

*Today's Strategies*



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For Immediate Release

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### **Rent my House 4 Derby Retains Pallas Partners and Launches VIP Rental Home**

**March 19, 2010** – Rent my House 4 Derby, the leading provider of luxury private home rentals for the Kentucky Derby, announced today that it has retained Pallas Partners to manage the Internet based property. Pallas is charged with providing key senior management resources including strategy, finance, sales, marketing, and legal. This senior team will manage the offering and extend its services beyond the Kentucky Derby with the launch of [VIP Rental Home](#). VIP Rental Home will provide home rental services similar to those successfully provided by Rent my House to guests at major events throughout the United States. Rent my House was founded in 2006 and has served hundreds of Derby guests.

Immediate changes include the release of a new website, new rental policy for homeowners and guests, restructured management team and a national marketing strategy. It is expected that in the future VIP Rental will provide home rental services at events such as US Open, The Masters, Breeders Cup, and Super Bowl among others. In addition, VIP will continue to offer rentals for movies, insurance events, weddings, and anytime getaways. VIP specializes in securing top quality homes and providing all the amenities imaginable. Guests are able to secure a unique experience comparable to a 5 star hotel including concierge, catering, personal chef, limousine, entertainment and pre-event activities.

Scott Boehnlein, **Director of VIP Rental Home**, said, "For our guests these residential properties are a unique alternative to traditional hotel accommodations during special events. VIP Rental Home offers privacy, functional kitchens, spacious floor plans, and concierge services at a price that is often less than the event inflated cost of a hotel. That is if you can even find a room." He further stated, "For the renting homeowner it offers an opportunity to take advantage of both the demand for rental units and the tax code that can allow for tax free income from these rentals.

"We are extremely excited to add VIP Rental Home and Rent My House to our growing portfolio of clients." said Matthew Saltzman, **Managing Partner and CEO of Pallas Partners**. "Our decision to engage on both equity and operating levels with a property that can scale and replicate will enable us to leverage the Pallas platform for both our client and the firm. The brand has not only been extended but also reenergized through the changes we have implemented."

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### **About Pallas Partners**

Pallas Partners is a regional firm based in Louisville, Kentucky. We are a strategic advisory group focused on helping our clients achieve their goals and objectives with an emphasis on capital structure, operating efficiencies and revenue growth. Our team is comprised of multi-disciplined, senior level advisors with an average 25 years experience. Typical clients range from mid-sized, privately held companies to public corporations and governmental agencies that consider strategy and execution to be critically important now more than ever. [www.pallaspartners.com](http://www.pallaspartners.com)

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**About VIP Rental Home/Rent My House 4 Derby**

Founded in 2006 to serve guests seeking luxury home rentals, RentMyHouse4Derby quickly became the leading provider of luxury home rental services. VIP Rental Home, the parent corporation of RentMyHouse, is a national offering that provides homes for rent during a broad array of events, including PGA, Derby, NCAA Final 4, and Super Bowl.

VIP provides pre-screened rental homes and luxury services, including concierge, in home spa, party planning, and pre-event activities. Every home is personally inspected prior to posting for lease, and our service providers are carefully selected in each market, ensuring the highest quality experience for all our guests. VIP Rental Home is the perfect solution for special event guests, large groups or families, corporate teams, or anyone seeking a unique and luxurious experience. [www.VIPRentalhome.com](http://www.VIPRentalhome.com)