



Trusted Technology Partner to The Superior Group

IQware's Global Property Management System delivers smooth integration of sophisticated resort management and condo-hotel functionality - making for happy homeowners and highly reliable operations across Superior's 600+ properties.

It's easy to see how The Superior Group got its name. Its stunning townhomes and private pool homes, nestled in lush resort settings, absolutely define "superior" homeowner amenities. And these properties, just minutes from Orlando attractions, characterize The Superior Group's Regal Palms Resort.

"IQware truly lets us manage the Regal Palms Resort, and the 600-plus two-story homes that surround it, with ease," states Mike Gerrish, Information Technology Director for Davenport, Fla.-based Superior Group. "The IQware Global Property Management System, with its integrated condominium management module, handles all of our hospitality operation needs and gives us everything we require to meet the widely varying, upscale needs of our homeowners here, and at our neighboring new Regal Oaks Resort, too."

David Perkins, President of Deerfield Beach-based IQware, says the company's Global PMS brings together a wealth of functionality that's not only affordable, but also is easy to use and deploy. Built from the ground up for seamless integration and completion automation, IQware's Global PMS handles everything from front desk operations to condominium homeowner property management. Robust reporting rounds out IQware's functionality, delivering meaningful statistical data on profitability, capacity and other critical performance benchmarks.

Trusted & Reliable Expertise

"We partner with our customers to bring them the best available solutions to their unique property management needs, focusing our energies on being a trusted



For additional information, contact:

David M. Perkins, *President & CEO*
IQware Inc.
dperkins@iqwareinc.com
954-698-5151





single-source technology partner in all that we do,” Perkins explains. “IQware brings with it unmatched expertise stemming from implementing scores of customized system solutions for the hospitality industry. Equally important, our growing family of customers benefits from our rigorous testing practices and unwavering commitment to customer excellence and continuous improvement.”

IQware worked with Superior Group’s Gerrish to integrate functionality unique to the client’s business. “Single-source means I can rely on IQware to recommend and provide a rock-solid solution to our special needs, like spa management. IQware takes the responsibility of integrating the solution.”

If an issue arises in day-to-day operations, or a new need is identified, IQware’s easily accessible and thoroughly knowledgeable support team immediately begins working toward a solution. “IQware is there when I need them and I don’t have to worry about it,” Gerrish notes.

Perkins elaborates on IQware’s rare support philosophy: “Our help desk is here to assist customers and contribute as much as possible to their day-in/day-out success. IQware is truly committed to each client’s differing perspectives, technology and operational needs and myriad measurements of success. “

Features & Functionality: An Unbeatable Combination

With the hundreds of homeowners who are part of the Regal Palms and Regal Oaks properties, Superior Group relies on IQware to deliver the information they need in the most efficient way.

“When we first looked around for a solution, we quickly realized no one else offers the combination of features and functionality for homeowners that IQware offers,” says Gerrish. “The system is pretty much unbeatable.”

While other solutions offer functionality designed to manage the front desk and general operations of hotels, IQware differentiates itself by also offering tools to manage condominium and other homeowner properties.

“It also is fast and economical to implement compared to other systems, which



are huge additional benefits,” says Gerrish, noting loading all of the necessary data into the IQware Global PMS typically takes only a few days — allowing for fast implementations and immediate, sustained, significant returns on investments.

Homeowners especially appreciate IQware’s ability to deliver accurate and timely information on their property expenses and incomes. Easily accessible from the Web, and updated monthly, homeowner statements are protected by a secure online portal.

“About half of our owner base is overseas, so we really appreciate the ability to securely post and share homeowner information online,” Gerrish says.

“And our homeowner clients, in turn, really appreciate access to the real-time information and the cost savings that IQware’s digital data distribution delivers.”

“The deep expertise IQware has built up in providing condo-hotel accounting means customers can focus more of their energy on profitable activities such as marketing their properties to help their owners bring more dollars to their bottom lines,” Perkins adds.

Ability to Deliver

“Too often it seems, a supplier will say ‘Yes, we can’ and then nothing happens — not so with IQware,” explains Gerrish. “This property management system really delivers what IQware says it can. There are literally no surprises, no disappointments — and IQware’s integration and ease of use is truly SUPERIOR — just like our properties and customers demand and deserve.”

IQware pools all of its customer-suggested enhancements and incorporates them into its new software releases, which are made available at regular intervals to provide the greatest ongoing benefit. These regular updates benefit clients by ensuring they have all of the available functionality at their disposal to better manage their operations.

“Our business is that we run resorts and we serve homeowners. The needs of

these owners, and the types of support they need from us, can vary considerably,” Gerrish notes. “Some owners live in their properties full time, while others depend on us to manage their properties and rent them out full time. A third group of homeowners occupy their residences some times, and lean on us to rent/ manage them some — or all — of the time they’re not occupying them.

“IQware lets us handle all of these different situations equally well,” Gerrish concludes. “And, just as important, when IQware says ‘Yes we can,’ we know that we can say the same to our customers with absolute confidence, too.”

The Superior Group

The Superior Group, based in Davenport, Fla., is a leader in international property development, and a full-service real estate, property sales, mortgage and finance, property management and accommodations company. Whether you are looking to purchase property on a resort for vacation or retirement in Central Florida, the Superior Group has what you are looking for. With more than 23 years of real estate experience, we help you find and purchase your dream property and vacation with peace of mind. Our Superior Resorts in Florida provide owners with access to all resort facilities, making it even more desirable to rent out the property to offset mortgage repayments and running costs. Through our U.K. and U.S.-based vacation companies and our contracts with travel agents and major tour operators worldwide, we are able to generate high levels of occupancy and rental income. For more information, call us at 407-597-1340 and visit www.superiorus.com.

IQware

Deerfield Beach, Fla.-based IQware has been “Helping Hospitality Partner With IntelligenceSM” for 25 years. Today, more than 5,000 end users utilize IQware software to help best market and manage more than 120,000 rooms generating more than \$3.5 billion in gross room revenue. IQware brings with it more than 300 years of combined experience managing hospitality properties and developing and supporting related software. “Built By Hoteliers For Hoteliers,” IQware’s Global Property Management System and more than two dozen add-on modules optimize operations at properties of all types – limited- and full-service hotels, resorts, condo-hotels, vacation rental and timeshares – and all sizes – from regional hotel chains to multi-property management companies to small independents IQware is Your Single-Source Technology Partner through ongoing customized training, user-driven technology development, 24x7 support and lifetime software upgrades. Looking for a competitive edge? Look no further. IQware “Helps Hospitality Better Find, Book, Host, Know & Keep Clients.” IQware solutions offer numerous ROI-generating tools including e-marketing, four-tier yield management, IQrez, packages, loyalty points, IQDestinations and IQlink — which pushes your existing PMS inventory directly to the most effective and profitable Intranet, GDS and Extranet channels. IQware also provides Point Of Sale, Sales & Catering, Online Reservations, Spa Management, Marina Management, Central Reservations System and e-CRM electronic (Customer Relationship Management solutions). IQware takes technology partnering to a new level – just ask our ever-expanding family of clients conducting business in two dozen countries. For more information, visit www.iqwareinc.com or call (877) 698-5151.