

# Features and Benefits

## Online Marketing

Features  
Advantages  
Benefits

Includes multiple distribution methods such as e-mail, print, and web enhancements. Content includes site-specific information such as property brochures, virtual tours, photos, maps, floor plans, amenities, local community data, lease application and other related local points of interest links. In addition, direct access to the same content from partner properties is available.

Content can be managed and updated in real-time by property personnel. Full tracking of all correspondence and its frequency allows effective evaluation of marketing assets. Agents can respond within minutes of potential resident's request for data.

Improved delivery of property data allows agents to be more responsive and quickly qualify potential residents which, in turn, expedites the leasing process. Property data is presented consistently across all lines of communication.

Centralized content management of all marketing collateral.

Collateral is stored digitally and auto-archived; access can be attained from any Web-based distribution system.

Lower cost of administration and lower production cost. Allows for easy updates and access. All data is auto-archived allowing for full compliance. Ability to distribute data to multiple content partners is made easy, reducing points of contact and ensuring consistency.

Process management including update flow, add/delete/change capabilities of price specials and incentives.

Multiple security levels, ease of training, ease of access, usage metrics and one common interface.

Lower cost, real-time updates and total control of information.

## Reporting

Usage by type: agent, property and region. Detail view and source.

Corrective action in real-time. Increased visibility. Lower costs. Increased productivity.

## Visitor Management

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Captures and Stores Lead Details

Full tracking of registered prospects, detailed contact information on requirements and interest, requested move-in dates and fully archived for compliance.

Improved communications with prospects. Allows more focused time on deliverables, providing higher lease conversion rates and lower administration costs. Allows compliance tracking.

Rules-based Logic for Lead Handling (Customizable)

Management control, consistency, compliance, training, measurable, property specific definitions.

Reduced administration costs. Improved agent productivity. Increased conversion rates. Consistent process deployment from property to property.

#### Full Status Monitoring

Provides management with visibility by agent, by property. Allows corrective action in process. Encourages focus on warmest leads.  
Improved agent productivity, Reduced costs. Increased lease conversion rates. Streamlined processes. Fully measurable.

#### Agent Assignment and Re-Assignment

Allows for lead balancing and scheduled assignments by agent skill set. Encourages agents to work on defined assignments and can transfer hottest leads to best closers.  
Assured ROI. Improved agent productivity. Increased customer contact and continuity. Higher conversion rates.

#### Generates Virtual Contact Card

Convenience, ease of use, full view control, well-defined processes, secure, portable.  
Higher conversion rates. Lower administrative costs. Improved communications and compliance tracking.

#### Auto-expire Active and Inactive and Archive

Convenience, focused activities, compliance. Assures property that agents are working top leads.  
Improved agent productivity in working real-time leads. Increased customer contact and continuity. Increased conversion rates of most active leads.

#### Contact History with Notes

Ease of access and use, provides quick view of all communications and requests. Securely archived.  
Higher conversion rates. Lower administrative costs. Compliance tracking. Improved effectiveness in communications with prospects.

#### Activity Tracking with Notes

Improved responsiveness based on prospect request, ease of access and update.  
Higher conversion rates. Lower administrative costs. Improved communications and compliance tracking.

#### Profile Prospect Requirements

Greater focus for marketing plans.  
Increased ROI for marketing.

#### Track Compliance to Rules

Lead balancing, scheduled assignments, assignment of specific actions, management control, consistency, compliance, measurable, property-specific definitions.  
Reduced administrative costs. Improved agent productivity. Increased conversion rates. Increased ROI. Increased customer contact and continuity. Higher conversion rates.

#### Personalized E-mail Accounts

Allows for secure communication with agent of record. Integrated with marketing collateral. Easy administration. Reduced IT staff involvement.  
Cost savings. Increased use of collateral content. Increased- direct communication between assigned agent and prospect.

### General Features

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Interfaces to many of the leading property management software providers.

Integration reduces manual input. Supports real-time data network-wide. Protects investment in property management software. Portable if you plan to implement new PMS.

Improved efficiencies in managing data network-wide. Universal method for tying all data sources into one, Reduced costs in collection of data. Real-time data for improved operational and marketing decisions.

Ability to upload property data including, specials, incentives, commission to realtors, ILS, Locators, etc

Allows for single source of upload of community data. Reduced administrative time for onsite property personnel.

Ensures accuracy across all listing services of community data. Increases quality of data for more current representation.

Allows site to spend more time with prospect vs. data activities. Allows properties to be more competitive with real-time presentation of offerings. Low-cost communication structure. Closes the loop when integrated into lead source tracking functions.

## Analytics

### Features

### Advantages

### Benefits

## Dashboards

Quick view of key data for easy access and navigation. Encourages performance of top-of-mind activities. Simplifies operations. Adds consistency. Real-time notification of short-term correctable trends.

Ease of use. Enhanced visibility. Allows management to exceptions. Improved agent productivity. Creates proactive agents.