

## **Newport Beach Native Returns To His Roots To Grow His Business (and His Family)**

*CobbleStay.com simplifies the way you discover and hold luxury in Paris, be it one week or two months.*

**Nov. 5, 2009** - [PRLog](#) -- Angle: Newport Beach native returns to his roots to grow his business (and his family)

After more than decade of living and working abroad in Paris, Drew Graham has moved back to his hometown community with more than suitcases and boxes.

They say Paris is filled with those who live with passion and Drew is a testament to that adage. Drew met his wife Meri, from Finland, while traveling in Budapest, Hungary. Soon after dating, they fell in love married, and started a family in Paris.

Drew followed his passions as he built his career. He relocated to Paris where he found work at Kelkoo, a fast growing French internet company. With Drew's help, Kelkoo grew quickly in the following 5 years, after which Yahoo bought the company.

Over time at a big company, Drew sensed that he was starting to lose his edge. "Even though my resume was starting to shine, my passion for my work and life in Paris began to dim."

So, he decided to make it interesting. He and Meri invested in a an apartment to renovate in the heart of Paris. "Meri and I said to ourselves what better way to always have a piece of Paris than a place to stay and call our home, and now our home away from home." [note: apartment #7 cobblestay.com]

Drew uncovered a niche in the market, because he could not find a short-term apartment rental service geared toward the North American market. "There is a trust element when renting an apartment," Drew says and "I know first hand what the power of 360° marketing skills could do for a luxury apartment rental business." From this Drew built his company, CobbleStay.com, the modern way to book your stay in Paris.

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Drew found that apartment owners didn't know all that goes into marketing luxury apartments online.

"They enjoyed decorating and delivering a service to Americans, not necessarily all the ins and outs of promoting the property on the web...and all the manual work that it involves.

He relies heavily on his previous internet experience.

His desire to keep Paris apart of his life enables CobbleStay.com to grow and drive people to the newest trend in vacationing. "We help great owners of great properties build their business. And I get to show Americans how to enjoy Paris like a Parisian."

CobbleStay.com is thriving in an unstable economy because of it ability to give travelers something

familiar, comfortable and easy. The apartments are all ideally located within the heart of Paris, anyone from lovers to businessmen, artists to adventure seekers can find their home with CobbleStay.com.

PR contact: Brittany Iverson, GoodGypsy Consulting, 949-836-4574, biverson@goodgypsy.com

Company Contact: Drew Graham, owner, CobbleStay.com, 949-375-9691, drew@cobblestay.com

Personal notes about Drew:

As their business was born so was their first child and soon after their second, life was taking its course and “there was no turning back at this point.” Drew finds living in Newport Beach comfortable, “You take for granted all the things that you have in this wonderful part of the world.” Like his children Cobblestay.com is growing and Drew is very content having both of his passions finally together; family and Paris.

On Sept 25, Drew was honored at the USC Annual Volunteer Recognition Dinner for Alumni. He was presented with the Widney Alumni House Award in recognition of his work as the President of the USC Alumni Chapter in Paris & France.

The award was presented by Scott Mory, VP Alumni Association & Dr. Robert Padgett, President of the USC alumni Association Board of Governors at Town and Gown on the USC Campus in Los Angeles. Approximately, 40 people are recognized worldwide annually.

Earlier that week, Drew returned from a trip to Paris where he regularly visits the owners and apartments and signed up another apartment with a roof deck and a view of the Eiffel Tower.

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Still staying in Paris hotels?! CobbleStay.com simplifies the way you discover and reserve luxury apartments in Paris.

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Source	Brittany Iverson, GoodGypsy Consulting
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