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Customer Success Profile

North Carolina Rental Manager Increases Reservation Integrity and Financial Accuracy

Cape Lookout Realty



"Rent One Online is how I keep up with revenue coming in and funds going out. My financial accuracy is important to the owners who trust me to manage their properties – and to renters who trust me year after year with their special family vacations."

Paul Wade
Owner
Cape Lookout Realty

Rent One Online is certified compliant with North Carolina Real Estate Commission Rules & Trust Account Guidelines



Harker's Island, on the Crystal Coast of North Carolina, is home to Cape Lookout Realty (www.capelookoutrealty.com). For decades, generations of Southerners have visited the island between Memorial and Labor Day for vacations and quiet time with their families. They go boating, swim, fish for king mackerel and watch the sea from their decks and porches. It's a pristine area – a habitat rich with deer, ducks and other wildlife.

Paul Wade, the owner of Cape Lookout Realty, began doing vacation rental management almost four years ago when he saw that property owners needed help with their vacation homes. A sole proprietor, he handles 12 units within the strictly regulated North Carolina real estate and property management industry. "Everything has to be documented, down to the last paperclip. I think our state has the toughest real estate regulations in the United States," said Paul.

Reservations and calendaring are always a challenge for vacation property managers using older systems and processes. There is a constant risk of double-booking and loss of reservation system integrity. Potential rentals can be lost when homes are removed from inventory pending the signing of a contract or receipt of a check. At Cape Lookout Realty, making a reservation used to mean using a paper and pencil system. With potentially 48 different renters each month, high season was full of logistical problems.

"Rent One Online has really helped me with reservations. I can keep up with everything easily now – most importantly, the movement of the money. My accounting is more accurate with less work. I'm on top of the status of each cottage on a minute-to-minute basis, instead of waiting for closings and other reports to provide me with information. I find the hotel/motel occupancy and other taxes are easy to do with Rent One Online – even though everything is broken down by the individual rental unit."

Developed to be easy to use, Rent One Online provides vacation rental managers with flexible, Web-based software that makes booking virtually error-proof. The status of a unit is easy to locate for both the manager and the property owner. The integrity of the reservations system is never in question.

Rent One Online is one of the only 100% Web-based rental management solutions certified by the North Carolina Real Estate Commission.

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For more information, please visit www.RentOneOnline.com