

For nearly 25 years, Southern Vacation Rentals has been a local leader in providing property management services across the Emerald Coast. Earlier this year, Southern launched a new website, JoinSouthern.com, as part of an initiative aimed at partnering with property owners in all areas of operation. Through the website, prospective owners can learn about Southern's services including property, revenue, and financial management as well as marketing services and Southern's high-tech, high-touch approach to Client Care. Additionally, on JoinSouthern.com, owners can watch a video highlighting the services Southern offers. Currently, Southern manages approximately 1,200 vacation rental properties across the Gulf Coast, with the intent to continuously grow.

Consistently working to perfect vacation rental management, Southern has set themselves apart from other rental management companies. With a comprehensive maintenance plan, zero startup cost, and so much more, Southern's main goal is to maximize revenue while minimizing costs. Owners at Southern benefit from small company service and attention while simultaneously enjoying big company systems, technologies, and marketing.

You won't find an approach to property management like Southern's. Typical vacation rental models have one property manager with a large portfolio and nearly no time to communicate with the owner. By assigning Portfolio Managers to a subset of 30-40 properties, each property receives the attention and care it deserves. Portfolio Managers handle all aspects of the properties, from overseeing cleanliness standards to responding to work orders and communicating with owners. Southern has seen great success with this model in addition to an overall increase in quality of service.

When it comes to revenue management, Southern's Revenue Team monitors market trends, competitor tactics, local events, and more to dynamically adjust rates on a continuing basis. Since employing dynamic pricing strategies, the company has seen an average 10% increase in occupied nights. This summer, Southern offered new minimum night requirements, allowing guests to enjoy more flexibility in their arrival date. With this practice, Southern surpassed their revenue goals for summer and set a higher bar for the 2020 season.

Owners also benefit from in-house Marketing and Accounting Teams at Southern. Southern's Marketing Team is successful at reaching guests in every stage of the marketing funnel, keeping them continuously engaged and developing brand loyalty. Southern holds strong brand recognition, aggressively marketing to new audiences using tactics including paid search advertising, email marketing, and more. Southern's Accounting Team is also some of the best on the Gulf Coast, offering financial services including monthly statements, managing accounts payable, and tax documents.

In addition, Southern takes a unique approach to Client Care. The company recently merged their Sales and Guest Services departments to form the Client Care department. Operating under the Marketing & Sales division, the department's goal is to offer a richer customer experience from start to finish, ensuring each guest's individual experience is unlike any other.

Offering a variety of services to care for every aspect of your property, Southern has truly perfected vacation rental management. To speak to Southern, please visit JoinSouthern.com or call at 855.335.0875.