



RealTimeRental and Vacation Storebuilder Create Partnership To Increase Web Presence and Online Bookings for Vacation Rental Properties

September 30, 2010 – RealTimeRental (RTR), the leading web-based vacation rental property management solutions provider, and Vacation Storebuilder, an advanced Software-as-a-Service (SaaS) platform, have announced a partnership agreement to offer RTR clients Vacation Storebuilder powered vacation rental websites that feature a built-in online marketing toolkit and an integrated booking engine.

RealTimeRental's property management system serves more than 60,000 vacation rental homes and properties in North America and is installed by more than 175 property management companies. The integration of RTR's property management system with the Vacation Storebuilder platform provides RTR clients with a variety of websites to showcase their vacation homes, drive traffic by leveraging search engine and social media marketing channels, and increase bookings with an integrated online booking engine. RTR clients will benefit from Vacation Storebuilder's turnkey eCommerce solution to quickly deploy their own branded websites and increase revenue on a pay-per-performance pricing model.

"We are delighted to begin this partnership with Vacation Storebuilder to offer our clients robust websites with an integrated booking engine that connects directly with RealTimeRental's software - and generate more bookings and revenue for their properties," said Sherry Tomasso, Co-Founder of RealTimeRental. "Our clients' vacation homes typically provide guests with a better value proposition than other lodging alternatives, and RealTimeRental's integration with Vacation Storebuilder allows them to elevate their web presence to compete online with major hotel and resort brands.

Added Sunil Aluvila, CEO of Vacation Storebuilder, "Our partnership with RealTimeRental is a natural evolution of eCommerce and property management solution providers coming together to bring more vacation rental properties to the web, as an increasing number of vacation shoppers are booking vacation rental properties online."

RealTimeRental clients' Vacation Storebuilder powered websites will access inventory directly from RTR's property management system to showcase their vacation homes with rich media and will help drive traffic to the website through search engine optimization and integrated social media channels. These websites are optimized to increase conversion and provide a seamless booking experience for the consumer.

"This partnership provides property management companies of any size - that are seeking to increase bookings and revenue - the ability to easily deploy and manage high-performance vacation rental websites with powerful features such as built-in online marketing tools and an optimal online booking experience," said John Slaughter, Director of Business Development for Vacation Storebuilder. "Property managers and owners now have the power to cast a wider net and attract online vacation shoppers through many types of branded websites including large multi-property websites, destination websites, theme based websites (beach, family, ski), or single vacation home websites."

About Vacation Storebuilder

Vacation Storebuilder (VSB) is an advanced eCommerce Software-as-a-Service (SaaS) platform that allows vacation rental property managers and owners to rapidly deploy and easily manage a variety of branded vacation rental websites. Offered on a pay-per-performance pricing model, Vacation Storebuilder's turnkey solution provides robust websites to showcase properties with rich media, drive traffic with a built-in online marketing toolkit (SEO, PPC, social media and email), and increase conversion with an integrated online booking engine. Vacation Storebuilder is a division of Vibes Interactive LLC. For more information visit www.VacationStorebuilder.com.

About RealTimeRental

RealTimeRental (RTR) is the leading web-based Vacation and Residential Rental Property Management System, serving more than 60,000 vacation rental homes and properties in North America. RTR's property management software is installed by more than 175 property management companies. Distribution partnerships for RTR clients include major portals such as the Wall Street Journal, FlipKey and Vacapedia. For more information visit www.RealTimeRental.com.

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