



ELITE PARKS

Control | Efficient | Mobile



Park Management Solution

With Fully Integrated
Financial Management



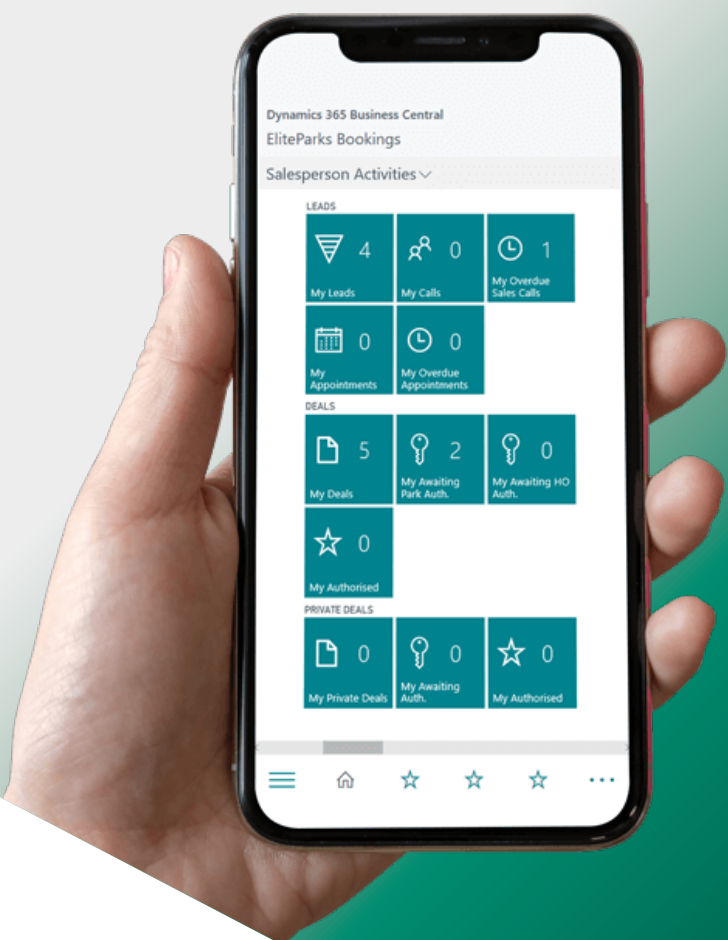
ELITE DYNAMICS

Skill | Knowledge | Desire

EliteParks

The only advanced park management solution on the market with fully integrated financial management.

Our flagship fully integrated park management solution – EliteParks is designed to automate, unify, and manage all aspects of a holiday parks’ business; from lead & sales management to reservations, on-park operations, and financial controls. Recognised in 2020 as the industry standard for park management software systems thanks to its exclusive blend of product functionality, support levels, and customer service. EliteParks is the only holiday park management solution with a fully integrated accounts system, which is built on, and powered by, Microsoft Dynamics.



Contents

How EliteParks can benefit your holiday park business	2
Sales & Leads	3 - 4
Reservations	6
Owners	7
Park Management	8
Finance	9
Marketing	11
Memberships	12
Events Activities	14
Housekeeping	15
Maintenance	16
Contactless solutions	17

How EliteParks can benefit your holiday park business

Providing the functionality to control the management of your entire business – at any time, from any location, on any device.

Designed exclusively for the holiday park industry, EliteParks will meet the business management needs of every area of your business. One single integrated solution will manage the sales, operational, and finance processes, connect to the bookings website and owners portal, and integrate with leading Customer Relationship Management (CRM) and Marketing automation tools.

The simple, easy-to-use solution comes with the added credibility of being built on up-to-the-minute Microsoft Dynamics technology and hosted on Microsoft Azure servers. Being fully endorsed by Microsoft gives EliteParks the cutting edge in the industry and offers customers assurance that our software is functionally rich, robust, and fit for purpose.

