



FOR IMMEDIATE RELEASE

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Vacation Rental Marketing Expert Matt Landau Joins LiveRez Partner Conference as Key Instructor

Landau's Vacation Rental Marketing Blog (VRMB) is one of the most followed publications in the vacation rental industry

Eagle, ID – LiveRez.com, the most widely used cloud-based software for professional vacation rental managers, today announced that Matt Landau will join its growing roster of instructors at the company's annual Partner Conference October 10 through October 13 at the Lost Pines Resort and Spa in Austin, TX.



Landau's [Vacation Rental Marketing Blog \(VRMB\)](#) is one of the top blogs in the vacation rental industry. Each month the publication attracts more than 15,000 visitors and its Inner Circle (a private community that financially supports the free blog) has grown to nearly 800 members.

"Matt is widely regarded as one of the world's top experts in vacation rental marketing," said LiveRez VP of Operations Tina Upson. "And, we're thrilled to have him join the LiveRez community as a key instructor at our 2016 Partner Conference."

This year LiveRez is splitting the conference into two different training tracks, a "Coaches Track" intended for company leaders that focuses on growing your business, and an "Athletes Track" that focuses on intensive system training and is designed for team members that are executing a company's daily operations.

The instructors in the Coaches Track will be made up primarily of the industry's top

experts in different subject areas, whereas the Athletes Track will feature a mix of LiveRez software experts, ranging from LiveRez team members to professional property managers using LiveRez (called partners).

Landau will teach two classes in the "Coaches Track." The first class will focus on creating a balanced marketing portfolio, with an emphasis on building your own brand. The second class will walk professional managers through the process of building their 2017 marketing plan.

"The definition of what it means to be a successful property manager today is dramatically different than what it meant only 10 years back," Landau said. "Industry events like these are vital to the well-being and sustainability of the vacation rental industry as a whole because they bring progressive thinkers together under one roof, and they prove that you don't have to run your business the way big corporations expect."

In addition to two separate training tracks, the conference will also include a big reveal of new technology, as well as exciting keynote speakers, which the company will begin to announce in the coming weeks.

To learn more about the 2016 LiveRez Partner Conference, visit Conference.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. 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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