



Q2 2017 CLIENT WEBINAR | May 11, 2017

Patrick Dodson

Vice President Marketing
Atlanta, Georgia

Stuart Richens

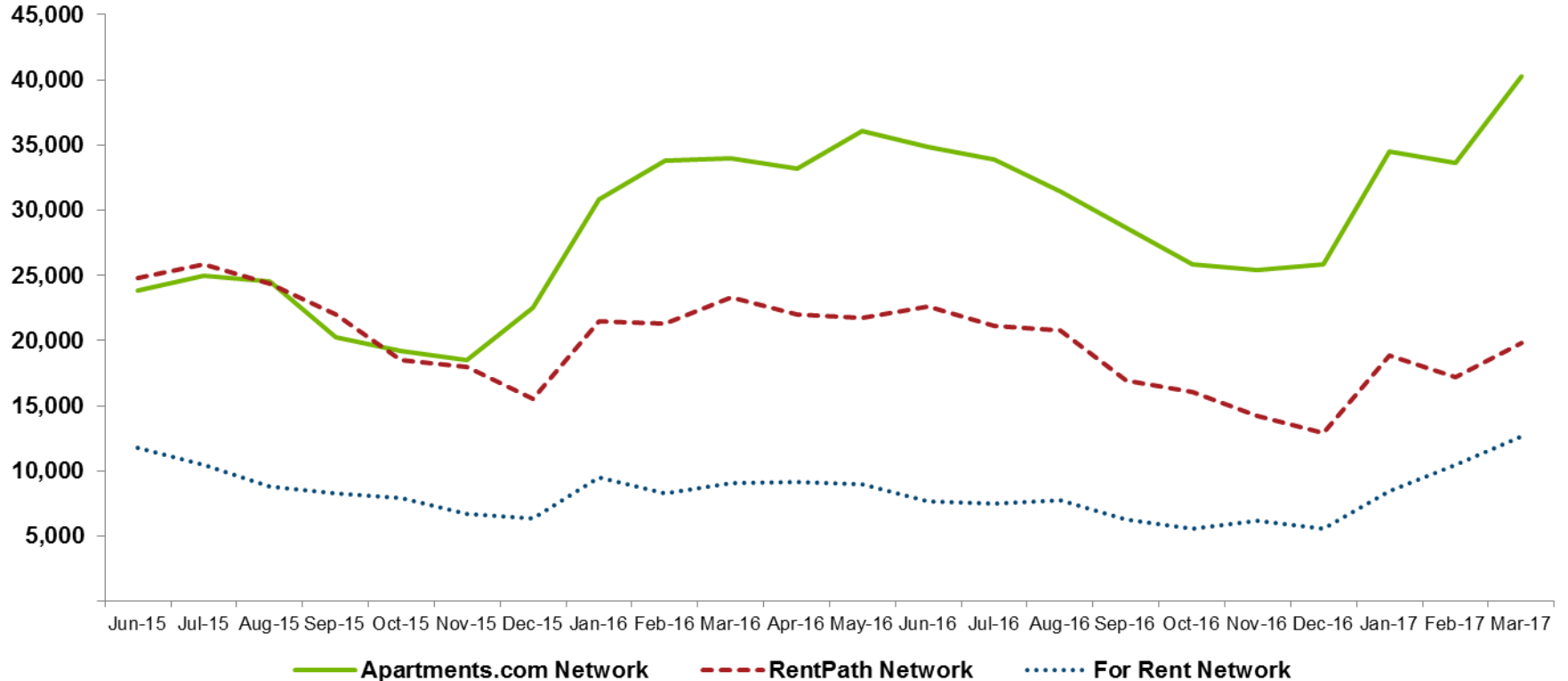
Vice President, Apartments.com
Atlanta, Georgia

OUR OBJECTIVES

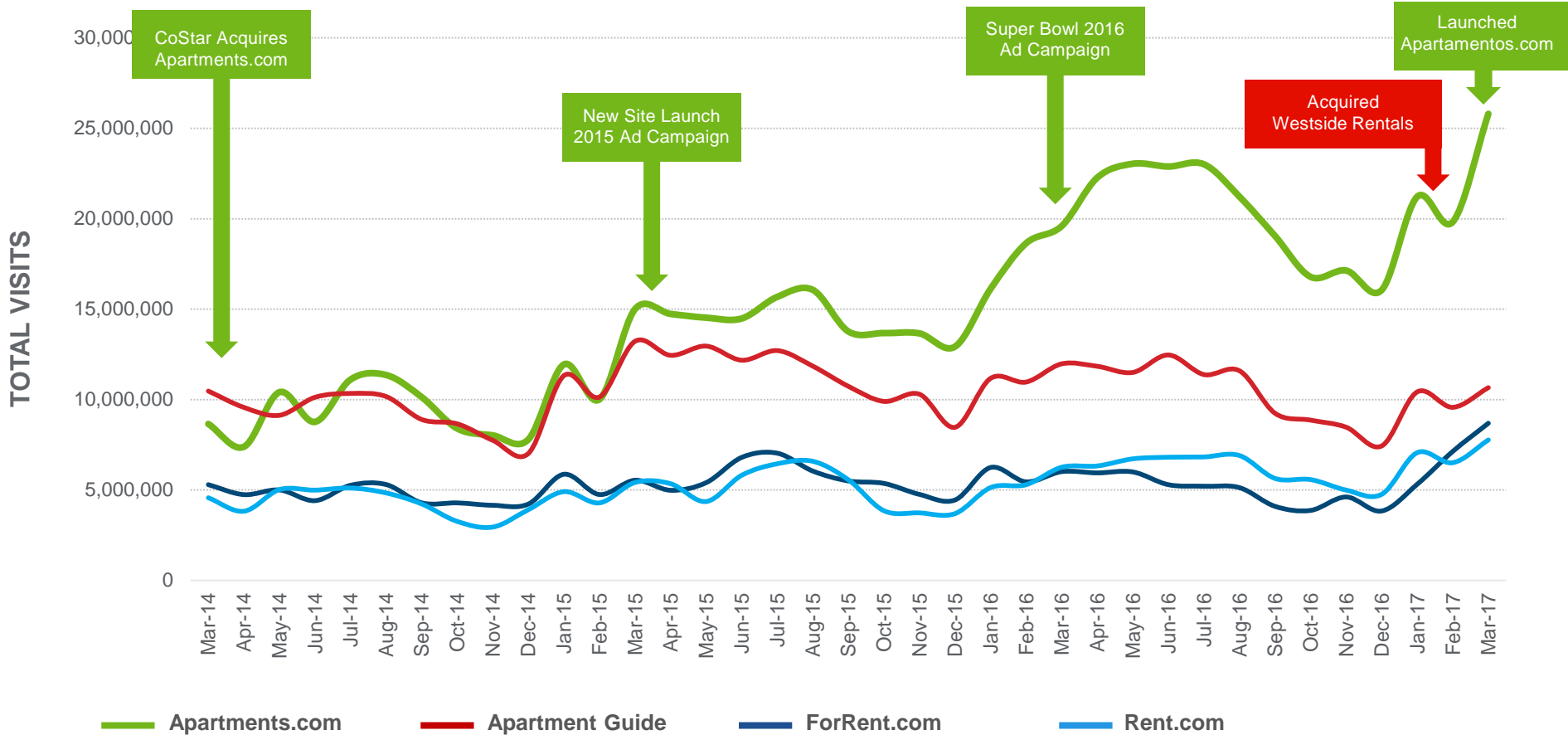
- Review network performance trends
- Provide an overview of new marketing initiatives, product and site updates that drive more highly qualified renters to your communities
- Share new tools and reports that help optimize the return on your marketing investment
- Be an additional resource and an extension of the sales team

