

Using Your Custom Web Address

You will receive confirmation once your ad is live. This confirmation will include a Custom Web Address. This will help apartment hunters bypass the competition and go directly to your ad on Apartments.com.

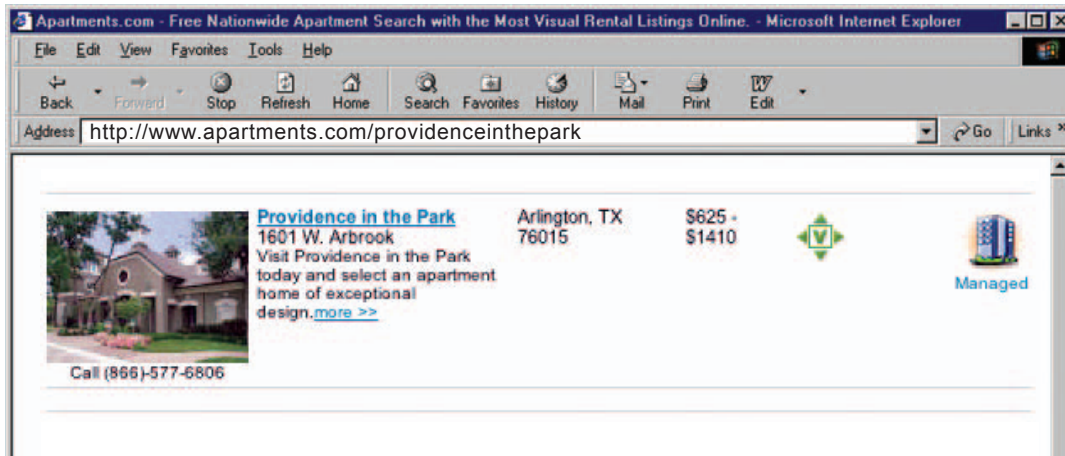
It is just like having your own Web site, but without the expense and hassle. When used and promoted properly, your Custom Web Address will attract even more potential renters.

Your **Custom Web Address** is made up of two parts:

www.apartments.com and a version of **your property name**

For example, if your property is named "Providence in the Park," your Custom Web Address might be:

www.apartments.com/providenceinthepark



To find your ad, apartment hunters simply type this address into their browser. Of course, apartment hunters need to know about your Custom Web Address first.

To promote your **Custom Web Address**:

- Include on all printed business materials – business cards, stationery, brochures, site signage, mailers and resident newsletters
- Add to your local newspaper or print guide ads along with other contact information
- Include in email correspondence and outgoing voicemail messages
- Use with phone traffic to 'tour' prospects through your community instantly