

User Documentation for HallPros

Introduction

The event venue market is profitable but fragmented. Venue owners struggle with disjointed tools for calendars, payments, and marketing, while customers find it difficult to book spaces online.

HallPros allows you to own and operate a centralized marketplace solution. By running this application, you become the platform owner—a "digital landlord." You provide the software that venue owners rely on to run their businesses. In exchange, you generate recurring revenue through monthly subscription fees, while venue owners handle their own bookings and payouts.

This is not just a booking tool; it is a complete Software-as-a-Service (SaaS) platform that is deployed, hosted, and ready for you to configure and monetize.

Why Run This Platform?

As the **Platform Admin**, you possess a powerful asset that automates the hardest parts of running a software business.

- **Recurring Revenue:** You set the monthly subscription price. Every venue provider that joins your platform pays this fee directly to you.
 - **Zero Commission Friction:** The system uses Stripe Connect. When a customer books a venue, the money goes directly to the venue owner. You do not have to manage payouts, handle refunds, or deal with tax liabilities for bookings. You simply collect your software subscription fees.
 - **Automated Onboarding:** The application handles the complexity of signing up users, verifying their identity via Stripe, and setting up their billing.
 - **Whitelabel Ready:** You can change the application name, logo, and branding settings directly from your dashboard to make this platform uniquely yours.
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ROLES & HOW THEY USE THE PLATFORM

There are three distinct roles in the HallPros ecosystem. Understanding these helps you see how the money and value flow through your system.

1. The Platform Admin (You)

You own the SaaS. You do not manage venues; you manage the *business of software*.

- **Responsibilities:** Configuring the platform name and logo, setting the monthly subscription price for providers, and monitoring overall user growth.
- **Financials:** You receive subscription payments from Providers.

2. The Service Provider (Venue Owner)

These are your customers. They own wedding halls, conference rooms, or studios.

- **Responsibilities:** They sign up, pay your subscription fee, create a profile, upload venue photos, set availability, and manage their bookings.
- **Financials:** They pay you a monthly fee. They receive booking payments directly from consumers.

3. The Consumer (Buyer)

These are the public users looking for a space.

- **Responsibilities:** They browse the marketplace, view venue details, and make bookings.
- **Financials:** They pay the Service Provider for the venue rental.

Quick Start Guide: Launching Your Business

Follow these four steps to take your platform from "installed" to "open for business."

Step 1: Log in as the Master Admin

Access your application at the ``/admin/login`` URL. Use the initial credentials provided during deployment (default is usually configured in your environment variables). This grants you access to the control center of the entire application.

Step 2: Configure Your Brand

Navigate to **Settings** in the Admin sidebar.

- **Application Name:** Enter the name of your business (e.g., "Texas Venue Finder" or "LuxuryHalls").
- **Logo:** Upload your company logo. This will replace the default branding across the header, emails, and login pages.

Step 3: Set Your Pricing

This is how you get paid. In the **Settings** or **Plans** tab:

- Locate the **Primary Plan Price**.
- Enter the amount (in USD) you want to charge venue owners per month (e.g., \$49 or \$99).
- Save changes. The system automatically updates the Stripe billing logic. Any new provider who signs up will be prompted to pay this amount.

Step 4: Verify Stripe Connection

Ensure your Stripe keys are active in your hosting environment variables.

- Go to the **Overview** page to ensure no errors are flagged.
 - Your platform is now ready to accept users.
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Real-World Use Cases

The "Niche Market" Strategy

You decide to focus specifically on **Photography Studios**.

1. **Admin:** You rename the app "StudioBooker" and set the price to \$29/month.
2. **Provider:** A studio owner named Lisa signs up. She completes the onboarding wizard, connects her bank account, and agrees to the \$29/month fee. She uploads photos of her cyclorama wall.
3. **Buyer:** A photographer finds Lisa's studio on your marketplace, books it for Tuesday, and pays \$200.
4. **Result:** Lisa gets \$200. You get \$29/month from Lisa.

The "Local Hero" Strategy

You focus on **Party Venues in your specific city.**

1. **Admin:** You rename the app "CityEvents" and set the price to \$0/month (Free Tier) to grow your user base quickly.
 2. **Provider:** Local community centers and banquet halls join because it is free marketing. Your marketplace fills up with inventory rapidly.
 3. **Growth:** Once you have 50 venues, you change the setting to \$49/month. New users now pay to join, and you can introduce grandfathering policies or upsells later.
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Key Features Breakdown

For the Admin (You)

- **Whitelabel Settings:** Instantly change the look and feel of the site without touching code.
- **User Directory:** View a list of all registered users and their roles.
- **Financial Overview:** See how many providers are subscribed and active.
- **Global Content:** Manage testimonials and static content displayed on the homepage.

For the Provider (Your Customer)

- **Onboarding Wizard:** A step-by-step flow that guides them through selecting a role, connecting Stripe, and subscribing to your plan.
- **Venue Storefront:** Providers get a dedicated page for their venue with galleries, amenities lists, and maps.
- **Availability Calendar:** They can block out dates (blackouts) to prevent double bookings.
- **Booking Dashboard:** A central place to view incoming requests, check status (Confirmed/Pending), and see client details.

For the Buyer (The Public)

- **Smart Search:** Filter venues by keyword, location, or date availability.
 - **Instant Booking:** Securely book a venue and pay immediately via credit card.
 - **Booking History:** A personal dashboard to view past and upcoming reservations.
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Step-by-Step Instructions

How to Manage Providers

1. Log in to the **Admin Panel**.
2. Click on **User Directory** in the sidebar.
3. You will see a list of all users. Filter by "Provider" to see your paying customers.
4. You can view their registration details and subscription status here.

How a Provider Lists a Venue

1. The Provider logs in and goes to their **Dashboard**.
2. They select **My Venues** from the sidebar.
3. They click **Add Venue**.
4. They fill in details: Name, Description, Capacity, Price Per Day, and Amenities.
5. They upload high-resolution images.
6. Once they click **Publish**, the venue creates a public-facing Storefront URL automatically.

How to Handle Payouts

- **Subscription Payouts (To You):** These accumulate in your Platform Stripe account. You withdraw them to your bank manually or on a rolling schedule via Stripe.
- **Booking Payouts (To Providers):** These happen automatically. When a consumer pays, Stripe splits the transaction if necessary, but in this configuration, it sends the booking funds to the connected Provider account. The Provider sees these funds in their own Stripe dashboard.

Frequently Asked Questions

Q: Do I need to manually approve every venue? A: No. The system is designed to be self-service. Providers sign up, pay, and publish. You can delete inappropriate users via the Admin panel if necessary.

Q: How do I handle refunds for a booking? A: Booking transactions occur between the Consumer and the Provider. The Provider is responsible for issuing refunds via

their connected Stripe dashboard. You do not need to intervene.

Q: Is the payment data secure? A: Yes. All payment processing is offloaded to Stripe, the industry standard for online payments. No credit card data is stored on your application's database.

Q: Can I change the subscription price later? A: Yes. Changing the price in the Admin Settings updates the system for future subscriptions.

Next Steps

Your platform is deployed and ready. To start your business:

1. **Login** to the Admin Panel immediately.
2. **Set your price** to something greater than \$0 to test the subscription flow.
3. **Customize** the application name to match your domain.
4. **Invite** your first venue owner to sign up.

The infrastructure is built. The code is running. You are now the owner of a scalable