

Instructor's Guide

Leasing and the Internet

NALP 

NATIONAL APARTMENT
LEASING PROFESSIONAL®



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INSTITUTE**
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ASSOCIATION

NALP **National Apartment Leasing Professional**

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Acknowledgments

The National Apartment Association Education Institute acknowledges the contributions of countless volunteers who made this program possible. From the first time pencil was put to paper, through development, revisions and updates, pilot programs and expert reviews, the servants of our industry have made the National Apartment Leasing Professional course and designation a reality. We extend our thanks and pledge to maintain the NALP designation as the premier standard apartment industry training program for all Leasing Professionals.

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Just for Instructors

The National Apartment Association Education Institute thanks you for your time, talent, and expertise in training and developing the next generation of Leasing Professionals.

Whether you are a subject matter expert or lay person...a seasoned instructor or a new teacher...this guide will help you become an even more engaging and effective trainer.

This education program was developed by Leasing, Operations, Marketing and Training Professionals working in the multifamily housing industry across the nation.

It was developed and revised at the request of Leasing Professionals and apartment association members, like you, who told us what they need to successfully perform their job responsibilities. It was also developed at the request of your managers, supervisors, owners and employers. They asked for this program because of your importance to the industry. They recognize you as the key to leasing, renewing and serving future and current residents of your communities and buildings.

In this course on Leasing and the Internet, you will help Leasing Professionals:

- ▶ Recognize the various functions of the Internet.
- ▶ Describe the demographic characteristics of a prospective Internet resident.
- ▶ Effectively track the source of an Internet lead as well as how to record an Internet lead.
- ▶ Improve online advertising and the quality of a community's online message.
- ▶ Utilize the Internet while working with a prospective resident on the telephone.
- ▶ Close leasing leads using the Internet.
- ▶ Learn how Fair Housing laws affect electronic leasing.
- ▶ List ways to effectively utilize e-mail for communication with prospective and current residents.
- ▶ Access Web sites designed for the Leasing Professional.
- ▶ Understand the importance of marketing their communities online
- ▶ See how social media has become a viable marketing source for communities.



Although this course is targeted at people with at least six months of leasing experience, it can also be used to teach those who would like to learn more about the legal aspects of our industry.

For more information about this program or any of NAAEI's education programs, contact your local apartment association or contact NAAEI at 703/518-6141.

Fast Facts: The NALP Leasing and the Internet Course

This overview will help familiarize you with the educational approach for this course and ways you can enrich the training for participants.

Course Type

- ▶ Instructor-led classroom training
- ▶ Use short presentations, participant discussions, and learning activities to teach the course material

Course Materials

- ▶ This Instructor's Guide
- ▶ The Leasing and the Internet Participant Guide

Course Length

Approximately 3 hours and 15 minutes

Course Tone

Fast paced, high-energy, experiential, fun

Where this Course Fits in the NALP Curriculum

Leasing and the Internet is the third course in the NALP training series. The suggested order for delivery is as follows:

1. Keys to Success in Leasing
2. Telephone Presentations
3. Leasing and the Internet
4. The Leasing Interview
5. Leasing Demonstration & Follow-Up
6. Rental Policies and Procedures
7. Legal Aspects
8. The Market Survey

Legend:



Italics

Instructional Direction



The NALP Leasing and the Internet PowerPoint Presentation includes a slide on this topic



Instructor's Guide page number (*black/outside*), with corresponding Participant Guide page number (*gray/inside*)



Key pieces of information that will be part of the examination – instructors should focus on these items

Course Schedule-at-a-Glance

Here's a quick look at the topics included in the Leasing and the Internet course, the approximate time it will take to teach them, and a suggested schedule.

Training Topic	Length	Suggested Time
Introduction	15 minutes	8:30am–8:45am
Marketing via the Internet	30 minutes	8:45am–9:15am
Tracking Internet Traffic	30 minutes	9:15am–9:45am
Maximizing Online Advertising	15 minutes	9:45am–10:00am
Break	15 minutes	10:00am–10:15am
Telephone Prospects and the Internet	15 minutes	10:15am–10:30am
Respond to Internet Leads	45 minutes	10:30am–11:15am
Web sites of Interest	15 minutes	11:15am–11:30am
Summary	15 minutes	11:30am–11:45am



Preparing to Teach the Course

To give course participants a first-rate learning experience, plan to spend several hours preparing to teach this class.

When to Prepare

Depending on your experience with this course, begin preparing one to two weeks before the scheduled course date. That is enough time to absorb the material without feeling rushed.

How to Prepare

- ▶ **Read the Instructor's Guide carefully.** Get familiar with the organization and flow of the course, as well as the content itself.
- ▶ **Look for ways to personalize the instruction.** Add your own stories, examples, and insights. Make the material come alive for the participants.
- ▶ **Mark up this guide.** Write notes throughout. Highlight passages you want to emphasize. Add prompts for your examples and explanations.
- ▶ **Practice.** Do a dry run of the material (or at least some of it) in front of willing colleagues or family members. Get their feedback. Find out: What are you doing well? What is one thing you could improve?
- ▶ **Preview and practice the Covey video activities before class.** Some modules contain activities centered on Franklin Covey teaching videos. Each contains an introduction, the video clip, concept questions, an industry-related activity and a resource sheet. You will need to hit the “next” button to drive the programming through these steps:
 - o *Play the introduction*
 - o *Play the video*
 - o *Click on each of the three concept questions that review the material in the clip*
 - o *Conduct the activity as described in your Instructor's Notes*
 - o *Review the Resource Page provided in the Covey material to close the activity*

When it is Time to Teach the Course

- ▶ **Use this guide.** Refer to it often to keep the class on track. Using notes will make you look natural, relaxed, and yes, even confident.



- ▶ **Approach the course as a conversation, not as a presentation.** Keep things open and easygoing. Pick yourself up if you make a “mistake.” Answer the questions you can. Most important, avoid the temptation to be the expert—simply share what you have learned.
- ▶ **Keep participants actively involved.** Allow participants to ask questions, share ideas with one another, and get as much hands-on experience as possible. Remember: telling is not training.
- ▶ **Be yourself.** Participants appreciate (and learn more from) instructors who are not only knowledgeable, but also approachable, personable, and dedicated.

Preparing the Classroom

To complete your final preparations, arrive at the training site at least one hour before class begins.

Find the Location of these Public Facilities or Services

- ▶ Restrooms
- ▶ Kitchen facilities or vending machines
- ▶ Emergency exits

Prepare Materials

- ▶ This Instructor's Guide (with all your preparation notes in it)
- ▶ Leasing and the Internet Participant Guide (one for each participant)
- ▶ Leasing and the Internet PowerPoint Slides (these are optional; use them if you wish)
- ▶ Evaluation Forms
- ▶ Sign-in form (to be turned in to the affiliate office after class)

Prepare and Test Equipment

- ▶ Flipchart with stand or whiteboard
- ▶ Markers
- ▶ Microphone or sound system (if needed)
- ▶ Laptop computer with LCD projector (if using PowerPoint slides)

Prepare a Learning-Friendly Classroom

- ▶ Arrange the tables and chairs in the room so that participants will be able to talk with one another, work in small groups, and take notes.
- ▶ Make sure the room is not too hot or cold.
- ▶ Ensure that there is adequate lighting.
- ▶ Write the course agenda on the flipchart or whiteboard.

Welcome and Introduction

- I In this brief opening section, you will welcome participants, introduce yourself, and set the stage for the Leasing and the Internet course.*



Show Slide 1

- I Welcome participants to the course. Introduce yourself to the class and have them briefly introduce themselves. You may choose to conduct an ice breaker or warm-up exercise if necessary. Then, proceed with the script below.*

Dive in...the material is great! And you are going to do just fine, too!



