



FOR IMMEDIATE RELEASE
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TruPlace Appoints Rebecca Lombardo as Vice President of Sales and Marketing

By hiring Rebecca Lombardo as part of the company's growth plan for 2020, TruPlace is leveraging its existing positive reputation within the industry to formalize its relationships with property managers and real estate brokerages.

February 14, 2020 – Germantown, MD. TruPlace, a national provider of visual marketing solutions, today announced it has hired Rebecca Lombardo as Vice President of Sales and Marketing. This signals an investment in the company's commitment to solidifying relationships both locally in the Mid-Atlantic Region, as well as establishing new partners in additional markets across the U.S. Current TruPlace partnerships include VRBO and Coldwell Banker Residential Brokerage's Listing Concierge program.

In her prior role at Curbio, a national renovation company, Rebecca Lombardo launched and led the Strategic Partnership program to become a multi-million-dollar division in less than a year. Rebecca brings a wealth of marketing knowledge and a positive reputation within the real estate industry.

Her work establishing and negotiating agreements with nationally recognized real estate brokerages sets a precedent in the industry for professionalism and effectiveness. She also has over a decade of experience working with Fortune 500 executives on their digital marketing and social media strategies.

TruPlace is poised for rapid expansion during the coming months as it has completed the training and hiring of photography talent in new markets such as San Diego, Boston, Charlotte, Denver, Charleston and the island of Kuai in Hawaii. By securing and nurturing partnerships with brokerages and vacation rental management companies in these markets, TruPlace will sit among the top national visual marketing solutions providers in the country by the end of 2020.

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“Having worked with Rebecca within the industry over the last year, we were thrilled to be able to bring her onboard here,” said Suzi Cusack, co-founder and CFO of TruPlace. “Everybody who has worked with Rebecca thinks the world of her and we think her talents for business development are a perfect fit for our existing infrastructure.”

About TruPlace

Founded in 2003, TruPlace is the leading Visual Solutions Provider for the hospitality and real estate industries with a national network of vetted and trained professional photographers. TruPlace produces property listing websites for their clients with products and services such as Next Generation 3D Tours, Floor Plan Tours, TruFusion Photography, Drones and Virtual Staging. This suite of marketing tools creates demand by providing a prospective guest or buyer with a quick, easy and accurate visual of the property. Website – <http://www.TruPlace.com>.

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