



THE LODGES SUNSET VILLAGE

"WEBREZPRO HAS AN HONEST SALES PITCH, KNOWLEDGEABLE CUSTOMER SERVICE
AND AN OUTSTANDING PRODUCT THAT DELIVERS ON THE PROMISES AND
EXPECTATION FOR THE SYSTEM."

— **JONATHAN KESSLER**, OWNER & OPERATIONS MANAGER



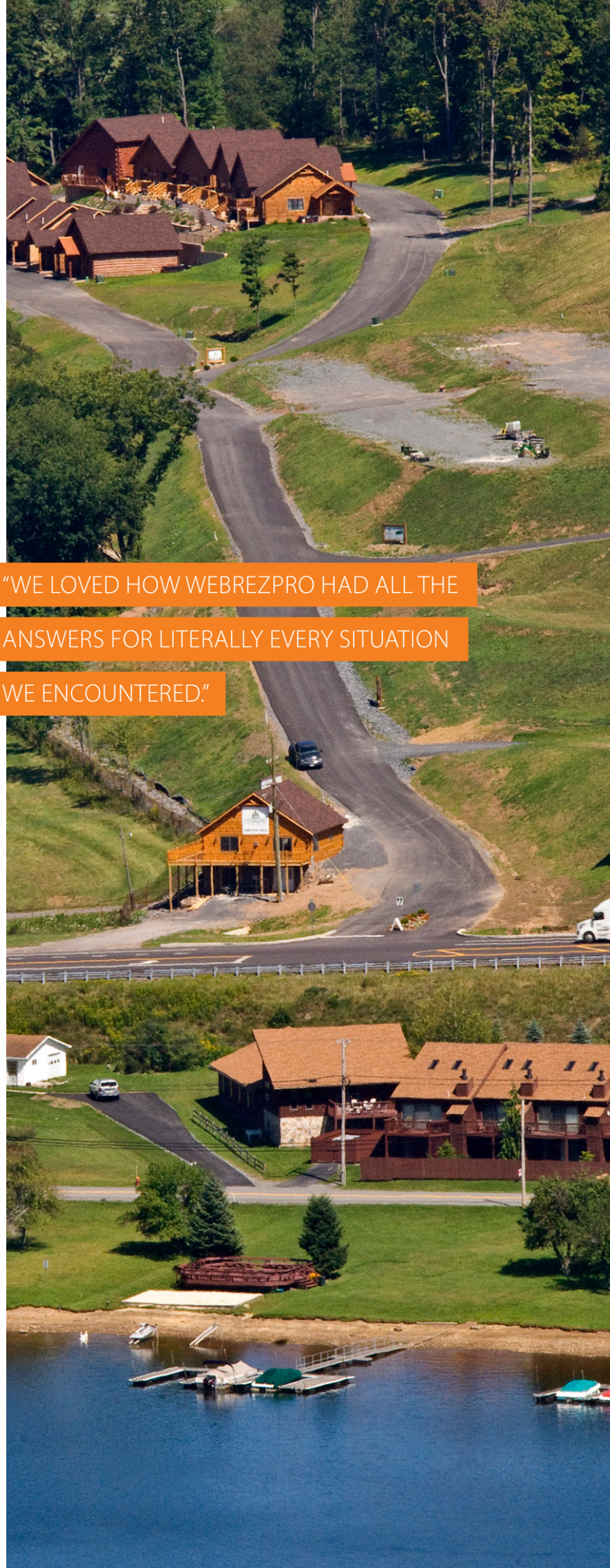
SET

on the northern shore of Deep Creek Lake in Maryland, [The Lodges at Sunset Village](#) is a unique and enjoyable base for visitors exploring the mountains all year round. The property offers guests beautifully appointed lakefront accommodation in 26 individual and duplex suite-style cabins. Guests also enjoy access to the property's two restaurants and outdoor amusement park — all of which are a hit with Deep Creek Lake visitors.

Unfortunately, the property's existing property management software was not meeting the busy property's needs, so, in the summer of 2015, owner and operations manager Jonathan Kessler began his search for a new [property management system](#) (PMS).

THE CHALLENGE

Kessler and his staff were frustrated with the limiting Web-based software they had been using for two years after taking over management of the property. "It lacked the booking engine simplicity of WebRezPro... and held us hostage,



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forcing us to put our round peg into their square hole,” Kessler said of their previous system.

In order to grow revenue and occupancy, Kessler and his team required a more flexible and efficient booking engine that could handle special promotions and packages combining accommodation with the property’s dining and amusement park experiences.

Kessler also realized they needed a more transparent and responsive system that provided a clear view of business via detailed, real-time reporting.

THE SOLUTION

Upon Kessler’s first contact with WebRezPro, he was immediately impressed with the customer service team.

