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LiveRez.com to Integrate with VRMA's Vacation Rental Switch Powered by Pegasus Solutions

The integration will provide the vacation rental software company's partners with broad distribution opportunities across multiple online channels

BOISE, Id. — LiveRez.com, the leader in cloud-based vacation rental software, has signed a distribution agreement with Pegasus Solutions and the Vacation Rental Managers Association (VRMA) that will allow LiveRez.com to integrate with the forthcoming Vacation Rental Switch (VRS).

This integration will give LiveRez.com's more than 600 professional vacation rental manager partners the ability to seamlessly list their properties in real time on the VRS, a major distribution tool capable of allowing travelers worldwide to find and book professionally managed vacation rental properties online.

“LiveRez is excited to give our partners access to the broad distribution opportunities the VRS will provide,” said Tracy Lotz, founder and CEO of LiveRez.com. “As LiveRez has grown over the years, we’ve had multiple distribution opportunities, but distribution through the VRS is the perfect fit for our partner base. The VRS ensures each of our partners’ individual brands will be highlighted since it is also governed by the world’s largest association of professional vacation rental managers.”

The VRMA has been working with Pegasus Solutions since late 2011. Pegasus initially brought global distribution to hotels in 1989 with UltraSwitch, which now powers reservations for nearly 100,000 global hotels. Pegasus and VRMA committed to build a distribution solution for the professionally managed vacation rental industry at VRMA’s 2011 Annual Conference. The VRS will allow vacation rental software companies to integrate into Pegasus’ switch technology, which will facilitate real-time online booking, payment processing and calendar integration across multiple online channels.

As the VRS nears launch, LiveRez.com is the first property management software company to sign on to participate.

“We process in excess of six billion shopping requests for hotels every month, so we understand how the VRS will facilitate vacation rental distribution,” said Mike Montemurro, senior vice president, product management for Pegasus Solutions. “The industry has a real need for a tool to enable vacation rental management companies to reach millions of consumers who utilize online

travel sites to shop for travel accommodations. The VRS will provide these sites with real-time access to rates and online reservations for thousands of vacation rental properties. By pioneering a VRS connection, LiveRez.com's vacation rental management company partners will be able to automatically update their rates and property availability on the VRS through the LiveRez.com software, ensuring exposure and wide availability with little or no extra work."

According to VRMA President Steve Trover, the VRS will allow professional property managers to list and rent vacation properties through channels like online travel agencies, listing websites and local chambers, among others – while maintaining each property management company's individual brand. He anticipates the VRS will go live this summer in a beta test on the VRMA's own consumer website, DiscoverVacationHomes.com.

"Building the VRS has been one of VRMA's top priorities over the past few years," Trover said. "Now that we're nearing launch, I'm excited to see LiveRez jumping on board so quickly."

LiveRez.com's integration with the VRS further strengthens its relationship with the VRMA. LiveRez.com has been the software gold sponsor of the VRMA for the past two years.

"This integration reinforces our commitment to the promotion of professional vacation rental managers and the VRMA," said Lotz, whose company has been voicing its support for the VRS since the idea first emerged. "We can't wait for the VRS to go live."

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 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-Per-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](https://www.facebook.com/LiveRez) or Twitter ([@LiveRez](https://twitter.com/LiveRez)), or visit the company's [vacation rental software blog](http://www.liverez.com/vacation-rental-software-blog). LiveRez.com is a proud Gold Sponsor of the Vacation Rental Manager's Association (VRMA).

About Pegasus Solutions

[Pegasus Solutions](http://PegasusSolutions.com) is the world's lead provider of technology and services to hotels and travel distributors, serving nearly 100,000 hotels around the globe, and the majority of the world's travel agencies. Offering award-winning solutions for booking, distribution, and commission processing services, Pegasus also offers a full array of strategic online marketing solutions and accommodation booking options through its [Open Hospitality](http://OpenHospitality.com) division. The company also delivers hotel marketing representation services through [Utell@ Hotels & Resorts](http://UtellHotels.com), and powers the niche consumer website www.hotelbook.comTM, which is dedicated to promoting

independent and boutique hotels worldwide. Through its widely followed monthly data report *The Pegasus View*, Pegasus is also recognized as the only hospitality company to report regularly on both business and leisure bookings, for which it was awarded a Stevie Award in 2011. Pegasus has 22 offices in 12 countries, including regional hubs in Dallas, Frankfurt, London, Madrid, New York, Sao Paulo, Singapore and Scottsdale, Arizona. For more information, please visit www.pegs.com, www.openhospitality.com, or www.utell.com.

About the Vacation Rental Managers Association (VRMA)

Founded in 1985, the VRMA is the international, professional trade association of the vacation rental property management and hospitality industries. Membership includes hundreds of professional vacation rental manager and associate suppliers across the world, representing tens of thousands of vacation rental homes, condos and villas available to travelers. For more information, visit <http://www.vrma.com>.

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