



Once upon a time there were thousands of "Little People" (vacation rental property owners) who wanted to move to a place called "Cyberspace" because they heard about the



"Travelers" who had also come to this space, looking to find a place to stay while on vacation. It was the goal of the "Little People" to offer their housing to those Travelers as an alternative from traditional hotel stays. Unfortunately, the "Little People" were nearly invisible to the Travelers when they first arrived many years ago.



Luckily, popping up on this space were vacation rental referral companies ("the other little people"). To assist the "Little People" to be seen by the Travelers, in the place called "Cyberspace", the "other little people" offered lead generation service systems so everyone could get together and exchange information. The "Little People" had many options to choose from when listing their beautiful spaces, as there were dozens of "other little people" on the land to assist them. Travelers who came to this land were now able to see and connect with the "Little People" who were no longer invisible and obtain beautiful places to stay while on vacation. It was a match made in heaven.



The "Little People" were motivated people and very successful in renting to the Travelers. The Travelers started to shy away from hotels and really enjoyed having much larger private spaces instead. Then one day a Wizard came into the land. The Wizard's name? You guessed it! (HomeAway) The Wizard using very powerful magic called "money" was able to acquire ownership of almost all of "the other little people" of Cyberspace. This included acquiring VRBO, the biggest of the "other little people" at that time. At first things seemed less complicated. But with less competition and fewer options available in Cyberspace surely the price of doing business would change. Travelers were directed to this new big system and the "Little People" remained loyal. For many all was well because connections were still being made in the convenience of this new big system.



The Wizard, who saw dollar signs when he looked into the eyes of the "Little People", wanted to take control of them to protect his "piece of the pie". Within a short period of time things began to change in the land of "Cyberspace" and in the life of the "Little People". The Wizard began implementing changes to the lead generation service system. It transitioned into a micro-management system instead. The Wizard believed that he knew what was best for the "Little People". The Wizard deemed the "Little People" as his "inventory" and by now there were almost a million "Little People" under his control. The "Little People" started to get angry.



As fear set in, the wizard began to realize that if the "Little People" continued to talk with the Travelers off-site, they may no longer contribute to his coffers. The Wizard was a greedy bastard! So, the Wizard got out his bag of tricks and slowly started to remove information that was needed by the "Little People" in order for them to communicate with the Travelers. Travelers could only communicate with the "Little People" when under the direct supervision of the Wizard on HIS site.



And if that weren't bad enough.... The dream life of the "Little People" turned into a nightmare as a Giant Dragon (aka:Expedia) decided to get in on the action. The Giant Dragon had been living on the land for quite some time now, but his command had been on hotels, rental cars and air travel. The Giant Dragon had even more powerful magic because of his ability to slay all the other dragons on the land. The Giant Dragon made a deal with the Wizard to take control over the millions of "Little People" who were loyal working on the land and making tons of money for the Wizard.



The Wizard was more than happy to accept the magic of the Giant Dragon (all 3.9 billion of it) that he sold out his loyal "Little People", some who had been with him for over 12 years. The Wizard had already eliminated all the "other little people" so there was nowhere for the "Little People" to run to, with the exception of another wizard (who liked air in his bed and breakfast.)



Travelers got angry too because they found out they were not going to escape the wrath of the Giant Dragon who would now be imposing a "tax" on them as well. (in the form of a 6-10% service fee) When word got out as to what was happening, "Little People" everywhere started to explode in anger. Blogs were a Buzzin' ! They knew if they left the Giant Dragon, they were in jeopardy of becoming invisible once again. The Giant Dragon (and his shareholders) are hoping to make a fortune on their new investment!



What will the "Little People" do now? Stay tuned.....