- Traffic Update
- New Marketing Campaign
- Apartments.com Network Expansion
- New Research
- Site and Product Enhancements
- New Client Reporting Tools

Apartments.com — The Site Visit Leader for 25 Consecutive Months



The Most Trafficked Apartment Listing Site



(in thousands)

Source: comScore; March 2017

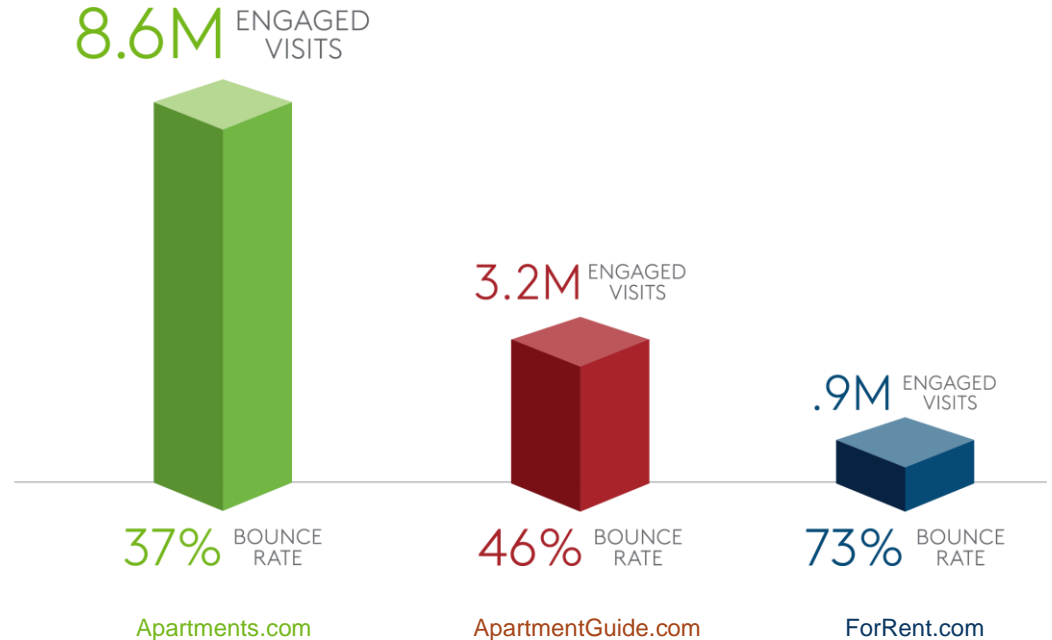
The Apartments.com
Network has

9.9M

UNIQUE VISITORS

Monthly that have not
visited any RentPath
network sites.

Engaged Visits (*Non-Bounced*)



New \$100 Million Campaign



\$100M

Marketing Campaign

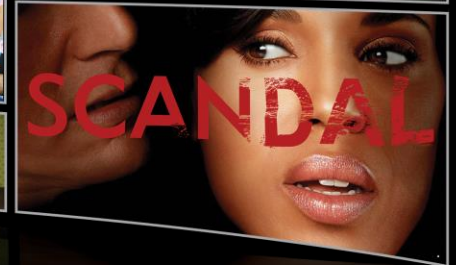
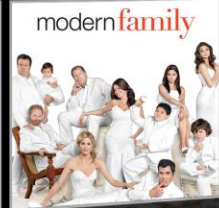
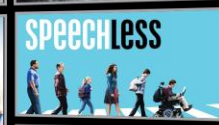
5 Billion

Impressions

TV, SEM, Social, Digital Campaign
Prime Time, Network, Cable, Sports and
Hulu TV, Univision, Telemundo

Prime Time Premieres & Finales

Top Rated Prime Programs



Cable Networks and On Demand



MLB, NCAA and NBA Championships,
Finals and Awards



2017 Apartments.com TV Commercials



Display & Retargeting



Hallowee Place
3 Bed
\$919
Western Falls, WA

APARTMENTS.COM
DOMICILES OF EVERY STYLE.

SEARCH NOW



Instagram

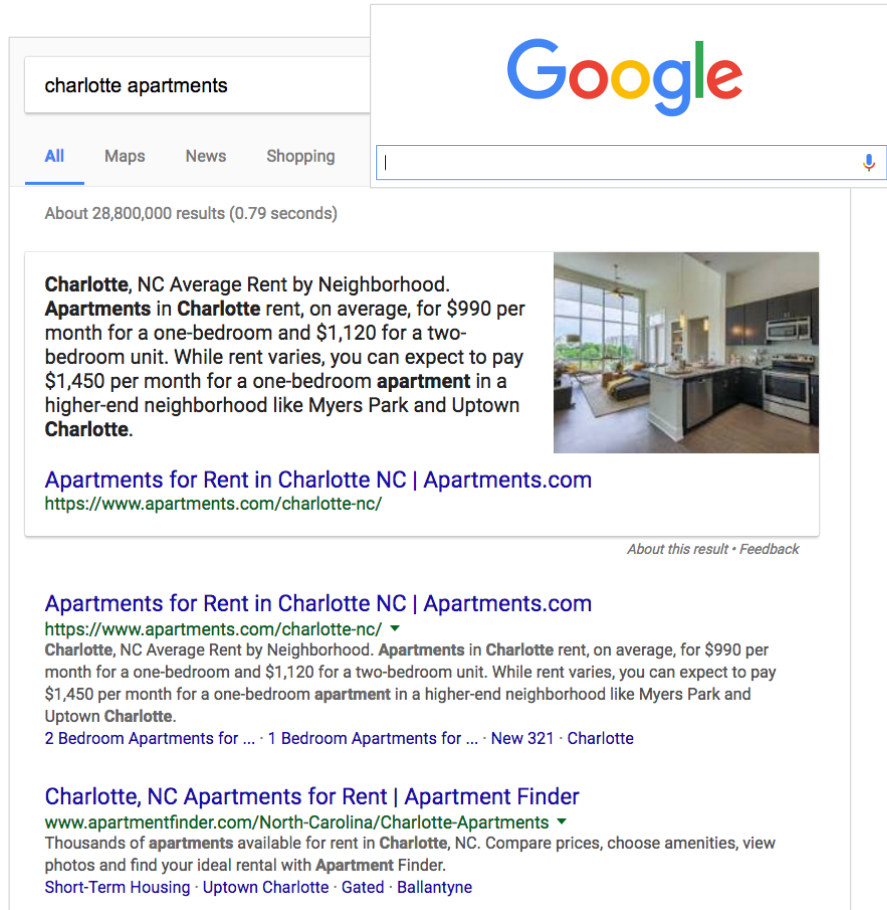
apartmentscom
190 posts 8,801 followers 200 following
Apartments.com A celebration of apartment living, one amazing apartment at a time. www.apartments.com

facebook

twitter

It's mid-February, which means escape to **#Miami**:

AMLJ Dadeland Rentals - Miami, FL | Apartments.com
See all available apartments for rent at AMLJ Dadeland in Miami, FL. AMLJ Dadeland has rental units ranging from 435-1386 sq ft starting at \$1440. apartments.com




charlotte apartments

All Maps News Shopping

About 28,800,000 results (0.79 seconds)

Charlotte, NC Average Rent by Neighborhood. Apartments in **Charlotte** rent, on average, for \$990 per month for a one-bedroom and \$1,120 for a two-bedroom unit. While rent varies, you can expect to pay \$1,450 per month for a one-bedroom **apartment** in a higher-end neighborhood like Myers Park and Uptown **Charlotte**.



