



WebRezPro Property Management System Integrates with Preferred Patron Loyalty Program

Two-way integration simplifies guest rewards management for independent hotels.

Calgary, AB – May 19, 2015 – WebRezPro™ cloud property management system (PMS) by World Web Technologies Inc. is pleased to announce direct integration with leading loyalty program solution Preferred Patron™ by Preferred Market Solutions, LLC., providing hoteliers with an automated approach to managing their rewards program for maximum efficiency and accuracy.

The two-way interface automates the process of updating loyalty member accounts in the Preferred Patron system, and provides real-time visibility of reward point balances and eligible rewards within WebRezPro PMS, eliminating the time-consuming and error-prone task of manually duplicating data and cross-checking systems.

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By centralizing relevant data between Preferred Patron and WebRezPro, this integration enables hotel staff to recognise loyalty members upon check-in with current reward balances displayed on guest reservation folios in the PMS. Rewards can also be redeemed directly within WebRezPro, with member accounts updated automatically in Preferred Patron. Upon check-out, WebRezPro pushes guest stay data to the Preferred Patron system where reward points are immediately awarded to loyalty program members.

“The collaboration with WebRezPro was a natural fit,” said Brett Perlman, Managing Member of Preferred Market Solutions, LLC. “The Preferred Patron solution is a comprehensive loyalty program that will facilitate hoteliers both in retaining existing customers as well as attracting new ones. This new unified integration ensures the data collection process will not only be reliable and effortless, but streamed real-time into the Preferred Patron Marketing Rules engine as well. Having instant access to this data opens opportunities for hoteliers to engage with their customers, both instantly and after their stay, through email and SMS,” continued Perlman.

“We are very pleased to be working with Preferred Patron to provide our WebRezPro customers with an efficient and effortless approach to managing a sophisticated loyalty program,” commented Frank Verhagen, President of World Web Technologies. “The centralized functionality of this integration will save hoteliers time and result in happier loyalty program members by ensuring every loyal guest is appropriately recognized and rewarded.”

About Preferred Patron

Founded in 2004, Preferred Market Solutions, LLC. is a leading provider of cutting-edge Loyalty Program and Gift Card Program software and services throughout the United States, Canada and abroad. Their Preferred Patron™ loyalty platform has been helping businesses, small, medium and large, succeed across many diverse industries, including automotive, retail, restaurant, gaming, hospitality, health care, education and more. For more information, visit

<http://www.preferredpatron.com/>



About WebRezPro

WebRezPro™ is a powerful and cost-effective [cloud property management system](#) designed to meet all front- and back-office needs of independent hotels, hotel groups and chains, vacation rental management, and inns. WebRezPro offers all the features of a traditional PMS, such as integrated accounting, GDS connectivity and multiple interfaces, as well as advantages unique to cloud-based systems, including anywhere access, integrated Web and mobile reservations and automatic data backup. Serving hundreds of clients in 30 countries, WebRezPro is a product of World Web Technologies Inc., a pioneering Internet marketing and software company for the tourism and hospitality industries since 1994.

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