

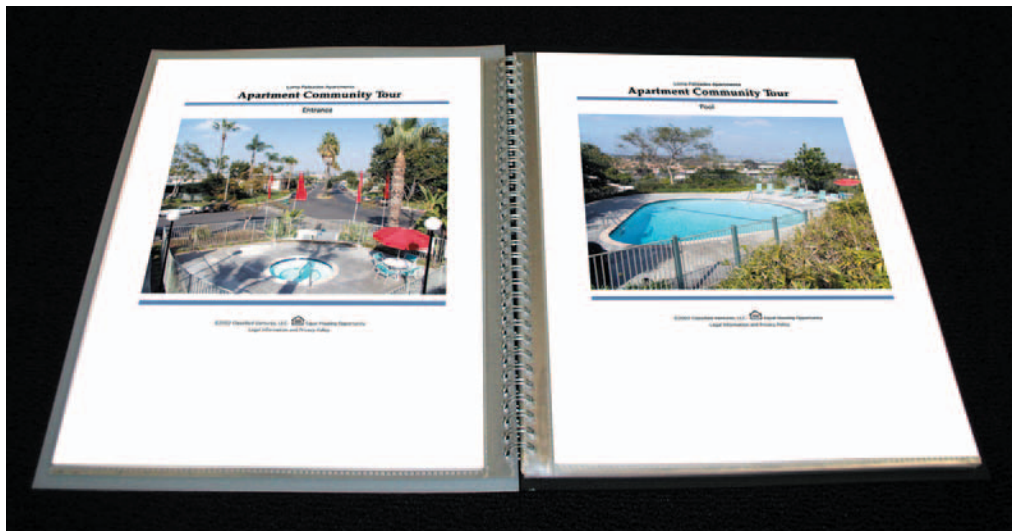
Getting the Most from Your Leasing Book

(Platinum Only)*

When your ad goes live, it is important that you review the contents **within two weeks** and submit any changes to Apartments.com Customer Service. This will accelerate the production of your Leasing Book so you can begin showing it to renters.

The **Apartments.com Leasing Book** is a **powerful, simple sales tool** that helps you:

- **Sell more effectively over the phone**
Using your Leasing Book, describe each screen of your Apartments.com ad in detail to Internet users.
- **Give tours without leaving the office**
Show apartment hunters the model of their choice, even when the model is occupied or the weather is unsuitable for tours.
- **Provide the exact information renters want via fax or mail**
Photocopy or fax pages directly from your Apartments.com Leasing Book.
- **Familiarize your staff with your online ad**
Use as an employee training tool when an Internet connection is not available.
- **Sell prospects on your community while they wait**
Leave a Leasing Book in your reception area so renters can identify apartments and features of interest before you give them the tour.



*Available for purchase by Gold and Silver product purchasers.