New Website promotes WI vacation rental cabins, cottages, lodges, and homes

One person can make an impact on an industry! A Waunakee Web designer/marketing professional came up with a Web site that brings together many of Wisconsin's irresistible vacation properties.

April 13, 2010 - *PRLog* -- Contact: Joe Mogensen, owner
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RentWisconsinCabins.com showcases a growing number of the states irresistible vacation rentals! From an early '1800s log cabin, to a cabin in a caboose; RentWisconsinCabins.com is the only Web site that is devoted to promoting rental cabins, cottages, lodges, villas, and homes.

Waunakee, WI. – One person can make an impact on an industry! A Waunakee Web designer/marketing professional came up with a Web site that brings together many of Wisconsin's irresistible vacation properties. Joe Mogensen's site is catching on with rental owners and vacationers.

Since its launch on 1/1/09, rentwisconsincabins.com has signed up over 120 vacation rental owners, listing over 540 properties. Visitor page views recently topped 200,000. Mogensen wants the site to be a strong marketing tool for rental owners, and offer consumers a growing selection of Wisconsin vacation rentals.

"I am a Wisconsin native who enjoys exploring Wisconsin with my own family. Early spring is the perfect time to remind people of the great vacation experience that's right here in Wisconsin. I'm passionate about helping my member's rent their vacation properties and promoting Wisconsin's vacation rental industry," Mogensen said. Today's technology allows one person to raise awareness and help grow an industry.

Mogensen developed RentWisconsinCabins.com because he felt there was a need for ONE Web site where consumers could quickly compare detailed property. Each listing features a link to the properties business Web site.

A unique aspect of his site is the ability for consumers to narrow their search for a rental by personalizing their search; providing their own description of the kind of rental they have in mind. These inquiries are quickly filtered and sent to property owners so they can respond directly to consumers. There is no charge to consumers for using the site, and property owners pay a yearly fee to be listed.

"Other listing sites seem to sacrifice page design to make room for lots of advertising and clutter. Some sites offer rental listings all over the U.S., but the selection per state can be very poor, and the content is oftentimes outdated," said Mogensen.

Mogensen works directly with vacation rental owners to create and maintain their unique custom listing. "This assures the content is fresh, resulting in a great experience for consumers."

The vacation rental industry has been hit hard during the last few years. Mogensen is out to show how one person can cast a brighter light on the state's vacation rental properties. "My parents owned a lodge with a cabin rental in Vilas County in the '80s. I remember how much families enjoyed their vacation experience, in a cabin." Mogensen said.

Mogensen feels that by bringing Wisconsin vacation rental owners together onto one Web site, their

Internet impact becomes more effective. "We're not affiliated with any travel or booking agency, so we don't play favorites," he said. There is no buying or selling of properties on the site.

In 1996, Mogensen founded an advertising and Web design business in Waunakee, JM Creative, so he has the tools and experience to design, maintain, and market his Web site.

Consumers said this:

"Excellent service. I received a lot of email responses when you Narrowed My Search, which is helpful because it provided me with choices and options. I was very pleased with the timeliness of the responses as well as the selection. I think this is a great service that is not as well know as some of the other rental agencies. I was not aware of it until I received an email from a co-worker who knew I was looking. Keep up the good work."
Joel D

"This is a very easy website to navigate. It's nice to have all the information in one area. Thanks!"
Karri R

Rental owners/managers said this:

"You got an interesting site and interesting approach. I know I have received bookings that originated from your site as I ask all my new customers how they came across us. You are clearly one of the best services out there. Often times once you pay your fee, you don't hear from your supplier. You guys are constantly doing stuff. That's impressive."
Ron Mackowski
The Estrold Resort

"Yes, I am quite impressed with your site. and your price is sensible, at $150 for multiple cabins. I am also impressed with the increased traffic to your site. Well done."
Prudence Ross
Ross' Teal Lake Lodge & Teal Wing Golf Club

"First, I'd like to say that I love how involved you are with your customers and your business...it feels like we are all one big team with common objective...to rent the homes. I want to renew my listing."
Debbie Vrane
Deb's on Duck Lake

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About RentWisconsinCabins.com: We showcase and promote a growing number of Wisconsin's irresistible vacation rentals! From an early '1800s log cabin, to a cabin in a caboose; RentWisconsinCabins.com is the only Web site that is devoted to promoting rental cabins, cottages, lodges, villas, and homes.

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Source	Joe Mogensen
State/Province	Wisconsin
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