

Condo-Hotels Look To Owner Relations Technology To Boost Unit Sales

2007-08-15

Realtors and Management Companies use Owner Relations as a marketing tool to help promote and sell units.

As Condo-Hotel unit sales decline across the country including popular destinations like Florida, Property Managers and Realtors are looking for additional owner benefits that can help market and sell their Condo-Hotel inventory.

Owner Relations Technology, based in Vancouver, British Columbia is answering the call with an innovative set of Internet Based communication and accounting tools that help developers promote and sell their inventory of condo-hotel and fractional property units. Management companies utilizing this technology allow their Owners to view reservation status for their units, pickup financial Owner Accounting statements, download important documents, and be notified instantly of upcoming events or important items.

'If an Owner is looking at a number of different condo-hotel opportunities to invest in, the final decision may come down to something as simple as how the management company is going to deliver information and communicate with them', says Frank Franchini, President of OwnerRelations Technology. 'Statistics from existing properties using our system to communicate show that over 90% of the owners regularly log into their internet portal to retrieve information.'

Jacques Villeneuve, Financial Controller for the Wyndham Cap Tremblant had this to say about their decision to use Owner Relations Technology. 'On June 29th 2007, the Wyndham Cap Tremblant launched its new 'owner relations' website enabling owners to see reservation activity in their units on-line. Owners can now plan their personal vacations and make their personal reservations on-line with ease. We have received numerous positive comments from owners who are amazed at the user friendliness of the new program. In addition, we can attribute some new unit sales because owners would be able to see the status of their units online.'

Franchini points out that not all property managers want to show owners what the reservation status of units are, however, the option is available if the management company feels it will help sell units.

Owner Relations Technology has integrated solutions available for a growing number of Reservation and Property Management Systems including but not limited to Innquest roomMaster, Micros Opera and Fidelio, Galaxy, Springer Miller Systems, Autoclerk, and more. 'We are continuing to add interfaces and establish relationships with PMS and Reservation systems as requests come in,' says Franchini. 'If you don't see your system listed, contact us and we will look into the interface requirements.'

For more information about the services provided by Owner Relations Technology, please contact:

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This article comes from Hotel News Resource

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The URL for this story is:

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