



## **TruPlace Achieves Industry-Leading Milestone of 50,000 Virtual Tours for Vacation Rental Management and Real Estate Markets**

*Amazing Achievement Includes More Than 6.3 Million Professional Photographs*

**GERMANTOWN, Md. – Sept. 14, 2016** – TruPlace, the largest provider of interactive floor plans and professional photos for the vacation rental management and real estate industries, today announced they have achieved a remarkable milestone – their 50,000<sup>th</sup> virtual tour. As part of this milestone, the company has logged more than 6.3 million professional photographs.

TruPlace tours provide website visitors with a fast and flexible visual presentation of vacation rental and real estate properties. With each mouse rollover of a detailed floor plan or touch on a mobile device, viewers instantly see a high-resolution photo for that specific area – providing the viewer with a higher degree of familiarity with the property resulting in a greater likelihood they will choose that property.

“I am exceedingly proud of the accomplishments of our team and the trust that our clients have placed in us,” said Bob Cusack, president of TruPlace. “Achieving this milestone is testimony to our hard work and focus on client satisfaction, and it validates our leadership position in our markets. I look forward to the next 50,000 virtual tours.”

### **About TruPlace**

TruPlace, headquartered in Germantown, Md., develops Interactive Floor Plans for the vacation rental management industry in the U.S. and the real estate sales market in the Washington DC/Baltimore area. TruPlace provides clients with professional, high-resolution TruHDR photographs of the inside, outside and amenities of properties that are digitally linked to a detailed floor plan of the property. This combination provides a prospective guest or buyer with a quick and easy way to tour a property and get the most accurate view of what that property actually looks like. Website – [TruPlace.com](http://TruPlace.com).

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