

Barefoot Technologies Case Study

Upgrading?

You have another option.

Switching from FRS to Barefoot



Thinking About Upgrading?

You have another option.

This is an introductory guide to the return on investment when switching from FRS to Barefoot's vacation rental management software systems.

Many of you are starting to consider upgrading your FRS software. This entails going to your Board of Directors, your investors, or you as an owner with valid reasons to bear the costs of making this change and what the benefits might be. We understand that it is much easier to stick with what you have than to make the financial "leap of faith" that new software will be worth it.

Why is this scenario so true for FRS users? FRS has been around for a long time. It's like an old friend, one that doesn't always do what you want it to do, but it does enough and you know it so well.

This is an easy trap to fall into. You and your staff are comfortable. But what if you really need is to be able to compete in increasingly competitive markets where the ability to be innovative is critical? Unfortunately your old friend may not be up to the task.

What you need is some information to quantitatively assess the Return on Investment versus the Cost to Implement a new solution like Barefoot. You also need to take into account the time it will take to have key people focused on this important task.

We propose to provide you the tools that you need to make your evaluation, based on the perspective of a long time user of FRS who has implemented Barefoot.

Barefoot Is
Your Best
Option.

Once you have decided to make a change, you begin your evaluation process. Barefoot is your best option for making a software change for the following reasons:

- There are many similarities in processes and features inside of Barefoot that mimic FRS, making the transition easy for line-level staff and management. For more information about a comparison of features read our blog “The Top Ten Reasons You Need to Move Away from FRS”.
- There are more tools inside of Barefoot that help you gather company insights.
- Barefoot is cloud-based on scalable, so you will be able to leave behind using server based software and continue to grow as you need to.
- Barefoot is constantly in development. Every month we provide updates that either correct minor issues, improve the software’s efficiency or provide another way of doing critical tasks. Relying heavily on the concept of a rising tide lifts all boats, you will be the beneficiary of this ongoing innovation.
- Barefoot has one of the broadest partner programs in the industry, leveraging best of breed technology for marketing portals, payment processing, insurance, onsite automation and locking systems and more. If we can’t provide it, we work with a partner that does. See more about our partner program here (www.barefoot.com/partner).
- Finally, we have an outstanding support team that meets the need of our customers when they need them. We would be happy to let you talk to some of our happy customers.

hardware cost
 ease of access and websites
 Customer Relationship Management
 PCI Compliance
 data entry
 data verification
 + Training

ROI

But first, what are the most significant costs in delivering a software solution? We will take a look at hardware cost, ease of access and websites, Customer Relationship Management, PCI Compliance, data entry, data verification, and training.

The savings that result from implementing Barefoot and the ability to increase revenue will help you understand your return on investment.

HARDWARE COST: FIXED COST VS. “THE STRESS FACTOR”

FRS has required you to buy and maintain your own server, along with the backup systems. In remote or coastal locations you may also be dealing with inclement weather that perhaps add potential or potential unknown costs if there is a major weather event.

Barefoot provides a monthly expense that you can budget against. There is no stress of having to move a server offsite to another location because the information is all there, safe and sound, in the cloud, on redundant and secure servers. Barefoot means peace of mind.

STAYING UP TO DATE ON THE GO: EASY ACCESS AND WEBSITES

Barefoot was the first to provide a cloud-based vacation rental management system almost 15 years ago. You can log into your system wherever you have internet access through any internet friendly device.

Because we have been evolving our solution over 15 years, we have also been the first to provide owner access, guest access, vendor access and referral agent access using different levels of permission for different logged in users. All of these various access points provide great opportunities for automation and relationship management.

Have you noticed that websites are changing? Online booking and sophisticated search tools are becoming the norm. With Barefoot’s well developed API and our website partners, you can develop a website that will be part of your branding and customer experience.

CUSTOMER RELATIONSHIP MANAGEMENT

In FRS, users tend to keep their prospects lists in the software and have manual and labor intensive methods of replying to email and telephone inquiries. Email marketing pieces are outside of the software as well.

3.0c Book/Sale Leases Contacts Properties Work Orders Accounting Knowledge

Source Of Business Report

Report type: **SOB By State Of Tenant** Run Report Reset Export to Excel

Arrival date: between and Unit Code:
 Departure date: between and Property state:
 Quote date: between and Property name:
 Contract date: between 1/1/2015 and 6/30/2015 Property status: All
 Lease type: Owner last:
 Tenant last:
 Tenant first:
 Co-Tenant last:
 Co-Tenant first:

Source	Rent	Rent %	# Days	# Days %	Commission	Commission %	Reservations	Reservations %
	54,720.19	60.51%	497	58.53%	12,072.94	60.55%	58	53.21%
AK	5,249.50	5.80%	61	7.18%	1,154.89	5.79%	10	9.17%
AL	4,210.50	4.65%	44	5.18%	926.31	4.64%	6	5.50%
CA	1,975.00	2.18%	21	2.47%	434.50	2.17%	4	3.66%
FL	3,192.00	3.52%	29	3.41%	702.24	3.52%	4	3.66%
ID	1,400.00	1.54%	14	1.64%	329.00	1.65%	2	1.83%
MA	1,600.00	1.76%	8	0.94%	352.00	1.76%	1	0.91%
MD	770.00	0.85%	7	0.82%	169.40	0.84%	1	0.91%
NC	3,100.50	3.42%	36	4.24%	721.67	3.61%	5	4.58%
NY	3,729.00	4.12%	39	4.59%	820.38	4.11%	5	4.58%
OR	770.00	0.85%	7	0.82%	169.40	0.84%	1	0.91%
TN	3,106.00	3.43%	23	2.70%	683.32	3.42%	3	2.75%
VA	6,607.50	7.30%	63	7.42%	1,399.65	7.02%	9	8.25%
Total	90,430.19	100.00%	849	100.00%	19,935.70	100.00%	109	100.00%

