



Vacasa Partners With Texas-Based Palm Bay Rentals and Sales To Help Boost Bookings

Portland, Ore., - Dec. 20, 2017 - Today [Vacasa](#), a leading vacation rental management company, announced it has partnered with Palm Bay Rentals and Sales. Vacasa will provide full-service property management to 54 vacation rentals on North Padre Island in Texas. Palm Bay Rentals and Sales will continue to manage corporate rentals, all long-term rentals, homeowner associations and the real estate sales division.

As a result of this partnership, Vacasa's industry-leading dynamic pricing technology and marketing expertise, along with its world-class property management, will now benefit homeowners that have short-term rentals through Palm Bay Rentals and Sales, leading to more bookings and increased revenue for owners.

"We've been looking at new ways to market our short-term rental properties on various listing channels to help drive more bookings and lead to greater financial returns for our homeowners in off-seasons," said Debra Brock of Palm Bay Rentals and Sales. "After we received an inquiry from Vacasa, we started looking into their business model and were impressed to see they partner with multiple top booking channels to get homes in front of more potential guests."

Founded in 2009, Vacasa is a full-service vacation rental management company that provides homeowners with world-class maintenance and housekeeping services, and is backed by industry-leading technology which adjusts rental rates based on demand to optimize revenue for homeowners. Vacasa works with various channel partners, such as Airbnb, Booking.com and Homeaway, where Vacasa homes are also listed and bookable - in addition to Vacasa.com - to help drive more bookings for homeowners.

"We're excited to welcome Palm Bay Rentals and Sales to the Vacasa family," said Kevin Lincicome, Vacasa's Senior General Manager of Texas. "Our guests enjoy visiting Texas and we're looking forward to adding more properties to our inventory in the area for travelers to choose from."

Vacasa currently manages more than 7,000 vacation rental properties in 18 U.S. states and across the globe in Europe, South and Central America, and South Africa. To learn more about Vacasa, visit www.vacasa.com.