



VantageResort  
REALTY

**SMART  
HOME  
CASE STUDY**

Vantage Resort Realty Aligns Smart Home  
Technology With Their Growth Strategy

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 **PointCentral**<sup>®</sup>

# Vantage Resort Realty Aligns Smart Home Technology With Their Growth Strategy

A CASE STUDY BY SCOTT FASANO, CHIEF REAL ESTATE OFFICER, VANTAGE RESORT REALTY

Vantage Resort Realty has developed a strong appreciation for Smart Home technology. This advanced technology not only helps our operations, homeowners, and guests, it also aligns with our strategic growth plans for the Vantage Resort Realty brand.



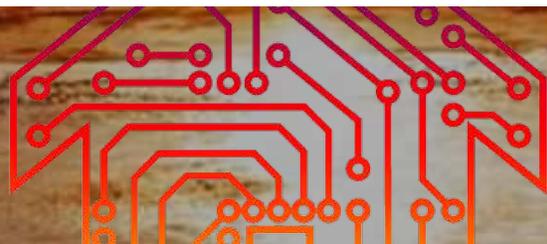
Established in 2007, Vantage Resort Realty is best known for high-end luxury vacation rental properties in Ocean City, Maryland. Thanks to our investment in Smart Home, we have extended “the Vantage experience” to New Jersey and Myrtle Beach.

## Smart Home Value to Owners and Guests

Everyone is finding value in our Smart Home investment. Both of our customer groups, homeowners and guests, are benefiting from this home automation technology.

PointCentral gives us the ability to continue to drive toward the goal of providing revenue for our owners while protecting their properties at the same time. We are upfront with our owner benefits, displaying a forward-thinking approach, saying to them, “here’s all the things we’re doing for you - we’re going to keep your utility bills low, your systems in check and you’re going to be able to monitor your property in off season.”

This approach translates over to the guest, who always expects, at a minimum, the property to have what they have at home. With Smart Home, we are able to take that guest experience to the next level. For example, if the guest has an issue with a door lock, we can unlock it remotely. Instant gratification and speedy solutions make for positive guest experiences.



## Operational Control

PointCentral has made a tremendous difference in our 24 x 7 Client Services department. For example, when we get a plumbing call and need a contractor out to the property, we go into our PointCentral online system and generate a unique user code for the contractor, which is only valid for a specified period of time. The minute that code is used, we receive an alert that tells us the contractor is at the property. This has helped to strengthen our partnerships with our vendors. It's a win-win situation as they don't have to go to the office to pick up or drop off keys, and we don't have to worry about access issues. Operationally, the visibility that we've gotten from our PointCentral Smart Home system has been outstanding.

Using the PointCentral dashboard, we can see when the property was cleaned and inspected. We can even use one of the codes to know when we changed the air filters, which again, pushes value back to the owner.

The biggest value in thermostats comes when we transition between seasons. When it started getting warmer in Ocean City, what we found was that the air conditioning systems were either set on Auto or Heat. In turn, we were getting inundated with calls saying the AC wasn't coming on. With our PointCentral Smart Home system, our team was able to get into the system for the property at hand, click on the thermostat and change it over to cool, easily and efficiently solving the problem. The guest feedback when we handle something on the first call has proved to be positive, which is our ultimate goal from a customer-service standpoint.

SMART  
HOME

## Why PointCentral?

It started with their people. Adam and I jumped off to a fantastic start. Stan and Laura have been awesome. When I have questions, Adam is there. We're texting at random times. And we bounce ideas off each other all the time. It's a great relationship.

The way we're pushing forward, we are on a path to success, which continues to drive our excitement and positive client feedback each and every day.

PointCentral thanks Scott Fasano, Vantage Resort Realty, for his contributions to this article.



PointCentral, headquartered in Vienna, Va. with offices in Portland, Ore., designs, manufactures and markets Smart Home hardware and software products for the vacation rental management and residential property management markets. PointCentral products provide customers in these markets with the ability to monitor and control access and temperature across all the properties in their inventory – reducing risk, improving security, controlling assets, reducing energy costs and improving guest/tenant satisfaction.



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