Barefoot comes with many reports, most of which can be customized. In this report, a vacation rental management company can review the Source of Business based on the state where their reservations come from. This information informs all kinds of CRM and Marketing decisions.



Making the change from FRS to Barefoot was easy. There is simply no comparison between using a DOS- based system and the web based functionality that Barefoot offers.”

- Tim Hadley, General Manager
 Mountain Resort Properties, Inc.
 Sunriver, OR

CUSTOMER RELATIONSHIP MANAGEMENT (Continued)

In FRS, users tend to keep their prospects lists in the software and have manual and labor intensive methods of replying to email and telephone inquiries. Email marketing pieces are outside of the software as well.

You will manage all kinds of marketing and customer management procedures inside of Barefoot. Sales and Marketing teams generally find that the set up and tracking of Barefoot's CRM features are simple to understand implement.

You can leverage Barefoot's internal marketing modules, like automated email, automated portal response, rewards, coupons, surveys and dynamic pricing. These can be set up during the initial training process or at any later date with additional training.

Our clients generally expand their marketing programs due to the ease of use of Barefoot's system compared to setting up and tracking "rate codes" in FRS.

PCI COMPLIANCE

First of all, what is PCI Compliance? It is actually called PCI-DSS, which stands for Payment Card Industry Data Security Standards. PCI-DSS requirements apply to all who are involved in the payment cycle, including service providers and anyone else who transmits or stores payment data. This compliance is what is required for cloud based systems. You can learn more about it [here](#).

At Barefoot, we take PCI Compliance very seriously. You need to be assured that you are operating within legal guidelines when taking online payments. This may cause you to have a potential loss or cost if you are using a version of FRS that is not PCI compliant (there is an upgrade path) or you are unable to take online payments.

As many of you know, the ability to take an online booking is critical to your ability to stay ahead of your competition. Being able to take payments securely from your tenants increases their convenience and your ability to have access to case more quickly.

DATA ENTRY & VERIFICATION

The Barefoot implementation and training staff have lots of experience in helping FRS users move their data into the Barefoot system.

Our comprehensive, one on one training empowers Barefoot users to understand how to set up Barefoot to leverage unlimited amenities. Many who are moving from one system to the other choose to manually enter their data so that they can build on their existing property data with the ability to add additional features that can be searched and sorted. Some also take the time to add new photos and descriptions.

Others may choose to have their existing data imported. We have a tested system that allows us to efficiently pull data from your existing FRS system which can then be pulled into Barefoot. Items that customers import include owners, properties, tenants, past reservations and pictures. This can be very helpful for companies that have many properties.

During training and implementation you will verify your database and test your business rules.

TRAINING

As Margaret from Leisure American noted earlier, reservationists can almost train themselves on how to make quotes and book reservations. Because the system is browser based, your staff is more likely to be familiar from using more current systems' navigation.

During the delivery process, we generally train a front office expert and a back office expert. This allows us to engage what we call "super users" in the training process. The Super Users can train everyone in the office at their own pace, so that staff are comfortable in the system as you go live.

All of our one on one training sessions are recorded for reference materials so that as you add staff and need to remind yourself of some details, you can always review the recording.

After training, our outstanding support staff takes over to continuously guide you as you look to leverage even more tools in the Barefoot system.

ROI...Results from Barefoot Clients

Leisure American Vacation Rentals

- 300% increase in web bookings in the first year
- \$20,000 savings in back office labor in the first two years after implementation

Mountain Resort Properties, Inc.

- 25% increase in portal reservation conversions

Triumph Mountain Properties

“Using Barefoot, we have found that the accounting is saving me significant time, the CRM and revenue management is increasing my business, the communication management is making me far more efficient, and the social media is far ahead of anything else on the market. The Barefoot solution really gives me the tools that allow me to continually evolve and dominate my market.”

-Mike Connolly, Owner

Island Vacations of Sanibel and Captiva

“I was a client of FRS for over 10 years and would start on "EOM" in the 3rd week of each month. It would take over a week to pull reports, transfer, balance, run statements, print checks etc. Balancing the "Escrow" account, as we called it, was nothing short of hectic and draining.

Moving our business to Barefoot was one of the best business decisions I made. Balancing at the end of the month is completed in less than a day! I'm finally not tied to the office and know that statements, checks and reconciliations are a breeze.”

-- Fran Peters, Owner

GET A DEMO TODAY TAILORED TO YOUR BUSINESS NEEDS

Would you like to learn more about how Barefoot is your best option when you move off of FRS?

We would be happy to spend some time with you to show you the solution and answer your questions. Please contact claiborne@barefoot.com or 804.212.1280

