



Client Profile

- Sunriver, Oregon
- Established 1987
- NAVIS Narrowcast & RezForce customer since May 2007
- 240 rental properties
- ADR \$195
- Summer 60%, Winter 40%
- 75 employees in peak season
- 30% online bookings
- Rent & maintain properties
- Hours: 8AM to 7PM - 7 days
- NAVIS products used:
 - Narrowcast
 - RezForce
 - OMS
 - Energy Sentinel
 - Guest Connections

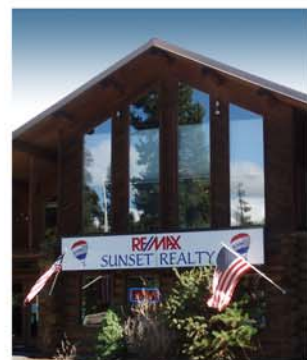
Results

- Agent close ratios up significantly - to about 65%
- Revenues increased significantly
- Marketing campaign ROIs accurately tracked

Before NAVIS

Prior to implementing The NAVIS System, RE/MAX Sunset Realty and Vacations did not have sufficient information about their close ratios, how their staff members were communicating information to guests about their rental properties, and how successful their marketing campaigns were. Plus, they did not have a cost-effective solution for taking after-hours calls.

Despite their best efforts, without NAVIS, their tracking system lacked the degree of accuracy they needed. For marketing campaigns, they were forced to totally rely on the reservation agent entering the proper marketing source code for each campaign. Plus, they had no ability to confirm the quality and accuracy of their reservation calls, and were not able to effectively track sales opportunities.



NAVIS Solution

Following a detailed needs analysis, it was determined that NAVIS Narrowcast and NAVIS RezForce would be ideal solutions for helping RE/MAX Sunset Realty and Vacations gather more information about their guests, their agents, and their marketing campaigns, while also helping to capture after-hours reservations and leads.

As part of the System implementation, NAVIS worked with RE/MAX Sunset Realty and Vacations to establish new Best Practices that have proven successful at other vacation rental management companies. Included with this are key performance measurements which NAVIS helps them track, thus providing an auditable method for evaluating the ROI of their NAVIS investment.

"We've had a very good experience with NAVIS. I've learned a lot about our staff, our close ratios, and our marketing campaigns since going with NAVIS. The performance of our staff and our close ratios have increased significantly, along with our revenues."

Scott Pence
President
RE/MAX Sunset
Realty and Vacations

Client Results

RE/MAX Sunset Realty and Vacations can now accurately track the performance of their agents and the ROI on every marketing campaign. The reservation close ratios of their agents have increased significantly as have revenues after implementing The NAVIS System.

"We have the ability now to specifically track the ROI on specific campaigns. This allows us to accurately target our spending - which has extraordinary value. The data we are collecting allows us to target people who are requesting specific periods of time. It's amazing to look at the information we've gathered so far."

Any company who actively engages in the use of this product WILL have a competitive advantage - period."



Scott Pence
President
RE/MAX Sunset Realty and Vacations