Used by an increasing number of key players in the UK holiday park sector, EliteParks removes the need for multiple systems with labour intensive data entry, duplication, and reconciliation. In turn leading to an enriched customer journey, more efficient, productive, and happier staff, and an improved bottom line.

A range of added extras such as EPOS & loyalty integration, and electronic document management - all with the aim of improving operational benefits – can also be built onto EliteParks. Our professional team pride themselves on being thought leaders in the holiday park industry and can provide client references and testimonials to demonstrate the value that EliteParks can bring to your business.





Sales & Leads

Manage your sales and leads more efficiently with EliteParks.

EliteParks provides you with the tools to capture and manage new opportunities more effectively leaving you to focus on your customer. A fully functional “Deal Stacker” records everything you need to produce a full deal or quick quote plus all compliant supporting customer documentation.

The fully configurable Lead & Sales Management modules will drive all sales activities; from customer call backs and data recording through to processing new business, part exchanges, buy-ins, private sales, and buy-backs – all with increased visibility and control over margins to improve profitability, conversion ratios, and customer satisfaction.

Lead management	✓
Lead source analysis	✓
Appointment and diary management	✓
Deal stacker	✓
Deal authorisation	✓
Document management	✓
Part exchanges	✓
Private sale and repossessions	✓
Sub-letting	✓
Sales wizard	✓
Buy-backs	✓
Postcode lookup integration	✓
Microsoft Outlook integration	✓



© Copyright Pinelodge Holidays



Increased visibility during the sales journey helps you stay in control of customer special terms or discounts offered such as future years site fees.

Seamless data management between sales, operations & finance departments.

Automated workflows drive sales activity & increase customer satisfaction with the speed of processing deals.

Drive efficiency and accuracy of information while always being FCA and local authority compliant.







Reservations

Drive and manage your bookings to maximise revenue.

The EliteParks fully integrated Reservation Management module delivers both application and real-time online availability and booking functionality.

Integration to other EliteParks system modules gives you the functionality to manage both hire fleet and sublet units, with various options available for sublet commissions.

Channel management integration means you can connect to several leading third-party booking agents and online travel agents (OTAs) to truly maximise the revenue opportunities for your park.

Bookings/Online Bookings	✓
Subletting	✓
Dynamic pricing	✓
Automated emails pre/post visit	✓
Special offer discounts and promotions	✓
Allocation to unit or grade option	✓
Drag and drop functionality in booking chart	✓
Interactive park availability map	✓
Excel integration	✓
Occupancy and REVPAR analysis	✓
Automatic revenue recognition into financial ledgers	✓
Integration to merchant services for online and application card payments	✓
GDPR compliant	✓

Efficient and simple reservations and real-time booking process.

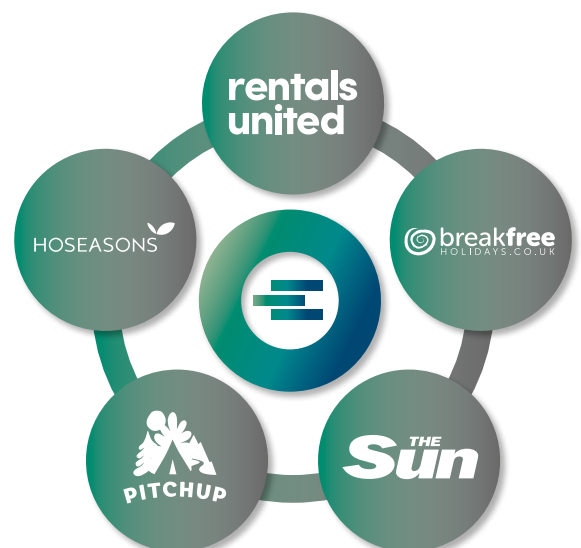
Highly functional booking API.

Full integration across all departments = increased business efficiency.

Maximise occupancy rates and revenue potential with dynamic pricing.

EliteParks Bookings API integration

The EliteParks connectivity API lets industry partners send and receive data for parks listed on third party booking platforms and Online Travel Agents (OTAs).





