



# Holton Mountain Rentals

**Strong customer focus impresses renters for 35 years**

Holton Mountain Rentals started in 1980 and has grown considerably since then. Robert and Beverly Holton, co-owners, operated a stereo and TV appliance store at the time and initially managed 10 apartments as a side business. By 1983 they were managing 32 units, and in 1987 they purchased two small property management companies, which allowed them to grow to 100 units.

## 24/7 Maintenance and Repairs

Today, as one of the largest property management companies in Watauga County, Holton Mountain Rentals manages over 500 dwelling units including apartments, condos, houses, duplexes and some commercial space in the Boone area. Most rentals are long term with one year leases. Robert Holton describes typical renters: "A high percentage of our renters are students, and many of the units we manage are near campus. But we also rent to families and working professionals."

A key to the company's success is keeping all the units in good condition and well maintained. Holton says, "We have 24/7 on-call service, and we pride ourselves on taking care of maintenance and repairs on a timely basis. Many of our tenants tell us they appreciate this aspect of our company, and that they're surprised by it."

Rob Holton notes that the company couldn't offer the quality of service it does without its excellent staff. In addition to the Holtons, employees include Sandra Stanbery, who has worked as a bookkeeper for over 30 years; Kelly Holton, the Holtons' daughter, who runs the day-to-day leasing and serves as the office manager; and Zach Smithey, the Holtons' nephew, who handles maintenance, remodeling and other functions. Kelly and Zach have both worked for the family business since a young age and now they are the next generation of management.



SkyLine/ SkyBest Field Services Technician Sam Gates

## Supporting Customers and the Community

Rob Holton has a history of participating in various community organizations. He was the chairman of the Watauga County Tourism Development Authority (TDA) for six years. While he was in this position, the board raised the funds for and built the Rocky Knob Mountain Bike Park with the cooperation of Watauga County. Holton is also a former chairman of the Watauga County Economic Development Commission and has volunteered for various organizations.

Located at 480 Highway 105 Extension, in Boone, the company office is a nice brick building with a warm, rustic décor. Holton notes, "The first thing you see across the big main room is a welcoming sitting area with a fireplace and two leather sofas. We also have a kiosk — a bar-height table with stools and computers — so folks can look at our website right there in the office and ask us questions. The information includes pictures, floor plans and pricing. We offer one of the best selections in the area, as well as excellent value. We have properties in all price ranges for people's different needs."



SkyBest's Brent Keith, Holton Mountain Rentals' Zach Smithey, Kelly Holton, Sandra Stanbery, and Beverly and Rob Holton

## Quality Internet Means Greater Value

To offer even greater value to tenants, Holton Mountain Rentals provides SkyBest broadband services, fiber-optic connections, WiFi and Ethernet at some of its properties, with plans to install it at additional properties in the near future. SkyBest Strategic Sales Supervisor Brent Keith notes, "Holton Mountain Rentals has been able to increase tenants' Internet speed with our 12 Mbps download and 1 Mbps upload broadband service at one location, and 20 Mbps/1 Mbps at another." The rental agency also recently added a new phone service to its office and will soon add SkyBest TV for tenants.

**"SkyBest has gone above and beyond, making sure there are no issues and everything is working correctly."**

- Robert, Co-Owner, Holton Mountain Rentals

Holton comments, "These services allow us to give tenants a high-quality Internet connection. In addition, SkyBest has gone above and beyond, making sure there are no issues and everything is working correctly." He adds, "Tenants really like the services SkyBest offers, which are included in their rent."

Keith notes that SkyBest provides a one-bill solution to Holton Mountain Rentals. He says, "Our ability to offer all of the services they need under one umbrella allows us to provide the best rates, simple billing and one source for support." He adds, "We have had the pleasure of working with Holton Mountain Rentals since the beginning of 2014 and enjoy a great relationship with their entire team. In today's environment, tenants often choose their homes based on the best Internet and TV services available. Holton Mountain Rentals chose SkyBest services to maintain their reputation as the leading top-quality rental housing provider in Boone."



SkyBest's Brent Keith with Kelly Holton and Rob Holton