



**FOR IMMEDIATE RELEASE**

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## **LiveRez.com Adds New Marketing/PR Manager**

The industry leader in vacation rental software taps former journalist and public relations specialist Rob Holderness to lead the company's communications initiatives

**BOISE, Id.** — LiveRez.com, the leading provider of all-in-one web-based software solutions for vacation rental managers, has added Rob Holderness as its Marketing/PR Manager.



**Rob Holderness**

A former reporter and freelance journalist for the *Statesman Journal* in Salem, Oregon, Holderness comes to LiveRez.com after a successful stint at Vox Public Relations Public Affairs, where he provided professional writing services, social media consulting, and media and government relations for the firm and its many clients.

“Rob’s diverse communication skill set will be especially valuable as we spread the word about LiveRez.com and what it can do for professional vacation rental managers,” said Tracy Lotz, founder and CEO of LiveRez.com.

Holderness brings more than five years of professional writing and editing experience to the LiveRez.com staff, which also recently added BookIt.com veteran [Jayme Gamble as Director of Partner Success](#) and BaliHoo pro [Sam Martin as the company’s SEO/SEM Manager](#).

Holderness, who holds a master’s degree in Communication and Political Science from Oregon State University, will plan and executive strategic marketing and communications initiatives for the industry leader as it continues its rapid growth in the vacation rental industry.

To learn more about LiveRez.com, please call (800) 343-2891 or visit [LiveRez.com](#)

### **About LiveRez.com**

LiveRez.com is a complete, online, vacation rental property management solution, focused on making vacation rental property managers fully operational online and thereby increasing bookings. [LiveRez.com](#) offers best-in-class rapid websites, an [online booking engine](#), an end-to-end property management system, [online marketing services](#), and a unique “[Pay-As-You-Book](#)” approach, which provides a mutually beneficial partnership between LiveRez.com and its vacation rental manager partners.

-- More --

To receive timely updates from the company, follow LiveRez.com on [Facebook](#) or Twitter ([@LiveRez](#)), or visit the company's [vacation rental software blog](#).

**For more information please contact:**

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