

# Making the Switch from Entech to Barefoot

## Efficiencies Gained

### Case Study: Young's Sun Coast

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#### About Young's Suncoast

Young's Suncoast Realty and Vacation Rentals has a long and respected history in the vacation rental management and real estate sales industries, in Gulf Shores and Orange Beach, AL. The company's beginnings trace back to days when Gulf Shores was a sleepy little coastal town with not many visitors and fewer restaurants. Over time, Young's Suncoast has grown to meet the expanding demands of a larger clientele. Young's record of providing excellent service and good value, as well as superb accommodations, has ensured their success. Young's property owners and the entire team of vacation rental professionals are dedicated to providing a superb guest experience, which translates to attention to detail and our hallmark personal service.

#### The Opportunity

With over 500 units, Young's Suncoast needed a software that provided them with greater efficiencies in their offices. They needed an integrated accounting system and the ability to configure their technology to work the way that they needed to grow their business. Kelly Garrett, the Director of Rental Management, was instrumental in the selection process.

#### The Problem

Young's Suncoast was hampered in a few ways with Entech:

- Young's was unable to track tentative reservations in their software, so converting these reservations into confirmed bookings wasn't effective.
- More flexibility was needed to provide the necessary tools for the efficiency a company of this size and scope required.
- They also needed a more sophisticated accounting system to help them manage the complexities of their large business.

#### The Objective

Before they made a switch from their Entech system, Kelly and her team visited companies that were using the various other systems on their short list. Ultimately, they decided that Barefoot was the best fit to meet their goals.

Kelly cites the following examples of both revenue growth and efficiency:

- Barefoot has provided the ability to follow tentative reservations the next day, closing 20% of those reservations. That alone brings in more than **\$100,000 in additional revenue** per year.
- From an operations perspective, Young's was able to reduce one full staff person who handled reservations. **This saves Young's just over \$20,000 per year.**



"Barefoot works the way that our larger company needs to work... rather than the way the software forces you to work."

--Kelly Garrett  
Director of Rental  
Management



- All of their letter campaigns were a manual task before. Every contract, payment reminder, and every thank you took staff time away from closing bookings. This is now **all automated freeing up the staff** to focus on closing more bookings.
- The ease of marketing to past, current and future guests has sharpened their **ability to increase bookings**. Just one example is the targeted marketing campaigns to guests who booked last year but not yet this year. Another example is the annual local shrimp festival held each fall. Young's is able to target those who have not booked this year using coupons to track their response. This is a vast improvement over sending manual emails to the entire database, resulting in confusion for those guests who had already booked, who often call in wanting to secure additional discounts.
- Owner retention is crucial to Young's business. Any communication used to take days of labor to put together. Now, this is a task that takes only a few minutes. This has boosted Young's ability to provide a high touch relationship with their owners. **Owners feel that they are valued by Young's, and that keeps owners in the program year after year.**
- In Barefoot, Young's is able to add **preventative maintenance work orders in minutes...** a task that used to take hours of time every quarter.
- Young's has some very large groups that they work with over the course of the year. Setting up these **group reservations used to take days** with Entech, and now can be done literally in minutes. Kelly said the time saved is enormous, and the tool makes it so much easier to manage groups.

*We've increased our close ratio and improved our efficiencies, which paid for Barefoot in the first year that we implemented the software.*

*– Kelly Garrett*

## The Conclusion

**Young's Suncoast is closing more bookings, resulting in increased revenue averaging \$500 per day.**

Kelly and her team are still uncovering the power of the Barefoot solution. "Because Barefoot has so much functionality we are constantly finding additional tools to support our efforts. The Barefoot team continually helps us master new aspects of their system. As we understand even more of what we can do in the Barefoot system, we will continue to unlock the potential for greater growth and more efficiency."

**Sign me up!**

