

McKenzie Nicholas named to Visit Pensacola Board of Directors

Southern's Regional Director will serve a three-year term on the 2019 Board

PENSACOLA, Fla. – Nov. 15, 2018 – Southern Rentals & Real Estate, leading provider of vacation rentals in Pensacola Beach and Perdido Key, Florida, is honored to recognize team member McKenzie Nicholas's selection to Visit Pensacola's 2019 Board of Directors. Nicholas was nominated and officially voted onto the Board at the Annual Meeting on Oct. 24, 2018.

Nicholas will serve on the Board of Directors until 2021. The nomination follows her recent promotion at Southern to Regional Director over Perdido Key, Florida and Coastal Alabama. She has served Southern since 2013, starting her career as a Guest Services Agent, then transitioning to Guest Services Manager. Shortly after, she was promoted to Director of Guest Services before assuming her current position as Regional Director. Nicholas's Board nomination also follows Richard Lamar, General Manager for Southern Rentals & Real Estate. Lamar served a two-year term on Visit Pensacola's 2013 Board of Directors.

Southern Rentals & Real Estate has had a longstanding partnership with Visit Pensacola since 1997, originally operating as Pointe South. Since then, Southern has maintained a presence in the area, representing properties in both Pensacola Beach and Perdido Key. Southern has grown in Escambia County over the last few years, now with approximately 330 vacation rentals in Pensacola Beach and Perdido Key. This expansion makes the county one of the largest for this local leader in the vacation rental industry. Southern continues to seek opportunities to strengthen its presence across Pensacola.

"I'm excited for the opportunity to make an impact in Pensacola's community and to strengthen my professional relationships during my time on the Board," said Nicholas. "The Board's mission is to promote and improve tourism-related business activities throughout Escambia County. I'm looking forward to seeing just how much Pensacola grows in the next five years."

Hailing from Pace, Fla., Nicholas is a native to the area. She graduated from the University of West Florida in 2012 with a degree in Exercise Science. When asked about her professional goals, Nicholas says she hopes to enhance her leadership ability and expand her professional knowledge. Recently married, she and her husband, Kyle, currently reside in Pensacola.

###

Southern Rentals and Real Estate is a leading provider of vacation rentals, residential leasing, real estate, and property management services in Northwest Florida and Coastal Alabama. Southern represents approximately 1,300 vacation rentals in Pensacola Beach, Perdido Key, Destin, 30A, Navarre Beach, Fort Walton Beach, Gulf Shores, and Orange Beach, as well as approximately 1,000 long term rentals and valuable real estate opportunities. Established in 1995, the company is locally-owned and operated. For more information, visit GoSouthern.com