

RESORT RATING SPECIALISTS

CLIENT SPOTLIGHT

“THEY CALL HER THE RATING MAMA”

I recently caught up with Debbie Childress, Owner Services Department of Century 21 Thomas in N. Myrtle Beach, SC. They manage close to 700 properties and have been rating for three years.



Have you seen an increase in quality as a result?

Yes, definitely. There are some people that are never going to do anything, but we work with them and give them every opportunity to improve. As other owners improve, it makes the ones that don't do anything stand out even more.

What's the biggest benefit from rating your properties?

Educating the owners. Once they understand the bigger picture regarding changing trends and newer properties, they make better choices for furnishings, selecting products that look better and are more durable. Without the rating and report they receive, some owners would never have come and discussed these things with us. We show them the best way to spend their money - in a way that benefits their property and the guest.

There's also much more consistency in the properties. Now owners are asking when they are going to receive their report. Many owners are interested in having a good rental and are eager to see what needs to be done next.

Do you publish your ratings?

No, we keep them internal. Reservationists use the information to guide potential guests and let them know which ones are ranked as one of our better properties.

Any advice to other companies that are just starting the process?

When starting to rate, don't overwhelm the owners. Just list the key items. You can't change the world in a day. Patience and perseverance is key. Get the big things done first. A lot of owners that have seen their rating 2-3 times now start to take it seriously. It's helpful to take homeowners to newer properties so they understand the differences and can see why a property can charge a higher rate and attract more guests.

Thank you Debbie!