Owners

Our Owner Management module comes with full operational and management integration as standard.

EliteParks can simplify the management of your owners' periodic site fees, utility, insurance, or rates invoicing through the batch creation and posting of invoices to the associated sales ledger accounts. Its integrated finance module frees up staff from the administrative burden of duplicating invoices into a separate finance system... giving them more time to focus on the owners themselves or being productive elsewhere across the business.

Batch periodic invoicing (site fees, rates, utility readings, insurance etc)	✓
Maintenance jobs	✓
Sublet management	✓
Ad hoc point of sale items e.g. gas bottles	✓
Owners document storage	✓
Front of house purchase history	✓
Cash collection and processing	✓
Owner portal and "self-serve" options	✓



© Copyright Maguires Country Parks

EliteParks' fundamental integrated finance modules free up staff from the administrative burden of duplicating invoices into a separate finance system.



Park Management

The beating heart of the EliteParks solution.

In one central module of EliteParks, you can securely log park information (units, plot details) and manage all operations including front of house point of sale and customer recreational activities. Additional functionality allows the recording and scheduling of site tasks such as unit moves, meter readings and safety checks, as well as the recording, allocation, and invoicing of all on-park maintenance tasks. This is where you can make sure any chargeable maintenance tasks are fully recovered by either invoicing the customer or the unit manufacturer if under warranty. The Park Management module also gives you direct links to inventory and purchase orders where tasks like the management of gas bottles is made simple.

The Maintenance Analysis Matrix lets the maintenance manager easily see the number of jobs by type, person, park and status, which then determines their resource rota and scheduling decisions. All reactive and planned maintenance work is easily controlled and allocated within one system and invoiced in a timely manner leading to more efficient and effective operational processes.

Manage multiple parks/locations	✓
Meter readings	✓
Safety testing	✓
Interactive park map	✓
Arcade revenue management	✓
Consumable sales	✓
Outlet management	✓
Front desk cash management	✓





Finance

Get a holistic view of your business and gain greater financial control.

EliteParks is the only solution currently available in the holiday park industry that features a fully integrated financial management module. Built on Microsoft's award-winning Microsoft Dynamics Business Central, all aspects of your operational and accounting, billing, and reporting requirements are truly catered for within one single application. With EliteParks, you can move away from disjointed systems to gain more in-depth financial control of your holiday park operation and benefit from greater insight to make smarter decisions.

Dimension analysis within EliteParks lets you analyse your revenues and costs by park and department with transparent, readily available real-time budget and profit performance at all dimensional (cost centre) levels. You will have more time to concentrate on forecasting and cash-flow management activities and provide timely, important, and accurate business performance reports to stakeholders.

Integrated general ledger	✓
Purchase order management	✓
Fixed asset management	✓
Sales ledger, including single and batch email invoices	✓
Cash and bank integration management	✓
BACS and direct debits	✓
Business intelligence	✓
Intercompany processing	✓
Inventory	✓

Reduce overhead activities such as data gathering and reconciliation.

Full business integration supports forecasting & cash-flow management for transparency of financials across your operations.

Readily available real-time budget and profit performance.

Real-time gross profit reporting.

VAT Statement

VAT entries before and within the period
Period: 18/10/2019
EliteParks Demo

VAT Statement Template: VAT
VAT Statement Name: VAT

All amounts are in GBP
VAT Statement Line: Date Filter: "-"

