



# What Sets Meyer Vacation Rentals Apart

## Innovation, Integrity, Excellence & A Commitment To Service

The vacation rental management industry has become more crowded both with small, inexperienced startups and mega companies that must manage properties scattered across the nation and even the world.

Meyer Vacation Rentals has positioned itself as an industry leader in the United States that is proud of its deep roots within the Gulf Coast communities of Gulf Shores, Fort Morgan and Orange Beach, Ala., and Perdido Key, Fla. Meyer takes pride in the fact that it is a local company whose employees know the area and are invested in the community.

Meyer's mission statement is to "aggressively pursue business through innovation to provide exceptional customer service and build lifetime relationships with our customers and communities."

The company will celebrate its 50th anniversary in 2017, and throughout its history has remained true to its goals of providing focused, stellar service to its guests, property owners and the local communities it serves.

"Meyer's core values are centered on serving with integrity; conducting ourselves and our business in an honest, ethical and trustworthy manner; treating everyone with care,

respect and fairness; providing financial stewardship; and growing through innovation and creativity," said Meyer Vacation Rentals President Michelle Hodges, who was raised in the vacation rental management industry and also grew up on the Alabama Gulf Coast. "We work daily to utilize our highly skilled team of professionals to seek out new and effective ways of providing excellent service to our vacationing guests and to our vacation rental property owner partners."

## Staying Ahead Of Technology

With a team of in-house programmers and application developers, Meyer has leaped ahead of other vacation rental management companies by developing its own proprietary internal software as well as scheduling and quality control mobile applications designed to improve productivity and efficiency for housekeeping, maintenance and laundry personnel.

## In-House Marketing Expertise

Where many other vacation rental management companies rely almost exclusively on promoting their properties through third-party sites, a whopping 94 percent of Meyer's tens of thousands of annual reservations come from the efforts of its in-house team of marketing and social media professionals.

With more than 100 years of combined experience, these professionals are focused exclusively on promoting the benefits of Meyer's owner partners' beach condos, cottages and houses as well as touting the area's desirability as a vacation destination via robust advertising campaigns, social media channels, blogs, public relations outreach and more.

With a focus on satisfying our owner partners' rental revenue expectations as well as enhancing guests' vacation experiences, Meyer's marketing strategy also includes studying occupancy data and trends in order to make the most informed pricing decisions.



## In-House Commercial Laundry Services

Meyer's commitment to providing superior customer service and unwavering dedication to the satisfaction of customers means the company is always seeking to improve quality, value and service for both its guests and its owners. An integral part of this formula is Starr Textile Services, Meyer's commercial laundry.

Starr Textile Services houses its state-of-the-art equipment and environmentally friendly operations at a 30,000-square-foot facility in the Foley (Alabama) Industrial Park. Starr Textile Services of Louisiana operates from a 58,000-square-foot facility in Elmwood, La., near New Orleans.

Together, these two commercial laundry facilities serve Meyer's vacation rental properties along with clients in Louisiana, Mississippi, Alabama and Florida who need never worry about down time.

## Because It's A 24/7 World, We're A 24/7 Operation

Meyer's dedicated teams of customer service and vacation planning professionals are on duty 24 hours a day, seven days a week to assist prospective guests with reservations, answer questions, handle check-ins and check-outs, address property issues and more. Our leadership believes no call should go unanswered, regardless of the time.

## Our Owner Partners Are Our Family

Meyer's three-member teams of Owner Services professionals are organized into manageable geographic regions. They serve as the eyes and ears for owners who have entrusted the management and care of their vacation properties with Meyer. They care for each property as if it were their own, working with owners to maximize their rental revenues and keep their properties in the exceptional condition today's vacationer has come to expect.

Meyer maintains an in-house maintenance and housekeeping team that is on call 24/7 for special cleaning needs, assessing and making repairs, working with and approving the work of outside vendors as required, even showing guests how to use remote controls.

## Making A Difference Locally & Regionally

On any given day, members of the Meyer team seek to enhance the community and profession by serving local and regional charitable organizations, participating as volunteers for worthy causes such as the American Heart Association, American Cancer Society, Easter Seals, United Way, Partners in Education and Habitat for Humanity. Meyer team members also can be found volunteering at events such as Coastal Cleanup, Gulf Coast Hot Air Balloon Festival, National Shrimp Festival, BBQ and Blues, The Hangout Oyster Cook-off, and Alabama Festival of Flavor.

To interview Meyer Vacation Rentals **President Michelle Hodges**, please contact:

### **Kristen McIntosh**

Senior Advertising Coordinator  
(251) 968-3463  
kmcintosh@meyerre.com