Our Strategy

The Google for Vacation Rental Bookings

Hosts pay 0% booking commission and receive their host amount in full. The displayed guest total includes a 6.9% cost contribution calculated on the host amount. Optional extras are shown separately.

Strategic Guide for Members, Hosts and Founding Partners | October 2026

1. Our Vision

BookNoFees aims to become the Google for vacation rental bookings. People around the world should be able to search, compare, find and book suitable vacation homes in one central place. Access to the platform remains free for hosts and guests.

Our vision: freely accessible vacation rental search, with 0% booking commission for hosts and transparent guest totals that already include the 6.9% cost contribution.

What 'Google for Bookings' Means

- a global search spanning as many regions, property types and languages as possible
- relevant organic results for guests with transparent total prices
- free visibility and direct commercial control for hosts
- optional advertising campaigns for hosts who want additional visibility
- a clear distinction between organic results and paid advertisements
- a platform that becomes more valuable to every member as supply and demand grow

BookNoFees is not affiliated with Google. The comparison describes our vision: a simple, global and freely accessible search experience that leads people directly to the right property.

2. Why BookNoFees Is Different

Many existing booking platforms automatically earn money from every successful booking. These costs are paid by the host, charged to the guest or built into the accommodation price. BookNoFees takes a different approach.

Traditional Platform Model	BookNoFees Model
mandatory fee or commission per booking	0% booking commission for hosts
costs automatically increase with booking value	Guests: 6.9% of the host amount, included
platform often controls large parts of the relationship	hosts retain control over their offer and communication
revenue is generated through transaction deductions	guest cost contribution and optional paid extras

Our Core Promise

- Listing a property is free.
- Hosts pay no booking commission and receive their host amount in full.
- Paid advertising is optional and clearly identified.
- Hosts who do not buy advertising remain visible in organic results.
- Guests pay 6.9% of the host amount, included in the total, towards payment processing, refund handling and payment losses. Optional extras are separate.

3. Our Revenue Model: Optional Advertising

In the long term, the platform is intended to be financed primarily through paid advertising campaigns. Hosts decide for themselves whether and when to purchase additional reach. They do not pay to participate; they pay only for an optional increase in visibility.

Similar to Google Ads (formerly Google AdWords), organic use of BookNoFees remains free. Hosts who want additional reach can voluntarily set their own advertising budget and run a clearly identified campaign.

Clear qualification threshold: A partner's revenue participation and payouts begin once at least 100 active, quality-verified hosts are directly and verifiably attributed to that partner's account and BookNoFees has confirmed the qualification.

Organic BookNoFees Search	Paid BookNoFees Ads
free for every active property	optional and limited to a defined budget
ranking based on relevance, quality and search criteria	additional visibility clearly identified as advertising
0% booking commission for hosts	payment for campaign duration or advertising performance
permanently included in the standard marketplace	ends automatically when duration or budget is reached

The exact billing method—for example by duration, click, reach or a combination—will be determined only after controlled testing. The model is inspired by the transparent self-service principle of Google Ads, not by adopting any individual Google product or brand.

Potential Advertising Products

- top placements for a clearly defined period
- featured visibility within a city, region or category
- seasonal campaigns, such as summer, winter or last-minute offers
- placement on relevant landing pages, in newsletters or on social media
- reach campaigns with a fixed budget and clear performance reporting

Payment is for additional reach—never for a better rating, fabricated popularity or suppression of organic competitors.

Why This Model Requires Reach

Advertising has value only when guests actually use the platform. Building substantial, relevant reach therefore takes priority over maximizing short-term advertising revenue. Supply, demand and trust come first; optional advertising can then work sustainably.

4. The Reach Flywheel

Step	What Happens	Effect
1. Hosts	more genuine, bookable properties join the platform	greater choice for guests
2. Content	languages, cities and regions are developed for search engines	greater organic visibility
3. Guests	more people search for and enquire about properties	greater value for hosts
4. Bookings	the first measurable successes and referrals emerge	trust and word-of-mouth
5. Advertising	hosts voluntarily purchase additional visibility	revenue for the platform and partners
6. Growth	revenue finances technology, reach and quality	the flywheel accelerates

Our Most Important Reach Channels

- search engine optimization using high-quality country, regional and city pages
- personally selected creators and industry partners with a genuine host audience
- word-of-mouth among hosts and guests
- collaboration with property managers, agencies and host networks

- multilingual social media content and local success stories
- direct links from hosts to their own BookNoFees property
- later PR, partnership and targeted advertising campaigns in markets with sufficient supply

5. Global Across 60 Language and Market Versions

BookNoFees is not simply translated; it is localized for each individual market. This includes navigation, host onboarding, guest search, emails, SEO, mobile presentation and regional requirements.

Item	Status and Approach
Current Base	.com, UK and Germany
Target	60 language and market versions
Current Delivery Pace	approximately six working days per new version
Remaining Production Time	approximately 342–348 working days, depending on the count
Method	each completed version is reviewed and then activated in stages

We will not wait until all 60 versions are complete. Every quality-verified market can begin attracting hosts, partners and guests while the next languages are being developed.