Introduction

This third course in the NALP training series concentrates on the Leasing and the Internet skills to help you be an effective Leasing Professional. As your position in an organization grows, your knowledge of the industry becomes more important.

In this class, we are going to focus on how you can utilize the internet to become more effective as a successful Leasing Professional. When you leave here, you will have the tools to work on the areas you have identified for improvement, and that will help you become a successful Leasing Professional.

I *Turn to page 6 of your Participant Guide, so we can go through the day's agenda, as well as cover a few housekeeping items.*

Ground Rules

- ▶ **Participate fully.** What you get out of this class is fully dependent on what you put into it.
- ▶ **Help us stay on track.** We are going to cover a lot of ground today—at quite a fast pace—and to make sure you get the best training experience, we will need everyone to stay focused.
- ▶ **Have fun.** The amount of learning that will take place is directly proportional to the amount of fun you have.

Questions?

I *Does anyone have any questions about the agenda, the ground rules, or anything else about today's session?*



Show Slides 2 and 3

Course Objectives

At the end of this course, students will be able to:

- ▶ Recognize the various functions of the Internet
- ▶ Describe the demographic characteristics of a prospective Internet resident
- ▶ Effectively track the source of an Internet lead as well as how to record an Internet lead
- ▶ Improve online advertising and the quality of a community's online message
- ▶ Utilize the Internet while working with a prospective resident on the telephone
- ▶ Close leasing leads using the Internet
- ▶ Learn how Fair Housing laws affect electronic leasing
- ▶ List ways to effectively utilize e-mail for communication with prospective and current residents
- ▶ Access Web sites designed for the Leasing Professional
- ▶ Understand the importance of marketing their communities online
- ▶ See how social media has become a viable marketing source for communities.



Introduction: Leasing and the Internet

Just as the role of leasing professionals has become more complex over the years, today's consumers are more time starved than ever before. One of the biggest changes to the apartment industry is the use of the internet in leasing and marketing communities. Our customers have even less free time and want to be able to research our communities and find all the information they are looking for online. Communities today receive a tremendous amount of qualified prospective residents from the internet. Through the unlimited number of internet listing services (ILS), social media and review sites this is possible.

Leasing Professionals therefore use this information from the Internet to follow up with prospective residents, stay in touch with current residents, research competitors and research changes that affect the multifamily industry. Our future renters have the expectation of find all the answers to their questions with the click of a button. More and more prospects are filling out applications online before even stepping foot in the doors of our communities. We have the internet to thank for this.

I *Have participants read facts about the Internet aloud.*

Some interesting facts about the Internet:



Show Slide 4

- ▶ New Internet users come online every two seconds.
- ▶ In just five years, the Internet had 50 million users – radio reached that number after 38 years and television 13 years.
- ▶ If stranded on a desert island, two thirds of individuals surveyed said they would rather have Internet access than a telephone or a television.
- ▶ In 2008, 65% of Americans used the Internet.
- ▶ There are now more than 175 million users. There are an estimated 30 million users searching the real estate Web sites. By 2013, an estimated 221 million people will be online, nearly 70% of the population.
- ▶ Nearly 33% of men and 25% of women spend more than three hours of their day on the Internet while at work.
- ▶ One of the fastest growing segments of the Internet are social networking sites such as Facebook, MySpace, LinkedIn, Twitter, YouTube, and so on. Therefore, these are viable resources for attracting potential residents.
- ▶ Over 5 billion people are on the internet each day.

Marketing via the Internet

The Internet

Types of Internet Sites

I *Have participants review types of Internet sites. Ask if they can think of any that are not listed here.*

- ▶ Internet Listing Services
- ▶ Online Locators
- ▶ Property Web sites
- ▶ Management Company Web sites
- ▶ Classified aggregators
- ▶ Portals
- ▶ Association & Trade Organization Web sites
- ▶ Social Media Web sites (Twitter, Facebook, MySpace, LinkedIn etc.)
- ▶ Instant Messaging / Chat Rooms
- ▶ Blogs

Internet Listing Services (ILS) offer companies a marketing tool for their communities by serving as an electronic apartment search tool, in addition to print apartment publications.

i Have participants fill in the blanks while you lead a discussion.

A well-designed Internet ad carried by an ILS offers the following:

1. The ability to reach people both locally and nationally.
2. The ability to reach more people since ILS's purchase "search words" hit by the major search engines such as Google and Yahoo.
3. The ability to instantly make changes to the ad at low or no cost, keeping information fresh with the ability to highlight specials and current pricing.
4. The ability to showcase all of the property features and floor plans.
5. Access 24 hours a day, 7 day a week virtual leasing office.
6. Flexible product options that can include custom links to companies and their property-specific Web sites.
7. Ease of tracking traffic by specific ILS source.

Visits to apartment search sites tripled from 2004 to 2007. On average, users hit 3 to 5 of the major ILS's in their apartment search. Major sites and/or members of the NAA National Suppliers Council include:

- ▶ Apartments.com
- ▶ Apartmentfinder.com
- ▶ Forrent.com
- ▶ mynewplace.com
- ▶ Apartmentguide.com
- ▶ move.com
- ▶ Rent.com
- ▶ craigslist.org
- ▶ Moveforfree.com



Show Slide 5

Online Marketing

J. Turner Research, a leading marketing research company for the apartment industry, completed a survey of more than 27,000 prospects. The study revealed that respondents used the following top three sources to research apartment information:

- ▶ 49% used the Internet.
- ▶ 14% were referred by another person (friend, co-worker or family).
- ▶ 12% referenced a print publication.

Standard ads on ILS sites can range from \$150-\$250 per month, depending upon the options chosen for the ad. Virtual tours and other add-ons increase costs, and may make for a more impressionable ad. Standard ads in a print guide average \$700-\$1,300 per month. Costs vary with the size of the ad, number of pages, color, and so on.



The Internet Prospect

In 2009, the US Internet population will grow to nearly 200 million users, or 65% of the total population. By 2013, 221 million people will be online, nearly 70% of the population.



Show Slide 6

The National Multihousing Council (NMHC) reports that 88% of apartment residents say that, if they were given the option, they would use the Internet to look for an apartment and fill out an online application – all before visiting the community.

1. What does this tell you about Internet advertising?

To understand the typical Internet prospective resident, one needs to understand the typical renter in today's market.

1 If time allows, ask participants to complete responses prior to discussion.

2. Describe today's renters:

1 Today's renters are smart, technologically savvy, solution oriented and time starved. They also reflect the broad spectrum of the population – from teens, to seniors, from blue-collar workers to executives to stay-at-home moms.

3. What is a "lifestyle" renter?

1 They are also renting by choice more frequently than ever, creating what is known as a "lifestyle renter." Renting makes sense to them, as the demands on their time make it impossible to worry about such items as home repair and lawn care. The added perks of additional services like concierge services, dry cleaning valet, package drop-off, onsite fitness centers and home office services available at some communities all add up to a very enticing lifestyle choice.



Show Slide 7

Multi-Generational Renters

Who are today's renters? Based on the descriptions below, describe what would appeal to the corresponding demographic:

1. Millennials – Teens to late 20's. This group makes up 20% of Internet users. They are the largest population in U.S. history. Millennials are tech savvy.

I Answers: Hot spots, docking stations, recycling, modern and trendy.

2. Generation X – 30's to 40's. This group makes up 37% of Internet users. They are honest, straight forward and are looking for work/life balance. Xers seek value.

I Answers: Price driven, services such as trash pick up and package delivery, an honest approach to selling.

3. Baby Boomers – 40's to 60's. This group makes up 45% of Internet users. They have high standards, are price sensitive, and are parents of potential renters.

I Answers: Safety for their children, good prices, high quality items.

4. Immigrants and first-generation Americans. The largest demographic increase is Hispanic and Asian. The increase in renter households will be 1.8 million by 2015.