Row No.	Description	Amount
10	VAT due on sales and other outputs	4,115,067.78
20	VAT due on acquisitions from EU	4,115,067.78
30	Total VAT due	8,230,135.56
40	VAT reclaimed on Purchases	878,538.15
50	Net VAT to be paid (+) or reclaimed (-)	29,629,261.20
60	Total value of sales excluding VAT, inc row 90	7,751,033.12
70	Total value of purchases excluding VAT, inc row 90	
80	Total value of supplies excluding VAT to EU	
90	Total value of purchases excluding VAT to EU	
100	Sales VAT20%	3,779,706.13
105	Sales FULLVAT	319,058.05
110	Sales VAT5%	1,250.75
115	Sales ZERO	
120	Sales - Manual Output VAT	15,052.85
150	Total Output VAT	4,115,067.78
200	Purchase VAT20	647,729.85
205	Purchases FULLVAT	127,513.05
210	Purchases VAT5%	9,092.02
215	Purchases ZERO	
220	Purchases - Manual Input VAT	94,203.23
250	Total Input VAT	878,538.15
300	Value of Sales VAT20%	18,898,625.49
305	Value of Sales FULLVAT	
310	Value of Sales VAT5%	25,007.56
315	Value of Sales ZERO	3,286,203.41
320	Value of Sales NO VAT - check what's in here	7,419,424.74
350	Total Value of Sales	29,629,261.20
400	Value of Purchases VAT20%	3,333,005.03
405	Value of Purchases FULLVAT	
410	Value of Purchases VAT5%	181,747.72
415	Value of Purchases ZERO	603,328.99
420	Value of Purchases NO VAT	3,193,629.71
425	Value of Purchases NATNOVAT	
430	Value of Purchases NATNOVAT	7,549.73
435	Value of Purchases NATNOVAT	6,659.93
440	Value of Purchases MFDECKING	425,112.01
450	Total Value of Purchases	7,751,033.12
499	Vat groups to investigate below.....	
500	NATIONAL EXEMPT (some ZERO - manual adj)	312,554.26
600	NATIONAL EXEMPT (all exempt - leave off return)	-656,728.01
700	NATIONAL OUTSIDE	-12,547,369.36
800	NATIONAL OUTSIDE	248,739.71
900	NATNOVAT	
1000	NATNOVAT	
001	VAT due on sales and other outputs	4,115,067.78
002	VAT due on acquisition from other EU Member States	4,115,067.78
003	Total VAT due	8,230,135.56
004	VAT reclaimed on Purchases	878,538.15
005	Net VAT to be paid (+) or to be reclaimed (-)	3,315,680.01
006	Total value of sales excl VAT, incl. Row 8	26,318,050.23
007	Total value of purchases excl VAT, incl. Row 8	6,708,382.46
008		

"EliteParks is the most complete park management solution we have seen to date."

RENA MCDONALD, FINANCE DIRECTOR





Marketing

Extend your marketing capabilities and connect with your customers.

The EliteParks marketing module is designed to help you do much more than just scratch the surface of your customers. With the insights available, you can find out what really makes them tick. Highly effective data management will empower your sales and marketing teams to segment customers and prospective customers resulting in more targeted, relevant, and personalised campaigns. New sales opportunities are stored and managed securely in line with GDPR customer preferences.

Campaigns	✓
Text message integration	✓
Microsoft Dynamics CRM integration	✓



© Copyright Coppergreen Developments Ltd

Data and reports; from the number of members to renewal dates and subscription history, are always at your fingertips making it easy to market, remarket, and upsell to customers.



Memberships

Boost memberships to support growth within your business.

EliteParks' fully integrated membership management function has been designed to enable holiday parks to effectively manage memberships and subscription-based facilities. Whether you run a gym, swimming pool, leisure complex, golf resort or other facilities operating on a membership basis, EliteParks can be customised to suit your needs.

Memberships can be tailored to each customer, easily amended to allow for upgrades or discounts, and renewals managed automatically through one central system. Automated invoicing options can be configured to be generated monthly or annually by the system thus reducing administration, maximising cash-flow, and increasing efficiency and customer retention. If a membership is suspended, invoices are automatically paused ensuring high levels of customer service remain in place.

Data and reports; from the number of members to renewal dates and subscription history, are always at your fingertips making it easy to market, remarket, and upsell to customers.

Member data management



Customisable memberships



Customisable discounts



Membership status management



Membership preference centre and history




Direct-debit payments for membership fees



Auto-renewals





"Elite Dynamics have a fantastic reputation and seemingly the front-runner when it comes to innovation and quality."

