



A CASE STUDY

How Find Rentals helped Anna Maria Vacations generate an additional \$100K in annual revenue

Introduction

Founded in 1995, Anna Maria Vacations (AMV) was the first rental company to serve Anna Maria Island guests with an online reservation website. With nearly 300 properties in their rental portfolio, AMV is a top-tier vacation rental company on Anna Maria Island, located on Florida's Gulf Coast.

As AMV continued to grow, they began to pursue marketing strategies that would not only put them in front of more high-quality guests, but would also make them more dynamic and appealing to homeowners looking for a top-notch vacation rental management company.

In 2014, AMV discovered Find Rentals.

The primary goal of Find Rentals is to be one of the top referring websites for a vacation rental manager's direct bookings.

What is Find Rentals?

Find Rentals is *the* premier online guide to vacation rental management companies.

Find Rentals focuses on connecting property managers directly with guests looking for vacation rental accommodations in their area. Since 2002, Find Rentals has helped over 10 million guests find their next vacation rental destination. They currently list 23,000+ properties with over 150 VRMs.

Find Rentals adds value to vacation rental managers by:

- Expanding their brand awareness into new markets
- Maintaining superior brand integrity and trust across the board
- Increasing guest traffic to their websites
- Generating direct email and phone inquiries from guests

Unlike other OTAs, Find Rentals will never limit a VRMs communication and relationship with a guest, or charge any service fees or booking fees. For a small, flat fee of \$36 per property per month, vacation rental managers receive streamlined, highly effective, five-star marketing and service.

Anna Maria Vacations' Marketing Team Partners with Find Rentals

In 2014, the marketing team at Anna Maria Vacations knew they needed to find additional channels to draw guests to their online booking platform. They were seeing results from adding quality content and SEO to their own site— but they wanted another, more streamlined path for guests to find them.

When they met with Find Rentals Vice President David Stansberry and heard about the dynamic ways that Find Rentals was generating bookings for their clients, they knew they had found the right partner.

Find Rentals created a premier [company profile for Anna Maria Vacations](#), including an in-depth company portrait, SEO enhanced property listings, social media links, an area for current discounts and promotions, gorgeous photographs, and completely transparent contact information.

Almost immediately, Anna Maria Vacations started to generate more leads and more direct bookings from their Find Rentals account.

The Find Rentals team was diligent in their follow-up, and supplied weekly statistics to AMV to ensure that their listings were performing as expected.

Recently— from June 2019 to June 2020— Anna Maria Vacations earned an additional \$100,000 in direct bookings from their Find Rentals account. Find Rentals has also helped AMV in generating close to \$300,000 in assisted and direct conversions.

"A testimonial from Anna Maria Vacations about how awesome Find Rentals is." - VP of AMV

Find
Rentals™



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