I Answers: Explanation of the Lease, bi-or multi-lingual staff, family friendly policies (# of residents allowed in a unit), schools, etc.

Tracking Internet Traffic



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The Guest Card

As our prospect changes, we must respond in terms of the tools we use to support and enhance the experience of the prospect and the professionalism of the Leasing Professional. One of the most important and basic tools in a “toolkit” is the Guest Card.

Activity: Update Guest Card

Knowing that today’s renters have greater demands on their time than renters of five years ago, it is important to determine whether this information on the Guest Card is sufficient for developing a relationship with a prospective resident?

i *What would you change on this Guest Card to make it more effective?*

Date: _____	Size apartment needed: _____
Time: _____	Number of occupants: _____
Name: _____	Pets: _____
Address: _____	Breed: _____
Address: _____	
City: _____	
State: _____	
Zip code: _____	
How did you hear about us? Please choose one of the following sources:	
Apartment publication	
Newspaper ____	
Referral ____	
Internet ____	

- i** *Suggest that the Guest Card be updated in a way that makes it more “conversational” and offers questions focusing on leasing and the Internet. Add questions such as “Which Internet site did you use?”, “Which Internet site did you find most user friendly?” or “Which site had the most useful information?”*

1. What changes would you make to the Guest Card?

2. How do you feel about asking prospective residents for additional information?

3. Describe how you would ask a prospect for additional information.

Tracking Internet Traffic

One of the greatest challenges to owners and managers is ensuring that employees are tracking leasing traffic effectively.

Lead Tracking

- i** *Lead Tracking Solutions is recommended. They are very user-friendly, (reports, getting phone numbers, etc.), and are also also less expensive than comparable services.*
- ▶ **Record phone calls:** When someone calls in, **put it into a calendar to follow-up** within 24 hours and it pops up to remind you (can integrate with Microsoft Outlook). Use the calendar system in Lead Tracking.
 - ▶ **Use it as a tracking system:** How many leads from what sources, how many tours, and whether prospects rented.
 - ▶ With all of the internet ads' we use, there are also products that help us update and track content changes (like pricing and pictures.) Rent Sentinel is one company that offers a product like this. This program is also used to post and track ads on craigslist.



Answer questions 1–4 below. Be prepared to share your answers.

1. In what ways did you improve the Guest Card for tracking purposes?

2. Why is “Internet” an insufficient category?

3. Why is “apartment publication” an insufficient category?

4. Where else might prospective residents find information about a community on the Internet?

A better option than simply listing “Internet” would be to list the sites where the community is featured:

- ▶ Apartments.com
- ▶ Mynewplace.com
- ▶ Move.com
- ▶ Apartmentguide.com
- ▶ Rent.com
- ▶ Apartmentfinder.com
- ▶ Craigslist.org
- ▶ Community Web site
- ▶ Company Web site
- ▶ Online publications

Be absolutely certain you know where Internet ads are located. Be prepared to ask the prospect which ad was seen on the Internet. Guest Cards and traffic logs should be updated to reflect all online sources the community is using. Update sources on computer software utilized for tracking, if applicable.

Reconfirm the source with a quick, “So you saw us on the (NAME OF THE WEB SITE) Web site?”

- ▶ Most Internet prospective residents will contact a community via e-mail or fax. These should be recorded on daily traffic logs as inquiries, much like a telephone call or a walk-in.
- ▶ Inform Account Executives working at ILS’ to send leads by both e-mail and fax. This is especially important if the Leasing Professional shares a computer or does not have easy access to check leads.



Show Slides 9 and 10

Leasing Tools

It may be difficult to determine which Internet site a prospective resident viewed prior to making contact with a community. Online apartment publications are eager to assist in the tracking of Internet prospective residents to a community. Most offer tools such as leasing books, copies of advertisements (also known as screen shots) and ad display stands to assist Leasing Professionals in tracking the source of the Internet lead.

An additional tool now available through online apartment publications is a toll-free 800 number to further assist tracking efforts. This number is assigned to a specific online advertisement and is tracked monthly by the online apartment publication. Some apartment management companies track this information as well.

Each online apartment publication provides reporting to each community, highlighting the number of leads delivered to each property via phone, e-mail and fax. This report serves as a reference to compare with internal tracking systems.

To better understand tracking tools, Leasing Professionals should understand how a prospective resident searches an online apartment publication site. While some sites differ, most sites allow prospective residents to search by specific criteria such as:

- ▶ **Location:** Prospective residents begin their search by state then narrow it down to a specific region, then to a particular city.
- ▶ **Size:** Typically, this is categorized by the number of bedrooms and bathrooms, not square footages.
- ▶ **Price:** Most sites allow for prospective residents to input price ranges rather than specific prices.

- ▶ **Apartment home amenities:** This allows the prospective resident to specify items they desire inside the apartment home, such as a dishwasher, central air conditioning, fireplace, and also whether or not pets are allowed.
- ▶ **Apartment community amenities:** This allows the prospective resident to specify items desired in the apartment community, such as a pool, wheelchair accessibility, or covered parking.
- ▶ **Alphabetical:** This allows the prospect to look for a specific apartment community by name.

Once a prospective resident enters apartment criteria, the online publication searches for apartment homes that match the chosen criteria. A list of communities that meet the established criteria is then displayed. The prospective resident then selects which communities to view in detail on the apartment publication's Web site.

Each month, companies such as Apartments.com provides clients with a report, such as the one illustrated on the following page, showing the results of those searches that matched your community. This report is critical in determining whether or not the online apartment publication is successfully sending prospective residents to the community. Matching the monthly reports with the community's traffic logs also helps determine the accuracy of tracking traffic that visits a community.



Show Slide 11

Sample Monthly Lead Report

From the online apartment publication, Apartments.com:

Sunshine Properties

Monthly Activity Report

Sunrise Properties
1020 Sunshine Ave.
Any City, ST, 60606
FAX: 312-651-2622

To:
Property Manager

Apartments.com is pleased to present the activity report on your Apartments.com advertisement. The following information was recorded in our database from June 01, 2009 to June 30, 2009.

Apartment Prospects Viewed:

Your community in the Search Results page:	123 times
Pages of your community's advertisement:	501 times
	624 times

Apartment Prospects Contacted You Through Hot Leads:

Via fax or e-mail	20 times
Via your toll-free number	25 times
	45 total leads

Please contact our Customer Service department at 888-658-RENT with any comments or questions you may have regarding your Apartments.com advertisement.

Sincerely,
Apartments.com Customer Service

I *If you have access to the internet, show the class an example of one of your own reports. If you don't have internet, have a sample report printed out as live example.*

This is the number of times your community met the prospect's search criteria such as price, amenities, etc.

Since your ad generally has several pages, this number indicates that a large number of individuals not only saw your ad, but looked at it in depth.

Requests for additional information are generally sent via fax or e-mail. This represents the total number of e-mails and faxes you received for the month.

Most online apartment publications provide your community with a toll free number for prospects. This number represents the number of calls you received on that toll free number.

This number represents the TOTAL number of leads you received at your office from your online advertisement.



Note: If a community is listed with one of the online locator services, it is important to list the service under the “Internet” section of the Guest Card. Get updated lead report.



Show Slide 12

Maximize Online Advertising

One of the distinct advantages of advertising on the Internet is the ease with which one can change advertising. No other advertising medium can be adjusted so quickly in response to shifts in the market. Unlike print media, online advertisement can be updated daily to meet the needs of a community.

