



**FOR IMMEDIATE RELEASE**

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## **LiveRez.com Adds Vacation Rental Industry Veteran As Chief Strategy Officer**

All Star Vacation Homes CEO and Past VRMA President Steve Trover Joins the Industry Leader in Vacation Rental Software as CSO and Board Member

**BOISE, Id.** — [LiveRez.com](http://LiveRez.com), the industry leader in cloud-based software for vacation rental managers, is excited to announce Steve Trover as its Chief Strategy Officer.

Trover will take on his new role at LiveRez.com while retaining his current position as CEO of [All Star Vacation Homes](http://AllStarVacationHomes.com), one of the world's foremost leading professional vacation rental management companies. Trover is the immediate Past President of the Vacation Rental Managers Association (VRMA), where he contributed as a board member for the past 5 years.

“Steve is recognized as one of the brightest minds in the vacation rental industry,” said Tracy Lotz, founder and CEO of LiveRez. “As our longest standing LiveRez partner, no one understands our company and our culture better than Steve. And his experience running one of the most successful professional vacation rental management companies in the world will be a tremendous asset to our rapidly growing partner base.”

As CSO, Trover will work with Lotz and the LiveRez management team to help guide the strategy and direction of LiveRez.com.

Trover joins LiveRez at an important time in the industry and an important time in LiveRez's history as a company, having recently announced its landmark project iVacationRental, a new industry portal that will showcase only trusted and vetted, online bookable vacation rental properties from the nation's top professional management companies.

“Having worked closely with LiveRez and its founder, Tracy Lotz, for the past 15 years, I am excited to serve in a more formal role with the company as it continues to help professional managers thrive in the rapidly growing vacation rental industry,” Trover said. “I'm looking forward to helping LiveRez partners grow their businesses.”



**Steve Trover**

For more information on LiveRez.com, call (800) 343-2891 or visit [LiveRez.com](http://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 an all-in-one cloud-based platform, featuring best-in-class websites optimized for online bookings, a full-featured reservation and property management system, a robust CRM system, an exclusive connection to QuickBooks for trust accounting, 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](http://LiveRez.com). And, to receive timely updates from the company, follow LiveRez.com on [Facebook](#), Twitter ([@LiveRez](#)) and [Google+](#), 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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