



Customer Success Profile

“Rent One Online saves us time and money, making it cost effective to provide property management services to our customers. I have never dealt with more patient and pleasant people.”

Sally Tidey
Rentals Manager
Century 21 Choice Properties
Lake Gaston

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



North Carolina Real Estate Office Uses Rent One Online to Increase Sales and Improve Customer Service



Century 21 Choice Properties

Century 21 Choice Properties (www.lakegastonrentals.com) serves both North Carolina and Virginia. Located in the “Southern Hub,” customers come from the communities of Washington, D.C., Richmond, Virginia Beach, and Raleigh-Durham. Vacation property rental is an important part of the services they offer, providing purchasers of investment real estate with additional reasons to buy.

The company had been using a combination of Excel spreadsheets and a paper-based system to manage its roster of ten rental homes on Lake Gaston and Lake Kerr. The calendar was a challenge to keep up to date due to a process that involved taking a property off the calendar, sending a paper contract through the U.S. Postal Service to the potential customer, waiting for the customer to return the signed paperwork with a check, then updating the rental property calendar by hand. It was laborious, slow and sometimes inaccurate. With a short high season (Memorial Day to Labor Day), it also increased everyone’s stress. As Sally Tidey, Rentals Manager said, “Administration was a nightmare.”

“We got into vacation rentals for people looking at houses in our area. Their purchase became more of an investment through our management capability,” said Sally. “To enjoy their vacation home, most people have to lease it part time to help cover mortgage costs.” Century 21 Choice Properties manages both lakefront and lake access homes. Prices in the area have been on the rise, with waterfront parcels jumping from \$75,000 in 1998 to near \$400,000 in 2005. Sally feels certain that interest in the area has grown due to the Internet and the ability it gives potential vacation home buyers to view a wide variety of properties from the comfort of their home. “During the past three months we’ve focused on the Internet and our business has increased almost 25%,” said Sally.

After they purchase a vacation home, customers can go online from any location and see how much revenue their property is providing, simply by using Rent One Online from an Internet browser to check the rental calendar. “They know what they’re going to make before we even send them a check. Previously, with paper everywhere and our old system, the owners really didn’t know. And using the Rent One Online credit card system – at a lower cost than other providers quoted – has increased our bookings. The combination of an accurate rental calendar and accepting credit cards has increased our revenue. Rent One Online takes care of the details so I can give my customers better service.”

For more information, please visit www.RentOneOnline.com