Review ads often to ensure accuracy and update as needed. Consider the following features in an ad:

- ▶ **Pricing:** One of the most important items to include in the ad. Properties that provide pricing receive significantly more traffic than those without actual prices.
- ▶ **Amenities:** List all significant amenities; people use key words to search – i.e., prospect looks for all properties with “cable TV.” If the amenity is not listed, it will not be included in the customer’s search.
- ▶ **Floor Plans:** Showing all floor plans is very important information to include in a listing. Include number of bedrooms and bathrooms, square footages, and individual room dimensions.
- ▶ **Photographs:** Include fresh updated photos to receive better results. Photos should represent your communities in the best possible light. Think about what the prospect would like to see. Carefully select the “main photo” as it is the first to grab the prospect’s attention. These should be updated regularly—at least annually. Some ILS vendors offer these services for free and some will even give you the photos to use on your properties site or other marketing material.
- ▶ **Ad Position:** ILS’s offer a variety of rate structures. Consider paying the extra rate for premium placement of ads. This allows the advertiser top placement in all searches for which a community qualifies. Studies have shown that if the ad appears on pages 1-3 in a search, the customer is more likely to see it.



- ▶ **Virtual Tours:** Apartment shoppers look at virtual tours. Include amenities (indoor and outdoor) as well as model interiors.
- ▶ **Online Specials and Promotions:** Choose a hard-to-rent floor plan and feature it in the ad. If offering any move-in specials, i.e., “no application fee,” include that information as well.
- ▶ **Enhancements:** Consider using banners, 3-D floor plans, cyber-furniture to get even more attention from tech-savvy renters.
- ▶ **Maps and written directions:** Should be included in online ads. In addition, consider adding a mapping feature.
- ▶ **Toll-free number:** Consider adding a toll-free number for convenience to the prospect and as another method of tracking traffic.

Importance of Consistency in Updating

- *Done at minimum weekly. If rates are changed, you need to update as soon as they change. Everyone in the office should know how to update ads.*
- *Ask the class how often they update their ads.*
- *Recommend creating a system to track these changes. This could be an Excel sheet, binder or a "Online advertising log." This can be the same binder used to show prospects.*

Best Practices for ILSs and Community Web sites

Community Web site:

- Marketing Binder – A binder that demonstrates all aspects of the community should contain sample advertisements from the Internet.
- Organize Internet marketing efforts.
- Internet Section of the Marketing Binder.
- Scheduling and updating marketing calendar.
- List of all the sites where the community is advertised.
- List of all user names/passwords.

Web sites and how they work:

- Pay per performance/pay per lease (rent.com).
- Pay per lead (mynewplace (or subscription), apartments plus through apartments.com, apartmentmarketer.com).
- Social Media sites.
- Subscription Listings: apartments.com.
- Rentwiki/Yelp/apartmentratings.com.
- Classifieds – using postlets as well.
- RSS Feeds – apartments.com feeds out to many sites.

Social Media

Social Media or “content marketing” is quickly becoming the forefront for many communities marketing efforts. Social Media sites are interactive real-time sites for residents, prospects merchants and even vendors to reach your community. Using social media to attract future resident and retain your current ones is an amenity you can't afford to ignore. This platform gives your residents a place to go to interact and engage with our communities like never before. If used appropriately, social media can help build a stranger community.

Comparable to sites like apartment ratings, where residents can post personal reviews of your community, social sites can also give a sense of how interactive and responsive your community is. For prospects looking for a new home, researching your community through these sites can give them a whole new level of insight.

Texting is also becoming more and more commonplace and popular in many offices. Google now offers a free texting service, Google Voice. Even if you don't offer this service, it you want to see if it would be a good investment for you. Add texting to your resident contact sheet used at renewal or move-in and ask for their preferred method of contact.

Some Social Sites Include;

- Facebook.com
- Twitter.com
- Community Blogs (sites such as Wordpress or blogger)
- Foursquare.com
- LinkedIn.com
- Google Plus and Google Voice
- Yelp.com



Social Media (continued)

With more and more communities embracing the social sites here are a few recommendations:

- Keep it fun and interactive. Asking open ended questions, where no answer is incorrect, is a great way to build your fan base.
- Post regularly!
- Don't repeat the same information on every social site. It is important to make posts unique.
- Add social logos to everything including business cards, brochures, flyers and other handouts. You want everyone to know you are connected.
- Get creative. Social media is not the place for the traditional marketing. From picture or video contests to random drawings, your fans will love visiting your page when you keep them entertained. Prizes can be from a small \$5 gift card to more extravagant gifts like a computer or iPad.

“One community on Facebook posted all the funny holidays on their page like National Ice Cream day and would ask a question related to that. They even posted National Smile Day then said the first person to post a picture of them smiling would win a prize. Within minutes they had five fans upload a picture of them smiling.”

Social Media Statistics

- Facebook has over 800 million active users
- Over 50% of these users login everyday
- The average Facebook user has 180 friends
- The Average Facebook user is connected to 80 community pages, groups and events
- Today there are over 168 million active blogs
- Each day over 140 million “tweets” are posted

Have participants read the following Facebook post and discuss what they would do in response.

Happy Lane Apartments has recently switched water billing companies and found out that the previous company was not keeping up with the water rate changes. The first bill the residents received from the new company reflected the new rates and was drastically higher. Many residents were upset and some even decided to voice their anger on Facebook.

Unhappy Resident

What's up with my water bill being over twice as much as every other month? Is anyone else having this issue? I called the water company and they told me they were just the billing company. I think it is unfair I'm paying double on my water bill because Happy Lane Apts decide to change water companies.

- I** After listening to their responses, discuss how important it is not to just delete these posts.

We want to ensure that our residents are comfortable going to our social site and interacting with us. These sites are allowing us to interact with our residents and the community in a way we have never done before. We don't want them to feel that we are going to delete negative posts and create a false sense of our community. There may be situations where you need to take a conversation off a page and speak in person.

I would recommend having a policy in place on how you deal with negative comments. You also may want to print these off and put them in their resident file.



Future Resident

I just came into your community yesterday looking for a two bedroom and was told it was renting for \$899. I was looking on www.rent.com and they were listed as \$800. So what the real price?

I Listen to the groups responses and then offer your opinion on the best way to respond.

The best way to handle a prospect inquiry from a social site is to contact them directly. Respond to the post and let them know you will be contacting them directly to speak about your current specials.

This post signifies how important it is to continually review your ILS sites and ensure they are up to date with your current specials.

More and more leads are coming from social and rating sites or sites that are consumer driven. It is important to embrace these sites and make them a positive feature for your community.

I Tips for running a successful Social Site:

- Promote your site everywhere (flyers, business cards, banners and on your website)
- Run promotions just for your social sites (small weekly prizes, larger monthly or quarterly prizes)
- Don't just "set it and forget it" the site needs regular updates
- Make it fun and interactive
- Be creative
- **(Don't forget to add Fair Housing logos with Social Media marketing)**
- Post local coupons and area attractions
- Have a key onsite staff member oversee the social sites



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Promoting the Web Address

Regardless of whether an apartment community has its own Web site, there can still be a unique Web address. The addresses below can be provided to communities by the online apartment publications. Generally they are a combination of the online publication's address and a series of words or numbers.

Sample custom Web addresses may include:

- Apartments.com: www.apartments.com/yourcommunityname
- Apartmentguide.com: www.apartmentguide.com/yourcommunityname/phonenummer

If a community has its own Web address, it will generally be listed as follows:

- www.yourcommunityname.com



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- ▶ **Print Material:** Add Web addresses to all property print materials, such as brochures, business cards, stationery, flyers, mailers, newsletters and fax cover sheets. Many of the online apartment publications will provide stickers of the unique Web address with their service for a community's use until collateral materials can be reprinted.
- ▶ **Voice Mail:** List Web addresses on outgoing voice mail message. Inform callers that they may take an online tour of the community by visiting the Web address.
- ▶ **Telephone Listings:** Instead of listing street addresses in the White and Yellow Pages listings, consider listing Web addresses.
- ▶ **Newspaper Liner Ads:** Run small liner ads in the local newspaper listing the Web address. The small ads are inexpensive and effective.