JASON WILLIAMS, CO-OWNER
& GROUP FINANCE DIRECTOR

RoyaleLife
EXCLUSIVE BUNGALOW LIVING



Events

Manage on-park events with ultimate efficiency.

The EliteParks Events Management module is packed with forward-thinking features to manage the administration, promotion, and sales of any type of on-park event. It takes care of everything from single or multiple room hire for parties or conferences, to weddings with complex requirements and linked overnight accommodation bookings.

The module centralises all your event information in one single place: from initial planning, budgeting, and recording payments, through to promotion and advertising, attendee registration, logistics, and accommodation allocation. This advanced event management system will help you every step of the way.

Put your trust in EliteParks to give your on-park event organisers the tools and confidence to plan events with precision and execute with the utmost business efficiency. Then sit back and let our reporting and analytical features tell you how good a job you did and what return on investment you achieved!

Capture and manage event leads and appointments	✓
Manage multiple event entities	✓
Set event types with default templates	✓
Manage event extras and seasonal based pricing	✓
Manage special offers	✓
Event schedules	✓
Manage payment schedules and options	✓
Integration to accommodation bookings	✓
Integration to merchant services for online and application card payments	✓
GDPR compliant	✓



Activities

Schedule and manage on park activities to maximise revenue.

The EliteParks Activities module has been designed for holiday parks to effectively schedule and manage a wide range of on-park activities. Whether its booking regular slots in multi-activity areas like 3G pitches, sports halls or activity sessions such as mini golf, body zorbing, archery, EliteParks can be customised to suit your park activity requirements.

Different pricing can be set for each activity and customers can book and pay online via any device, at any time and from anywhere.

Extensive reporting functions provide valuable information on resource usage, income, and availability ensuring on-park activities are always profitable.

Schedule on-park activities	✓
Manage bookings and cancellations	✓
Automated management of bookings	✓
Eliminate risk of double bookings	✓
Text message integration	✓





Housekeeping

Manage and co-ordinate all your housekeeping and cleaning tasks in one place using a simple dashboard.

One of the most important aspects of your business, a customer’s first impression of your holiday park is often based on the quality of the housekeeping. The EliteParks housekeeping module is fully integrated with the park management software system to automatically generate and schedule housekeeping activities prior to a customer’s arrival and immediately after departure. Room by room checklists can be customised to suit your park, and additional integration with the maintenance module makes it possible for housekeeping staff to highlight issues - including taking and uploading photos - and registering jobs for on-park maintenance teams. This is team working software at its most effective.

A fully portable solution, the housekeeping module has full functionality on any device to mobilise staff to work remotely on park and update tasks in real-time once completed. EliteParks streamlines your cleaning and housekeeping operations saving you time and money and enhancing customer satisfaction.

Cleaning lists	✓
Changeover schedules	✓
Work allocation	✓
Mobile working via handheld devices (i.e. iPad)	✓
Linen management	✓





Maintenance

Manage and co-ordinate all your maintenance tasks in one place using a simple dashboard.

The EliteParks advanced maintenance module is designed to make maintenance job management easy and seamless, working in harmony with other departments across your business.

Full integration with housekeeping and park management means jobs can be prioritised based on importance and updated in real-time on one single dashboard. EliteParks empowers your maintenance team to take control of their own tasks and schedules and manage allocated jobs on any device, from any location.

Task lists can be created and customised to suit your business needs and each task managed through to completion – from quoting and invoicing, including creating purchase orders, to allocating resource and monitoring costings. EliteParks streamlines your maintenance operations by mobilising your teams, saving you time and money, and promoting cross-departmental collaborative working.

