



## NEWS RELEASE

### **Vacation Homeowners Share Rental Inquiries for More Revenue**

***InCircleRentals.com introduces a website for vacation homeowners who rent their properties. Unlike typical consumer-focused sites, owners help each other strive for 100% occupancy.***

**MINNEAPOLIS, MINNESOTA** (March 4, 2009) – Vacation homeowners who seek to book more rentals typically compete on websites among thousands of other homeowners. Once they've been noticed, owners then hope the rental inquiries (leads) match their availability. At best, it's hit or miss for property owners, but the only game in town... until now, with the launch of InCircleRentals.com (<http://www.incirclerentals.com>).

InCircleRentals.com is unique because of its focus on vacation homeowners helping each other. It's exclusively an owner-to-owner online exchange, where vacation homeowners and property managers share rental inquiries based on geography-based "circles".

Site co-founder Randy Zats notes, "Vacation property homeowners always need more guest rental leads. By pooling resources with neighboring owners, everyone gains more opportunities to fill vacancies without increasing their marketing costs."

Previously, vacation homeowners often told potential guests "Sorry, we're booked" and turned away business. Now, with InCircleRentals.com (<http://www.incirclerentals.com>), owners can provide viable options for time-pressed travelers and share extra rental opportunities with other members in a simple, automated system.

InCircleRentals.com offers a new value stream to a vibrant market. Vacation home rentals generate \$63 billion in revenue annually, or nearly half as much as the hotel industry. Owners in the US rent out 910,000 units. Their unit pricing fluctuates with supply and demand and they lose 100% on empty beds.

Property manager Brad Lear, CEO of Sanibel Accommodations in Sanibel, Florida says:

"InCircleRentals.com is a great concept. It's an easy, friendly website and I'm encouraging my owners to join. By sharing surplus guest leads, they'll fill more dates for their properties and make more rental income." InCircleRentals.com is offering 90 days free membership with its launch for charter members.

**About InCircleRentals.com:**

Randy Zats, Ellen Hertz and Susan Cohen founded InCircleRentals.com

<http://www.incirclerentals.com> in 2008. Randy Zats, CPA and financial analyst, owns a vacation rental condominium in Sanibel, Florida and is a member of the Sanibel Chamber of Commerce.

Ellen Hertz has over 20 years experience in corporate systems development and project

management. Susan Cohen is a communications professional, specializing in digital media.

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**Contact:**

Susan Cohen, Press Relations

InCircleRentals.com

888.317.1538

[Press@InCircleRentals.com](mailto:Press@InCircleRentals.com)

<http://www.InCircleRentals.com>