Tracking the updates to the Web sites

- ▶ **Vaultware to update ILS's:** reinforces, updates and improves data on multiple sites, moves up marketing mix.
- ⓘ *Vaultware improves search results and moves advertisers up organically and pushes out to Google as an added marketing source.*
- ▶ After making updates, go online and **review from the client's perspective**; read, and proof the Web site.
- ▶ **Google the community** once a month.



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Telephone Prospects and the Internet

Use the Internet to close prospective residents while speaking to them on the telephone. Ask the prospective resident, “Are you at your computer?”, “Do you have access to your computer?”, “Are you familiar with our Web site?” , “I can show you floorplans right now...”

If the answer is yes, direct the prospective resident to the community’s Web site or unique Web address from online advertisements. Often, the prospective resident will be able to access the Web site while on the phone with you. If so, virtually demonstrate the apartment home over the telephone. If the prospective resident does not have Internet access immediately available, ask them to jot the Web address down for future reference so they may see more of the features and benefits of your community. If the community uses social media Web sites, direct prospects to those in addition to the property’s Web site. Use all Internet sites as selling tools.

If the prospective resident does have access to the Internet, provide them with some additional Web sites to assist in their move.

- ⓘ *Suggest that the participants put these on their property's Web site.*

Instruct the participants to take notes as you provide an explanation of each item:

1. How to respond to phone and e-mail leads.
2. Why/how Internet leads are different from other sources.
3. Tips for phone leads.
4. Tips for e-mail lead responses.
5. Information response rates.

Moving Sites:

- 1** *Suggest participants put these on their property Web site under new residents and other resources for current residents such as online maintenance request, social events, etc.*

- www.movingcenter.com
- www.apartmentmoves.com
- www.monstermoving.com
- www.moving411.com

Local/City Information:

- www.digitalcity.com
- www.citysearch.com
- www.chamberofcommerce.com

Change of Address:

- www.usps.com (United States Postal Service)

Change of Address/IRS:

- www.irs.gov (Internal Revenue Service)

Contact your local **Chamber of Commerce** for their Web address so that you may offer it to prospective new residents, or go to www.chamberofcommerce.com.





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Responding to Internet Leads

Internet prospective residents are highly motivated when they contact an office, either by phone, e-mail, fax or personal visit. Yet a surprising 70% of online leads are never contacted! The following steps will help ensure that the Internet prospective resident is receiving the attention he expects and deserves.

1. Most Internet leads received whether via phone, fax or e-mail are generally made by prospective residents WHO ARE STILL ONLINE.

I *Therefore, it is critical that you call them IMMEDIATELY while their attention is focused on YOUR community. This is an excellent opportunity for you to take them on a virtual tour via your online apartment publication advertisement or your community's own Web site. When you call them, simply ask them, "Are you still online?" If so, send them IMMEDIATELY to your Web site and begin the online tour of your community.*

2. When an Internet lead is received via e-mail, it will arrive minutes after the prospective resident has toured the community online.

I *A typical Internet user usually contacts three to five communities that meet their requirements and interests. These individuals are not only seriously considering your community, but some of your competitors as well. They are usually seeking to disqualify or eliminate properties and reduce their quest to one or two good candidates. Do not get eliminated! Obviously it is best to contact them quickly, before your competition does, to begin building the relationship that will ultimately produce a lease.*

3. Respond to Internet leads immediately.

I *Future residents will either call or e-mail you as a result of seeing your advertisement or Web page. If your community does not have e-mail access, the online apartment publications will set your community up to receive e-mailed leads via fax service to your office. Regardless of how you receive the leads, it is critical that you respond immediately or as soon as possible. When online prospects are called back within one hour, closing success rates are 93%. After 8 hours, that rate falls to a 84% failure rate!*

4. Because prospective residents have already toured your community and viewed information online (featuring photos, floor plans, virtual tours, prices, benefits, and amenities), these individuals are extremely knowledgeable about your community.

I They have done their homework and have pre-qualified certain locations. Clearly, if they have taken the time to contact you after learning so much about your community online, their interest level is very high.

5. Internet leads that visit your community are highly qualified.

I Think of it this way: If a prospective resident walked in your leasing office door who had already viewed your apartments, viewed your amenities, and familiarized themselves with your prices and policies, you would really only need to ask them one question: "When would you like to move into our community?" That is what makes the difference between Internet leads and non-Internet leads. Internet prospective residents have literally toured your community prior to their visit.

6. Mastering the art of e-mail sales is critical in leasing to the Internet prospective resident.

I Although your lead may come via fax, the prospective resident has sent an e-mail to the online apartment publication they viewed and they not only expect a quick response, they prefer to receive it via e-mail. A study by Inverse Network found that 97% of Internet users prefer to receive e-mailed responses to their e-mailed requests.

- 7.

Have marketing collateral in PDF format.

I Floor plans, flyers, pictures, applications make a great attachment and can speed up the leasing process when they are in Adobe Acrobat and can be e-mailed to your Internet prospect.





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Electronic Leasing

Thanks to ever changing technology, it is now possible for a prospect to access a property-specific Web site or even ILS ad, view the property, select a floor plan, view the site plan with available units identified, select a unit, complete an interactive application, remit application fees and deposits via credit card payment and virtually lease an apartment online.

Companies are offering real time availability so that prospects can actually see what is available to rent. Here is how it works:

Once a prospect is interested and ready to begin the reservation process:

1. Information about availability is pulled from a community's property management database through its property software program;
2. The prospect views the site plan and decides on a particular floor plan;
3. An application is completed by the prospect;
4. A small screening fee must be paid electronically by the prospect who then waits for approval;
5. Once approved, the unit is automatically removed from inventory and placed on hold until the prospect and the Leasing Professional meet and either sign the lease or decide they are not a match.

The Leasing Professional remains a vital element in successful leasing as the prospect finally visits the property to complete the screening process, view the property and either sign the lease documents or conclude that the property does not meet his needs. Most experts agree that unless a market is in extremely high demand, most prospects will conclude their leasing while visiting the property. Issues or more specific questions can be answered and explored by an informed and motivated Leasing Professional.



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Electronic Leasing and Fair Housing

Every inquiry received electronically must be handled in a consistent manner. The Leasing Professional should always follow specific written policies for:

- ▶ response time
- ▶ response content – prepared message
- ▶ follow-up – when, how
- ▶ response method – phone, e-mail, fax



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E-mail Etiquette

Fill in the blanks below.

When using e-mail with prospects or as a marketing tool:

1. Always use _____ *spellcheck* _____ before sending the communication.
2. Ask _____ *a co-worker to* _____ read the e-mail to ensure it conveys the message you want in a professional manner.
3. When using the “ _____ *reply* _____ ” feature, be sure the original e-mail from the prospect is included.



4. Create standard messages for recurring occasions, such as: staying in touch with a prospect who did not lease; congratulating a prospect that leased elsewhere; and/or thanking a new resident for his business or referral.
5. Send prospects your electronic newsletter as a way to stay in touch.



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E-mail and the Do-Not-Spam Regulations

In December 2003, a law, “Controlling the Assault of Non-Solicited Pornography and Marketing Act,” or CAN-SPAM, went into effect. It affects all businesses that conduct marketing via e-mail, including apartment communities.

The new law requires these e-mails to include:

- ▶ **Identification as advertisement** – there must be clear and conspicuous identification that it is an advertisement, unless the recipient gave the sender prior permission to receive the e-mail.
- ▶ **“Opt-Out” language** – the e-mail must give recipients the opportunity to “opt out” of getting further e-mails. This wording must be conspicuous and in the body of the e-mail. Usually this information will be given with an e-mail address to which the recipient can send the message.
- ▶ A **valid return e-mail address** and a valid physical postal address.
- ▶ The e-mail **must NOT include a “materially false identification.”** That means the e-mail’s header cannot misidentify the e-mail’s sender or include any information that might mislead the recipient. For example, the e-mail subject line cannot say, “you have won a prize” if the e-mail is simply promoting your community.