Recurring maintenance scheduling	✓
Aftersales	✓
Resource planning and allocation	✓
Sales invoice integration	✓
Stock management	✓
Purchase order integration	✓

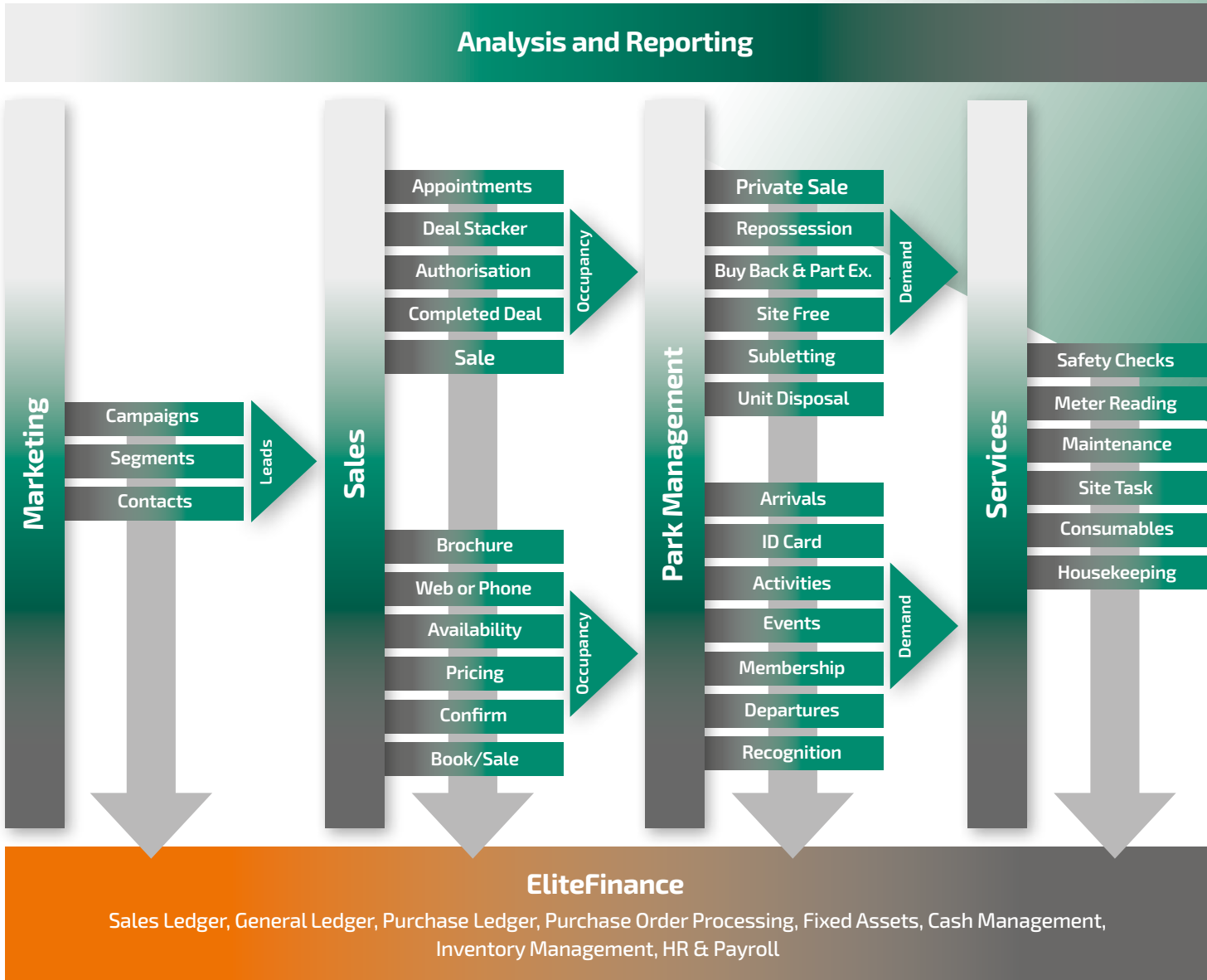
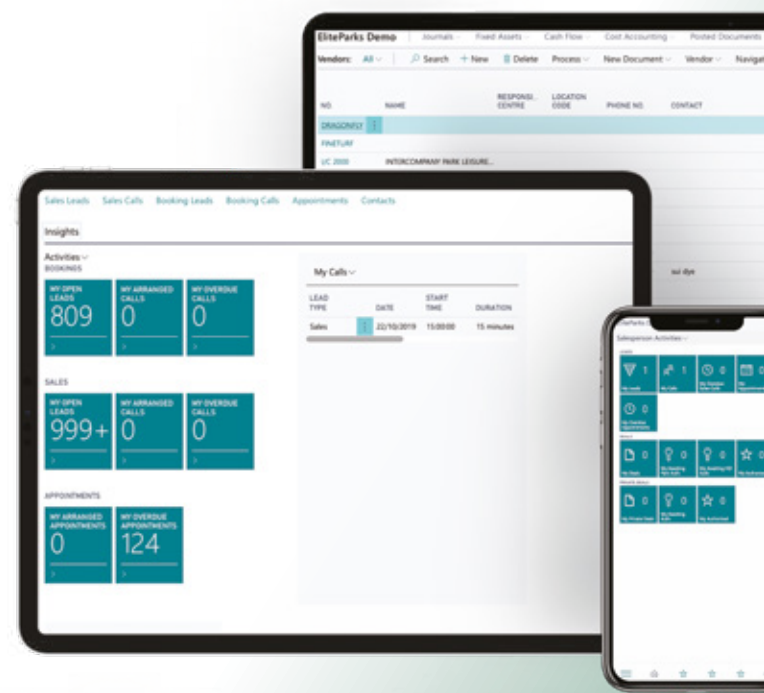
EliteParks streamlines your maintenance operations by mobilising your teams, saving you time and money, and enhancing customer satisfaction.