Prioritized Initial Waves

Wave	Markets/Languages	Production Effort
Base	.com, UK, DE	current status
Wave 1	IT, ES, FR, PT, NL, PL, GR	42 working days
Wave 2	HR, TR, CS, DA, SV, NO, FI, RO, HU, BG	60 working days
Additional Waves	based on supply, demand and suitable partners	up to a total of 60 versions

6. Our International Partner Network

For its global expansion, BookNoFees relies on a limited network of personally selected Founding Partners. The network follows franchise-like principles—local responsibility, one consistent brand and shared

standards—while remaining centrally managed by BookNoFees and the US LLC. It is not a multi-level marketing system.

Partner Responsibilities

- build credible awareness of BookNoFees in their market
- recruit suitable hosts and professional property portfolios
- support onboarding and handle selected anonymized support questions
- provide BookNoFees with local market feedback
- comply with brand, privacy and communication standards

Personal Partner Landing Page and Affiliate Access

Every approved Founding Partner Candidate receives a personal landing page created by BookNoFees. This page also serves as the candidate's official affiliate access point and central link for recruiting new hosts. The partner may publish it on social media, websites, newsletters, messages and presentations or use it in personal conversations. Subject to the BookNoFees brand and advertising guidelines, the partner may also promote the page through paid advertising at their own expense.

- organic reach through their own content and communities
- personal recommendations and word-of-mouth
- direct outreach to suitable hosts and property managers
- their own paid campaigns with a fixed budget
- QR codes, business cards, events and local partnerships

Partners present themselves personally and do not operate anonymously. The landing page displays at least the partner's real name, a current professional photograph, the market or region they serve, and their status as an official BookNoFees Partner or Founding Partner Candidate. Publication requires the partner's consent and ends if the partnership is suspended or terminated.

One partner, one face, one clear point of access: interested hosts should immediately recognize who personally invited them to BookNoFees.

12-Month Attribution

A visit to the personal landing page constitutes the first verifiable partner contact. Where the required consent has been provided, BookNoFees stores the anonymous partner attribution in the same browser for up to twelve months. If the host registers during that period, the host is generally attributed to that partner. Once registration is confirmed, the attribution is stored in the host account and is not overwritten by later partner links.

Automatic recognition may fail if tracking is declined, browser data is deleted, or the user changes device or browser. In such cases, attribution may be reviewed using a confirmed partner code or documented evidence. The privacy, cookie and consent requirements of the relevant market take precedence.

What Remains Centralized

- platform, brand, rules and technical development
- contracts, billing and partner attribution
- payment, identity, privacy, fraud and dispute cases
- personal data of hosts and guests
- quality control and approval of new partners

7. Limited Founding Partner Positions

A maximum of 250 Founding Partner positions are planned worldwide. The commercial terms decrease in transparent tiers, providing greater rewards for early expansion work and early risk.

Positions	New Positions	Share of Qualifying Net Revenue
1–25	25	50 %
26–75	50	45 %
76–150	75	40 %
151–250	100	35 %

From Candidate to Founding Partner

Signing an agreement alone does not establish permanent Founding Partner status. Following review, a personal interview and contract execution, the applicant begins as a Founding Partner Candidate. Final status and the applicable revenue share tier are activated only after at least 100 qualifying active hosts have been attributed to the candidate.

- clear attribution through the personal partner link or a confirmed partner code
- at least one genuine, published, complete and bookable property per host
- successful quality review of the host account
- no duplicate, sham, self-generated or manipulated registration

The revenue share tier is determined by the order in which candidates actually reach the threshold of 100 active hosts—not by the date of application or contract signature. This prevents anyone from permanently blocking a valuable position without delivering results.

Once the threshold of 100 active hosts has been reached and confirmed, the candidate receives final Founding Partner status. From that point onward, revenue participation and payouts begin for all hosts recruited directly and verifiably by that partner—including the first 100. The contractually defined net revenue generated from the date of qualification is taken into account.

Network Builder Bonus

An active Founding Partner receives an additional five percentage points on their own revenue share tier once ten partners personally referred by them have passed the standard selection process and each achieved final Founding Partner status with at least 100 active hosts. Their referrals must therefore have demonstrably generated at least 1,000 additional active hosts.

Standard Revenue Share	With Network Builder Bonus
50 %	55 %
45 %	50 %
40 %	45 %
35 %	40 %

The bonus applies exclusively to qualifying net revenue generated by the partner's own directly referred hosts. This includes net revenue from their advertising campaigns and from paid additional services for which BookNoFees receives a fee or commission. It creates no participation in the revenue or hosts of referred partners. Each new partner may be attributed to only one referrer. Multi-level or passed-on attribution is excluded. The bonus remains in effect while the partner agreement continues, all obligations are fulfilled and no serious violations occur.

Revenue participation for a directly and verifiably referred host generally applies throughout that host's active membership with BookNoFees. It is conditional upon the partner agreement remaining in force, the partner fulfilling all obligations and passing regular activity and quality reviews. Participation includes the contractually defined net revenue from that host's qualifying advertising campaigns and paid additional services for which BookNoFees receives a fee or commission.

