

FOR IMMEDIATE RELEASE

PorchLight Rental Service Introduces *insideTRAK*® – The First Comprehensive Online Solution for the Relocating Renter

STOW, OH - October 6, 2014 - PorchLight Rental Service, a leading relocation assistance firm specializing in finding rental properties and providing destination services for renters, is thrilled to formally introduce *insideTRAK*®, a web-based solution revolutionizing the way renters can seamlessly move through the relocation process.

For many years, when employees were renting rather than purchasing homes, employers and their relocation management companies found limited to no professional support on a national level for this segment of the workforce. In 2013, Worldwide ERC® reported 62% of employee relocations were renters and 42% of employers provided their new hire employees a lump sum payment, to help defray moving costs. Nonetheless, few relocation policies are designed to effectively serve renters.

PorchLight recognizes renters have traditionally struggled, navigating the often complicated process of locating and settling into the perfect rental home. *insideTRAK*® fills this void by being the first electronic solution of its kind to offer essential rental information and connect renters directly with local market rental experts, who support them throughout their rental search.

Having observed this ongoing trend, PorchLight organized a focus group in February of 2014 which included transferring employees from various companies who planned to rent in their new location.

“We learned each person felt it necessary to speak with a local person to ascertain market information. It wasn’t enough to Google rental listings. The group required the involvement of a local person to shed light on the local market,” explains Diane Ayres, President of PorchLight Rental Service. “They also revealed they were willing to pay for local rental expertise, including someone who would locate rentals, qualify them in advance and set appointments with landlords to ease the time and frustration involved in the process.”

insideTRAK® makes this possible by providing transferring employees access to PorchLight’s vetted rental experts, offering the support truly needed.

About PorchLight Rental

Founded by a group of experienced relocation industry professionals in 2003, PorchLight is a women-owned business specializing in home rental and destination services throughout the United States and Canada. PorchLight sets the industry standard by being a high-touch service provider working within the stipulations of relocation policies to quickly and efficiently find transferees long-term rental solutions.

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For more information on PorchLight Rental Service and *insideTRAK*®, contact Jamie Williams, Marketing Manager at jamie@porchlightrental.com. To learn more about PorchLight Rental Service, click [here](#).