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ResortsandLodges.com Launches Innovative Property Management Software System

Introducing the Hospitality Industry's First Cloud-based Call Tracking Software Fully Integrated With a Property Management System

Minneapolis, MN – February 19, 2015. – ResortsandLodges.com, the leading consumer travel portal focusing on unique lodging, launched an innovative cloud-based property management software service (SaaS) that enables independent properties to compete with large hospitality chains. The unique call tracking software is fully integrated with a versatile property management system, thereby providing tremendous value to the independent property owner/manager.

The new call tracking software is called Track Pulse, and is one of the first cloud-based reservation/sales/marketing tracking software products in the marketplace. The new property management software is called Track PM. Either product can be used separately or integrated. A fully functional CRM system is included with both products. These new software offerings are a result of ResortsandLodges.com's recent partnership with Track Hospitality Software.

"This new software can really help out the small to midsize independent property," said Ryan Bailey, CEO of ResortsandLodges.com. "By combining call tracking software, CRM software, and a fully featured property management system, we can empower the property manager/owner to maximize occupancy, reduce costs, and improve staff efficiency".

Vacation Rental Management Companies have been using the software and have seen on average 1% - 4% lift in closing and conversion rates, without increasing marketing spend. Pulse works for small lodging companies all the way to 5,000+ unit multi resort or rental companies. Track Property Management works for 25 unit vacation rental companies up to 2,000+ unit vacation rental companies.

"We use both TrackPM and Track Pulse to manage our entire business. It has created increased revenue, increased online bookings, it has streamlined and sped up our reservation process, cut down on bad marketing spend and brought transparency to our reservation team," said Scott

Rice, General Manager, Cabin Fever Vacations, Pigeon Forge, TN. "Simply put, it's the best system we've ever used. We couldn't be happier with our decision."

ResortsandLodges.com is now providing demos and quotes to all interested parties. To learn more call ResortsandLodges.com at (866) 645-9054 or email info@resortsandlodges.com.

About ResortsandLodges.com:

Our mission at ResortsandLodges.com is to level the playing field for the independent property. We do this by offering affordable advertising, marketing services, property management software, and sales/marketing tracking software. Our products include List, Advertise, Book, Websites, Track PM, and Track Pulse - big business technologies at a small business price. ResortsandLodges.com has thousands of independent property customers worldwide consisting of unique resorts, lodges, vacation rentals, inns, villas, ranches, rv resorts, and bed & breakfasts. Founded in 1998, ResortsandLodges.com was one of the first major leisure travel sites established on the Internet.

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