

[Optimum Fitness Personal Training Studio: 2011](#)

Upcoming Events



Athletic Business Conference & Tradeshow
November 17-19 2016
Orlando, FL

IHRSA 36th Annual International Convention & Tradeshow
March 9-10 2017
Los Angeles, CA

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