



CSu!te Project Summary

Industry: Luxury Vacation Rental for East Coast Company

Background:

MSNBC says Vantage Resort Realty’s Rental Program will take the risk out of rental properties. Vantage Resort Realty headquartered on Maryland’s eastern shore; is the area’s premier luxury boutique vacation rental provider. Vantage Resort Realty has over 350 properties in some of Ocean City’s best-loved coastal communities. Vantage Resort Realty struggled with their reservation software and website partner. C Su!te was engaged to identify a toolset which would stabilize and enhance the owner and guest experience. The cornerstone of the implementation was the reservation system. Layered on that foundation were a booking engine and mobile apps to support reservations on the website and guest information via their smartphone and/or tablet. All three implementations included data migration, data mapping, business intelligence, process and SOP documentation, staff training, and analysis for best practice opportunities. C Su!te was successful in all three implementations promoting collaboration among and between the Vantage Resort Realty team.

Project Actions	Results
Managed all three projects by promoting collaboration and achieving “buy-in” across reservations, marketing, sales and finance.	<ul style="list-style-type: none"> • Demonstrated the interdependency of each discipline’s success to eliminate silos • Gained “buy in” from all levels of staff within the company to ensure success
Coordinated development activities between Vantage and vendors	<ul style="list-style-type: none"> • Ensured business requirements of Vantage were accurately interpreted and implemented
Implemented portal to owners	<ul style="list-style-type: none"> • Provided real-time visibility to owners of reservations and revenue • Enhanced services for Vantage clients (Owners of properties)
Provided guidance on website and booking engine implementation	<ul style="list-style-type: none"> • Provided governance over vendor activities
Implemented reservation system	<ul style="list-style-type: none"> • Enhanced the quality of the bookings • Centralized and stream-lined owner reporting • Improved availability of the booking tool