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LiveRez.com to Offer Mobile Websites

Early beta tester sees dramatic improvements in smart phone user experience

BOISE, Id. — LiveRez.com, the leading provider of end-to-end, [cloud-based vacation rental software](#), has announced that it will start offering mobile websites to its more than 600 property manager partners.

Optimized for the smaller screens typical of today's smart phones, these websites will make navigating LiveRez-powered websites and booking online faster and more convenient for mobile users.

“Mobile phone users are the fastest growing demographic of travelers, and LiveRez is well positioned to lead the industry through this mobile revolution,” said Tracy Lotz, founder and CEO of LiveRez.com. “These new websites will allow our partners to take advantage of this rapidly growing trend.”

In its [2011 Mobile Optimization Webinar](#), Google estimated that by the end of 2011, over half of Americans will have a smart phone.

It's no surprise then that some LiveRez partners have reported that as much as 20 percent of their website traffic comes from mobile devices (including tablets), and an average of 10 percent or more comes just from smart phones.

LiveRez.com partner Brooke Pfautz, president of [Vantage Resort Realty](#) in Ocean City, MD, has seen the impact of the mobile revolution first hand. Traffic to his website via smart phones increased 476 percent in just the past year.

To better serve this growing population of smart phone users, Pfautz signed on as a beta tester of LiveRez.com's mobile websites in May 2012. After directing smart phone traffic to its new [mobile website](#), Pfautz's company saw marked improvements in user experience:

- The bounce rate for smart phone traffic dropped 44 percent
- Pages per visit increased 104 percent
- And inquiries from smart phones increased 218 percent

“I know that mobile is the wave of the future, so I turned to LiveRez, our vacation rental software provider, to position us to take advantage of this trend,” Pfautz said. “The mobile

website LiveRez created for us has dramatically improved the mobile user experience across the board. Our partners from Boise have delivered again.”

According to Lotz, mobile websites are just the first step in the company’s plan to make the LiveRez.com platform the most mobile friendly vacation rental software system in the industry.

“Mobile websites are just the beginning,” Lotz said. “They represent the first step in an entire mobile platform that we will be rolling out and expanding in the coming months.”

LiveRez.com mobile websites are optimized to assist travelers in both travel planning/booking and researching area activities while on vacation.

With LiveRez.com mobile websites, smart phone toting travelers will enjoy a host of features, including:

- Real-time, live availability search and **online booking**
- Property image slideshows optimized for mobile devices
- Mobile friendly contact forms
- Access to local area guides
- The ability to view specials
- Quick access to extensive property information
- And more.

To learn more about LiveRez.com mobile websites, please call (800) 343-2891 or visit LiveRez.com/mobile.

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 dynamic websites](#), an [industry-exclusive connection to QuickBooks](#) for trust accounting, an online booking engine, an [end-to-end property management system](#), online marketing services, and a unique “Pay-for-Performance” approach, which provides a mutually beneficial partnership between LiveRez.com and its vacation rental manager partners. The company’s largest competitor is HomeAway Software for Professionals.

To learn more about LiveRez.com, please call (800) 343-2891 or visit LiveRez.com. And, to receive timely updates from the company, follow LiveRez.com on [Facebook](#) or Twitter ([@LiveRez](#)), or visit the company’s [vacation rental software blog](#). LiveRez.com is a proud Gold Sponsor of the [Vacation Rental Manager’s Association](#) (VRMA).

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