



RCMS Furnishes An Ideal Solution For Colony Furniture Leasing

A Comprehensive Rental Management Solution

Family-owned Colony Furniture has been providing quality, affordable furnishings to the people and businesses of Georgia for more than 60 years. Originally operating as a furniture retailer, the company adopted a rental business model nearly 25 years ago and has experienced steady growth ever since.

Today the company caters to apartment communities and corporations providing temporary housing to employees. To track its inventory assets, and ensure that its billing process is accurate and timely, Colony Furniture Leasing relies on Rental Control Management Software (RCMS) from Pacific Rental Solutions, Inc.

“We learned about RCMS at an industry trade show,” says Gene Kemp, president and CEO of Colony Furniture Leasing. “Now I recommend RCMS to my colleagues in the rental industry—it is an ideal solution.”

A Solution to Recommend

Colony Furniture Leasing had been using a home-grown database and spreadsheets to track inventory and generate monthly billings. “It was a cumbersome process,” recalls Kemp. “It required a lot of time and manual effort to keep it going.”

After ruling out a custom designed solution due to the expense, Kemp was pleased to find RCMS. “It offered the best all-around functionality and could be modified to meet our specialized needs. We want to ensure that we are following best practices for our industry and RCMS facilitates the kinds of procedures and controls we need.”



Streamline Operations

Colony Furniture Leasing typically leases furnishings for multiple apartments to its apartment community customers. RCMS has the invoicing capabilities to support this type of billing.

“We need to send one invoice to the apartment complex managers, with the detail of all the units that we have furnished,” says Kemp.

He explains that different customers prefer different levels of detail and that RCMS is flexible enough to accommodate the different invoice formats. “The billing process is precise and quick to complete,” he adds.

The four Colony Furniture Leasing trucks deliver to customers in a 125 mile radius of the company’s Columbus, Georgia headquarters. The packing and routing of the trucks is simplified through the use of RCMS.

Customer Information:

Colony Furniture Leasing

Headquarters:

Columbus, Georgia

Industry:

Furniture Leasing

Web Site:

www.colonyfurnitureleasing.com

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Pacific Rental Solutions, Inc.

Pacific Rental Solutions, Inc. has over 15 years experience in the rental industry. This has given us the unique capability of understanding the requirements and challenges that our prospects face everyday.

Rental Control Management System is the most mature, feature rich rental software on the market. Our integration with accounting, e-commerce and CRM, has made us the #1 rental software for the past 15 years.

“A printed copy of the order is sent to the warehouse where staff will pick the order and load the truck,” says Kemp. “And a second copy of the order is given to the customer when the furniture is delivered.”

The returns process is handled easily with RCMS as well. Staff prints and compares a copy of the picking slip against the returned items to ensure the complete order is accounted for.

Timely Business Intelligence Data

Kemp uses the business intelligence data he receives from RCMS to make strategic buying decisions. “I can track the cost and revenue associated with a particular model of furniture. If I see that one line is generating more revenue, I may choose to invest in more pieces in that line. Alternately, we might phase out models that are not as well received,” he explains.

RCMS provides quick and easy access to the core business data Colony Furniture Leasing depends on daily. “We can see the items that are in each apartment and when they are expected to be returned. And we can quickly see how many of a certain item we have left in stock,” says Kemp.

Hosted Solution Removes IT Burden

Pacific Rental Solutions offers customers the option of having RCMS hosted on the powerful Pacific Rental Solutions servers—an offer Colony Furniture Leasing is pleased to take advantage of.

“I love that they host the software—a hosted solution means that I don’t have an in-house IT staff. And this way Pacific Rental handles all the updates, backups, and maintenance,” says Kemp. “I can access the software from anywhere. It’s fast, secure, and reliable.”

Professional Support

Kemp appreciates how easy RCMS is for Colony Furniture Leasing staff to learn and to use. And he appreciates the RCMS timely training provided by Pacific Rental Solutions. “The training of new personnel ensures that they are using the software correctly and they are able to be productive from the start,” he says.

The technical support from the consultants at Pacific Rental Solution is fast, reliable, and friendly. “When we have questions, Pacific Rental Solutions jumps right in to help us,” Kemp concludes.



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