[Apartments for Rent in Charlotte NC | Apartments.com](https://www.apartments.com/charlotte-nc/)
<https://www.apartments.com/charlotte-nc/>

About this result • Feedback

Apartments for Rent in Charlotte NC | Apartments.com
<https://www.apartments.com/charlotte-nc/>

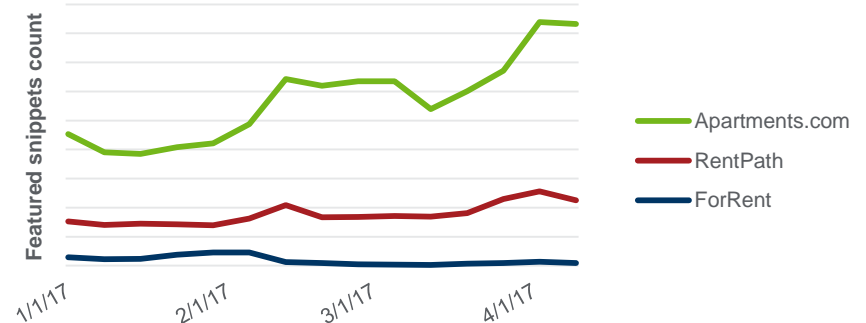
Charlotte, NC Average Rent by Neighborhood. Apartments in **Charlotte** rent, on average, for \$990 per month for a one-bedroom and \$1,120 for a two-bedroom unit. While rent varies, you can expect to pay \$1,450 per month for a one-bedroom **apartment** in a higher-end neighborhood like Myers Park and Uptown **Charlotte**.

[2 Bedroom Apartments for ...](#) · [1 Bedroom Apartments for ...](#) · [New 321 - Charlotte](#)

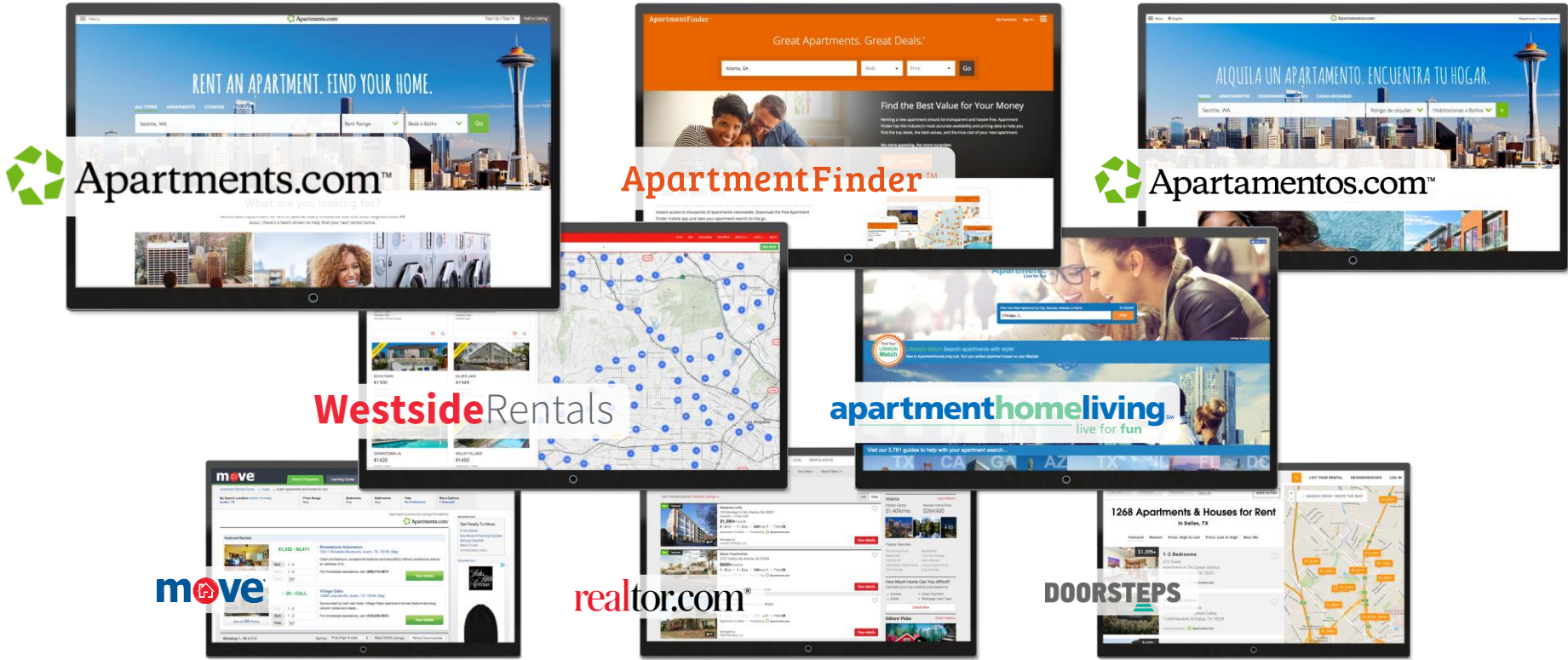
Charlotte, NC Apartments for Rent | Apartment Finder
www.apartmentfinder.com/North-Carolina/Charlotte-Apartments

Thousands of **apartments** available for rent in **Charlotte, NC**. Compare prices, choose amenities, view photos and find your ideal rental with **Apartment Finder**.
[Short-Term Housing](#) · [Uptown Charlotte](#) · [Gated](#) · [Ballantyne](#)

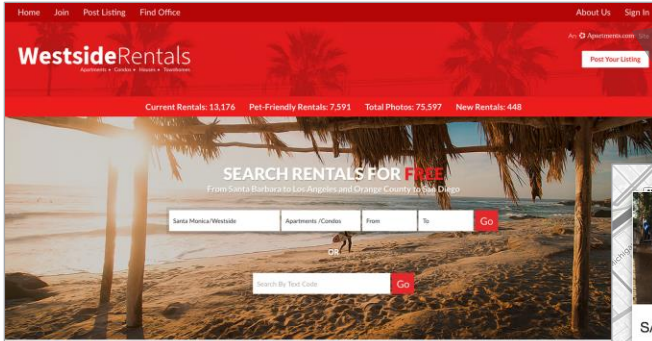
- Featured snippets: enhanced to draw user attention on Google's results page
- Google programmatically determines which page contains relevant content and displays the result as a snippet
- Google displays Apartments.com in featured snippets more than any other competitor



The Apartments.com Network



ONE Ad. **ONE** Network. **EIGHT** Sites.

