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**ALL STAR VACATION HOMES ATTENDS
VACATION RENTAL INDUSTRY CONFERENCE EVENTS**
Kent Bjorklund Recognized As Best In Class For Increasing Inventory

Kissimmee, Fla., April 29, 2010 – Members of the ALL STAR Vacation Homes team attended the national Vacation Rental Managers Association ([VRMA](#)) Eastern Conference, held in Myrtle Beach, SC, April 20-21 and also represented ALL STAR at the Florida Vacation Rental Managers Association ([FVRMA](#)) annual conference, held in Orlando, FL, April 25-27.

The VRMA Eastern Conference brought together more than 300 participants and suppliers in Myrtle Beach for 2 days of educational sessions and networking among the industry's leading companies. [ALL STAR Vacation Homes'](#) Director of Product Development, Kent Bjorklund, was recognized in a 'Best of Class' session and spoke about the keys to success in increasing inventory. Since Bjorklund joined ALL STAR Vacation Homes in December 2008, he has led efforts to increase vacation rental inventory by over 50%.

VRMA was established in 1985 and has expanded to more than 600 property management and associate member companies in the United States, Canada, Mexico and the Caribbean, representing approximately 150,000 vacation home rentals, condos and villas.

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ALL STAR VACATION HOMES, page 2

Additionally, professional vacation rental managers from across the state of Florida gathered in Orlando for the 2010 FVRMA annual conference. ALL STAR team members attended sessions on housekeeping, owner relations, marketing and governmental affairs. ALL STAR CEO, Steve Trover, and Vice President of Marketing, Sara Moore, participated in panel discussions on rent-by-owner strategies and reputation management, respectively.

“The vacation rental conferences bring together top companies in our industry and provide valuable information that vacation rental managers can implement to make their businesses more successful,” said Trover.

FVRMA has served as the official voice for professional vacation rental managers in the state of Florida since 1994, offering resources, educational seminars and networking opportunities for members as well as representing the industry’s interests in Tallahassee.

ABOUT ALL STAR VACATION HOMES

ALL STAR Vacation Homes is the leading vacation home property management and marketing company in Central Florida. Representing more than 200 homes and condos, ALL STAR Vacation Homes provides spacious and inviting alternatives to the typical hotel, including one, two, three and four-bedroom condos and town homes, as well as single-family estate homes with up to seven bedrooms. Vacation rental selections include amenities such as private pools, in-home game room and home theatres, multiple master bedrooms, resort facilities and choices to meet any style and budget. For more information visit www.AllStarVacationHomes.com or call 1-800-396-1173.

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