Leasing Professionals should ensure that e-mails are in compliance. The Federal Trade Commission enforces the law and related penalties.



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Addressing E-mail

To: The address of the person to whom the e-mail is being sent. A proper e-mail address appears something like this: name@nameofcompany.com

Carbon Copy (CC): If you would like to copy someone else on the e-mail, this is where his or her e-mail address is listed. The original recipient will see the address of the cc'd recipient.

Blind Carbon Copy (BCC): If you would like to cc someone without the original recipient's knowledge, use the blind cc function. This generally goes in the same box as the CC does. Your e-mail program will have instructions on how to blind cc an e-mail.

Subject: This is basically the "title" of the e-mail. A few guidelines to follow include:

- ▶ Always use a subject line. You run the risk of your e-mail being deleted without one.
- ▶ Be brief (many e-mail services will shorten or truncate long subject lines.) Be clear.
- ▶ Do not worry about using complete sentences in the subject line – as long as you convey the topic of the e-mail, complete sentences are not necessary.
- ▶ Do not begin an e-mail in the subject line. Use the subject line to inform the recipient what the e-mail contents are all about.
- ▶ Try to be innovative, but still identify yourself so your message does not get deleted without being read because it is not recognized.

Tools: Different ways to distinguish your message.

- ▶ Time-critical messages should begin with URGENT in the subject line. Example: "URGENT! Move in date changed". Non urgent messages can be labeled FYI. Example: "FYI – Your new carpeting".
- ▶ Responses to requests for information should be labeled as such. Example: "Information requested".



The Message

The message should be brief and clear. Try not to exceed 20 lines of text as a rule of thumb.

If the prospective resident has provided his or her full name in their e-mail to you, use a salutation at the beginning of the message, Dear Mr. _____, just as you would in regular correspondence. If no last name is provided, the use of the first name is acceptable. If the e-mail is unsigned, use a simple greeting, such as, "Thank you for your inquiry about our community."

When answering a request for specific information, it is best to quote the original question in the return e-mail. For example, a prospective resident writes asking if a two-bedroom apartment home is coming available. If there is one coming available and you simply send back a reply stating "Yes," you run the risk of the sender not recalling what s/he had asked of you. You may also reply directly by pressing the "reply" button.

If the original e-mail asked:

"Do you have a two-bedroom apartment home coming available next month?"

Reply with:

"Yes, we will have a first floor two bedroom with a view of the pool available next month."

The recipient will know exactly to what question you have responded.

Etiquette Tips:

- ▶ Utilize the spell-check feature on the e-mail system.
- ▶ Check for grammatical errors.
- ▶ Avoid using emoticons, also known as smileys, in business correspondence.
Sample emoticons: :) (Smiling face) :((Frowning face) ;) (Winking face)
- ▶ **DO NOT USE ALL CAPITAL LETTERS. THIS IS EQUIVALENT TO SHOUTING AND IS CONSIDERED VERY RUDE!**

- ▶ No inappropriate jokes, clip art or cartoons.
- ▶ Ask two or three basic questions to encourage a response to your e-mail and an ongoing exchange with the prospect.
- ▶ Mention prices and specials.
- ▶ Point out unique features of the community.
- ▶ Always thank the customer for their inquiry, and offer further help or information if needed.
- ▶ Include an office telephone number and e-mail for the customer's ease in following up with you.
- ▶ Suggest a couple of appointment times, creating an urgency to visit soon.

E-mail Signatures

Professional e-mails should contain what is known as a "Signature" at the end. A typical signature includes name, title, company, and any contact information that you deem appropriate, such as telephone and fax numbers. This information should be included as a courtesy to the recipient so that he/she can easily identify and contact you should additional information be required. Signatures should range from five to seven lines.

When recorded in the Signature area of Outlook e-mail, it will automatically appear on each of e-mail. Most companies have strict rules about signatures.

Example:

Sally A. Jones, NALP
Leasing Professional
Westchase Manor
1234 5th Avenue
Someplace, MP 00001
111-222-3333 Phone
444-555-6666 Fax
E-mail: sally@westchasemanor.com

Create your own signature below:





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E-mail Activity

Instructions: You are the Leasing Professional for Waiting List Way Apartments. You have received three different e-mails, listed on the following pages. Using the guidelines that have been discussed for e-mail, respond to the e-mails. Pertinent information about your community is listed below:

- ▶ Two bedrooms range from \$825-\$1000, plus gas and electricity.
- ▶ Approximately 750-950 square feet in size.
- ▶ There is a pool and a tennis courts.
- ▶ Two cats per apartment are allowed, with a pet deposit of \$500 – per pet – (half non-refundable).
- ▶ Additional charge of \$10 per month, per cat in pet fees.
- ▶ Pets must be spayed or neutered and declawed.
- ▶ The application fee is \$25.
- ▶ The security deposit is \$300.
- ▶ Open Monday-Friday from 9am -6pm and Saturday and Sunday from 10am -4pm.
- ▶ There is a two-bedroom model apartment to show.
- ▶ There are several two bedrooms coming available in 60 days.
- ▶ Service requests are accepted via e-mail from your residents.
- ▶ Your e-mail address is name@propertyname.com.
- ▶ The community's telephone number is 123-456-7890.

E-mail #1

From: SJD@ineedahome.com

RE: Apartment information

Please send me any information you have on two bedroom apartments. I need something in approximately two months.

To:

CC:

Subject:

Message:

What else will you do with this e-mail to make certain that it is as professional as possible?



E-mail #2

From: catscatscats@catluvrs.com

RE: Pets

Do you allow pets at your community? What is the deposit? What are the fees? Do you have a limit on how many I can have?

To:

CC:

Subject:

Message:

What else will you do with this e-mail to make certain that it is as professional as possible?

E-mail #3

From: John@brokensink.com

RE: Drippy faucet

My kitchen faucet is dripping badly. Can you guys come and fix it? I'm in Building 1385, Apartment 301. You can come in anytime today.

To:

CC:

Subject:

Message:

What else will you do with this e-mail to make certain that it is as professional as possible?



E-mail for Follow-Up Purposes

An extremely cost effective way to follow up with any prospective resident is through e-mail. If you have obtained the prospective resident's e-mail address when completing the Guest Card, you will be able to send follow-up e-mail.

If you are using an Auto Response with your ILS, be sure to customize it and keep it fresh. The auto response is activated with every inquiry so be sure it attracts the online shopper to your property. Always include your name, telephone number, e-mail address and office hours in the Auto Response.



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NAA National Suppliers Council (NSC) Web sites of Interest to Multifamily Professionals

Access Control & Gates

Community Controls
www.communitycontrols.com

Global Gate Controls, Inc.
www.globalgatecontrols.com

Kwikset/Price Pfister
www.kwikset.com

Network Multifamily Corporation
www.networkmultifamily.com

Ancillary Income

AMG Managed Services
www.expertamg.com

Appliance Warehouse of America, Inc.
www.appliancewhse.com

Ancillary Income (cont.)