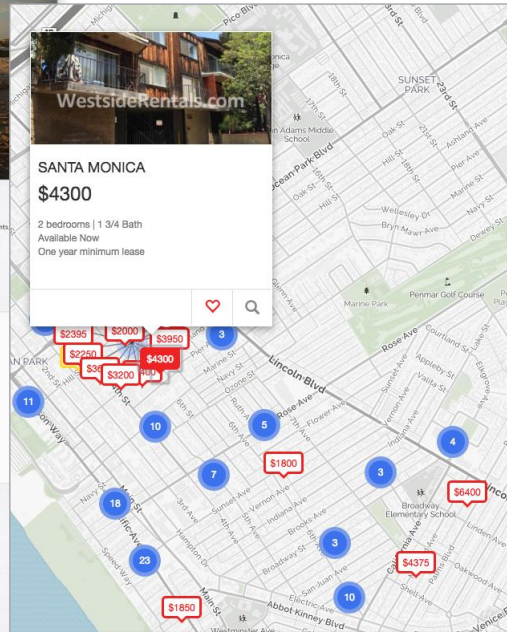


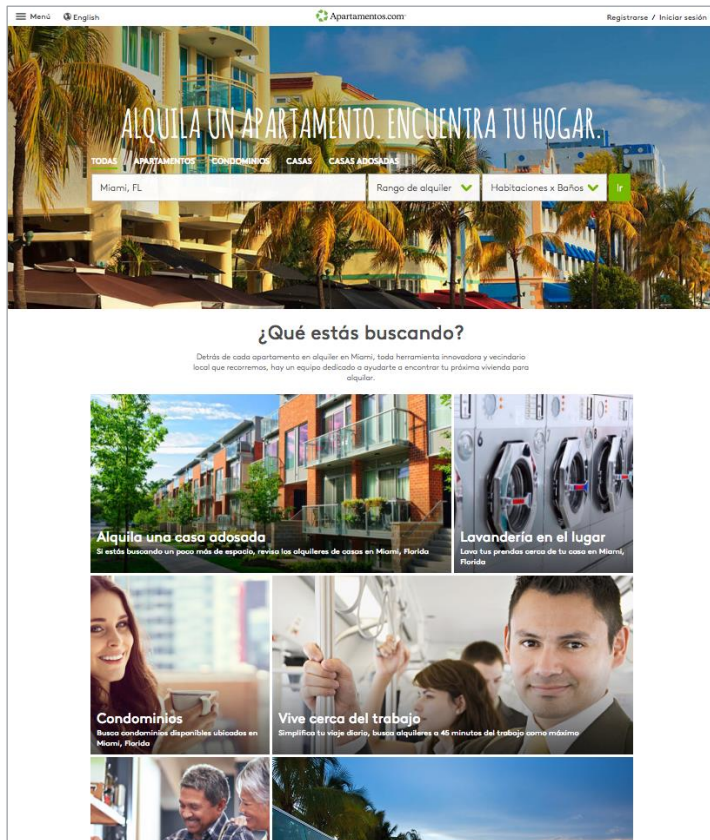
An  Apartments.com™ Site

Covering Southern California - the largest rental market in the U.S.

EVEN MORE exposure for our advertisers:

- High brand awareness; in-market 20 years
- 30% increase in Apartments.com listings reach
- 50% increase in listing content





The screenshot shows the homepage of Apartments.com in Spanish. At the top, there is a navigation bar with 'Menú', 'English', the site logo, and 'Registrarse / Iniciar sesión'. The main header features a large image of a modern apartment building with the text 'ALQUILA UN APARTAMENTO. ENCUENTRA TU HOGAR.' Below this is a search bar with 'Miami, FL' entered, and filters for 'Rango de alquiler' and 'Habitaciones x Baños'. A section titled '¿Qué estás buscando?' (What are you looking for?) follows, with a sub-header 'Detrás de cada apartamento en alquiler en Miami, toda herramienta innovadora y vecindario local que recorremos, hay un equipo dedicado a ayudarte a encontrar tu próxima vivienda para alquilar.' Below this are six featured listings: 'Alquila una casa adosada' (Rent a townhouse), 'Lavandería en el lugar' (In-unit laundry), 'Condominios' (Condos), 'Vive cerca del trabajo' (Live near work), and two smaller images at the bottom left and bottom right.

- Only exclusively Spanish language apartment listing sites
- Entire experience in Spanish except for proper names
- Human translation for the best experience
- True Leads™ in Spanish and English
- Ability to customize text in Customer Portal
- Translate communications in Ad Analytics



Apartamentos.com is off to a great start!

- Holds the #1 Google search position in the top 30 Hispanic markets
- Over 2 million visits
- Over 6 million property views

TV and Digital Advertising



*Top 5 Traffic Markets so far...
NYC, LA, Miami, San Francisco, Houston*

Apartments.com drives highly qualified resident prospects to community websites

Apartments.com drives a significant amount of property website traffic



of monthly property website visitors had been on Apartments.com first.



of a PMC's total site traffic actually visited Apartments.com

Visitors from Apartments.com are more engaged and convert to leads at a higher rate



	DURATION*	PAGES/SESSION	BOUNCE RATE
VISITORS ON APARTMENTS.COM PRIOR TO PMC WEBSITE	203	3.8	21.1
ALL VISITORS	146	3.0	28.0
APARTMENTS.COM INDEX	39%	25%	-25%

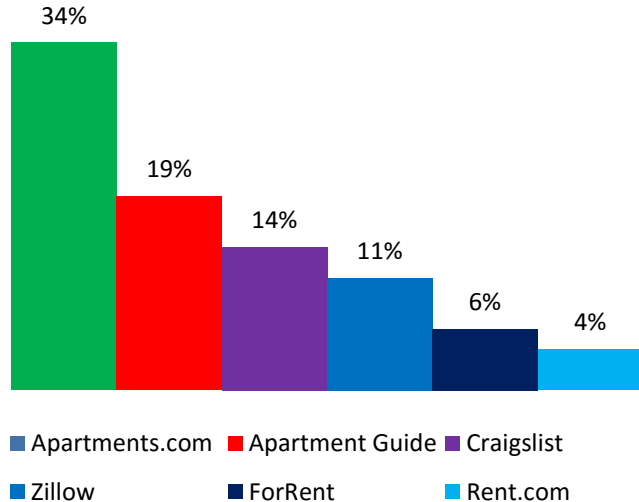
Renters use search engines to navigate to a property website after becoming aware on Apartments.com



