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LiveRez CEO Tracy Lotz to Speak at 2014 VRMA Annual Conference

A pioneer of vacation rental technology and online marketing, Lotz will speak Oct. 27 in San Diego at the Vacation Rental Managers Association's Annual Conference

EAGLE, Id. — Today LiveRez.com has announced that its CEO Tracy Lotz will speak at the 2014 Vacation Rental Managers Association (VRMA) [Annual Conference](#), which runs Oct. 26-29 at the Sheraton Hotel and Marina in San Diego, CA.

A 20-year veteran of the industry, Lotz has helped pioneer a number of advancements in the vacation rental space.



In 1994, he created one of the industry's first websites where professional managers could list their properties online. In the mid-2000s, he helped bring online bookings to the industry. And in 2008, he launched LiveRez, the first truly all-in-one, cloud-based software platform for vacation rental managers. Just six years later, LiveRez is now the most widely used cloud-based software platform for professional vacation rental managers.

His most recent project is another landmark effort. At the company's [recent conference](#) for its users (called partners), Lotz announced the ongoing development of iVacationRental.com, the first major website in the industry that will feature only professionally managed inventory that is 100 percent bookable online in real time.

During his speech at the VRMA Annual Conference – slated for the morning of Monday, Oct. 27 – Lotz will discuss important changes coming to the industry and highlight some of the new innovations being developed at LiveRez.

“I am thrilled for the opportunity to speak at the world's largest gathering of professional vacation rental managers,” said Lotz, whose company is a perennial Gold Sponsor of the VRMA. “Right now is a pivotal time in the history of the vacation rental industry. And I'm excited to discuss how LiveRez plans to help shape the future of this industry.”

About LiveRez.com

LiveRez.com is used by more professional vacation rental managers than any other platform. The LiveRez.com platform 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 solution, 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. 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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