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Friday, December 18, 2009

Web site offers listings of short-term rentals for visiting sports fans

Phoenix Business Journal - by [Chris Casacchia](#)

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Texas Christian and Boise State university fans who want more spacious accommodations for the Fiesta Bowl can scroll through a new Web site that lists short-term rentals during their stay.

[SportsEventRentals.com](#), which launched three months ago, includes about a dozen listings for the BCS game,



Robert Hayes
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ranging from condos at the [Hotel Valley Ho](#) to four-bedroom ranch homes in the West Valley.

Co-founders Robert Hayes and Todd Brenneman, childhood friends from Chicago, expect their venture to scoop up market share in a sector dominated by Austin-based Vacation Rentals by Owner.

"We can take a small margin away from them," said Hayes, who developed the idea with Brenneman during Super Bowl XLII, which was played at University of Phoenix Stadium in Glendale. The annual Fiesta Bowl also is played there.

At press time, more than 75 homes, apartments, condos and resorts were listed on [SportsEventRentals.com](#). The site has been built to accommodate listings in more than 150 cities and 27 countries, so the owners expect it to grow.

The site is a portfolio company of Brenneman Interactive Co., a Phoenix-based firm that designs, manages and monetizes more than 50 Web sites for businesses ranging from nightclubs to retailers. The rental portal charges a one-time listing fee of \$99 that gives clients 365 days to list their properties under multiple events. The company is targeting corporations, sponsors and athletes, as well as sports fans and vacationers.

Nic Jones, director of revenue for the Hotel Valley Ho and Sanctuary Resort, has three



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properties listed for the Fiesta Bowl and has received about 20 calls from interested parties. The listings are not standard hotel rooms, but rather private residences on the property.

Jones said SportsEventRentals.com is cheaper and more user-friendly than RVBO, which charges nearly \$300 for its listings, plus additional fees for extra photos and prime placement.

Jones has used Craig’s List for personal trips and rentals, but said that popular listing service doesn’t have the professionalism of other sites.

SportsEventRentals.com is averaging about 26,500 hits a month as developers boost its search engine optimization capabilities.

“It’s far exceeding our expectations,” said Hayes, who is optimistic it will succeed. “Time will tell.”

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