



It is nearly 12 months since we launched the revolutionary GENKAN property management software, the total solution for holiday and short term property management developed here in Australia.

We had a terrific response to our newsletter last month and this month have decided to follow up with a interview with Col Battersby of Discover Stradbroke Real Estate, the first commercial user of GENKAN.

Discover Stradbroke Real Estate

Q: Tell us about your business today ?

We are a start up Real Estate business primarily Property Management and Holiday Rental on North Stradbroke Island. Currently we manage and market over 50 premium holiday rental properties. Discover also has a Sales arm with over \$9M in sales the first 12 months. Discover employs 2 Property Managers and a Sales Manager, all based from our Point Lookout office.



Q: You were the first commercial user of GENKAN, how did that come about ?

I had known and watched Glenn Smith create Discover Thredbo during the 2000's and was impressed by the digital angle which he brought to the business. His sites have always been industry leading and the success of his formula was obvious. In 2005 I moved back to the family holiday house on "Straddie" and began surveying opportunities including a cafe and eventually a Real Estate agency.

We now partner with transport operators and offer Ferry, Accommodation and F&B packages to meet the market requirements. GENKAN allows us to account for the Extras in a seamless way both at the front end and in terms of accounting and disbursing.

Q: What was your real estate experience before that?

I had virtually no Real Estate experience, but had worked extensively in the tourism industry in lodge management, retail, event and tour operations.

Q: Why did you choose to start your business with GENKAN ?

GENKAN seemed the most practical and inexpensive way to get started. No monthly subscriptions to Console and an online availability engine like YesBookit, very little website design costs and so on. GENKAN was a "business in a box" for us. It meant that virtually overnight I was up and running and out there prospecting for clients.

Q: GENKAN has allowed you to create many multiple websites, why are you doing this ?

The online market place for small, independent operators is extremely competitive particularly in travel and tourism. Recent times have seen big players including Stayz, WOTIF, Takeabreak, Expedia and so on enter the market with bigger marketing budgets and the potential to take our property owners to the dark side. Multiple websites that provide boutique products and customer service gives us a chance to compete on the first page of google if we get our SEO right. It is very hard (expensive as well in PPC!) to compete with the big guys, but multiple linked websites on the first page can help visibility.

Q: What do you think the main difference is between GENKAN and other PMS ?

GENKAN is the only complete end to end PMS that I have seen. From loading a property, instantly appearing online with property details, availability and online booking, and complete back end trust accounting - it just works! It's the single database is what makes the integrated trust accounting so easy.

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GENKAN NEWS

Since our last newsletter there have been 17 upgrades, products enhancements including new functionality and extending existing functionality.

Is the Property Management System you are using as progressive as GENKAN ?

NEW GENKAN USERS

In the past month we have made 5 new installations, from Hamilton Island, Margaret River, Sydney, Brisbane and the Hunter Valley, more on these at our [FACEBOOK](#) page

ILCO :: KABA

With GENKAN & ILCO, say goodbye to key management - Forever!

The Oracode 660 Keyless Lock System from ILCO is the best way for rental property managers to manage the security of the owners property.



GENKAN takes out the mundane day to day paperwork (payment reminders and general communication) and allows my Property Managers to do just that - manage properties and focus on our customers, be they owners or guests. Clearly, the system is designed by a Property Manager, not a programmer - it works, and Glenn's responses to practical working suggestions is always positive and often immediately implemented. The user interface is attractive and uncluttered for both guests and office staff.

Q: What feature in GENKAN is the one that has had most impact on your business ?

As a start up, we needed an immediate web presence and GENKAN gave us that in spades. Within weeks we had a set of manageable ranking sites tailored to specific search key words. Within 3 months we had 35 properties on our books and were keeping our head above water. Secondly, the EDM options for specials and database marketing are very powerful and cost effective (\$0's!). The system is easy to use, and fully integrated with the booking system so booking from the direct mail is a straight forward process.

Q: How do you see the Short Term Holiday rental marketplace at the moment

The big aggregators mentioned above provide owners with another potential way of managing and promoting their holiday rental properties themselves. This marketing only service puts a downward pressure on our PM margins. Our response is to focus on our boutique style of old fashioned service to owners and guests. Is is not just a case of "cant beat 'em, join 'em".

Secondly, the trend for a decade has been shorter breaks more often, and GENKAN via the Tariff scale feature, gives us the ability to tailor a product offer that looks attractive to the guest as well as maintaining margin for the owner. Thirdly, the automation that GENKAN provides, helps to keep our costs in check since much of the middle stages of a holiday booking are taken care of remotely. This means my staff spend more time managing properties and less time chasing deposits etc. The result is a higher standard of customer/owner service which is the key to differentiating our product offer from the aggregators.

Q: And for the future ?

The Kaba coded door locks with an automated SMS system of sending out codes is something we will introduce in the near future. Secondly, the ability to provide online booking AND an online payment gateway such as PayWay, will help us to meet market expectations. We are also looking forward to the development of a permanent rental management module which will allow us to take on as permanent rentals the properties we feel are not suitable for holiday rental.

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GENKAN [<http://www.genkan.com.au>][www.genkan.com.au]



GENKAN has integrated the KABA ILCO system into the GENKAN software and this combined with SMS messaging we deliver a time-sensitive traceable door code at check in time to guests ensuring maximum security for the property, the guest and the owner.

KABA is the worlds leading supplier of hospitality locking systems providing the worlds major hotels and property management companies. Let KABA Oracode locks do the same for your properties. www.genkan.com.au/kaba

PayWay



With the GENKAN developed API, the Westpac PAYWAY merchant facility allows your staff or clients online to make payments by credit card and immediately receive an Approved or Declined response with confirmation email and trust account receipt within a matter of seconds of the transaction.

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