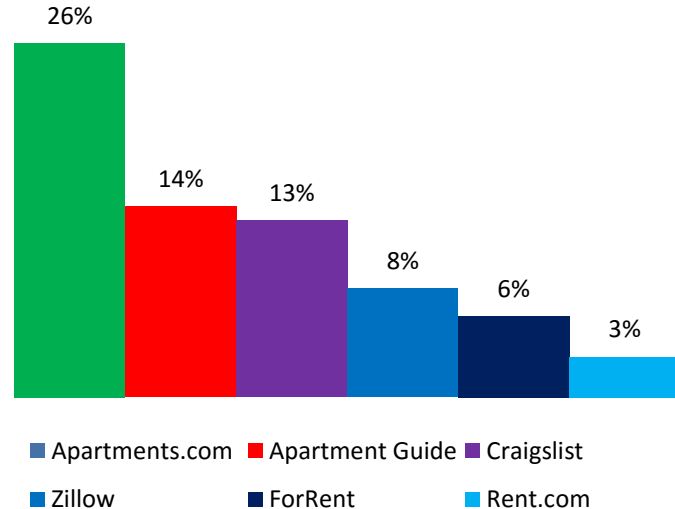
What Property Managers Are Saying

Market Connections surveyed 500 property managers responsible for advertising who reported that **Apartments.com** was the clear leader in providing quality leads to advertisers and overall value.

Most Effective



Most Value





Product Development Update

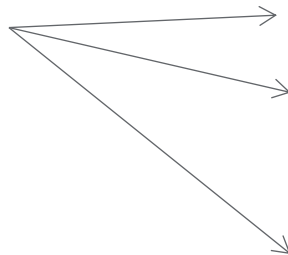
Dynamic Lead Form

- Add any or all of these fields to a lead form (and choose which ones are “required”)
 - **Max Rent**
 - **Number of Bedrooms and Bathrooms**
 - **Reason for Moving**
 - **Contact Via Email or Phone Preference**
 - **Phone Number (make required)**
- Works on Apartments.com, Apartamentos.com, and Apartment Finder

How the new form can look:

If all fields are selected.

New Fields




844-884-4624 ×

First Name * Last Name *

Email * Phone

Contact Via ▼ Max Rent


Beds ▼ Baths ▼

Move-In Date* 

Reason for Moving ▼

Message

Email me listings and apartment related info.

 Contact Property


On a desktop property detail page:

← Map ☰ Menu Apartments.com® Sign Up / Sign In < Previous | Next >

Mosaic At Sandy Springs

5675 Roswell Rd, Atlanta, GA 30342






CoStar Verified® ★★★★★ (3)



1 Bedroom \$850 - 1,000 2 Bedrooms \$1,060 - 1,105 3 Bedrooms \$1,250 - 1,300

Home / Georgia / Atlanta / Mosaic At Sandy Springs

844-884-4624



47 Images

All	1 Bedroom	2 Bedrooms	3 Bedrooms			
1 Bedroom	1 Bathroom	\$899 - 900	1,065 - 1,080 Sq Ft	The Suria	Available Now	⚡ New View Model
2 Bedrooms	2 Bathrooms	\$1,060 - 1,100	1,190 Sq Ft	The Cannes	Available Now	View Model
2 Bedrooms	2 Bathrooms	\$1,080 - 1,105	1,330 - 1,370 Sq Ft	The Fleur	Available Now	View Model
3 Bedrooms	2 Bathrooms	\$1,250 - 1,300	1,565 - 1,649 Sq Ft	The Olympia	Available Now	View Model
1 Bedroom	1 Bathroom	\$850 - 1,000	900 Sq Ft	The Verona	Not Available	View Model

First Name * Last Name *

Email * Phone

Contact Via ▼ Max Rent

Beds ▼ Baths ▼

Move-In Date* 📅

Reason for Moving ▼

Message

Email me listings and apartment related info.

[Contact Property](#)

[View Property Website](#)

The Mosaic At Sandy Springs

5675 Roswell Rd, Atlanta, GA 30342

CoStar Verificada®

★★★★☆



1 Habitación - 3 Habitaciones Llamar por precio

Inicio / Georgia / Atlanta / The Mosaic At Sandy Springs



844-884-4624

Nombre * Apellido *

Correo ele... * Número de te...

Contacto... ▼ Alquiler máxi...

Dormitor... ▼ Baños ▼

Fecha de mudanza * 📅

Razón para moverse ▼

Mensaje

Deseo recibir por correo electrónico publicaciones e información vinculada con apartamentos.

✉ Contactar

🌐 Ver el sitio web de la propiedad

Todas	1 Habitación	2 Habitaciones	3 Habitaciones			
1 Habitación	1 Baño	Llamar por precio	900 Ft ²	The Verona	Disp. pronto	Ver modelo
1 Habitación	1 Baño	Llamar por precio	1,065 Ft ²	The Suria	Disp. pronto	Ver modelo
2 Habitaciones	2 Baños	Llamar por precio	1,200 Ft ²	The Cannes	Disp. pronto	Ver modelo
2 Habitaciones	2 Baños	Llamar por precio	1,330 Ft ²	The Fleur	Disp. pronto	Ver modelo
3 Habitaciones	2 Baños	Llamar por precio	1,565 Ft ²	The Olympia	Disp. pronto	Ver modelo

Leads in Ad Analytics Show All the New Info

< Change Property

Avana Dublin Station

Ad Package: Platinum

6233 Dougherty Rd, Dublin, CA 94568
PMC: Greystar Real Estate Partners
Status: Active

Jan 1, 2017 - Jan 30, 2017

Export

Apartment

Property

Amenities

Media

Schools

Office Hours

Leads

Location

Summary

Lead Details

(60) Phone Leads (42) Email Leads (17) Property Website Links

Lead	Move-In Date	Contact Via	Max Rent	Beds	Baths	Reason For Moving
321@gmail.com	03/05/2017	Phone	\$1,200	3	2	Work Related
i looking for a 2 bedroom to move in on or around March 1st 2017. I have a small dog. What do you have available and what would the base rent be and total move in costs?						
878@gmail.com	03/05/2017	Phone	\$1,200	-	-	-
i looking for a 2 bedroom to move in on or around March 1st 2017. I have a small dog. What do you have available and what would the base rent be and total move in costs?						
321@gmail.com	03/05/2017	Phone	\$1,200	3	2	Work Related
i looking for a 2 bedroom to move in on or around March 1st 2017. I have a small dog. What do you have available and what would the base rent be and total move in costs?						

...Or delivered automatically to a community's lead tracking software.



This renter was searching on the Apartments.com Network and thinks your community may be the perfect fit for them. Please follow up with this prospective resident as soon as possible via phone or email to answer any questions they may have.

Renter's Information

Name: [name]
Phone: [phone]
Email: [email]
Lead Submitted: [lease submitted]

Renter's Preferences

Beds/Baths: [beds/baths]
Model: [model]
Unit: [unit]

Move Date: [move date]
Contact Preference: [contact by]
Max Rent: [max rent]
Reasons For Moving: [reasons for moving]
Comments: [comments]

Property Information

Contact **support@apartments.com** to get started.

