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FOOTBRIDGE BEACH MOTEL

Footbridge Beach Motel chooses WebRezPro for its intuitive approach, superior reporting, and unparalleled customer support.

A WEBREZPRO SUCCESS STORY

A short walk from beautiful Footbridge Beach in Ogunquit, Maine, the seasonal Footbridge Beach Motel is a family-friendly haven for visitors to this popular coastal town.

Meticulously cared for, this charming 21-room motel is loved by guests for its comfortable, tastefully decorated rooms, fun heated-pool area, pretty gardens, and friendly staff. The team takes great pride in their property and customer service.

WebRezPro Property Management System was already in use at the Footbridge Beach Motel when owner Mark Kilduff purchased the property in January 2018. He decided to give the system a go and was impressed with its streamlined approach to simplifying daily operations. All went well over the next couple of years.

But, of course, this is not where the story ends…

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THE CHALLENGE

Seeking more control over his property's online inventory, Mark was keen to connect to Google Hotels. Unfortunately, at that time, WebRezPro did not yet offer direct integration with Google. After careful deliberation, this became a deal-breaker for the property. With regret on both sides, Mark left WebRezPro in favor of a system that connected with Google.

Mark reviewed various solutions, settling on one that appeared to be close in functionality to WebRezPro. But it wasn't long before the new software proved it could not live up to his expectations.

"The conversion setup was fine but training was horrible [and] left me unaware of what to expect. In fact, the girl training me went on vacation for an entire summer and so I felt abandoned," said Mark. From there, things didn't get better.

As an accountant, numbers are important to Mark—as they are to any business owner. Immediate access to accurate data is key to making the right decisions for your property.

"They did not approach business quite the way WebRezPro does and so there were certain limitations to what they could provide. For instance, they could only post current events, which knocked out any futuristic forecasting, which is critical to a hotel in order to understand whether or not we're on target, falling behind or ahead."

Any time saved by the Google Hotels integration was nullified by the extra time spent pulling the accounting information they needed out of their system.

"In order to post hotel activity into an accounting software required me to manipulate an entire spreadsheet every month and filter based on three dates: the date of entry, date of arrival and date of payment—a significant amount of time had to be spent each month in order to document appropriately and figure out what was sales tax, unearned revenue (accounts receivable) and accurate earned revenue."

Mark also missed the ability to create and sell gift certificates—a feature included with WebRezPro but not offered by their new system.

"The whole experience was horrible. And this I chose after vetting dozens of software—I felt this was the closest thing to WebRezPro. Boy was I wrong!!!"

FOOTBRIDGE BEACH MOTEL

MUST HAVES

G GOOGLE HOTEL ADS INTEGRATION

🎧 RELIABLE CUSTOMER SERVICE

🧮 ROBUST ACCOUNTING FEATURES

🎁 GIFT CERTIFICATES

FOOTBRIDGE
BEACH MOTEL
★ ★ ★
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THE SOLUTION

A few months later, Mark reached out to his WebRezPro account manager to learn that WebRezPro had succeeded in establishing a certified Google Hotels integration. In a flash, Footbridge Beach Motel was back.

Their original WebRezPro system was simply reinstated and upgraded to the latest software version, and future and historical reservations from the time they were away from WebRezPro were imported from the other system.

> "Love [WebRezPro's] customer support. No matter the issue, they always respond and always resolve it…"

Footbridge Beach Motel is once again enjoying WebRezPro's streamlined, uncomplicated approach to running a motel business—from managing their inventory and reservations to meeting their accounting needs. After their experience with another system, Mark especially appreciates WebRezPro's powerful, common-sense reporting capabilities, and responsive customer support team.

"Love [WebRezPro's] customer support. No matter the issue, they always respond and always resolve it," commented Mark.

1

Built-in accounting & reporting

WebRezPro's fully integrated accounting software automatically tracks transactions in real time and provides immediate access to data through a variety of standard and customizable reports, which can be exported to spreadsheets or emailed directly from the system.

