

# Making the Switch from Property Plus to Barefoot Competitive Edge

## Case Study: Sunset Properties, Inc., Sunset Beach, NC

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### About Sunset Properties

Sunset Properties is a leading provider of vacation rentals in Sunset Beach, North Carolina.

### The Opportunity

With over 475 units, Sunset Properties has a successful model for running their business in a competitive market. With Property Plus no longer providing the support that they needed to grow their market, Sunset began their due diligence in looking for a new solution. Casey Holcombe, Rental Manager for Sunset and her team began their search by visiting the Vacation Rental Management Association's conference.

### The Problem

Increasingly, Sunset had felt that their current software was forcing them to work how the software functioned not how Sunset wanted to run their business. There was too much complication in their accounting practices, with some aspects of the housekeeping payments handled through a separate Quick Books accounting system out of necessity and the monthly owner statement was time consuming. Most importantly, they had a difficult time getting insight into their business using their reports and database. In order to remain ahead of a competitive market, Casey's job is to continually drive business through marketing programs that were difficult to determine and implement. Their current system required them to pull various data sets and compile them in Excel, which was time consuming and inexact.

### The Results

When Casey and the team went through their decision making process they spent a lot of time going through tailored and in-depth demos that showed how they could leverage the Barefoot system to support their business goals. What they valued most in making their decision was Barefoot's ability to let them build business rules around Sunset's best practices with confidence. They also spent some time investigating Escapia which did not score so highly for them in terms of flexibility and configurability.

A year and a half after implementation, Casey points to the following measures of success:

- Using the built in dynamic pricing module, Casey's team has automated a previously time consuming process to provide a competitive edge in being able to configure pricing to drive bookings. **She estimates that 2 days a week of staff time is saved during their high season as a result of this automation...a savings of \$4000. Compounded with the increased bookings from this practice, overall revenue is up 5%.**



"We choose Barefoot because we like to do things our way... and Barefoot allows us to do that."

--Casey Holcombe  
Rental Manager



- Insights into marketing campaigns have made Casey's job easier. Using coupon codes to track her marketing campaigns' successes **she is quickly able to see what revenue is associated with each campaign**. This allows her to continually refine her campaigns so that they are most effective. She values **her personal time savings at \$6000 a year and the resulting bookings from these campaigns in the tens of thousands a year**.
- **Monthly owner statements that used to bog down the accounting department** are now easily processed, with a quick review and email to their owners.
- Because Barefoot supports how Sunset runs their business, a cross training program was developed so that everyone in the company was trained to work inside of Barefoot to run all aspects of their business. Casey noted that "this was a huge morale booster... it has brought everyone together and makes them more of a part of the team. **In the high season, everyone can support everyone else as needed, giving us a very flexible labor pool at critical times.**"
- Throughout the entire process, **Barefoot's support was exceptional**. "We expect a lot... and Barefoot never said no... they were always working with us to understand what we wanted and we could make it work," Casey states.

## The Conclusion

**Sunset Properties is thrilled with their Barefoot solution.**

**The tools available through Barefoot Technologies have provided Sunset with the ability to truly manage their business in a manner they consider "best practices" for their company. The efficiency of the system, along with the partnership between Barefoot and Sunset, provide for an excellent platform for Sunset to excel in their goal to be the dominant vacation rental company in the area.**

Casey and her team are well into their second season using Barefoot. "We have confidence that we have selected a technical platform that is going to take us into the future. We are continually learning about all of the facets of the Barefoot solution that we will implement to keep growing our business."

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*– Casey Holcombe*

