

Your Apartment Association's Online Market Survey

It all Starts with this Blue Button



The Online Market Survey Will Provide Your Apartment Association with the Following:

Extended Reach Into the Market

- ✓ **YOUR WEBSITE FIRST** Anybody that uses Your Online Market Survey must go to Your Association's Website First, to Find and Click the "Blue Button" to Log In to the Survey.
- ✓ **INCREASED WEB TRAFFIC** Apartment Associations have reported increased web traffic of up to 50%. Any amount of extra exposure gives your membership committee continued fresh leads for new members and increases the industry's awareness of your message.
- ✓ **NON MEMBER OUTREACH** With current contact information for the non members, there is the ability to communicate specific messages to all non members on a mass scale.

Who is in the Market

- ✓ **FLUID, MARKETWIDE DATABASE** The Online Market Survey is an association service that will give your association a fluid and working database of property and management information (Both Members & Non-Members) that will be available for use by the association.
- ✓ **KEEP UP WITH WHO WENT WHERE** Know when management companies change and who is on site at what property.
- ✓ **ACCESS TO NON-MEMBERS** Because non members can participate, your local association will have access to the contact information of the non-members and will be able to designate and track who is a member and who is not. This info can also be displayed on the Comp Reports to raise awareness.
- ✓ **MORE ACCESS TO IRO'S** As more IRO's use the Online Market Survey, their contact information will be captured.

How the Market is Performing

- ✓ **"GO-TO" PLACE FOR INDUSTRY STATISTICS** As participation grows, your association will have real-time market information available, increasing the association's market knowledge. This can benefit the industry in many ways, such as Government Affairs issues.
- ✓ **FREE REAL-TIME MARKET COMP DATA** Your Association would be providing the management and ownership in your area access to free, real-time market comp data offered through your Association's Online Market Survey.
- ✓ **MARKETWIDE AGGREGATED REPORTING** If your Association does not already have their own published market survey, we can produce an Apartment Market Survey & Trend Report "AMSTR"TM (Once Participation Levels Allow) that covers Regions, Counties, Submarkets, etc. that can be sold to members for a steep discount.

MRC (MyRentComps.com) is a website designed with one thing in mind, the apartment industry.

Even with technology permeating our business practices, market survey strategies have not progressed much and the use of new technology in this effort has remained "evolutionary", at best, in nature.

MyRentComps executes a new market survey strategy, while simultaneously implementing "revolutionary" award winning technology.

One property manager likened the efficiency and effectiveness of MyRentComps to when she transitioned from using a checkbook to using a debit card: once she used her debit card, she never wanted to use her checkbook again!

Apartment Associations are the legislative watchdogs, providers of education, purveyors of trends, and the networking epicenters for the industry. Now, Associations have the opportunity to be onsite, online, with every property in their region with their Association's Online Market Survey.

Enhanced IRO Services

- ✓ **FREE PASSWORD-PROTECTED WEBSITE FOR IRO'S** Designed by an IRO for IRO's, each property gets a free, password protected website to showcase their property to perspective renters (which is automatically populated by MRC). It can only be viewed by potential renters that the manager/owner has shared a password with. Attractive Yard Signs displaying how to get to their website and your Association Logo.

Other Features

- ✓ **MEMBER SERVICE FOR ALL** The Online Market Survey connects properties and their comps to both the local apartment associations and the local product / service providers in a new and exciting way in our industry.
- ✓ **REVENUE SHARING WITH ASSOCIATION** Per agreement, we share revenues from AMSTR sales and referrals from Products & Service Providers that sponsor the Online Market Survey.
- ✓ **CLICK, PLAY, WIN** The Association can promote the Online Market Survey and itself with Interactive Marketing provided through the Online Market Survey.
- ✓ **COLLABORATIVE INDUSTRY INNOVATION** Comp groups are joining together by choosing one morning a week and updating market information. With one click of a button, they run their reports and are finished for the week. Now anyone who calls for a market survey will be sent to the local apartment association's website for the current information.
- ✓ **PROMOTIONAL COMMITTEE** The Online Market Survey Support Team (MRC Staff) will act as your very own promotional committee working as advocates for your association. We promote Your Free Online Apartment Market Survey with periodic emails, faxes, etc. while providing email and phone customer service!

