

Buffalo Entrepreneur J. Coyle Launches Privacy-First Travel Platform Plan B Rentals

Plan B Rentals lets travelers post \$1 stay requests while landlords bid privately to host them. Founded by Buffalo entrepreneur J. Coyle, the platform promotes innovation, privacy, and job creation through a reverse-bid travel model.



Buffalo, New York Oct 15, 2025 ([IssueWire.com](https://www.issuewire.com)) - Plan B Rentals, founded by entrepreneur J. Coyle, has officially launched a privacy-first travel marketplace designed to reshape how travelers and property owners connect. Built around a reverse-bid model, the platform allows travelers—called Dreamers—to post what they want for just one dollar, while landlords privately submit offers to host them.

This approach reverses the traditional listing model and helps property owners fill unused nights without exposing calendars, addresses, or rates to the public web. By design, Plan B Rentals protects user privacy and simplifies the process for both sides.

“Our goal was to flip the travel model,” said Coyle. “Dreamers set demand, landlords respond. That shift creates fairer pricing, better privacy, and more flexibility for both travelers and hosts.”

Headquartered in Buffalo, Plan B Rentals is structured for scalable growth and supports job creation in software, customer service, and compliance. The platform promotes innovation, competitiveness, and responsible digital entrepreneurship, aligning private business development with broader economic impact.

The company plans future international expansion with multilingual and multi-currency support while keeping its U.S. operations base. Early engagement has shown strong interest from independent property owners seeking flexible, private ways to rent and from travelers looking for custom, affordable stays.

Plan B Rentals operates without commissions or booking fees. Dreamers subscribe for \$1 per month, and landlords pay \$99 per property to connect directly with verified travelers.

For more information, visit <http://www.planbrentals.com>.



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