



## Dune Dwellings and Powerhouse: Growing to Meet the Client at the Point of Need

Army veteran Kirby Atwell founded his real estate, rental, and house flipping business in 2011 with a goal to provide housing for veterans with subsidies. Having been interested in real estate investment since his college days, Kirby wanted to return to his home state and continue to serve his fellow veterans while also establishing a business that would allow him to have a positive work/life balance. Since 2011, Kirby has expanded his business to three distinct branches, serving real estate needs and vacation rental homes in Chicago's beach getaway destination of Michigan City, Indiana as well as providing vacation rental education to those interested in pursuing that career choice. Dune Dwellings is the vacation rental branch of his business offerings.



### Challenge

The client needed to brand and expand his vacation rental business, which required everything from a dedicated website to a new logo and brand standards guide as well as a client care manager. With past experience working with Powerhouse and a system in which he could easily identify tasks he could contract out, the client understood that the Powerhouse total team solution was perfect for his varied needs.

### Solution

In October 2020, Powerhouse expanded its partnership with the client to assist in designing and coordinating a strategic marketing initiative that provided additional services in scope and manner. Working closely with the owner, Powerhouse branded the Dune Dwellings branch of his business and identified the need to expand the executive assistance and social media services currently provided and provide client care manager services. Powerhouse's total team solution approach allowed freelancer skill sets that had not, to that point, been needed by a client to be put to a powerful use. By providing a synergistic team capability, the expanded services were met, freeing the client to focus on growth and expansion.

## Case Study



**Business Name:** Dune Dwellings

**Website:** [dunedwellings.com](http://dunedwellings.com)  
[facebook.com/DuneDwellings](https://facebook.com/DuneDwellings)  
[instagram.com/dunedwellings](https://instagram.com/dunedwellings)

**Industry or Business Type:** Real Estate, Short-Term and Vacation Rentals, Property Management

**Powerhouse Services:**

- Project Management/Marketing Consultancy
- Social Media Strategy
- Graphic Design
- Quality Assurance
- Executive Assistance
- Client Care Management
- Website Development

**Benefits:** A current Powerhouse Planning client was looking to expand and brand the vacation rental branch of his successful rental management business. Knowing Powerhouse would deliver high-quality, on-time deliverables that would set him up for success, he wanted to expand his current contract. Additionally, he required client care management, a service Powerhouse had not previously offered. Powerhouse rose to the challenge, meeting the client at his point of need. Having a firmly established professional relationship enabled both the client and Powerhouse to make the leap into new business ventures with confidence and ease.



Powerhouse



- Design of user-friendly website with three distinct pages
- Strategic implementation of online booking capabilities
- Engagement in over 1,400 guest communications within the first year

The owner's commitment and investment in being open to the growth exercises and strategies developed by Powerhouse from the outset were instrumental in the expansion of the partnership. Establishing a successful professional partnership allowed the client to call on Powerhouse when he required assistance to expand. Additionally, the partnership between Dune Dwellings and Powerhouse identified new services that Powerhouse can offer, providing growth opportunities to both organizations.

Powerhouse also created several dynamic resources in support of Dune Dwellings throughout the first year of the partnership, including

## Results

- Created custom artwork/Michigan historical [timeline](#)
- Designed thank-you cards and postcards for guests
- Designed logo for use with guest thank-you gifts

The Powerhouse/Dune Dwellings partnership defines the idea that versatility and the total team solution result in continued success. As the initial partnership grew, the ability to trust Powerhouse to deliver at the point of need meant that the owner came to Powerhouse for growth opportunities. Powerhouse delivered even when that point of need required versatility and the willingness to increase the types of services offered.

The trust developed between the client and Powerhouse has led to a long-term partnership in which Powerhouse has expanded the services provided as well as identified and developed new services it can offer to future clients. Dune Dwellings now operates at increased productivity with a distinct look and feel from its sister branches. The total team solution services offered free the client to focus on positive, sustainable growth. When two companies can develop a partnership built in trust, both experience increased versatility and success.

Over the course of the overall contract, Powerhouse delivered, or directly contributed to,



- Project manager/marketing consultant services, acting as a single point of contact for all deliverables
- Social media strategy, developing and executing an effective campaign across all media platforms
- Graphic design
- Quality assurance, to ensure that Dune Dwellings presented a professional, distinct image
- Virtual executive assistant support, critical to property renovation and navigation of systems for increased productivity
- Client care management, providing guest and team management services
- Design of logo and brand standards

*"Our vacation rental business grew pretty quickly, and we struggled to keep up with the guest needs, so we hired Powerhouse Planning to take over the role of guest experience manager. Even though Jennifer has never been to any of our properties, she handles guest booking requests and needs better than we ever did. Powerhouse treats my business as if it's their own and takes pride and initiative that is really hard to find these days." - Kirby Atwell, Founder and CEO, Green Vet Homes, Living Off Rentals, and Dune Dwellings*

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions while providing careers for military spouses and veterans worldwide.

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Powerhouse