

Always well written

websites and marketing

Apartment Website and Internet Marketing Bundle

Design and Implementation: \$950

Price includes

- ◆ Marketing website with pages for photos, floor plans, location, leasing, and contact information
- ◆ Quality interior and exterior photos (up to 3 units)
- ◆ All copy (text) to best present the property
- ◆ Creation of floor plans (if necessary, up to 3) and conversion to PDF
- ◆ Re-creation of apartment logo (if not too complex)
- ◆ Ensuring compliance with HUD advertising laws
- ◆ Multiple, visually-appealing ads to be posted on Craigslist
- ◆ Creation of Microsoft Word template with apartment logo for creating internal documents
- ◆ Registration of domain and setting up hosting on web server
- ◆ Basic Search Engine Optimization so Internet users can find the property
- ◆ Placement of property in Google Maps, Google Local Business and Yahoo Local Business listings
- ◆ Posting photos in the above and creation coupon (recommended but optional)
- ◆ Setup of statistics tracking with monthly reporting
- ◆ Setup of e-mail accounts using the website's domain and forwarding e-mail addresses as needed
- ◆ Implementation of minor revisions as needed for 60 days

Recurring Costs

- ◆ Web hosting and site monitoring - \$120 per year
(waived for first year if order placed before July 15, 2009)
- ◆ Craigslist Posting Plans - \$40 to \$60 per month. The first month is free!
- ◆ Domain name renewal - \$15 per year

Statistics

- ◆ A typical Craigslist ad will get about 200 views before disappearing from view in about 48 hours.
- ◆ Click-through rates to the website average 5% to 10%. These are additional chances to market the property that are not available if you do not have a website.
- ◆ Most visitors click-through for photos and floor plans specifically.
- ◆ For most properties the leasing rate for tenants finding the property via the Internet is comparable to walk-ins and drive-bys.