



FOR IMMEDIATE RELEASE
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LiveRez Announces Tina Upson as new VP of Operations

Eagle, ID – LiveRez.com, the most widely used cloud-based software for professional vacation rental managers, announced today that Tina Upson has been named Vice President of Operations.

LiveRez CEO Tracy Lotz made the announcement.

"Tina started at the ground level and really learned the industry at its most basic level," Lotz said. "Her passion and drive to truly work alongside our LiveRez partners made her a standout employee early on. Our partners and our entire team are thrilled with this promotion."

Upson most recently served the role of Director of Support and Implementation. In 2015 additional responsibilities were added such as planning the company's annual Partner Conference and working cross-functionally with the development, accounting, and sales/marketing teams to accomplish key company objectives.

Under Upson's leadership, LiveRez had its best year ever in 2015, pioneering a direct integration with Airbnb, winning the Boise-Metro Chamber's Travel Industry Excellence Award, releasing key technology upgrades, and signing up the company's 1,000th property manager partner.

Upson is one of LiveRez's longest tenured employees. She started with LiveRez the year it was founded, in 2008, and worked primarily on special projects. In October 2013, Upson joined the leadership team as Director of Implementation. During her time running the implementation department, she showed a keen ability to motivate her team, increase efficiency and get results. In May 2014, Upson absorbed management duties for LiveRez's support department and shortly after assumed leadership of both LiveRez's partner success division and its web design department.

"I'm confident that Tina has earned this role and that with her vision and dedication this will be a huge win for LiveRez," Lotz continued. "She has tackled every

challenge head on, and I am confident her leadership will take LiveRez to new levels."

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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