



Customer Success Profile

Outer Banks Full-service Rental Manager Finds the Perfect Partner in Rent One Online *Relationship streamlines operations, enables growth and boosts the bottom line*



Profile "At-a-Glance"

Company

Shoreline Preferred Properties

Location

North Carolina Outer Banks

Business

Vacation Rentals, Property Management and Real Estate

Properties

55 and growing

Existing Challenges

- Outdated and Inflexible Management Software
- Accounting "Nightmares"
- Too Many Vendor Relationships

Key Benefits with the Rent One Online Solution

- Increased Staff Productivity
- Reduced Credit Card Fees
- Single Vendor Relationship
- New Profit from Vacation Insurance

"Rent One Online is the perfect business partner. For us, they are a 'one stop shop' for web design, marketing, and management of our business. Their pricing is unbeatable and their vision is at the forefront of this industry. They are actually writing us checks each month!"

Dan Lester, Co-Founder and General Manager

Shoreline Preferred Properties (www.vacationinobx.com) provides Vacation Rentals, Property Management Services and Real Estate Sales Services on the Outer Banks of North Carolina. The Outer Banks has been a preferred vacation destination for many years, and Shoreline Preferred Properties was created to provide the quality services that a preferred vacation destination deserves. Today, Shoreline manages over fifty properties, providing quality vacation houses from Corolla to South Nags Head.

Dan Lester is one of the founders and general manager of Shoreline Preferred Properties. With a previous history in rental property management and a former career in the high tech industry, Dan's formula for success is based on three essential factors: good people, efficient business processes and leading edge technology. To that end, Dan and his partners have built a team of experienced property management and vacation travel professionals and Dan is constantly looking for ways to 'enable' them with technology that makes them more productive and streamlines Shoreline's business operation.

One example is Shoreline's use of VoIP phones for the office phone system. VoIP (Voice over Internet Protocol) phones are portable Internet devices that eliminate the need for telephone switch software, reduce long distance charges and can be plugged in to the Internet anywhere. Another example of 'enabling' technology was Shoreline's implementation of a Web-based software application for rental management operations. Using a Web-based solution eliminated Dan's need to manage hardware and software systems in his office. According to Dan, "It doesn't make sense for me to baby sit servers and software systems in my office. I have far more important things to do that keep our business moving forward."

That said, Dan quickly realized that not all Web-based management solutions are created equal. Simply stated, Dan was using a software system that that didn't work the way Shoreline did. The solution was originally built for condos and timeshares and was based on "older" web technology that proved inflexible. He realized that this was not a software platform that would serve his business strategically. "It was taking me as long as 2 days to reconcile my accounting and I couldn't simply go into the software and see that status of maintenance and housekeeping activities. The system was also prone to errors which again made accounting a nightmare."

For more information, please visit www.RentOneOnline.com

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Compounding this ‘software problem’, Shoreline is poised to significantly grow their customer base in the next few years and they needed management software that would enable this growth, not hinder it. “In the rental property management business, ‘people’ are the most important asset but also the largest expense. With our growth strategy, we have to achieve more growth with more productive employees.”

That was when Dan discovered **Rent One Online** and it was the solution, and business partner, he was looking for all along. Rent One Online provided the ‘hosted’, Web-based software he wanted, it was flexible in its configuration options and it simplified his back office accounting. Rent One Online also provided a “one stop shop” via a professional services team that re-designed the Shoreline Website and automated the search and property listings. Rent One Online even provided an integrated credit card capability that worked both in the rental office and on the Shoreline website. Unlike his previous system, making changes to reservations in Rent One Online didn’t wreak havoc on his trust accounting. “I really liked the fact that Rent One Online has a background in vacation rentals. You can tell this system was built by people who use it to run their own business. Rent One Online truly understands the property management process.”

One other benefit Dan has achieved through his strategy is ‘mobility’, which can be very important given the area’s weather activity forecasted for the foreseeable future. With Rent One Online and his telephony infrastructure, he has a solid disaster plan where he can literally take his phones and a few laptops and resume his business from anywhere.

At the end of the day, Dan’s business philosophy comes down to spending his valuable time nurturing the relationships that make Shoreline grow. Perhaps the biggest benefit Dan gets from Rent One Online is the reduction of relationships he needs to manage. Using Rent One Online, Dan has eliminated the need to manage hardware and software upgrades, insurance providers, and other service suppliers. “I don’t want to manage insurance and administer another vendor relationship. Rent One Online makes it easy; I get the check and a report at the end of each month. The relationships I *do* want to spend time on are those with our growing community of property owners and vacation travelers.”

Dan has found a great partnership in working with Rent One Online and he is also excited about the vision that Rent One Online has for vacation rentals. “The fact Rent One Online is looking beyond just being a software provider is exciting. Rent One Online has the most forward looking vision in the industry and is proving to be a perfect partner for my business.”

The Value of Rent One Online In Dan’s Own Words

“Rent One Online delivers a tremendous amount of savings for Shoreline. Our staff is more productive, the time I spend on monthly reconciliation has reduced from 2 days to 15 minutes and we saved over \$1,000 on our first credit card statement alone.

All that said, it is hard to talk about cost savings when we are literally making money using the software!

With Rent One Online’s integrated travel protection, our guests are able to purchase vacation insurance from Rent One Online directly from within the reservation process. We get a referral fee check from Rent One Online each month and we don’t have to do any of the administrative work associated with traditional insurance programs.

Rent One Online’s revenue sharing business model is fantastic for the vacation rental industry.”

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