

# CASE STUDY

## Fernie Central Reservations

With more than 50 upscale properties in its portfolio, Fernie Central Reservations is a one-stop shop for booking quality holiday accommodation in beautiful Fernie, British Columbia.



[fernieceutralreservations.com](http://fernieceutralreservations.com) →

# THE CHALLENGE

Since opening their doors in 2007, Fernie Central Reservations' Co-owner and Sales Manager Chris Mullin knew that powerful, intuitive property management software is key to effectively managing inventory and providing the kind of seamless service to guests and unit owners that has made Fernie Central Reservations the leading vacation rental management company within the Elk Valley.

Managing a **high number of properties** ranging from cozy studio condos in the heart of Fernie to eight-bedroom ski-in/out lodges with all the bells and whistles

at Fernie Alpine Resort, the team at Fernie Central Reservations requires an **automated yet flexible system** to help them stay on top of their unique inventory.

The ability to centralize reservations and manage availability across various distribution channels, track bookings and occupancy in real time, manage rental agreements and policies, automate guest communications, and provide transparency to owners is essential for ensuring no guest or property slips through the cracks.





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— Chris Mullin  
Co-Owner & Sales Manager



## THE SOLUTION

WebRezPro provides Fernie Central Reservations with a fully integrated property management system that gives the management team a complete and real-time view of their business from a single point of control.

"WebRezPro has been our first choice since we opened our doors nearly 15 years ago," said Mullin. "Initially, as a new short-term rental business, pricing and ease of use played a major role in our decision. The promise of **excellent tech support** has never been broken."

From the start, WebRezPro has simplified front-office tasks for the sales team. "WebRezPro is incredibly easy for our sales staff to learn. Within minutes, new staff are booking new reservations, taking payments and sending off confirmations. The reservation calendar interface is **easy to navigate** and availability is easily discovered by our sales team."

With more than 50 properties to manage, streamlining guest communications

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is key to happy guests and productive staff. "I love to automate everything and WebRezPro gives me that capability. We use the **email templates** to send off detailed check-in/out information, in-house updates, and Google review requests after a check-out," said Mullin.

WebRezPro's customizable templates and reports help Fernie Central Reservations automate back-office operations too, which plays an important part in providing a high-quality guest experience. "I send out **weekly reports** to our hot tub maintenance staff to notify them when a guest is checking in or out—a big plus so our guest arrives to a hot tub that is clean, hot and maintained," commented Mullin.

Fernie Central Reservations manages rental agreements and check-ins using WebRezPro's automated guest agreements feature. Customizable guest agreement templates can be set up and attached to applicable cancellation



policies. The system sends agreements to new bookings, tracking completed agreements and automatically attaching them to the correct reservation. "I have customized guest agreements based on size of property and which online platform the reservation has originated from. **This has streamlined the reservation process immensely** and our agents can see anytime, which guests have and have not completed the agreement. The guest agreement feature is invaluable as I use it to store credit card information for a damage deposit and retrieve a copy of a guest's driver's license for verification of age requirements. All information can be easily retrieved directly within the guest's reservation," Mullin explained.



Offering comprehensive rate management tools, WebRezPro offers Fernie Central Reservations the level of flexibility they need to maximize revenue for their unique properties. "I can have different cancellation policies for high and low season and at different properties. **I can do anything that I can imagine** to make my business work how I need it to work," said Mullin.

At the heart of operations, WebRezPro integrates with Fernie Central Reservations' other systems, including their payment gateway, accounting system and online distribution channels, for a fully connected tech stack that automates administrative tasks, saving staff a lot of time.

## WHAT FERNIE CENTRAL RESERVATIONS LIKES THE MOST



SIMPLE TO USE



CUSTOMER SERVICE



DISTRIBUTION CHANNELS



CUSTOMIZABLE FEATURES



EMAIL TEMPLATES



RATE FLEXIBILITY




GUEST AGREEMENTS



REPORTING





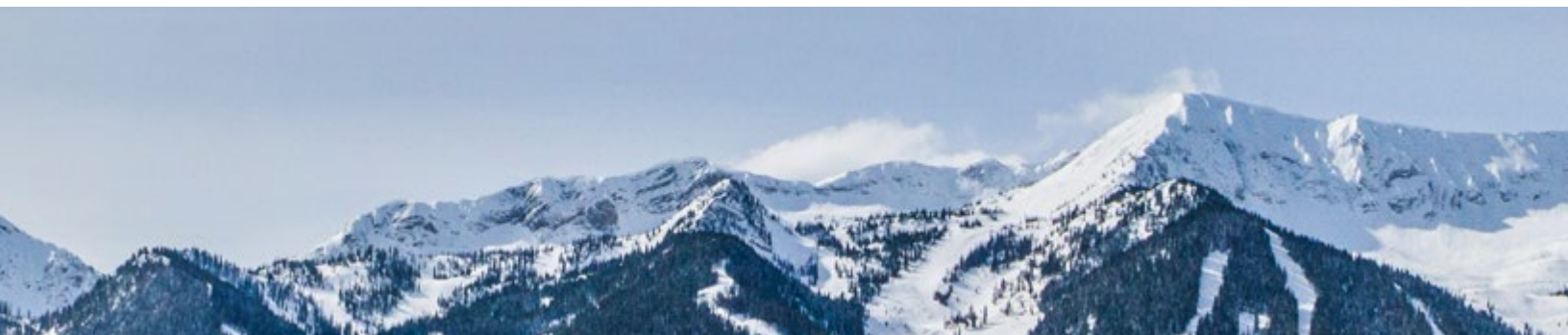
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Distribution channel integrations with Airbnb, Booking.com and Expedia allow Mullin and his team to control inventory across all channels from WebRezPro.

