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## **Pirates Cove Realty and Vacation Rentals Goes Live with Track Pulse**

### **Newest Installation of Hospitality Industry's First Cloud-based Call Tracking and Revenue Optimization Software**

**Minneapolis, MN – February 26, 2015.** – ResortsandLodges.com, the leading consumer travel portal focusing on unique lodging, announced the newest installation of its innovative cloud-based revenue optimization software service, Track Pulse, that enables independent properties to compete with large hospitality chains.

Track Pulse 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 fully integrated. A fully functional CRM system is included with both products.

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

"We researched numerous call tracking software systems over many months. We chose Track Pulse because it was the most user friendly, versatile, and cost effective system we could find," said Ken Herman, Rental Coordinator, Pirates Cove Realty and Vacation Rentals. in Outer Banks, NC. "We have been able to increase revenues by capturing leads through our inbound phone calls and automating follow up marketing and sales processes."

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](mailto:info@resortsandlodges.com).

#### **About Pirates Cove Realty:**

Pirate's Cove Realty offers a wide variety of vacation rentals on the Outer Banks of North Carolina. With access to Shallowbag Bay and the Roanoke Sound, our Outer Banks vacation

rentals offer spectacular views and adventure for the entire family. Pirate's Cove Realty boasts over 150 rentals ranging from condos to multi-family homes. No matter the style of Outer Banks vacation you desire, Pirate's Cove Realty has the perfect vacation rental for you. Our rentals are centrally located on the Outer Banks of North Carolina with easy access to beaches, shopping and adventure. Pirate's Cove Marina offers world-class inshore and offshore fishing for the avid angler, as well as adventures for the children of your group. For more information visit [www.pirates-cove.com](http://www.pirates-cove.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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