



Customer Success Profile

California Property Management Firm to Enhance Service, Spur Growth with Rent One Online



Kendall & Potter Property Management, Inc.

"We selected Rent One Online because they have a great product, they're intensely customer-focused and they've been very responsive. When you have a good software program, your people can do more."

Rita Law
Owner
Kendall & Potter Property Management, Inc.



Kendall & Potter Property Management, Inc., (www.montereycoast.com) is one of the largest vacation rental and long-term property management companies in Santa Cruz, serving the Monterey Bay area in California. Committed to making each customer stay a personalized one, the company meets the needs of guests ranging from large families to small groups or individuals seeking intimate getaways. Kendall & Potter maintains an inventory of more than 100 deluxe vacation homes, cottages and beach front condominiums, many with spectacular ocean views. They offer short term vacation rentals, long term rentals, and specialize in corporate housing and property management.

The premier property rental firm in Santa Cruz County for decades, the company found it had outgrown its old DOS-based software and was looking for a rental property management application that could support both its current needs and future growth. Rita Law, owner of Kendall & Potter Property Management, Inc., since 1985 said, "There's a lot out there and we received many referrals to all types of property management software. We needed a state-of-the-art package and found it in Rent One Online."

The management of vacation rental property requires the same attention to detail as running a fine hotel. Customers require personalized attention at the time of booking their reservation, and the management company must control cleaning, maintenance, and dozens of other issues. This labor-intensive process is matched by challenging bookkeeping requirements, making property management a business in which "the devil is in the details." For companies handling dozens of properties at different prices during the same period, the accounting challenges can turn the monthly reconciliation into a bookkeeper's nightmare.

"We selected Rent One Online because they have a great product, they're intensely customer-focused and they've been very responsive," said Rita. "When you have a good software program, your people can do more – which keeps payroll expense in line. And we are looking forward to the bonus of shared revenue derived from selling travel insurance."

"Look, you have to talk to property managers – we're customer service people, not computer people. It's very user-friendly software," Rita said.

For more information, please visit www.RentOneOnline.com