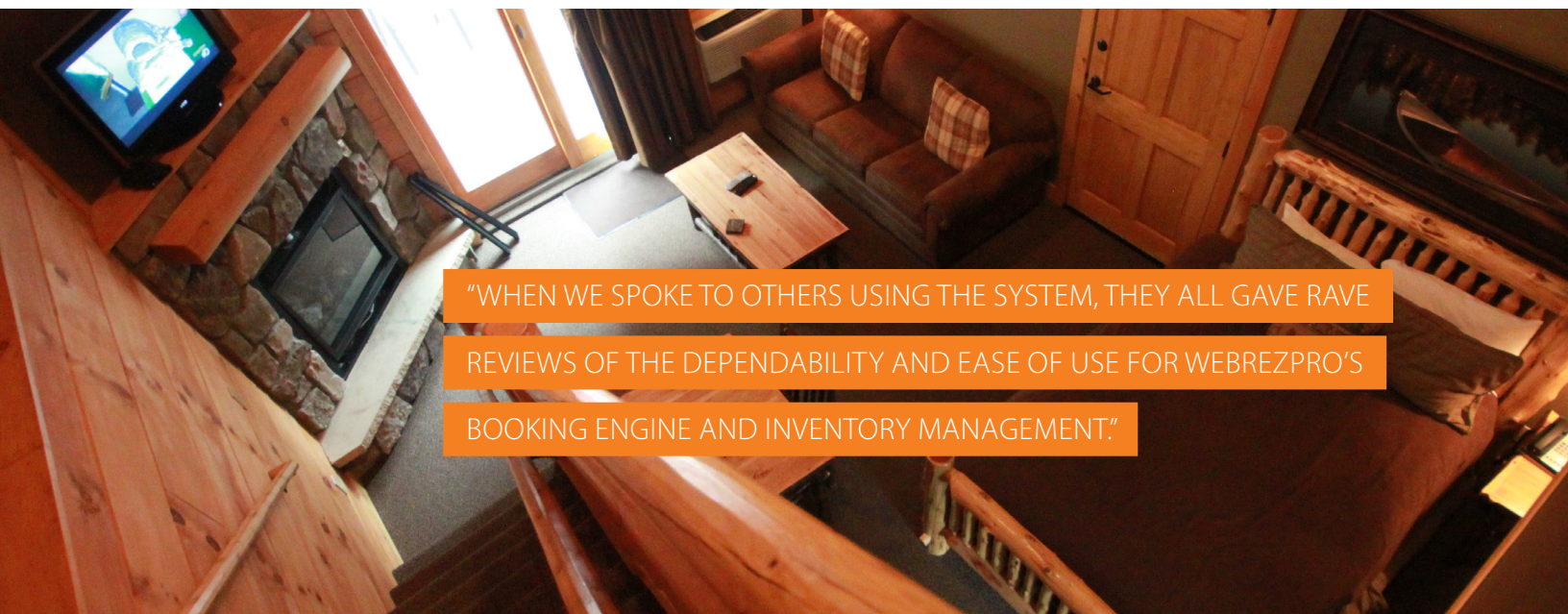
“At first blush we liked the simple pricing and the manner in which the product was offered (no hard sale) by very knowledgeable customer service folks.”

Upon further examination, Kessler and his team were soon convinced that WebRezPro was for them, “When we spoke to others using the system, they all gave rave reviews of the dependability and ease of use for WebRezPro’s booking engine and inventory management.”

In addition to reservation and inventory management, WebRezPro offers integrated accounting and the deep reporting capabilities the property required.

The Lodges at Sunset Village also takes advantage of WebRezPro’s ActivityEngine module to manage ski pass sales, “We use the activity module to sell ski passes at our local ski area and the system allows us to select the pass option and date of use. We can manage the reservations for each limited pass.”

Based on previous experience training on multiple point-of-sale systems, Kessler and his team found the WebRezPro PMS training process comprehensive and convenient.



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“We operate two restaurants and have experience with more than three POS systems, and the WebRezPro demo and training are brilliant. Every aspect of the system is covered by easy-to-use videos right beside the data entry options [in the WebRezPro system menu]. The system is very intuitive.”

“Any issues or concerns with the system were always resolved right away, and you are always getting the training you need to make the system work for you,” Kessler added.

“We loved how WebRezPro had all the answers for literally every situation we encountered.”

THE RESULTS

The Lodges at Sunset Village has been operating with WebRezPro since November 2015. Since then, “We have experienced an increase in ADR and significantly improved our occupancy rate,” said Kessler.

“We can report significant revenue growth and we certainly credit the change to WebRezPro with a good portion of that improvement.”

Kessler attributes WebRezPro’s effectiveness to its flexibility and ease of use.

“There are simply no system limitations that we have found to the way we want to market and manage the property.”



