



Client Success Story

RCMS Furnishes Ideal Solution For Southern Suites

An Integrated Rental Management Solution

Customer Information:

Southern Suites

Headquarters:

Columbia, Maryland

Industry:

Furniture Rental

Web Site:

www.corporaterentals.com

*“With RCMS, I’m
able to run the
business efficiently
and wisely. It works
beautifully”*

Southern Suites is a wholesale provider of rental furniture and housewares to companies owning and managing apartment communities. By offering a wide range of complete furniture collections that include sofas, chairs, beds, lamps, and televisions, Southern Suites makes it convenient for these companies to select groupings that fit the style and size of the apartment and the needs of its residents.

RCMS (Rental Control Management Software) from Pacific Rental Solutions, Inc. is the rental management solution Southern Suites relies on to keep its operations running smoothly.

Find A Rental Management Solution

Southern Suites was part of a larger management group, but five years ago, was formed as an independent corporation.

James Senker, president and owner of Southern Suites, was then faced with the task of securing accounting and rental management software for the new enterprise. “I evaluated three different packages, and ultimately decided on RCMS,” recalls Senker. “It came highly recommended from colleagues in the industry, and it can be customized—something I knew I would need to fit my complex business model.”

Handle Complex Billing

Much of the complexity Senker refers to surrounds the company’s rental billing procedure.

Southern Suites clients may each own doz-



ens of apartment communities, and within each community, there may be 40 or 50 units for which Southern Suites supplies furniture. “I want to produce one invoice per community, not an invoice for each individual unit,” explains Senker. “But each unit may have a separate rental contract. Other rental software wouldn’t allow me to generate a consolidated invoice. RCMS does.”

A consolidated invoice means that Southern Suites receives a single check in payment. RCMS facilitates the allocation process by automatically distributing the check to each rental contract that was billed on the consolidated invoice.

Simplify Administration

Running a lean and efficient organization is an important goal for the company and RCMS

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.

helps Southern Suites meet that goal. Invoices are printed in an Adobe PDF format and e-mailed to customers. Remote access capabilities mean that Senker can access RCMS from home to generate reports or perform inquiries.

Software maintenance is simple and efficient as well. "Whenever there is an update, a consultant at Pacific Rental Solutions dials in remotely and upgrades my installation. This means I don't need to employ an IT staff."

Senker praises the support and advice he receives from Pacific Rental Solutions. "They've helped me with my Web site and with general network support," he says. "They know their stuff."

Minimize Data Entry With Kits

Because Southern Suites rents entire furniture groupings, the kit feature of RCMS is important. When a customer orders the Palisades or the Chateau collection, for example, RCMS automatically pulls the appropriate list of furniture and furnishings and adds those items to the rental contract.

"Kits save us so much time," notes Senker. "A grouping may hold dozens of items, but with the kit feature we only have to enter one item on the contract."

Purchasing and Inventory Management

With hundreds of items in its rental inventory, Southern Suites requires a robust inventory management solution. RCMS is that solution.

Southern Suites delivers and sets up the furniture it rents. To help smooth the process, RCMS produces a picking list for the warehouse crew which also includes any special instructions for the delivery staff.

Periodically, Southern Suites offers its rental return items for sale to customers. Inventory items are easily transferred between a Rental Inventory designation and a Resale Inventory designation.

Comprehensive vendor and cost control allows Southern Suites to maintain suppliers, cost, and technical specifications for every item in its inventory.

Senker analyzes the rental history of each of his items and each grouping of items to see which are the most popular. He uses this information to fine tune his purchases for the upcoming year.

Business Intelligence

RCMS helps Senker in making strategic business decisions. Reports show him profitability figures by customer and length-of-lease reports detail profitability over the term of each lease. "I can focus my efforts on the customers and the lease terms that perform the best," says Senker. "I've turned business away based on the intelligence I've gained by analyzing my accounts in this way."

"Small business owners like myself often find themselves working all the time. That's not for me. I value the time I spend with my friends and family. With RCMS, I'm able to run the business efficiently and wisely. It works beautifully," concludes Senker.



Pacific Rental Solutions, Inc.

2208 Springwood Court
Santa Rosa CA 95403

707-544-4778
707-544-1762 Fax

www.pacificrentalsolutions.com

sage
software

Authorized Partner