School Search

The screenshot shows the Apartments.com website interface. At the top, there is a navigation bar with 'Menu', 'Español', the 'Apartments.com' logo, and links for 'Sign Up / Sign In' and 'Add a Listing'. The main header features the text 'RENT AN APARTMENT. FIND YOUR HOME.' over a background image of a house. Below this, there are navigation tabs for 'ALL', 'APARTMENTS', 'CONDOS', 'HOMES', and 'TOWNHOMES'. A search bar contains the text 'north atlanta'. To the right of the search bar are filters for 'Rent Range' and 'Beds x Baths', each with a green checkmark, and a green 'Go' button. A dropdown menu is open under the search bar, listing several location options: 'North Brookhaven - Atlanta, GA', 'North Springs - Atlanta, GA', 'North Edgewood - Atlanta, GA', 'Mt Paran/Northside - Atlanta, GA', and 'North Atlanta High School - Atlanta, GA (Public School)'. The 'North Atlanta High School' option is highlighted in green. Below the dropdown, the address '225 Franklin Rd NE, Atlanta, GA 30342' is visible. On the right side of the page, there is a section titled 'Looking for?' with a sub-header 'Apartments for rent at Apartments.com' and a paragraph of text: 'every innovative tool and local neighborhood also find your next rental home.'

Browser: Homes for rent near Nor... | URL: https://www.apartments.com/schools/ga/north-atlanta-high-school/bwxcjdc/ | Apartments.com | Sign Up / Sign In | Add a Listing

Menu | Español | North Atlanta High School - Atlanta, GA (Put) | Rent Range | Beds x Baths | Filters | CLEAR | SAVE | Alerts 0 | New 55 | SORT

Home / North Atlanta High School Apartments and Homes for Rent | 3,052 Rentals Available

The Pointe at Lindbergh

485 Lindbergh Pl NE, Atlanta, GA 30324

VILLAGEGREEN

1 / 39

NEW

\$1,040 - 2,985

Studio - 3 Bed
Available Now

844-778-5193

[Email Property](#)

The Pointe at Collier Hills

914 Collier Rd NW, Atlanta, GA 30318

VILLAGEGREEN

1 / 31

NEW

\$1,200 - 2,945

1-3 Bed
Available Now

844-779-0803

Home for rent near St. Thomas More School - Decatur, GA (Private) | Rent Range | Beds x Baths | Filters | CLEAR | SAVE | Alerts 0 | New 7 | Add a Listing

St. Thomas More School - Decatur, GA (Private) | 138 Rentals Available

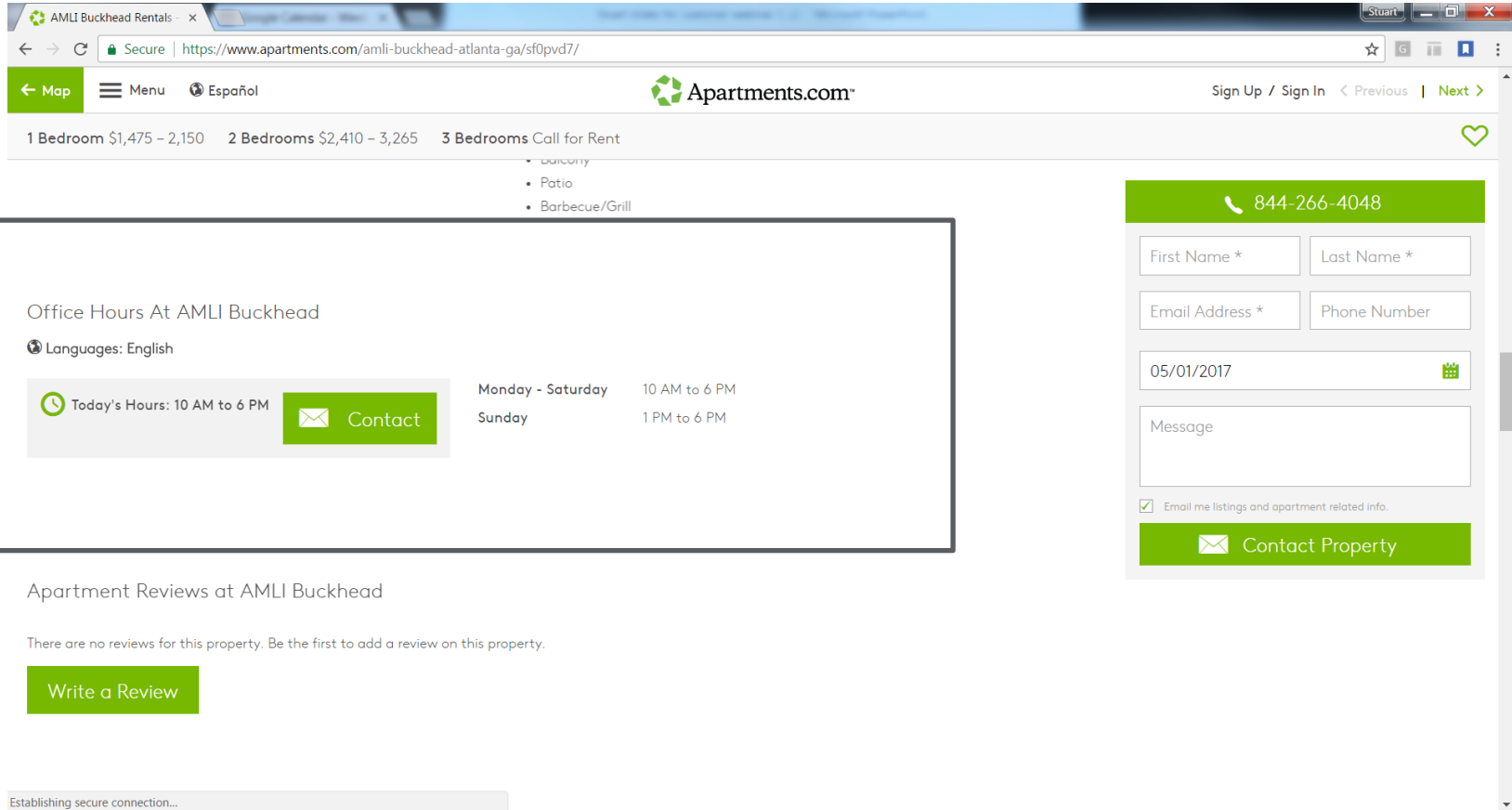
Home / St. Thomas More School Apartments and Homes for Rent | 138 Rentals Available

Private Elementary & Middle School | K-8
St. Thomas More School
482 Students | 404-373-8456

Alexan 1133
133 Commerce Dr, Decatur, GA 30030
GREYSTAR
1 / 33
NEW
\$1,299 - 3,430
Studio - 2 Bed
Available Now
844-212-8587
Email Property

Place on Ponce
220 W Ponce DeLeon Pl, Decatur, GA 30030
RAM
1 / 81
1 HR
\$1,424 - 4,041
1-3 Bed
Available Now
770-250-4452

Languages Spoken On-site



AMLI Buckhead Rentals - x

Secure | <https://www.apartments.com/amli-buckhead-atlanta-ga/sf0pvd7/>

Map Menu Español Apartments.com Sign Up / Sign In < Previous | Next >

1 Bedroom \$1,475 – 2,150 2 Bedrooms \$2,410 – 3,265 3 Bedrooms Call for Rent

- Balcony
- Patio
- Barbecue/Grill

Office Hours At AMLI Buckhead

Languages: English

Today's Hours: 10 AM to 6 PM [Contact](#)

Monday - Saturday	10 AM to 6 PM
Sunday	1 PM to 6 PM

844-266-4048

First Name * Last Name *

Email Address * Phone Number

05/01/2017

Message

Email me listings and apartment related info.

