



## Internal Purposes Only

### BoomSTR/LMPM

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## **BoomSTR Partners with LMPM to Solve the Challenges of Managing Smaller Short-Term Rental Portfolios in the Direct Booking Era**

*Integrated tools and services enhance operational freedom for thousands of property hosts*

**SCOTTSDALE, ARIZONA, Dec 29, 2020** BoomSTR, a growing Scottsdale-based digital marketing agency and LMPM, a premier short-term rental PMS software and systems developer have partnered to integrate their platforms to solve some of the biggest challenges faced by U.S. short-term rental owners, operators, managers and hosts. The integrated tools and services allow short-term rental providers to enhance operational efficiency, seamlessly manage multi-property portfolios, implement direct booking capability supported by cutting-edge marketing and create operational independence from the major booking sites.

The partnership was created to support individual short-term rental providers and smaller portfolio managers, many of whom are struggling amidst a growing technology gap with large property management firms, increasing operational complexity, reliance on the big booking sites for all their booking revenue and thus the need for effective direct booking capability. By integrating LMPM's world-class PMS and direct booking engine with BoomSTR's best-of-breed digital marketing services and consulting, the companies are providing the first fully-integrated management, marketing and direct booking platform available anywhere.

Up to now, a major challenge for independents and smaller management firms who want to leverage the potential of direct booking is an increasing technology knowledge gap. LMPM Founder & CEO Adrian Barrett explains that "vacation rental property managers are now expected to manage portfolios using a wide variety of technologies. Few have any relevant experience in selecting the right set of tools, much less using them to their fullest value. Today,

that's reserved for very large companies that have IT staff and enterprise-level technology suites. Through our Strategic partnership with BoomSTR, we've found a way to 'scale down' to meet the unique needs of smaller portfolio managers and independent operators."

According to Barrett, "thousands of smaller vacation rental operations need a trusted consultancy in order to make the right choices to enhance efficiency and drive profits. Since our business model is directly focused on large organizations, we're thrilled that BoomSTR can provide our solutions scaled for the needs of smaller management companies and independents and fully integrated with digital marketing services. Up to now, this is something only the large market players could access."

Conti maintains that while independence from the big booking sites is important for smaller management companies and independent operators, they will continue to need the major booking sites like AirBnB, VRBO and Expedia, because they draw millions of traveler inquiries to their sites daily. The problem is that the major booking sites have increasingly enacted one-sided policies that favor travelers over short-term rental providers in ways that are potentially disastrous for providers.

According to Conti, "major booking sites often unilaterally change policy regarding cancellations, refunds, traveler-provider communications, fees and payment terms for bookings, without any input from providers. Still, the idea isn't to stop using AirBnB or VRBO, but to create the means to forge direct provider-traveler relationships as an additional way to generate bookings. That requires a direct booking platform and digital marketing integrated with a PMS, something independents and small management firms just haven't had before."

Finally, individual operators and smaller property management firms can have the freedom of direct booking, combined with operational efficiency and the marketing power to thrive in a competitive market.

## **About BoomSTR**

BoomSTR is an Arizona Corporation that is the first affordable digital marketing agency specifically for the short-term rental (STR) industry. As STR's have grown into a major niche in the real estate economy, effective marketing has become paramount to financial success for millions of owners, operators, hosts and managers. BoomSTR's integrated suite of digital marketing tools and services provides clientele with more inquiries, more bookings and higher revenues. Please contact Jerry Conti at 1-833-266-6123 or via email at [support@boomSTR.com](mailto:support@boomSTR.com).

## **About LMPM**

LMPM is a cloud-based, mobile-first and pre-scaled enterprise Property Management System (PMS) with flexible Trust Accounting that's been in development for more than 8 years and is seen as the fastest replacement for V12, Escapia, YesBookIt (YBI) and other legacy systems. LMPM is fully connected to all the major Online Travel Agencies (OTAs) – HomeAway/Vrbo, Airbnb, Booking.com, Expedia and Google. LMPM has everything managers need "all-in-one-box" and even comes with a full WordPress v5+ website for additional SEO and marketing content. We want at least 50% of your bookings to come directly from your LMPM site or the LMPM Complex Trip Manager! The Company has over 23 years' experience running and building digital destinations and applications in the banking, healthcare and entertainment verticals prior to moving into the property management vertical. Learn more at <https://lmpm.com>