

# Tools and Resources

Apartments.com is committed to **maximizing your ROI.**

With a team of dedicated professionals and innovative tools, Apartments.com strives to deliver you the most effective online advertising experience and the most efficient return-on-investment.



## Apartments.com University

Apartments.com University will help you better capitalize on the vast amount of highly motivated and targeted traffic that comes from all Internet advertising sources. This FREE training session will teach you how to transform leads into revenue and maximize your ROI.

- Understand Internet leads and how to close them effectively
- Discover best practices for responding to online leads via telephone or email
- Learn effective follow-up techniques
- Calculate your cost-per-lease and return-on-investment (ROI)
- Track and evaluate your online marketing activities
- Utilize your internet partnerships to increase exposure and revenue



## Property Updater

Property Updater lets you constantly update information on your ad(s) to give prospects the most accurate representation of your community. This FREE tool is available 24/7 and changes generally go live to your ad within one hour.

Also available – Property Updater Direct. Automatically update ads using the NMHC's Multifamily Information and Transaction Standards (MITS). This data transfer allows advertisers to seamlessly update all fields of their Apartments.com ads – allowing ad information to remain current and saving valuable time to spend with renters.



## Online Reporting

Online Reporting puts your Apartments.com lead data a click away. This tool makes it easy for you to access lead data, run reports and export data in a variety of formats. With Online Reporting you get:

- Secure online access to lead data 24 hours a day, 7 days a week
- Ability to view complete lead details as well as traffic and performance summaries
- Unlimited users from your management company or property
- Functionality to generate reports by date range and lead type
- Multiple export formats (PDF, Excel, CSV, XML) to create user-friendly reports