Coinmach Corporation
www.coinmach.com

Guardian Water & Power®
www.guardianwp.com

NWP Services Corporation
www.nwpsc.com

Valet Waste, Inc.
www.valetwaste.com

Animal Waste Removal

Dogipot, Inc.
www.dogipot.com

Appliances—Leasing

Appliance Warehouse of America, Inc.
www.appliancewhse.com

AZUMA Leasing
www.azuma.com

Appliances—Purchasing

Appliance Warehouse of America, Inc.
www.appliancewhse.com

GE Appliances
www.GE.com

Maytag/Whirlpool
Commercial Laundry
www.whirlpoolcommerciallaundry.com

Sears Commercial
www.commercial.sears.com

Billing and Collections

Associated Credit & Collection Bureau
www.accbi.com

Fair Collections & Outsourcing
www.fco.com

Hunter Warfield Inc.
www.hunterwarfield.com

ista North America
www.ista-na.com

Kimball, Tirey & St. John LLP
www.kts-law.com

Billing and Collections (cont.)

National Credit Systems
www.nationalcreditsystems.com

NWP Services Corporation
www.nwpsc.com

RentDebt Automated Collections
www.rentdebt.com

ResidentCheck
www.residentcheck.com

LexisNexis Resident Screening
www.residentdata.com

Studebaker Submetering
www.studebakersubmetering.com

Business Forms, Graphics and Signs

Great American Property Management
Products
www.gabpproperty.com

Peachtree Business Products
www.property.pbp1.com

Call Services

Apartment Lines Answering Service
www.apartmentlines.com

Planet Telecom
www.planetele.com

Who's Calling
www.whoscalling.com



Cabinets, Countertops and Vanities

Armstrong Cabinet Products
www.armstrong.com

Vima Décor, LTD
www.vimadecor.com

Construction Services—Emergency

BELFOR USA Group, Inc.
www.belfor.com

Construction Services—General Contractor

ZMG Construction
www.zmgconstruction.com

Construction Services—Renovation

All Nation Renovations, Inc.
www.allnationrenovation.com

Instar
www.instarservices.com

Laser Services
www.lasersupply.com

NRI Construction, Inc.
www.nriconstruction.com

Paramount Services, Inc.
www.paramountserv.com

SageWater—A Division of Plumbing Express
www.sagewater-usa.com

Vima Décor, LTD
www.vimadecor.com

Environmental

Arborwell
www.arborwell.com

Financial—Insurance and Risk Management

Assurant Specialty Property
www.assurantrentersinsurance.com

Insuramax, Inc.
www.insuramax.com

Renters Legal Liability LLC
www.rllinsure.com

WorldClaim Global Claims Management
www.worldclaim.net

Financial—Resident Insurance

Bader Company
www.baderco.com

First Advantage SafeRent
www.FADVSafeRent.com

LeasingDesk Insurance Services
www.LeasingDesk.com

Financial—Security Deposit

SureDeposit
www.suredeposit.com

Fitness Equipment

Johnson Health Tech NA
www.visionfitness.com

Flooring—Carpet

NAMCO Manufacturing
www.namcomfg.com

Mohawk Industries
www.mohawkflooring.com

Sherwin-Williams
www.sherwin-williams.com

Venturi Technologies Inc.
www.venturiclean.com

Furnishings

Brook Furniture Rental Inc.
www.bfr.com

CORT
www.CORT.com

Furniture—Interior

University Furnishings
www.universityfurnishings.net

Furniture—Pool/Patio

Grosfillex Pool Furniture
www.grosfillexfurniture.com

Group Purchasing

AMG Managed Services
www.expertamg.com

Buyers Access
www.buyersaccess.com

Group Purchasing (cont.)

Professional Apartment Services
www.professionalapartmentservices.com

Industry Research—Resource Publications

YieldStar
www.mpfresearch.com

Insect Control Products and Services

Bayer Environmental Science
www.backedbybayer.com

Orkin Commercial Services
www.orkincommercial.com

Key Control

HandyTrac Key Control
www.handytrac.com

KEYper Systems
www.keypersystems.com

KeyTrak Inc.
www.keytrak.com

Laundry Services

Coinmach Corporation
www.coinmach.com

Mac-Gray Corporation
www.macgray.com

Speed Queen
www.speedqueen.com



Leak Detection and Waterproofing

Water Systems, Inc.
www.watersystems.com

Mailboxes

Atlanta 100
www.atlanta100.com

Auth-Florence Manufacturing
www.auth-florence.com

Jensen Mailboxes
www.jensenmailboxes.com

Maintenance—Appliances

Marcone Supply
www.marconesupply.com

Maintenance—HVAC

Marcone Supply
www.marconesupply.com

Maintenance—Paint and Wallcoverings

PPG Architectural Coatings
www.ppg.com

Sherwin-Williams
www.sherwin-williams.com

Maintenance—Plumbing

Fluidmaster Inc.
www.fluidmaster.com

Maintenance—Plumbing (cont.)

Kwikset/Price Pfister
www.pricepfister.com

Marcone Supply
www.marconesupply.com

Roto-Rooter Inc.
www.rrsc.com

SageWater—A Division of Plumbing Express
www.sagewater-usa.com

Maintenance—Products and Services

Global Gate Controls, Inc.
globalgate@earthlink.net

HD Supply
www.hdsupplysolutions.com

Kidde US
www.kidde.com

Lowe's Companies Inc.
www.lowesforpros.com

Maintenance Supply Headquarters
www.supplyhq.com

Maintenance USA
www.E-musa.com

Moen Inc.
www.moen.com

Vima Décor, LTD
www.vimadecor.com

Maintenance—Plumbing (cont.)

Wilmar Industries Inc.
www.wilmar.com

Marketing—Advertising

AIM – Cruise Incentives
www.AIMcruise.com

Apartment Finder
www.apartmentfinder.com

Apartment Guide/
ApartmentGuide.com
www.apartmentguide.com

CallSource
www.callsource.com

Capture the Market
www.capturethemarket.com

For Rent Media Solutions TM
www.forrent.com

IRIO Mobile Marketing
www.irio.com

RentWiki
www.rentwiki.com

Who's Calling
www.whoscalling.com

Marketing—Call Centers

Call Insights —Inphonemation
www.callinsights.com

Marketing—Call Centers (cont.)

CrossFire
www.realpage.com/crossfire

Level One
www.levelone.com

RealPage Inc.
www.realpage.com

Marketing—Communications

Who's Calling
www.whoscalling.com

Marketing—Mystery Shopping Services

Ellis, Partners in Mystery Shopping
www.epmsonline.com

Marketing—Online Advertising

Apartments.com
www.apartments.com

For Rent Media Solutions TM
www.forrent.com

Move
www.move.com

MyNewPlace
www.mynewplace.com

RealPage Inc.
www.realpage.com

Rent.com
www.rent.com



Marketing—Communications (cont.)

Who's Calling
www.whoscalling.com

Marketing—Online Leasing

Apartment Guide/
ApartmentGuide.com
www.apartmentguide.com

CrossFire
www.realpage.com/crossfire

On-Site.com
www.on-site.com

Marketing—Promotions

AIM – Cruise Incentives
www.AIMcruise.com

Cruise4Two - A division of Coastal
Marketing & Incentives
www.cruise4two.com

Ice Blue Advertising
www.iceblueadv.com

Marketing—Publications

Apartment Finder
www.apartmentfinder.com

Apartment Guide/
ApartmentGuide.com
www.apartmentguide.com

For Rent Media Solutions TM
www.forrent.com

Personnel and Staffing

ApartmentCareers.Com
www.ApartmentCareers.com

BG Personnel Services
www.bgpersonnel.com

Liberty Executive Search
www.thelibertygroup.com

Property Management Software

DIY Real Estate Solutions
www.diyresolutions.com

Intuit Real Estate Solutions
www.realestate.intuit.com

On-Site.com
www.on-site.com

RealPage, Inc.
www.realpage.com

Resite Online
www.resiteonline.com

Yardi Systems, Inc.
www.yardi.com

Resident and Employee Screening

CBCAmRent An Affiliate of CBCInnovis
www.amrent.com

First Advantage SafeRent
www.FADVSafeRent.com

Merchants Information Solutions, Inc.
www.merchantsinfo.com

Resident and Employee Screening (cont.) Security—Alarm Systems (cont.)

