

Vacation By Owner Property Website Scenic Rentals Offers New Features To Help Market Properties

ScenicRentals.com, a popular vacation by owner website that offers affordable and effective rental advertising to property owners, announces new features to the website.

March 17, 2010 (FPRC) -- ATLANTA, GA--For nine years, owners of vacation properties have looked to ScenicRentals.com to list their vacation by owner properties in order to connect with travelers. The recent redesign of the website has new and improved features that help property owners market rentals by owner despite the current economic downturn.

One of the main reasons that ScenicRentals.com is a popular marketing tool for vacation property owners is its low annual fee of \$45 per property listing. Some of the new features added to the website provide an additional value for the same low fee.

The new redesign has not only given the site an exciting new look, but it's also been optimized for search engines resulting in high rankings on major search engines including Google and Yahoo. The search engine optimization has provided marked results for driving travelers to the site, which means that property owners are getting higher exposure. The marketing and social networking efforts by ScenicRentals.com including a company blog, Facebook and Twitter are also constantly working to improve SEO rankings.

"One of the biggest complements we regularly hear from our by owner vacation rentals clients who advertise on our site is how streamlined it is. Not only is it graphically pleasant, but also provides easy navigation for both the property owner who uploads a listing and the traveler who is looking for a great vacation rental," says Mike Braswell, president of Scenic Rentals (<http://www.scenicrentals.com/>).

Some of the top features that make ScenicRentals.com stand apart from other vacation rentals by owner listing websites include:

- * Listings limited to 60 properties per location, enabling property owners to be more competitive in securing reservations;
- * Easy integration with the free availability calendar on PropertyCalendar.com allows property owners create calendars, update them and place them on individual websites;
- * The ability to post up to 12 photos for free, in contrast to other sites that charge per photo;
- * URL links directly to property sites and the ability to link ScenicRentals.com from the owner's property site;
- * An owner control panel that allows users to edit listings 24 hours a day, seven days a week.

Scenic Rentals offers customer support and a money back guarantee to vacation property owners that promises a full refund if the annual listing doesn't result in any reservations. Additional features that make Scenic Rentals a favorite resource for travelers and property owners include easy navigation, guest testimonials and full descriptions of each property. As a member of The Vacation Rental Managers Association (VRMA), owners Mike and Amy Braswell pride Scenic Rentals on being 'property manager friendly'.

About Scenic Rentals:

Mike and Amy Braswell founded ScenicRentals.com in 2001 after they saw the need for online advertising for vacation rentals from managing their own vacation rental property. The site allows by owner vacation rentals to log on, list their property along with photos and contact information for the low annual fee of \$45. Travelers are able to see listings at no charge and connect directly with vacation by owner properties.

Contact Information

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