



Meet Brian Zerges, owner of Finger Lakes Premier Properties...

1. Describe Your Business:

Finger Lakes Premier Properties (FLPP) is the largest vacation rental and real estate company in the region specializing in lakefront properties. With 25 years of experience, we take pride in providing 5-star customer service to both guests and homeowners. The FLPP team currently manages over 270 privately owned vacation rentals along seven of the Finger Lakes. Our turnkey guest services include, but are not limited to, vacation planning assistance from local guest

experience representatives, keylock locks for easy check-in, professionally cleaned homes with top of the line linens, 24/7 guest services, and the top direct booking website. From planning through checking out, we strive to provide exceptional experiences for each guest and homeowner.

Our team also includes a real estate department who is knowledgeable of every lake community in the region. Utilizing cutting edge technology and strategic marketing initiatives, our team is successful with locating the perfect lake home for each buyer. For those looking for an investment home, our agents and vacation rental managers combine their efforts to find the ideal property with options to maximize rental revenues.

In 2018 we expanded our Penn Yan operations facility from 1,200 sq. ft. to over 20,000 sq. ft. to facilitate our continued growth. In recent years we've also expanded our team to now employ over 50 full-time year-round staff with an additional 150 seasonal positions in the peak season. Our success in the past 25 years is a direct result of the talent and dedication of our employees, who have become the regional experts of the everchanging international vacation rental industry.

2. Tell us your story:

I was raised born and raised in Rochester, NY and spend my summers at our family cottage on Keuka Lake. After graduating from RIT in 1985 and moved to SC to work as the Assistant Manager at the Hyatt Regency on Hilton Head Island. In 1987 moved to CA to become licensed commercial real estate broker in the Palo Alto (Bay Area). In 1993 moved back to NY to be closer to family and friends with less traffic and to live in our beautiful region. Formed FLPP in 1993 over 25 years ago. I have a wife and 3 beautiful kids and we live in Canandaigua.

3. What has helped you succeed and gain experience?

A tremendous amount of family support. My educational background as a hotel tourism major (BA), my work experiences at Disney, Hyatt, Marriott, Best Western coupled with my commercial real estate investment experiences.

4. What inspires you?

Lake living, travel, boating, and my family.

5. What keeps you up at night? What are your challenges?

Strategic growth, making our region and my company the best that it can be.

6. What is your favorite local activity?

Boating.

7. Is there anything else we should know about you?

I work with a fabulous team and our employee and customer satisfaction scores (Net Promoter) are extremely high. I am dedicated to the satisfaction of our customers and love what I do.

**Finger Lakes Premier Properties
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