# RedAwning's Patent-Pending FlexStep™ Surpasses $5 Million in Guest Bookings and 4,000 Incremental Reservations For Hosts

*RedAwning announced that its FLEXStep program has generated more than 4,000 incremental reservations worth over $5 million in Gross Booking Value (GBV)*

PETALUMA, CA, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- RedAwning, the world's best hospitality platform for short-term rental success, today announced that its innovative FLEXStep program has generated more than 4,000 incremental reservations worth over $5 million in Gross Booking Value (GBV) for participating clients, underscoring the extraordinary importance of flexible policies to guests and OTA algorithms alike.

> These results confirm what we've long believed: flexible cancellation policies have a higher impact on bookings than even price or review score."
>
> *Tim Choate, Founder & CEO of RedAwning*

"These results confirm what we've long believed: flexible cancellation policies have a higher impact on bookings than even price or review score, and our unique approach to dynamic cancellation policies drives a huge lift in results without the risk of having always-on flexible policies," said Tim Choate, CEO of RedAwning. "Properties don't get booked if they don't show up in search, and FlexStep wins at driving search placement over all other strategies."

FLEXStep™, RedAwning's proprietary algorithm that dynamically adjusts cancellation policies to maximize bookings across all major channels, is available and free to all RedAwning clients. Properties on FlexStep see 500% more visibility and 500% more reservations in the 15 days prior to check-in when dates are still open, massively reducing last minute vacancy.

The strong performance of FlexStep comes as RedAwning continues to expand tools that help property managers reach and convert more travelers across its distribution network. "We built FlexStep to solve a real problem for both guests and our clients," added Choate. "This milestone is a strong signal that we're on the right track, and we're continuing to invest in driving bookings for vacation rentals better than anyone else in the industry."

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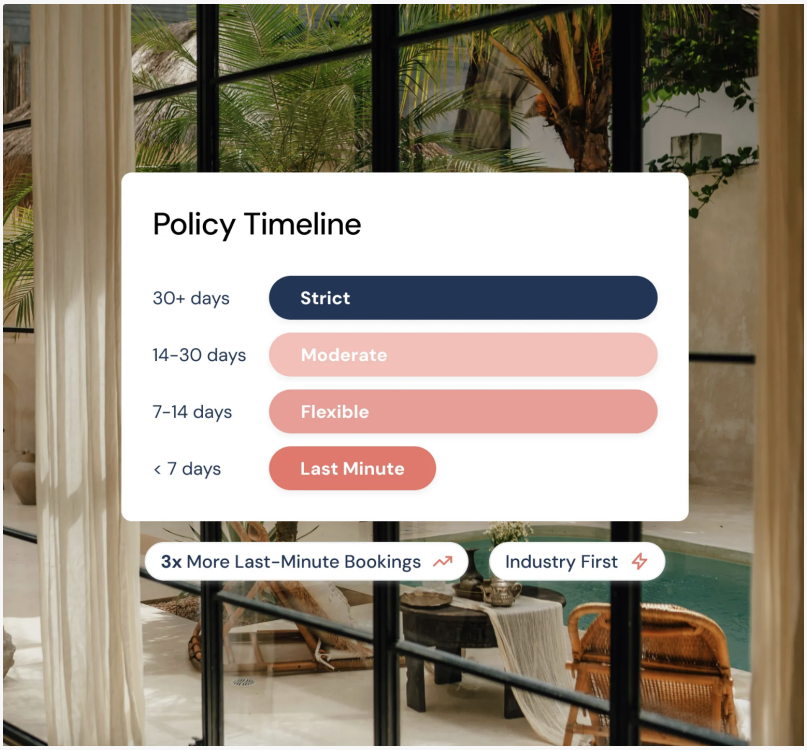


FLEXStep dynamically adjusts your property's cancellation policy as unbooked stay dates approach. Drive last-minute conversions with no manual work.

This press release can be viewed online at: https://www.einpresswire.com/article/942495470

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