

Southern Rentals & Real Estate Announce Organizational Update

New Client Care department combines Sales and Guest Services under Marketing & Sales division

DESTIN, Fla. – Feb. 12, 2019 – Southern Rentals & Real Estate is excited to announce the newest organizational update. Southern has formed their Client Care department in order to provide guests with a richer customer experience from start to finish. The new department brings the Sales and Guest Services departments together under the Marketing & Sales division.

Under one authority, all of these agents serve as brand ambassadors for Southern. Their goal is to ensure each guest's individual experience is unlike any in the areas that Southern services, from Panama City Beach, Florida to Gulf Shores and Fort Morgan, Alabama. Using state-of-the-art technology, these centralized care centers assist guests via text and email as well as inbound and outbound phone calls.

Leading the Client Care Department is Joe Casal. Casal, now operating in his new role as Client Care Director, has been with Southern's vacation rental division since Oct. 2015. Previously, he served as the Reservations Sales Manager. Additionally, former Reservations Operations Coordinator Mike Johnson now serves as the new Client Care Reservations Manager. Johnson has been with Southern since 2012 with experience as a Property Manager and Reservations Agent.

Also joining the Client Care department are Amanda Cash and Mendi Jones. Cash, who has been with Southern since Apr. 2018, will now serve as the Guest Services Associate Manager. Jones joined Southern in Sept. 2018 as Guest Services Manager.

"We welcome the Guest Services team into our Marketing & Sales division," said Patricia Hardiman, Chief Marketing & Sales Officer for Southern. "True to our vision, this team represents the best of Southern and under Joe's leadership, with a high-tech/high-touch approach, will continue to enhance our customer's experience."

To learn more about Southern's Client Care teams, visit JoinSouthern.com

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Southern Rentals & 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 30A, Destin, Ft. Walton Beach, Gulf Shores & Fort Morgan, Navarre Beach, Orange Beach, Panama City Beach, Pensacola Beach, & Perdido Key, 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