Moco Inc.
www.moco-inc.com

National Tenant Network, Inc.
www.ntnonline.com

On-Site.com
www.on-site.com

RealPage Inc.
www.realpage.com

Registry Monitoring Insurance Services, Inc.
www.certstatus.com

Reliable Background Screening
www.reliablescreening.com

RentBureau
www.rentbureau.com

RentGrow Inc.
www.rentgrow.com

LexisNexis Resident Screening
www.residentdata.com

ResidentCheck
www.residentcheck.com

TransUnion CreditRetriever
www.creditretriever.com

Security—Alarm Systems

Inovonics Wireless Corporation
www.inovonics.com

Network Multifamily Corporation
www.networkmultifamily.com

Security—Locks

Armor Concepts
www.djarmor.com

Ingersoll Rand
Security Technologies
www.schlage.com

KABA Multihousing & Institutional
www.kabamultihousing.com

Kwikset/Price Pfister
www.kwikset.com

Network Multifamily Corporation
www.networkmultifamily.com

Telecommunications and Cable Services

AT&T
www.att.com

Comcast Cable Communications, Inc.
Bill_Revell@cable.comcast.com

Connexion Technologies
www.cnxntech.com

Cox Communications
www.cox.com

Time Warner Cable
www.timewarnercable.com



Telecommunications and Cable Services (cont.)

Verizon Enhanced Communities
www.verizon.com/communities

Training

CallSource
www.callsource.com

Transportation

Meridian One Corporation
www.1800members.com/naa

Utility Management—Conservation

Guardian Water & Power®
www.guardianwp.com

ista North America
www.ista-na.com

National Exemption Service, Inc.
www.submeter.com

NWP Services Corporation
www.nwpsc.com

Sierra Utility Billing Services
www.sierrabilling.com

Water Systems Inc.
www.watersystems.com

Utility Management—Consulting

ista North America
www.ista-na.com

Utility Management—Consulting (cont.)

National Exemption Service, Inc.
www.submeter.com

NWP Services Corporation
www.nwpsc.com

Sierra Utility Billing Services
www.sierrabilling.com

Velocity
www.realpage.com/velocity

Utility Management—Submetering

Guardian Water & Power®
www.guardianwp.com

Hocutt Inc.
www.Hocutt.com

Inovonics Wireless Corporation
www.inovonics.com

ista North America
www.ista-na.com

Minol USA
www.minolusa.com

National Exemption Service, Inc.
www.submeter.com

NWP Services Corporation
www.nwpsc.com

Sierra Utility Billing Services
www.sierrabilling.com

Utility Management—Submetering (cont.) Web site Development

Speed Read Technologies
www.speedreadtech.com

Studebaker Submetering
www.studebakersubmetering.com

Submeter One
www.submeterone.com

Velocity
www.realpage.com/velocity

Vertex Business Services
www.vertexna.com

Water Systems, Inc.
www.watersystems.com

Waste Disposal and Control

Gallaway Waste LLC
www.gallawaywaste.com

Invisible Waste Services
www.invisiblewasteservices.com

Valet Waste, Inc.
www.valetwaste.com

Waste Reduction Consultants
www.wasteconsultants.com

CrossFire
www.realpage.com/crossfire

Ellipse Communications Inc.
www.ellipseinc.com

Property Solutions International, Inc
www.propertyolutions.com

Windows—Coverings
King Industries Inc.
www.kingindustries.org





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Summary

During this course you:

- ▶ Recognized the various functions of the Internet.
- ▶ Described the demographic characteristics of a prospective Internet resident.
- ▶ Effectively tracked the source of an Internet lead as well as how to record an Internet lead.
- ▶ Developed methods to improve online advertising and the quality of a community's online message.
- ▶ Understood how to utilize the Internet while working with a prospective resident on the telephone.
- ▶ Learned how to close leasing leads using the Internet.
- ▶ Learned how Fair Housing laws affect electronic leasing and marketing.
- ▶ Listed ways to effectively utilize e-mail for communication with prospective and current residents.
- ▶ Learned how to close leasing leads using the Internet.
- ▶ Received Web sites of interest to the multifamily professional.

Exam

The NALP exam is comprehensive and delivered online. The NALP Exam is 100 questions and timed for 1 hour and 30 minutes. All participants must enroll in the designation program to be eligible to sit for the exam. To enroll in the NALP course, direct participants to the NAA Web site at:

www.naahq.org/education

Participants will need an eligibility code to sit for the exam. The Eligibility Code will be e-mailed to each Affiliate after a participant enrolls in the course. Eligibility Codes are unique to each participant and are the key to unlocking the exam.

The passing point for the comprehensive exam is 70 or above.

Each participant will work individually on the exam. There should be no discussion among participants and no books are allowed to be used as reference.

For more detailed information on the exam and to download the Participant and Instructor Guides, please visit the NAA Web site:

www.naahq.org/education/designationprograms/Pages/OnlineExams



Internet Glossary

Archive: A backup copy of data designed to be kept long term – often for security or audit reasons.

Bandwidth: Data transfer capacity of a digital communication system; the higher level you have the more data can flow more quickly.

Banner: Part of a Web page containing an advertisement that contains a link to the advertiser's own web page.

Blind Carbon Copy (BCC): An e-mail that is sent to an additional recipient, unbeknownst to the original recipient.

Bookmark: A way of marking a Web site address so that you can later refer to it easily.

Boot: The process of starting or resetting a computer.

Bounce: An undeliverable e-mail that is returned to the sender.

Browser/Web Browser: A software application which interprets HTML (hypertext markup language) and presents the final Web page. Used to locate and display Web pages on the World Wide Web. Browsers can be text-based (do not show graphics or images) but most however are text and graphically based. Some of the most popular browsers are Netscape Navigator and Microsoft Internet Explorer. Both of these are graphical browsers. In addition, most modern browsers can present multimedia information, including sound and video, though they may require plug-ins for some formats.

Bulletin Board: Places to leave an electronic message or share news that anyone can read and respond to. Marketers and others can get your e-mail address from bulletin boards and news groups.

Cable Modem: A device that allows a computer to connect to a cable system and connect to a computer network. Cable modems work at speeds approaching Ethernet connections. Internet access via cable modem will likely be the most prominent form of Internet connection in the future.

CC: Carbon copy.

Chat: Users can talk to each other on the Internet by typing their messages via the keyboard. They would use a chat room to take part in an online discussion on a particular subject.

Cookie: A piece of information sent by a Web Server to a Web Browser that the Browser software is expected to save and to send back to the Server whenever the browser makes additional requests from the Server. Depending on the type of Cookie used, and Browser's settings, the Browser may or may not accept the Cookie, and may save it for either a short or long time. It might contain information such as login, registration information, user preferences, etc.

Cost per lead: The amount/number you get when dividing the total cost of an advertisement by the number of leads generated by the advertisement.

Example: Your online advertisement costs \$100 for one month. It generated 20 leads:

$$\$100/20 = \$5 \text{ cost per lead}$$

Cost per lease: The amount/number you get when dividing the total cost of an advertisement by the number of leases generated by the advertisement.

Example: Your online advertisement cost \$200 for one month. It generated 20 leases:

$$\$200/20 \text{ leases} = \$10 \text{ cost per lease}$$

Cyberspace: Another name for the Internet.

Dial-up: A computer connection that is made via a telephone line.

Domain: Part of the Domain Name that specifies details about the host, such as its location and whether it is commercial (.com), government (.gov), educational (.edu), organization (.org), network (.net).

Domain Name/Internet Web address: The name that, when typed into a browser address window, brings the user to a specified Web site. (Note: Domain names can be registered at Network Solutions, Inc.)

