



FloridaRentalByOwners.com Announces Partnership with Vacation Soup

The partnership was formed to support the #BookDirect movement which both companies are dedicated.

TORONTO, ONTARIO, CANADA, January 8, 2019 /EINPresswire.com/ -- FloridaRentalByOwners.com today announced a partnership with [Vacation Soup](http://VacationSoup.com). Florida Rental By Owners is a vacation rental platform focusing on Florida vacation properties and designed to offer Direct Booking between both property owners/managers and renters. Booking directly offers both parties the best savings in the travel industry market today. Florida Rental By Owners was co-founded in 2017 by Michele Totino and Nancy McAleer, both successful property owners and industry leaders. Vacation Soup is the brainchild of industry thought leader Alan Eagan. 'The Soup' is a travel publishing software company that syndicates articles written by holiday destination owners. The partnership was formed to support the #BookDirect movement which both companies are dedicated.

The vacation rental industry itself has blown out of proportion by large online travel agencies, launching the original Rent By Owner model of the past into huge corporate conglomerates that block direct communication, oversaturate the market, and add substantial booking fees to both renters and owners.

The #BookDirect Movement is disrupting the market. Unlike the large online travel agencies, FloridaRentalByOwners.com does not charge renters or property owners any booking fees and allows free communication between parties. There are no penalties for declining bookings or complicated algorithms for owners to deal with. This low annual fee subscription-based model is much more attractive to owners looking to maximize the return on their investment.

Co-founder Nancy McAleer states; "The partnership with Vacation Soup is ideal in that both companies are working towards the #BookDirect movement. A movement by both hoteliers and vacation rental owners to offer the best price, and service to renters by booking direct." McAleer commented that she is excited to "offer Florida property owners opportunities, tools and partnerships like Vacation Soup in order for them to regain control of their vacation rentals, where large online travel agencies have almost entirely removed the homeowner from the booking process."

Vacation Soup offers a unique blogging software platform for our owners who do not want to incur costs and time to launch their own website and blogs. McAleer commented "Many of our owners are already active on Vacation Soup and we are providing our subscribers with an opportunity to join at discounted prices specifically marketing to our Florida-centric traveler. All articles written by owners have contact details to Book Direct with the owner via the FloridaRentalByOwners.com rental platform."

Superhost [Terry Whyte](#), Anna Maria Island property owner, had this to say about the FLARBO - VACATION SOUP PARTNERSHIP:

"The best news I have heard in a long time is the new partnership between Vacation Soup and Florida Rental By Owners. I have been a member of both companies since their inceptions which has resulted in an impressive increase in my bookings and a decrease in my dependence on large Online Travel Agencies. In just a matter of months both travel sites have produced 568

leads to my properties. When it comes to digital marketing and social media it is no secret these two companies are among the most respected in the business. This alliance will produce exponential growth and opportunity. I look forward to a continued prosperous future."

The Vacation Soup partnership will have a positive impact on the traveler in that owners will provide destination specific data with insider tips, details and holiday destination information in published blog articles and travel guides on Vacation Soup, ensuring that the traveler will curate the perfect vacation and meet their travel goals whether they are looking for snowbird, boating, theme park, large group, wedding, budget-friendly or luxury type of vacations.

Focused on the Florida traveler, FloridaRentalByOwners has close to 1,000 properties offered by 888 property owners/managers throughout the state of Florida. Destinations range from Kissimmee to Clearwater and the Florida Keys to the Panhandle. The site is experiencing an incredible 60% increase in website traffic year over year. The top-performing owners expect to surpass \$60K in annual earnings.

About FloridaRentalByOwners.com

FloridaRentalByOwners.com is one of the fastest growing regional Florida vacation rental websites built by owners for owners. Offering industry professionals the most cost-effective way to connect and book Florida travelers via the no booking fee, low annual subscription rates and allowing owners to manage the financial booking process in its entirety. FloridaRentalByOwners was co-founded in 2017 by Michele Totino and Nancy McAleer.

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