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# Dallas Business Journal

## Help wanted: Top docs

Reporter Bill Hethcock offers an inside look at the \$7.6 billion health care staffing industry, which is growing fast as the physician shortage worsens.

**SPECIAL REPORT, P11**



## THE LIST

Country Lane Seniors Community tops list of largest independent living centers.

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Rank	Name	Location	Units	Description
1	Country Lane Seniors Community	Country Lane	1,100	Independent living community with 1100 units, 100% occupancy, 100% owner-occupied.
2	Highland Park	Highland Park	1,000	Independent living community with 1000 units, 100% occupancy, 100% owner-occupied.
3	Highland Park	Highland Park	1,000	Independent living community with 1000 units, 100% occupancy, 100% owner-occupied.
4	Highland Park	Highland Park	1,000	Independent living community with 1000 units, 100% occupancy, 100% owner-occupied.

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# DALLAS 100

## Call center adds to Getaroom's bookings

BY SHASHANA PEARSON-HORMILLOSA | CORRESPONDENT

Several years ago, David Litman and Bob Diener masterminded Hotels.com—which grew into a multibillion dollar company that they sold in 2003.

In 2008, they watched as the travel industry suffered tremendous strain and hotel rates dropped 40 percent. As a result, they saw a need for worldwide vendor options to be provided in one central location, and set out to bridge the gap. Then in 2009, after completing the requisite five-year noncompete period stipulated by the sale of Hotels.com, Litman and Diener launched Getaroom.com.

The business model works in much the same way as its competitors. Just as with other online hotel-room reservation systems, Getaroom customers go to the site, enter travel dates and destinations, and receive a list of available rooms and rates. But unlike its competitors, Getaroom.com offers an additional discount to customers who use its call-in service. Customers can save an additional 10 percent to 25 percent off the published rate—including those found online—just by calling the site's call center.

Madeline Sater, a real estate agent with Atlanta, Ga.-based Harry Norman Realtors, has booked rooms through Getaroom.com since the company began. She had become disillusioned with Hotels.com and was searching for



David Litman, above, started Hotels.com with Bob Diener and now the duo's Getaroom.com adds a personal touch to online bookings with a call center.

somewhere else to take her business. When she found Getaroom.com, she was first intrigued by the name, but after research showed her that Litman and Diener were behind the company, she quickly switched. Sater keeps returning to the site because of the company's attention to customers.

"I liked that I could get a better rate when I called in. They seemed knowledgeable and could help me and work with me directly," Sater said. "I'm a little old school and like that personal touch. They give you inside information about the hotels and direct you to the place that

best fits your needs."

The personal touch has worked for the company. In just three years, Getaroom has seen annual revenue steadily grow from \$5.8 million in 2009 to \$59 million last year. Litman, CEO of Getaroom.com, projects annual revenue to exceed \$100 million in 2012 and expects to grow annual revenue by an additional 50 percent in 2013, tripling profits.

To date, the organization has agreements with more than 60,000 hotel partners worldwide, and frequently adds new hotel listings to accommodate growing demand.

### GETAROOM.COM

**BUSINESS:** Online hotel-room sales  
**HEADQUARTERS:** 3010 LBJ Fwy., Ste. 1550, Dallas 75234  
**TOP EXECUTIVE:** David Litman, CEO  
**EMPLOYEES:** 80 Dallas/110 worldwide  
**ANNUAL REVENUE:** \$59 million (2011)/\$100+ million (projected for 2012)  
**PHONE:** 800-468-3578  
**WEB:** [getaroom.com](http://getaroom.com)

"We negotiate the best deals we can. They have needs that come up—a group cancellation, an unexpected hurricane hits," Litman said. "We work with (our hotel partners) on a minute-by-minute inventory."

Litman noted that while one of the company's greatest challenges is "overcoming well-funded competitors," its small size enables it to be more flexible. "No matter what you've done in business in the past, you have to get down and grovel for business in the future. Who you know may get you in the door, but you have to do what you can to stay there," Litman said. "We continue to grow because we have an excellent reputation with customers, and we continue to serve in a way that makes them want to come back."

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