"It is simply straightforward and able to summarize and value track year over year. It's easy to see how things post and nothing is complicated. That's what I like. As an accountant, I know what I need and WebRezPro provides it in a way that I can confirm several ways, i.e., drilling into a particular COA or running reports. Several ways make it easy to confirm," said Mark.

But WebRezPro is not just key to staying on top of the business side of things—it's key to growing revenue and shaping the guest experience too.

2

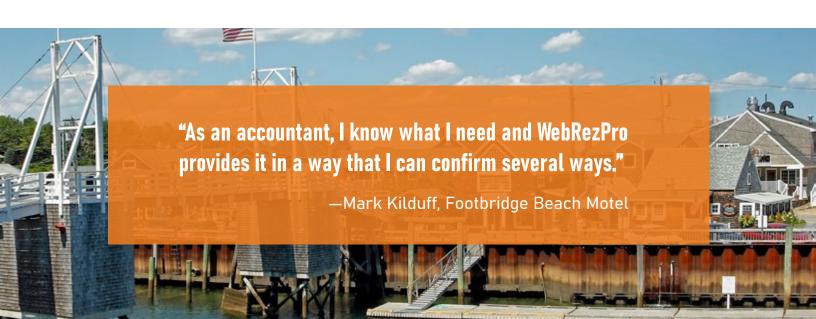### Seamless & responsive online booking engine

WebRezPro helps Footbridge Beach Motel drive direct bookings with a fully integrated, commission-free website booking engine, which comes included with the system. The property has strategically integrated the mobile-friendly booking engine throughout their entire website so that it's easy for their customers to book themselves in—saving Mark and his team lots of time taking phone calls. Secure online payments are processed through WebRezPro with a PCI-compliant payment gateway integration.
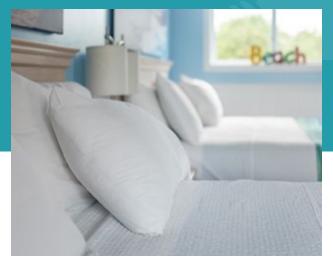
Their WebRezPro system is connected to a channel manager and Google Hotels to synchronize availability across their distribution channels. "Google Hotels sends the user right to our website [booking engine] so there is no confusion, no changes to policies, just happy travelers… and so far, there have been quite a few that have used it to book. So we are happy as well!"

3

Streamlined guest communications

WebRezPro includes automated email templates for sending guests booking confirmations, pre-arrival/check-in emails, post-stay emails, and more, which are automatically personalized and triggered based on reservation data. Automated email templates not only save time at the front desk, they ensure every guest feels welcome before they even step through the door.

Mark knows that great customer service brings guests back again and again, so they also use guest messaging platform Akia to boost guest engagement by communicating with guests via chat bot and live chat on their website, and text messaging. Directly connected to WebRezPro, Akia automatically receives reservation information from WebRezPro to trigger routine messages and streamline conversations through those channels.

> "As an accountant, I know what I need and WebRezPro provides it in a way that I can confirm several ways."
>
> —Mark Kilduff, Footbridge Beach Motel

> *"Love WebRezPro and will never ever leave again."*
> —Mark Kilduff

THE VERDICT

In testing the waters elsewhere, the Footbridge Beach Motel recognized the advantages WebRezPro held for their property:

- ✔ **Attentive customer service**
- ✔ **Streamlined processes**
- ✔ **Complete accounting & reporting**
- ✔ **Better business visibility**
- ✔ **Feature rich**
- ✔ **Easy to use**

Since returning to WebRezPro, things at the Footbridge Beach Motel are back on track and humming along nicely. And with their Google Hotels integration, they're saving more time and bringing in more bookings than ever. In Mark's own words: "Love WebRezPro and will never ever leave again."

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For more information
about WebRezPro Property
Management System, call
1-800-221-3429 (toll free)
or visit webrezpro.com.

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