General Overview of Management/Owner Member Benefits

- ✓ **[FREE REAL-TIME MARKET COMP DATA](#)** Comp groups are joining together and choosing one morning a week and updating market information. With one click of a button, they run their reports and are finished for the week
 - Onsite staff can save hours a week performing market surveys for their property. Hours spent calling and receiving market survey calls are now a thing of the past. Update your info once and then send all market survey callers to your association's website to click the Blue Button.
 - Save approximately \$3,900 per year, per property by using this online system.
- ✓ **[TRACKING & TRENDING](#)** Previous and current rents, occupancies, traffic, leases, and any other information important to your management company can be recorded so you can see how you "stack up" to your comps
- ✓ **[FREE PASSWORD-PROTECTED WEBSITE](#)** Designed for IRO's, drive potential renters to your secure website, which is automatically populated by MRC. Or, if a management company acquires a new property, they can hit the ground running with this website until their official website is ready. It can only be viewed by someone who has been given the password.
- ✓ **[NATIONWIDE PLATFORM](#)** Regional Managers and Owners can access all their properties and the comps of their choice from one easy access point, your affiliated apartment association.
- ✓ **[CLICK, PLAY, WIN](#)** While updating your Online Market Survey, answer questions about the industry and our sponsoring Product and Service Providers correctly and enter to win great prizes.

General Overview of Product and Service Provider Member Opportunities



MyRentComps has added a little fun to a bit of drudgery by adding "[Click, Play, Win](#)" to Online Market Surveys. Now onsite personnel can update their market survey information in less time than it takes for a single market survey call, then send anyone who calls for their data to their local apartment association for current rental information. Even better, they can answer questions (with easily found answers) about products, services, fair housing, eviction laws, and other areas that increase their industry knowledge while entering for chances to win prizes.

Some have described "Click Play Win" as a "Virtual Trade Show"

While supporting the Association and the Online Market Survey, Product and Service Providers can generate and maximize exposure to the industry with our Click, Play, Win interactive marketing. Each of our sponsors is encouraged to create up to 5 questions about their products or services that will be displayed on the Online Market Survey. As people answer the questions, contact and property information gets recorded on every right (and wrong answer) which will then be available to the Product and Service Provider. The winners are then randomly drawn from the pool of right answers.

As "Ambassadors", your Product and Service Providers can use the Click, Play, Win to generate exposure and business leads, but will also be promoting the Association and the Online Market Survey in the process. There are three potential outcomes when sponsors use this system to make sales calls::

1. If the Property is using the Local Apartment Association's FREE Online Market Survey, GREAT, the salesperson can guide them to their Click Play Win.
2. If the Property is not familiar with Local Apartment Association's FREE Online Market Survey, they will be giving that property/manager a FREE gift that is a huge time saver.
3. If they tried Local Apartment Association's FREE Online Market Survey in the past and they didn't go back on line because their comps weren't updating, then this is the best case of all. It is a great way to ask them to tell you which properties they want you to call on to help them get their comp group on board. They will be very appreciative and they just gave the sales representative a reason to call on up to 9 additional properties!

Current Apartment Association Affiliations

MyRentComps.com is now available nationwide. However, we designed this platform to work hand and hand with local apartment associations to drive all traffic from our site, through theirs, and together supporting our industry. Although we currently have over 90,000 apartment properties in our nationwide database, we just recently started sharing this concept with local associations. At the end of the 3rd Quarter, 2011, we are already affiliated with 17 different local and state apartment associations around the country.

For a complete web based presentation to show "how" all of this works and how we can help grow membership to your apartment association, please call MyRentComps.com at (407) 206-3791 and ask for Geoff Harlan X131 or Robert Smith X101