

Mountain Laurel

CHALETS

Property Management Services

440 Ski Mountain Rd, Gatlinburg, TN 37738



Why Homeowners Trust Us

Mountain Laurel Chalets was founded by Dot and Ralph Egli in 1972, and 50 years later we are still a thriving vacation rental management company. MLC was built on a foundation of family and integrity. Our industry has very few family owned and operated businesses, and we are proud to be run by second generation owners. We are specialized in the Smoky Mountain market and know it well. As a result, we are a truly local management service, and we have boots on the ground in homeowners' times of need.



Property Caretaking Is Our #1 Priority

Earning revenue is extremely important, but our number one priority is caring for your home. It's a valuable investment, and we help you protect your home so you will enjoy it for many years to come. Our maintenance team, led by a longtime industry expert, stands on call and available 24/7 to handle all needs that arise. They work hard and smart, pursuing excellence with efficiency and fiscal sense. We communicate with our owners regularly, making sure you are aware of issues that might arise with your home. We partner with you to ensure that your property is kept in pristine condition and up to all safety and building code standards.



Our Management Team

Our team is committed to stewarding your investment like it's our own. Led by second-generation owner and CEO, Tom Goodwin, Mountain Laurel Chalets offers a local, highly-trained staff of experts who are devoted to excellence and integrity. Our qualified team of real estate specialists, customer service professionals, marketing gurus, home inspectors, maintenance whizzes, and housekeepers have a long and proven track record of top notch work. Many of our employees are born and raised in Sevier County, and their average tenure at MLC is more than 17 years.



Housekeeping

We have a large in house team of dedicated housekeeping professionals who care for your home and its furnishings. Their attention to detail is impressive, and they exemplify extra-mile service. All linens and bath towels are laundered on site at our office to ensure cleanliness and consistency. Our inspector follows up on homes after cleaning and/or maintenance, serving as an added layer of protection against any oversights. We have comprehensive complimentary bed-bug insurance protection, and all homes are inspected quarterly and treated immediately if an issue arises.



Impeccable Integrity

We follow the industry's best practice on property management trust accounting, and our software provides homeowners with complete transparency on every rental and transaction. Owners have access to all financials in their digital owner portal, and our accountant remains at the ready to answer questions regarding finances and accounting practices. We are founded and still operate on principals of personal integrity, and we strive to be open, honest, and above reproach in all we do.



Cutting Edge Technology

We invest in the best software platforms in the industry to serve our homeowners and guests. A renowned reservations system and CRM does the heavy lifting for us, providing a centralized hub for employees, guests, and owners alike to access critical information. Our homes have keyless entry technology which creates new entry codes for every person who enters your home, increasing safety and convenience. These units are also connected to your HVAC system which allows us to remotely control temperatures in the home to optimize cost savings on your energy bill. We employ a variety of software that aggregate data pertaining to our specific vacation rental market, ensuring we stay on top of trends in the area. Each of our homes is equipped with a SmartHome device, powered by Amazon's Alexa, which gives guests 24/7 access to a digital concierge. Using technology to screen each renter, we gather information on every person that enters your home (i.e., occupation, past short-term rental history, criminal history, and more). We have a minimum age requirement for renters, and we never allow homes to be booked beyond capacity. We believe it's best practice to turn away unqualified renters as opposed to exposing your home to potential harm. Implementing these processes allows you to have peace of mind in knowing only qualified and reputable guests stay in your property. As is always true with technology, things are constantly developing and changing, and we remain able and willing to pivot as even better products come to market.



World Class Website and Marketing

We are proud of our highly functional custom website, which allows for heavy traffic and an easy reservation process. 87% of our reservations are booked directly on our website, giving us one of the highest direct booking margins in the country. That number represents the most vetted and valuable guests, 20% of whom have stayed with us five or more times. Our in house marketing staff brings the best prospective guests to stay in your home. We promote your home by providing visibility and specialized marketing campaigns over a variety of prominent platforms. We employ the use of photography, email campaigns, social media, print media, and videography to highlight your property and maximize exposure, resulting in impressive booking rates.



Custom Guest Portal

We offer a custom designed welcome package for your home that guests can access through their guest portal. It includes everything from welcome instructions and details on how to enjoy your home to departure instructions and prompts for reviews. Each guest also receives a personalized video before they arrive in which they're greeted and welcomed by name and provided with details regarding their stay.



Giving Back to Our Community

Our staff are heavily involved in the community, and MLC consistently invests in local businesses and individuals in order to grow the local economy. Mountain Laurel Chalets is a Diamond sponsor and member of the Chamber of Commerce (and has been for over 45 years). We have been recognized by Sevier County as a repeat Stars of the Industry award winner, as well as by Hospitality Tennessee for being the Star of the Industry for exceptional guest experience. For years our employees have served on local associations that promote the well being of hospitality in Sevier County.