



It's that time of year again; the summer is over, Easter has passed and winter is here, you have survived the peak of your season, the major trust reconciliation of the year has been completed, the profits are in the bank... or are they? Have the profits all gone out the door through inefficiencies?



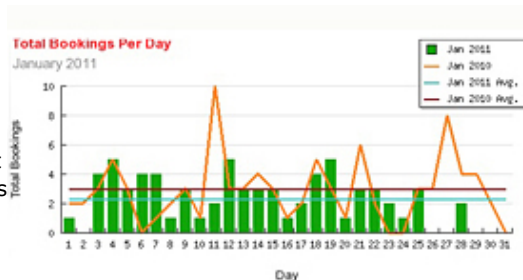
This e-mail communication was inspired by calls from several holiday property management businesses here in Australia that have struggled with almost every aspect of their holiday rentals business over the summer. They have struggled for several reasons - being inefficient with their bookings and reservations, dealing with late night arrivals, lost keys, advertising last-minute availability, trust account reconciliation, statements to owners, logging expenses with jobs. Not to mention communicating with previous clients to encourage their return for the following year.

You may, or may not be aware of **GENKAN**.

GENKAN is a total solution for "property management real estate agents" who are in the business of holiday rentals.

GENKAN is not only a reservation bookings system. It is much more, covering every aspect of short term and or holiday property management including trust accounting, email and SMS marketing and much more.

GENKAN has been designed to reduce much of the labour intensive work from property management through its complete automisation of the process in every step. From marketing with your website, reservations and bookings, SMS of unique door codes to your clients through to owner disbursement and that follow up e-mail to your clients thanking them for their patronage and offering them a benefit to return again next year. All of this is just small component of what's achievable.



Over the Christmas/New Year period we have introduced **GENKAN** statistics at many levels. Administrators and business owners can now quickly get snapshots of the business, hourly, daily, monthly and with comparisons to past years. Reports on bookings to date, average booking value, visitors to each and every property on your website, are all available with the click of a button. This provides you with valuable information at your fingertips - definitely a necessity in business today.

Another development has been the integration of the KABA security lock solution into **GENKAN**. This ingenious system provides greater security than ever before - a door code unique to both the property and the client. This development allows a unique "once off" date related door code to be generated and sent at arrival time by SMS through **GENKAN** to the client's mobile phone. The door code is changed at check-out time meaning less late-checkout hassles and the added security of knowing that the client cannot return to the property unless he has completed a booking.



Coupled with **GENKAN**'s ability to allow guest registration online, (just like the airlines) this development is just another step for a virtual property management office of which **GENKAN** is the pioneer. The lock-and-key system is dead and buried - in its place are one-off door codes which add greater security and grant peace of mind to both clients and property owners.

In the 18 months since launching our system, we have consistently shown that **GENKAN** does significantly increase sales, at the same time dramatically reducing your labour costs. Sales are increased through better, more presentable information for your customers and costs are reduced through the removal of manual tasks. If the management of your trust account and receipting takes more than just a couple of hours a month you should be talking to us. You can be doing it so much more efficiently.

Here at **GENKAN** we say it's time to "open more doors" and stop pulling your hair out at reconciliation time. The property management company of the future is here today and it's time to get proactive with your holiday property management business and let your property management system do more of the work for you, not create work for you.

For more information, call us on 02 9929 7944 or visit our website, [<http://www.genkan.com.au>] [WWW.GENKAN.COM.AU]

Open More Doors - *Because the property management system of the future is here today !*



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