THEBUNGALOWSMOTEL.COM

THE BUNGALOWS MOTEL

"WE BELIEVE IN THIS SYSTEM. WE BELIEVE IN THE TECHNICAL SUPPORT TEAM.

WE BELIEVE WEBREZPRO IS SO VALUABLE TO US THAT WE MAY EVEN CONSIDER

RECOMMENDING IT TO ONE OF OUR COMPETITORS."

— **GORDON & TETYANA GOETZ ,** CO-OWNERS

Hosting summer vacationers since the 1950s, **The Bungalows Motel** in Treasure Island, Florida, offers guests an experience reminiscent of those fun-filled family beach vacations of yesteryear — but with all the modern comforts of today, like flat-screen TVs, Bluetooth radio docking stations, property-wide Wi-Fi and renovated rooms.

Owner-managers Gordon and Tetyana Goetz acquired the 12-room motel in September 2014. Although new to the motel-running business,

> "TETYANA AND I HAD DONE SIGNIFICANT RESEARCH AND WANTED A PMS THAT WOULD BE EASY TO USE... AND THAT WAS WITHIN OUR BUDGET."

the Goetz's were (and still are) filled with passion and drive for what they do, focusing on providing their guests with quality service and amenities, and genuine hospitality.

They quickly realized that to stay on top of daily operations and have time for their guests, they needed to modernize and automate administrative processes to be more efficient.

"We knew that in order to be competitive and maintain the occupancy rates and average daily rates that we needed, we had to have more than a big notebook and pencil," said Gordon.

SUCCESS STRATEGY

The Goetz' looked for a **property management system** (PMS) that would not only make managing reservations easier, but would also:

» Connect them to the online marketplace,
» Help build guest relationships,
» And provide a real-time view of business.

On top of that, they needed a technology partner that would support them as they learned the system and the motel business.

"Tetyana and I had done significant research and wanted a PMS that would be easy to use and had a good training system, since we had no experience, and that was within our budget."

SOLUTION FOR SUCCESS

WebRezPro by World Web Technologies Inc. (WWT) was among six PMS vendors that Gordon and Tetyana selected for serious consideration.

"To be honest, we did not get a warm and fuzzy feeling from most. Then we spoke with Jean at WebRezPro. She was professional and understanding; I think she realized we had little experience," said Gordon.

After just three live training sessions via phone and screen-sharing software, the Goetz' had

WebRezPro up and running at The Bungalows Motel, complete with direct online bookings through the property's website.

Gordon and Tetyana felt supported every step of the way. "We set up the times for training. We determined the pace. But most importantly, WebRezPro was on the other end of the phone and never let us down nor limited our training."

From real-time room inventory, rate and reservation management to housekeeping and reporting, WebRezPro PMS provides The Bungalows Motel with an all-in-one, automated property management solution.

WebRezPro's commission-free online booking engine for the property's website is fully integrated with the PMS for live rates and availability and automated reservation management.

Customized to match the look and feel of The Bungalows Motel website (which was designed by WWT), and optimized for mobile devices, the direct online booking engine offers website visitors a seamless user experience and includes unit slideshows to visually sell the guestrooms.

WebRezPro also provides the Goetz's with direct connections to their online booking channel partners, Booking.com and Expedia, so that Gordon and Tetyana can manage their OTA inventory, rates and reservations directly through the PMS.

The Custom Automated Email Module allows the Goetz's to create email templates for confirmation, pre-arrival and post-stay emails that are automatically scheduled and customized to each guest based on reservation data.

These features and more are saving Gordon and Tetyana time by automating daily administrative processes that would otherwise take their attention away from guests.

SUCCESSFUL RESULTS

The Goetz's have been running The Bungalows Motel with WebRezPro PMS since November 2014. Since then, direct bookings through their website are increasing. While the majority of reservations currently come through OTA

partners, Gordon notes that "bookings through our website are steadily increasing."

Working with OTAs is a crucial and successful strategy for expanding The Bungalows Motel's reach to new customers and growing their business. The direct, two-way interfaces between WebRezPro and the property's channel partners allow the Goetz's to manage OTA inventory and rates much more efficiently for maximum competitiveness in the marketplace.

"Our business is quite rate sensitive. The digital age requires speed and agility. We advertise and work with multiple booking sites. WebRezPro gives us the ability to make rate changes one time that feed directly into all of our booking channels."

"WEBREZPRO GENERATES REPORTS TAILORED TO OUR NEEDS, PROVIDING US WITH REAL-TIME, DAILY, WEEKLY OR MONTHLY STATS..."

Gordon also appreciates WebRezPro's flexible reporting capabilities, giving them the numbers they really need for a clear view of business.

"WebRezPro generates reports tailored to our needs, providing us with real-time, daily, weekly or monthly stats as we need."

For example, when two units were offline for an extended period, Gordon was able to customize reports to include only active units to show real ADR and occupancy rates. And flexible tax reporting saves Gordon headaches, allowing him

to easily break out state tax from tourist tax.

One of Gordon and Tetyana's favorite features of WebRezPro is the Custom Automated Email Module. Gordon and Tetyana knew from the start that maintaining contact with customers is important, but they quickly discovered that writing to each guest personally is almost a full-time job.

"You just can't write all guest emails personally," said Gordon. "WebRezPro's integrated email system has been very helpful in saving us time and allowing us to provide automatic pre-arrival and post-stay contact."

Some guests reply to the post-stay thank-you email, thanking Gordon and Tetyana for their hospitality and providing some positive comments about their stay. To those customers Gordon and Tetyana take the time to send a personal note, inviting the guest to review their experience online.

This personal touch works; The Bungalows Motel is now ranked #1 of all Treasure Island hotels and motels on both TripAdvisor and Booking.com.

"WebRezPro's support and PMS were key to us being able to run our establishment and obtaining

such a great score," commented Gordon.

Gordon and Tetyana's good business sense and commitment to genuine hospitality has turned The Bungalows Motel into a thriving vacation destination. They always look forward to learning more about the ways WebRezPro can help them maximize time and revenue, confident that the WebRezPro team is there to support them.

"Customer Support has been and continues to be outstanding. Help comes within minutes or hours, depending on the time of day. Follow up and clarification has only been a phone call away," said Gordon.

"We believe in this system. We believe in the technical support team. We believe WebRezPro is so valuable to us that we may even consider recommending it to one of our competitors."

WEBREZPRO'S STANDARD FEATURES

» Rate Overrides
» Packages & Discounts
» Reserved Allocations
» Group Bookings
» Back-Office Accounting
» Drag & Drop Calendar
» Website Booking Engine
» Confirmation Emails
» Full Reporting
» Housekeeping
» Invoices & Gift Certificates
» Commission Tracking
» Paperless Check-in
» Anywhere Access
» Optional GDS
» Automatic Data Backup
» Free Software Updates

WebRezPro™ is a cloud property management system designed to meet all front- and back-office needs of independent hotels, hotel groups and chains, vacation rental management, inns, campgrounds and hostels. Serving hundreds of clients in 40 countries, WebRezPro is a product of World Web Technologies Inc., a pioneering Internet marketing and software company for the tourism and hospitality industries since 1994. Visit **webrezpro.com** or call **1-800-221-3429** for more information.