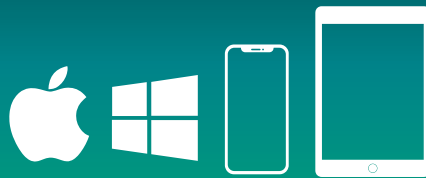


Contactless solutions

The modern approach to holiday park management.

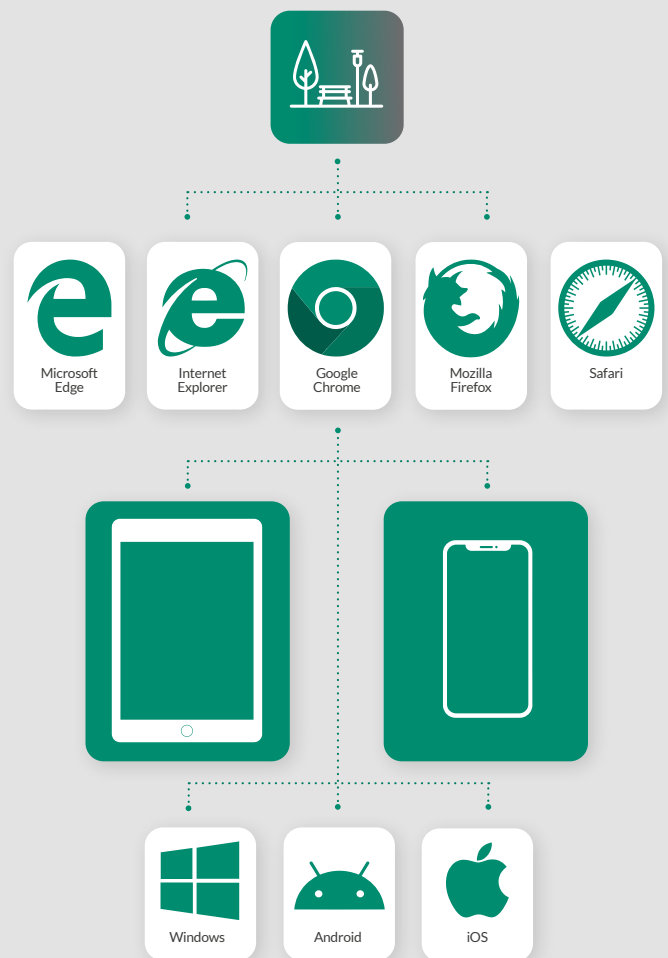
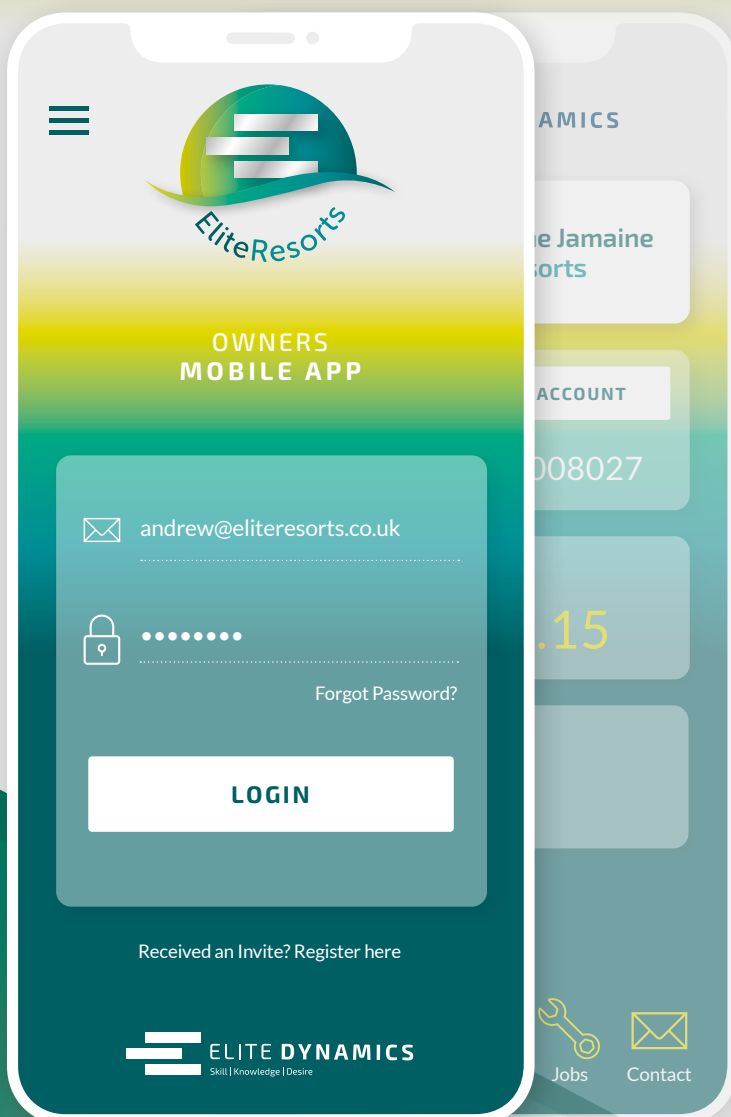
The modern digital consumer is technologically savvy and open to embracing automated tools to support and enhance their holiday park experience. Whether its ease of access to park information, or solutions to enhance safety by minimising face-to-face contact, EliteParks has the know-how and capability to deliver what the modern consumer expects. From owner invoicing via our EliteParks owner mobile app to customised electronic pre-arrival booking forms and remote check-in, our range of contactless functions and features will add value for your customers. Backed by the power of Microsoft, we'll create a seamless technology-led customer experience.





Any device | Anytime | Any location

Windows | Mac | Tablet | Mobile





ELITE PARKS

Control | Efficient | Mobile

Get in touch

Elite Dynamics has a proven track record of increasing both revenue streams and profit margins, whilst reducing operational overheads inherent with running inefficient business systems. Our solutions have been designed alongside key industry players, and we are fast becoming recognised as the thought leaders in the holiday park industry.

If you are a holiday park operator looking for a consulting partner with both an intimate knowledge of the holiday park industry, and a wealth of Microsoft Dynamics experience, then contact us for a no obligation chat to see how we can help.

Gold
Microsoft Partner



info@elitedynamics.co.uk | +44 (0)161 641 8926

www.elitedynamics.co.uk