WebRezPro’s booking engine has improved the property’s reservation, rate and inventory management, allowing Kessler and his team to design and sell the packages they want, when they want.

“The way the WebRezPro system allows us to build packages is an outstanding feature. We love the last-minute price adjustment features that allow us to manage inventory.”

“The process of making reservations, searching for availability and taking payments is very efficient and very easy to use,” continued Kessler.

The user-friendly online booking process has resulted in an increase in direct online bookings through the property’s website, and online bookings are easier to manage too.

“The guest is able to choose the cabin that meets their expectations with a slide show and layout of each cabin. The setup for promotions and discounting is so much easier [than their previous system], and we are able to select cabins for different promotions.”

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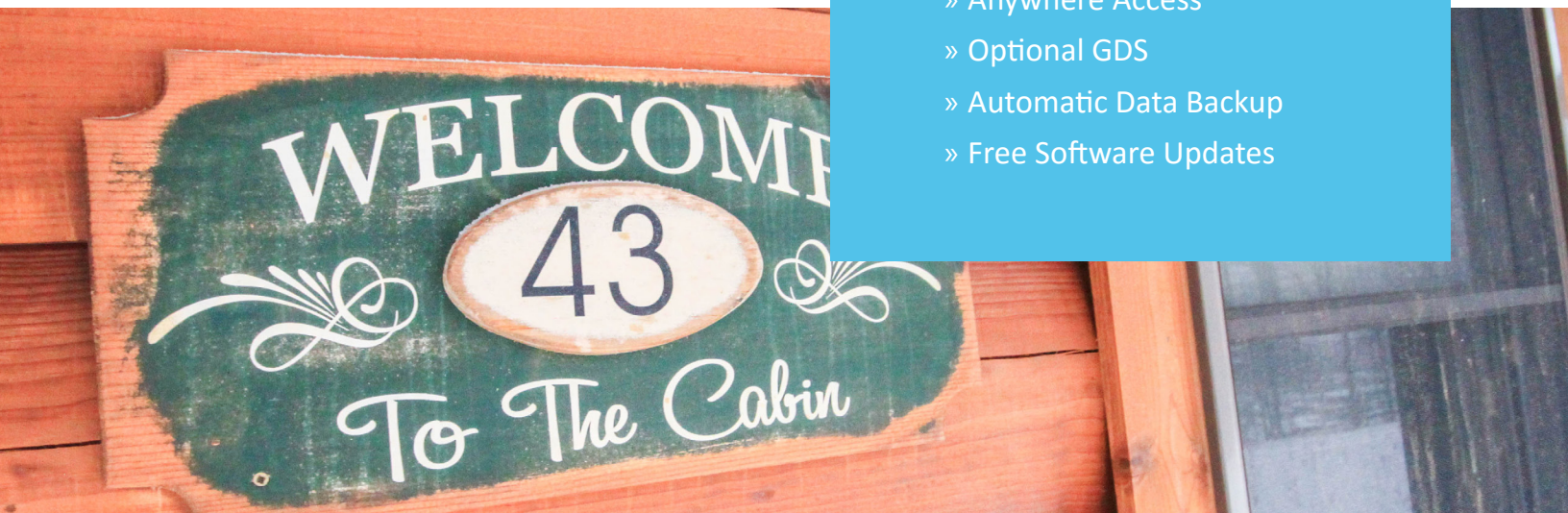
WebRezPro's reporting features give Kessler and his team the deeper level of insight they desired. "The reports are very detailed, including daily and monthly reports, tracking occupancy and bookings, marketing, group reservations, gift certificates, accounting — allowing you to see every aspect of your company."

And they always feel supported, experiencing "excellent customer support for anytime that we need help."

"We love the fact that WebRezPro has an honest sales pitch, knowledgeable customer service and an outstanding product that delivers on the promises and expectation for the system!" concluded Kessler.

WEBREZPRO'S STANDARD FEATURES

- » Rate Overrides
- » Packages & Discounts
- » Reserved Allocations
- » Group Bookings
- » Back-Office Accounting
- » Drag & Drop Calendar
- » Website Booking Engine
- » Confirmation Emails
- » Full Reporting
- » Housekeeping
- » Invoices & Gift Certificates
- » Commission Tracking
- » Paperless Check-in
- » Anywhere Access
- » Optional GDS
- » Automatic Data Backup
- » Free Software Updates



WebRezPro™ is a cloud property management system designed to meet all front- and back-office needs of independent hotels, hotel groups and chains, vacation rental management, inns, campgrounds and hostels. Serving hundreds of clients in 40 countries, WebRezPro is a product of World Web Technologies Inc., a pioneering Internet marketing and software company for the tourism and hospitality industries since 1994. Visit webrezpro.com or call **1-800-221-3429** for more information.