



For Immediate Release

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Jet Luxury Resorts Condo-Hotel Properties Take Off, Powered by IQware's Powerful Global Property Management System

Helping Jet Luxury Resorts provide first-class service to all of its customers, IQware revs up bottom-line results in prestigious 1-of-a-kind locations around the world.

DEERFIELD BEACH, FLA. — March 23, 2010 —

Jet Luxury Resorts is not your typical luxury condo-hotel management company, as their wildly successful, innovative and edgy viral marketing videos on YouTube.com prove, to the delight of over 350,000 viewers worldwide.



With 17 properties under management using IQware's highly flexible Global Property Management System (PMS), Jet Luxury Resorts not only has weathered the turbulent economic storm, but prospered by focusing on the core value of maximizing revenue potential for owners who are part of the Jet Luxury Resorts family while providing a truly affordable luxury rental option to the rental community.

The lushly elegant properties speak for themselves and represent high-end luxury made affordable — in Las Vegas: Signature at MGM Grand, Platinum Hotel & Spa, Palms Place; in Oahu: Trump Waikiki, Ala Moana Hotel; in Costa Rica: Buena Vista Luxury Villas, Kalia Modern Eco-Living; in New York: Trump SoHo, St. Regis New York; in Aspen: St. Regis Aspen Limelight Lodge, Aspen Square; in California, the Malibu Estate; in Miami: The Setai; and in Italy: the JK Place Luxury Hotel.

“We exist to serve our condo-hotel owners’ interests, and IQware lets us serve those with ease, efficiency and confidence,” says Richard Brosal, President of Jet Luxury Resorts.

Perfect, Beautiful, Sexy & Well Adjusted

Brosal says IQware offers a near-perfect condo-hotel management solution, pointing out Jet Luxury Resorts can depend on the PMS without having to double check what it does or the results it produces.

“IQware modules work extremely well, so we’ve been able to streamline our management processes and do a much better job of focusing our efforts on marketing our properties,” Brosal adds.

The somewhat tongue-in-cheek viral marketing message Jet Luxury Resorts delivers in one of its videos — that its customers are perfect, beautiful, sexy and well adjusted — applies equally well to the IQware Global Property Management System.

When Jet Luxury Resorts began using IQware about one year ago, its crew knew the PMS was a winner right out of the gate. Jet Luxury Resorts picked IQware because the solution provided everything they needed and IQware continually delivers unparalleled customer support and customization capabilities.

“It was quick and easy to get up and going with IQware, and now, whenever we need customization support, it’s a quick affair to get what I need,” says Brosal. “We’re constantly in touch with the people at IQware, exchanging ideas on what we need and learning about new capabilities they have.”

Because Jet Luxury Resorts uses IQware’s world-class specialized solution to manage its condo-hotels, it’s no surprise the company has been growing, even in a down economy.

“We constantly try to make what we do better, and IQware lets us do that,” Brosal notes.

The IQware team, in turn, continues to enhance its premier software solutions by adding refined features that incorporate the best practices of its many customers.

“When you deal with a core business technology like our PMS, you realize everything depends on the system,” notes David Perkins, President of Deerfield Beach-based IQware. “Our Global Property Management System has to work 100% of the time — helping manage virtually everything, seamlessly — which is why we *always* provide 24x7 world-class customer support.”

Flying High

Jet-Set Living takes on a new meaning with Jet Luxury Resorts, according to Brosal.

“Our condo-hotel owners share in our success,” Brosal says. “They enjoy their stakes in our high-quality properties, and rely on us to manage their units and make them money when they are not using them.”

IQware helps Jet Luxury Resorts handle all of the details, making the job of sharing revenues with the individual condo-hotel unit owners straightforward. IQware delivers all of the information they need to provide each owner and supplies them the reporting they expect.

“We find it extremely useful that we can set up each condo-hotel property as a separate building on the system and handle it efficiently,” says Brosal. “IQware works brilliantly for us.”

Brosal goes on to describe how Jet Luxury Resorts leverages the add-on capabilities of IQware, including IQmail, a comprehensive toolset that streamlines the communication process to stay in touch with owners and renters alike.

“We’ve built a strong relationship with IQware. I find it a fantastic benefit that they are so responsive and pay constant, close attention to all of the details,” says Brosal. “As we grow, we know we will want to keep adding more features to the system — and we know IQware will be right beside us, helping us soar to new heights.”

“We worked with Jet Luxury Resorts to integrate all of the functionality they need so they have a seamless experience, from handling online bookings and reservations, to generating reports for their condo-hotel unit owners,” IQware’s Perkins says.

“Superb customer service, along with 4- and 5-star condo-hotel vacation properties at affordable price-points, are the top priorities at Jet Luxury Resorts,” concludes Brosal. “What separates us from the competition is our overall attention to detail, all of the time — made possible by IQware.”

Jet Luxury Resorts continues to fly high and strong, even in the face of the headwinds of a continuing blustery economy — thanks in no small part to the power and flexibility of the IQware Global Property Management System and its superb condo-hotel functionality.

About Jet Luxury Resorts

Jet Luxury Resorts is the premiere national 4- and 5-star condo-hotel management company that provides truly affordable luxury. Jet Luxury Resorts is able to offer exclusive, luxurious yet affordable inventory to the rental community through honest, lucrative and dedicated service to condo hotel and fractional owners. Jet Luxury is worldwide, with its collection of one-of-a-kind destinations spanning: New York, N.Y.; Aspen, Colo., Italy; Las Vegas, Nev.; Tulemar Beach, Costa Rica; Malibu, Calif.; and Honolulu, HI (at the prestigious Trump Waikiki). Jet Luxury Resorts can be found on Twitter (Jetset9) and Facebook. Find out more at www.jetluxuryresorts.com. If you would like more information about Jet Luxury Resorts or to

schedule an interview with Richard Brosal, President of Jet Luxury Resorts, please call Mercedes Shea at 877-538-7370 Ext. 132, or email mshea@jetluxuryresorts.com.

About IQware

Deerfield Beach, Fla.-based IQware has been “Helping Hospitality Partner With IntelligenceSM” for 25 years. Today, more than 5,000 end users utilize IQware software to help best market and manage more than 120,000 rooms generating more than \$3.5 billion in gross room revenue. IQware brings with it more than 300 years of combined experience managing hospitality properties and developing and supporting related software. “Built By Hoteliers For Hoteliers,” IQware’s Global Property Management System and more than two dozen add-on modules optimize operations at properties of all types – limited- and full-service hotels, resorts, condo-hotels, vacation rental and timeshares – and all sizes – from regional hotel chains to multi-property management companies to small independents IQware is Your Single-Source Technology Partner through ongoing customized training, user-driven technology development, 24x7 support and lifetime software upgrades. Looking for a competitive edge? Look no further. IQware “Helps Hospitality Better Find, Book, Host, Know & Keep Clients.” IQware solutions offer numerous ROI-generating tools including e-marketing, four-tier yield management, IQrez, packages, loyalty points, IQDestinations and IQlink — which pushes your existing PMS inventory directly to the most effective and profitable Intranet, GDS and Extranet channels. IQware also provides Point Of Sale, Sales & Catering, Online Reservations, Spa Management, Marina Management, Central Reservations System and e-CRM electronic (Customer Relationship Management solutions). IQware takes technology partnering to a new level – just ask our ever-expanding family of clients conducting business in two dozen countries. For more information, visit www.iqwareinc.com or call (877) 698-5151.

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