“The WebRezPro interfaces connecting to our online platforms are a game changer. Changing rates in one place saves me time and eliminates errors,” said Mullin. “After a guest makes a reservation, all of our online platforms are updated with availability, within minutes. **No double bookings.** This works the other way around as well. If a booking occurs on Airbnb or Booking.com for example, all guest information is automatically inputted into WebRezPro and

availability is blocked off.” WebRezPro allows Fernie Central Reservations to track unit revenue for owners and to provide unit owners with an online portal through which they can log in to view availability for their own unit(s) and book themselves in.

“Our **owners love the owner’s portal** as they are able to see availability, nightly rates, reservation revenue, and owner/guest bookings all in one place. If an owner wants to come out to visit their property, they can easily see availability, confirm the booking and receive instant confirmation,” said Mullin.



## THE RESULTS

Fernie Central Reservations has been using WebRezPro to manage their vacation rentals and bookings since 2007. From channel management to reservations to guest communications, **WebRezPro automates operations** to save staff time, maintain quality of service, and maximize revenue.

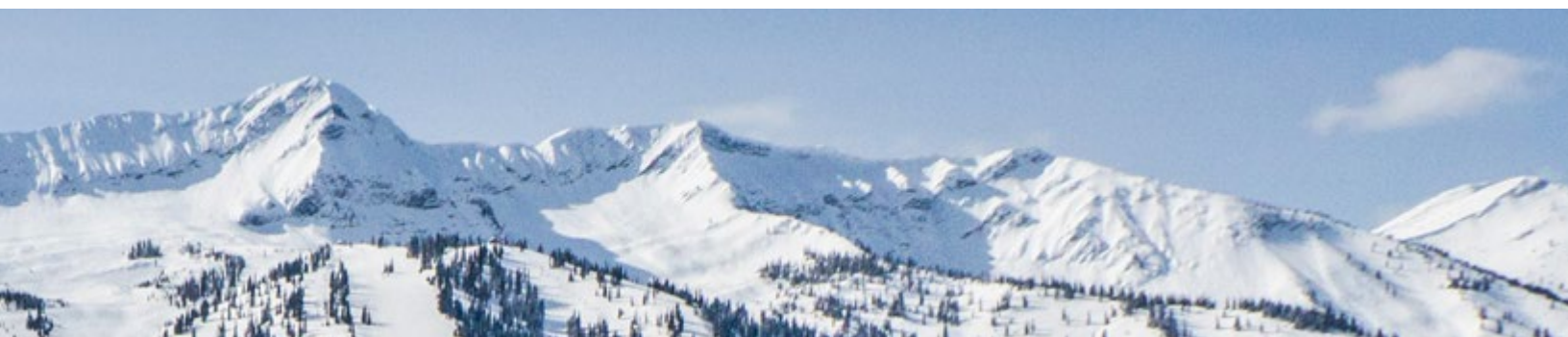
“WebRezPro is integrated into our website and our website sales have increased from 1% of sales to over 30%. Guests can now see all of our properties, availability calendar, locations, pictures, amenities and nightly rates [on our website]. Our “Book Now” icon takes our guests directly to the WebRezPro booking engine where they input their contact information, payment and receive instant confirmation,” said Mullin.

When the pandemic hit, Fernie Central Reservations were already equipped with the tools they needed to navigate changing travel restrictions and procedures, using WebRezPro’s email templates and guest agreements to successfully **manage guest communications and contactless check-ins**. “Over the last 20 months, having access to WebRezPro’s customizable email templates allowed us to keep our current guests and upcoming reservations informed about our policies and

procedures. Generally, I use the email templates for detailed check-in/out information for each property as all of our properties are unique and have different locations. I include Google maps links, restaurant recommendations and general information about each property such as Netflix login info or how to open up the lid of a 20-person swim spa. **The sky is the limit**,” said Mullin.

WebRezPro is not just a product, but a tech partner. “I am a bit of a WebRezPro techy nerd and strive to continually tweak and fine tune to keep operations running perfectly. I love to automate, automate and automate. Anytime I talk to one of your tech team members, they are incredibly well trained. I am always amazed how even your new hires have a strong grasp on the most detailed issues on WebRezPro,” commented Mullin.

“There have been times I have been lured by other flashier PMS systems. However, after diving further into their software, I realized that WebRezPro has everything I have ever needed and they don’t compare. I love that I pay a flat fee based on the number of properties I manage and not on commission. Not to mention, your **customer service is second to none**,” concluded Mullin.







## WEBREZPRO

WebRezPro is an all-in-one property management system (Cloud PMS) built for properties of all types and sizes. Designed to streamline lodging operations and maximize direct bookings, it has never been easier to move to the cloud with the world's best hospitality software.

For information or to schedule a free, online demonstration, please call 1-800-221-3429 (toll free) or visit [webrezpro.com](http://webrezpro.com).

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