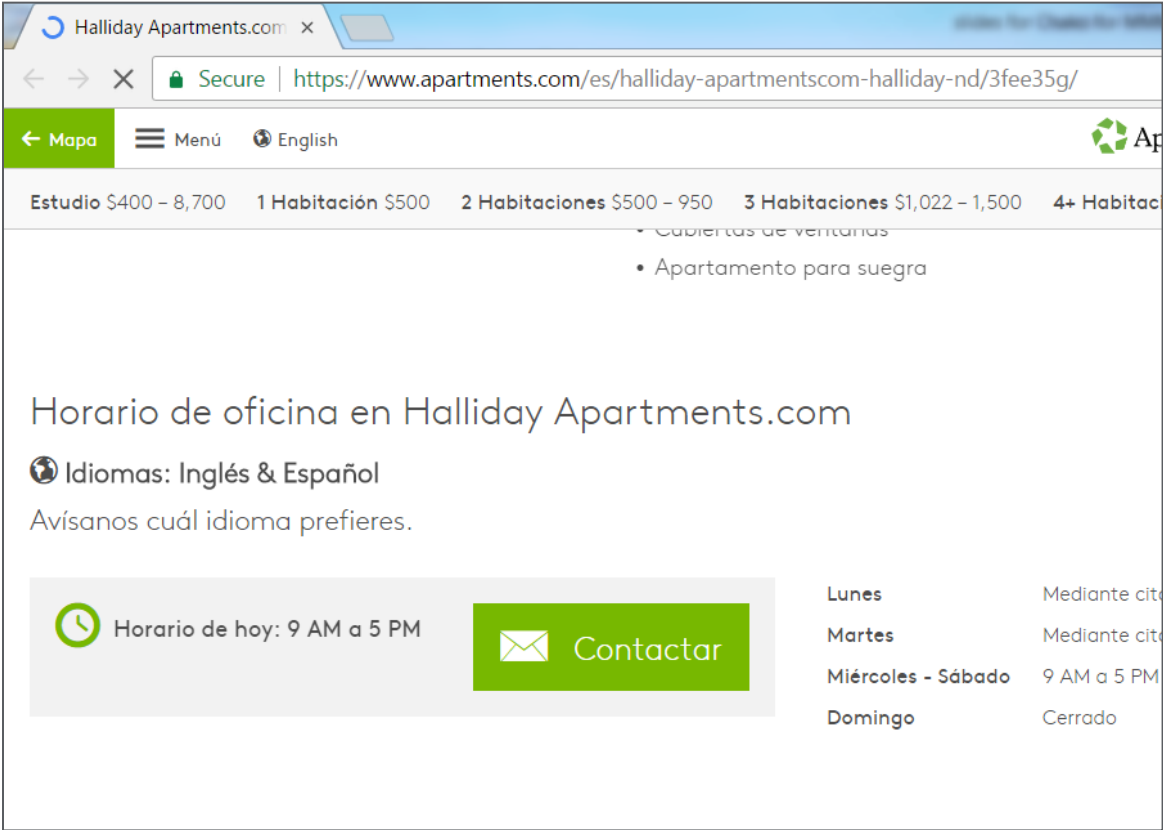
[Contact Property](#)

Apartment Reviews at AMLI Buckhead

There are no reviews for this property. Be the first to add a review on this property.

[Write a Review](#)

Establishing secure connection...



The screenshot shows a web browser window with the URL <https://www.apartments.com/es/halliday-apartmentscom-halliday-nd/3fee35g/>. The page is in Spanish and displays office hours for Halliday Apartments.com. A green navigation bar at the top includes a map icon, a menu icon, and the text "English". Below the navigation bar, there are tabs for apartment types: "Estudio \$400 - 8,700", "1 Habitación \$500", "2 Habitaciones \$500 - 950", "3 Habitaciones \$1,022 - 1,500", and "4+ Habitac". A list of features includes "Cubiertas de ventanas" and "Apartamento para suegra". The main heading is "Horario de oficina en Halliday Apartments.com". Below this, it says "Idiomas: Inglés & Español" and "Avísanos cuál idioma prefieres." A grey box contains a clock icon and the text "Horario de hoy: 9 AM a 5 PM", followed by a green "Contactar" button with an envelope icon. To the right, a table lists the weekly schedule.

Lunes	Mediante cita
Martes	Mediante cita
Miércoles - Sábado	9 AM a 5 PM
Domingo	Cerrado

Customer Reporting Suite

“Real-Time” CoStar Rent Comparables Data

The screenshot shows the Apartments.com website interface. At the top, there's a navigation bar with 'Menu', 'ApartmentFinder™', 'Apartments.com™', and 'apartmenthomeliving.'. Below that, a secondary bar contains 'Manage My Listings', 'Manage My Reviews', 'Ad Analytics', and 'My Account'. The main heading is 'My Listings', with links for 'Customer Portal User Guide' and 'My Media'. A search bar is present with fields for 'Property Name', 'Address', and 'City, State, ZIP', along with 'Clear' and 'Search' buttons. Below the search bar, there's a checkbox for 'Follow All Property Reviews' and a note that 'Rent Comparables data powered by CoStar MARKET ANALYTICS™'. Two property listings are displayed:

- Avana Dublin Station**: 6233 Dougherty Rd, Dublin, CA, 94568. 2 Reviews. Last Updated: 4/26/2017. Ad Package: Platinum. View On: AF ahl. Performance metrics: Leads 46, Views 66,718. Rent Comparables: \$2.80/Sqft, 91% occupancy. A 'Download Report' button is highlighted with a black box.
- Avana Rancho Palos Verdes**: 6600 Beachview Dr, Rancho Palos Verdes, CA, 90275-5877. 0 Reviews. Last Updated: 4/26/2017. Ad Package: Gold. View On: AF ahl. Performance metrics: Leads 21, Views 55,495. Rent Comparables: \$2.39/Sqft, 92% occupancy. A 'Download Report' button is present.