No sub-partners and no multi-level commissions: the Network Builder Bonus increases only the revenue share on the partner's own host portfolio. No one earns from the revenue of a second or subsequent level.

Protecting the Partnership

Ongoing participation requires fair and contract-compliant cooperation. Targeted poaching of hosts, circumvention of BookNoFees, manipulated attribution, sham registrations and misuse of confidential or personal data constitute serious violations. BookNoFees may temporarily suspend partner access during an investigation and terminate the agreement for cause if a serious violation is confirmed. In that event, future participation rights that have not yet accrued will cease. Any properly accrued and confirmed claims will be handled in accordance with the agreement.

8. Who We Are Looking for as Partners

Reach matters, but relevant reach is more important than a large general follower count. Applicants must convincingly satisfy at least one of the three admission routes.

Admission Route	Guideline	Suitable Evidence
Industry Creator	approximately 10,000 genuine followers or consistently 5,000 relevant video views	analytics from the last 90 days and clear audience relevance
Host Community	direct access to at least 50 active hosts	community, newsletter, events or references
Portfolio Access	verified access to at least 100 vacation rental properties	property manager, agency, association or owned portfolio

Preferred Areas of Expertise

- vacation rentals and host education
- real estate investment and short-term rentals
- property management, channel managers and host technology
- real estate agents specializing in vacation properties
- tourism organizations and local host associations
- tiny houses, holiday parks, glamping and boutique accommodation
- digital nomads, relocation and second homes, provided the community includes active hosts

General travel influencers are suitable only if they have credible access to hosts. A large guest audience alone is not sufficient for this partner role.

9. Quality Over Follower Count

What We Assess

- genuine interactions, comments and professional discussions
- consistent activity during the previous 90 days
- a visible connection to real estate, hosts or the tourism business
- regional credibility and the ability to engage people personally
- professional handling of criticism and responsibility
- willingness to label advertising transparently
- sufficient time for onboarding and selected support cases

90-Day Trial Period

Metric	Minimum Target	Strong Target
qualified host conversations	20	50+
published active properties	25	75+
complete and bookable listings	at least 80%	at least 95%
response to assigned support tickets	within 48 hours	within 24 hours
serious violations	0	0

10. Privacy and Support

Partners can view the public properties they have introduced and their performance status. They do not receive unrestricted access to personal host or guest data.

Visible to Partners	Not Visible
public property title, images, link and region	private names, email addresses and telephone numbers
anonymous host ID and activity status	identity documents, tax, bank and card data
qualifying net revenue and their own share	guest data, private messages and booking details
approved anonymized support questions	identity, fraud, complaint and risk cases

Support Routing

- AI answers common standard questions directly.
- Suitable questions are anonymized and routed to the responsible partner.
- BookNoFees handles payments, identity, legal matters, privacy, disputes and suspected fraud.
- Responses and access are logged and reviewed under consistent rules.

11. Our 30-Month Growth Plan

These targets are ambitious management benchmarks, not guarantees. Actual progress depends on product quality, localization speed, partner performance, host activation and guest reach.

Period	Focus	Guideline Target
Months 1–3	tracking, dashboard, preparation of the advertising product and first pilot partners	1,000 active properties
Months 4–6	initial language waves, partner reviews and case studies	5,000 active properties
Months 7–12	portfolio imports, AI support and prioritized markets	12,000–25,000 properties
Months 13–18	additional language waves and larger property managers	25,000–40,000 properties
Months 19–24	150–220 active partners and increasing word-of-mouth	40,000–55,000 properties
Months 25–30	up to 250 partners and scaling to at least 60,000 active properties	60,000+ properties

12. How We Measure Success

Metric	Why It Matters
active, fully bookable properties	quality matters more than raw registration numbers
time to publication	shows whether host onboarding is simple enough
enquiries and bookings per market	demonstrates genuine value for hosts
organic search traffic	shows the development of independent reach
share of hosts using paid campaigns or additional services	shows voluntary willingness to pay for additional reach and services
repeat use of paid campaigns and additional services	shows whether additional visibility creates genuine value
active partners and properties per partner	shows the quality of the network
support cases resolved automatically	enables growth with a small central team

13. How Members Can Contribute

- publish complete and accurate property listings and keep calendars reliably synchronized
- recommend BookNoFees to suitable hosts and share their personal link
- share feedback, regional requirements and genuine booking successes

- use optional advertising after activation only when it supports their own goals

14. Our Long-Term Promise

BookNoFees aims to grow with 0% booking commission for hosts, transparent guest totals including the 6.9% cost contribution, optional extras and a network combining local strength with central technology.

We preserve free participation, clearly identify advertising, protect organic results and personal data, and select partners according to consistent standards. Reach is built through genuine properties; automation enables growth without a huge central workforce.

Our North Star: BookNoFees becomes a global vacation rental search network - accessible to everyone, with 0% host booking commission and transparent guest prices.