Rent Comparables

1604 Ridge Haven Dr - Summit Ridge
 264 Unit Apartment Building
 Arlington, Texas - North Arlington Neighborhood

PREPARED BY

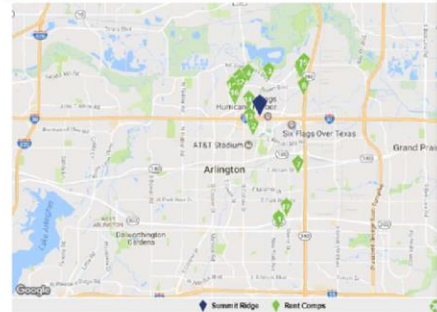


Rent Comparables Summary

1604 Ridge Haven Dr

No. Rent Comps	Avg. Rent Per Unit	Avg. Rent Per SF
17	\$854	\$1.12

RENT COMPS LOCATIONS



RENT COMPS SUMMARY STATISTICS

Unit Breakdown	Low	Average	Median
Total Units	186	323	272
Studio Units	0	10	0
One Bedroom Units	94	201	190
Two Bedroom Units	24	107	98
Three Bedroom Units	0	4	0
Property Attributes	Low	Average	Median
Year Built	1955	1979	1980
Number of Floors	2	2	2
Average Unit Size	588 SF	781 SF	748 SF
Vacancy Rate	1.0%	4.3%	3.7%
Star Rating	★★★★★	★★★★★ 2.8	★★★★★

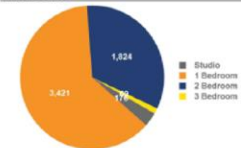
Rent Comparables by Bedroom

1604 Ridge Haven Dr - Summit Ridge

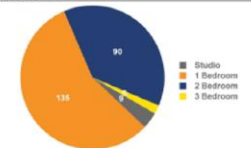
Studio Comps	One Bed Comps	Two Bed Comps	Three Bed Comps
\$726	\$779	\$990	\$1,294
Subject	Subject	Subject	Subject
-	\$797	\$1,008	-

Current Conditions in Rent Comps	Studio	1 Bedroom	2 Bedroom	3 Bedroom
Total Number of Units	176	3,421	1,824	69
Vacancy Rate	5.0%	3.9%	4.0%	6.8%
Asking Rent Per Unit	\$726	\$779	\$990	\$1,294
Asking Rent Per SF	\$1.52	\$1.20	\$1.01	\$0.99
Effective Rents Per Unit	\$723	\$767	\$970	\$1,268
Effective Rents Per SF	\$1.52	\$1.18	\$0.99	\$0.97
Concessions	0.4%	1.5%	2.0%	2.0%
Changes Past Year in Rent Comps	Studio	1 Bedroom	2 Bedroom	3 Bedroom
Year-Over-Year Effective Rent Growth	0.7%	4.8%	2.5%	12.7%
Year-Over-Year Vacancy Rate Change	0.6%	-0.1%	-0.6%	-0.6%
12 Month Net Absorption in Units	-2	8	18	2

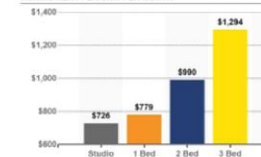
EXISTING UNITS



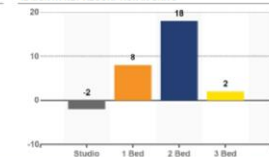
VACANT UNITS



ASKING RENT PER UNIT PER MONTH



12 MONTH NET ABSORPTION IN UNITS



Browser: <https://www.apartments.com/customers/my-listings>

Navigation: Menu, ApartmentFinder, Apartments.com, apartmenthomeliving, Greypmc



Actions: Manage My Listings, Manage My Reviews, Ad Analytics, My Account

My Listings

[Customer Portal User Guide](#) [My Media](#)

Search filters: Property Name, Address, City, State, ZIP, Clear, Search

Follow All Property Reviews Rent Comparables data powered by CoStar MARKET ANALYTICS


Property	Ad Performance (Last 30 Days)	Rent Comparables (Based on X comps)
 Avana Dublin Station 6233 Dougherty Rd Dublin, CA, 94568 2 Reviews Last Updated: 4/26/2017 Ad Package: Platinum View On: AF ahl	Leads: 46 Views: 66,718 Download Report	Comps Rent/Sqft: \$2.80 Comps Occupancy: 91% Download Report
 Avana Rancho Palos Verdes 6600 Beachview Dr Rancho Palos Verdes, CA, 90275-5877 0 Reviews Last Updated: 4/26/2017 Ad Package: Gold View On: AF ahl	Leads: 21 Views: 55,495 Download Report	Comps Rent/Sqft: \$2.39 Comps Occupancy: 92% Download Report


Avana Westside
Atlanta, GA 30318

Diamond
Level Exposure

March 2017: Performance Report

Metric	Value	Description
IMPRESSIONS	372,176	Views of your community listing on our network of sites.
MEDIA VIEWS	1,166	3D tours taken or community videos watched.
TRUE LEADS™	115	Emails, phone calls, or visits to your community website by prospective residents.

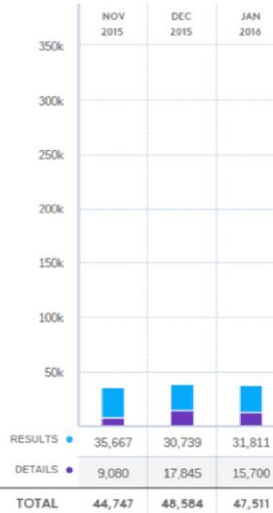
 **Wendolyn Miller**
m: 470-728-5714 e: wmill@costar.com

 Apartments.com™

Lead and Traffic Activity Detail

Avana Westside
Atlanta, GA 30318

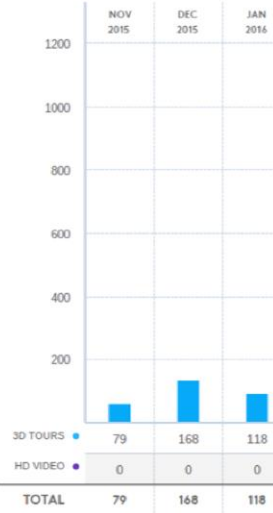
Impressions



November 2016

Avana Westside
Atlanta, GA 30318

Media Views



November 2016

Avana Westside
Atlanta, GA 30318

True Leads™



November 2016

Monthly Customer Newsletter

Apartments.com™

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APARTMENTS.COM MONTHLY PERFORMANCE REPORT



BRAD BELLFLOWER
SALTON VALLEY MAVERICK

Ravensworth Towers November 2016 Metrics

Thank you for your continued partnership with Apartments.com. We are committed to providing the best products and service and want to keep you informed of your latest results. Below is the November 2016 performance summary for Ravensworth Towers as well as an overview of our national traffic and engagement metrics.

Please feel free to get in touch if you have any questions or concerns. Thank you again for your business!



Sincerely,
Chris Palmer
703-200-2076
cpalmer@costar.com

To download reports for another community, please [sign in](#) to

Property Performance

The Apartments Network generated **35 True Leads™** for Ravensworth Towers in November 2016.



Ravensworth Towers
Annandale, VA

35 True Leads™
40,279 Property Views
Gold Level Exposure

[Lead Performance Report](#)

Rent Comparables

Rent comparables data for Ravensworth Towers provided by CoStar Market Analytics (as of 11/30/16).

	Comps	Your Property	Variance
Studio	\$1,173	-	-
One Bedroom	\$1,282	\$1,897	+48%



THANK YOU FOR JOINING US!
ANY QUESTIONS?



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PLEASE FEEL FREE TO CONTACT US:

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