

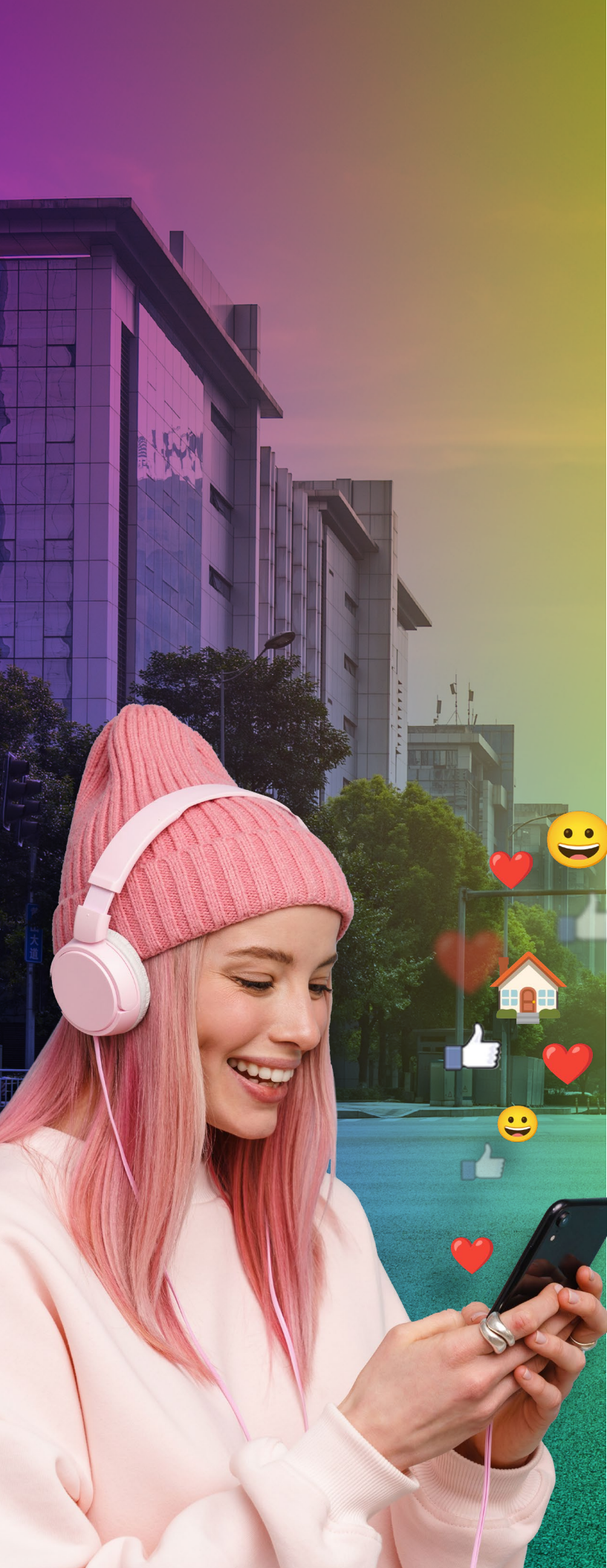
REACH

by RentCafe®

DIGITAL MARKETING AGENCY



 **YARDI**



REACH

by RentCafe®

DIGITAL MARKETING AGENCY

Reach more renters, improve ROI and reduce spend with a comprehensive marketing agency for multifamily property management.

Showcase your brand and listings everywhere customers search, then optimize your strategy and drive conversions with complete transparency into your marketing investments.

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REACH
by RentCafe®

WEBSITES



Win more renters with websites that attract & convert

Maximize your marketing potential with rental websites built for speed, performance and accessibility. Showcase your brand, engage prospects and turn leads into leases with optimized designs and easy-to-use features. Choose from award-winning themes or work with our designers to create something custom.

SHOW OFF

Celebrate your brand with a website designed to meet your needs

STAND OUT

Make customers and search engines happy with fast, functional websites

MAKE RENTING EASY

Create a seamless renter experience, from tours and floor plans to applications and leasing

FEATURES

WEBSITES

ACCESSIBILITY TOOLS

Create a website that's inclusive and user friendly. Our accessibility widget, audit report, alt text generator and contrast checker help make your content more accessible.

SELF SERVICE

Provide convenient self-service tools. Let prospects schedule tours, chat, text, call and email from any page of your website.

NUDGE MARKETING

Drive conversions by nudging visitors to take the next step. Add urgency builders and nudge messaging for tours, promotions and more.

ENGAGEMENT OPTIMIZATION

Encourage prospects to explore with floor plans, virtual tours, aerial views, amenity details, real-time unit availability and Engrain interactive maps.

RENTAL FEE CALCULATOR

Increase transparency and establish trust. Help renters see required deposits and fees, along with recurring charges.

BLOG & SOCIAL

Show off your social side and boost your optimization. Publish rich content to your blog and link your social channels to highlight the resident experience.

UNIT-LEVEL DETAILS

Show renters what they want to see by adding photos, videos and tours of each unit. Automatically syndicate unit-level media to your apartment listings.

ONLINE APPLICATIONS

Simplify leasing. Prospective renters can submit applications, complete optional self-screening and pay fees on any device.


NEIGHBORHOOD SITES

Build a specialty site to market properties in the same area. Map real-time availabilities and optimize content for your neighborhood.

ADD ON

STAY FRESH, UPDATE ANYTIME

Make changes whenever you need to with built-in website editing tools and the ability to add unlimited custom pages. Swap colors, add widgets, adjust photos and update content on your schedule, not ours.

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Q 2 bedroom apartments for rent |

SEO

Grow organic traffic with search engine optimization

Build trust with search engines, gain impressions in search results and increase prospect engagement. Work with SEO experts to optimize on- and off-page content, helping your communities reach more renters.

BOOST VISIBILITY

Deliver content that appeals to customers and search engines

DRIVE TRAFFIC

Improve organic search results for maximum visibility and more leads

ENGAGE RENTERS

Increase pageviews and time on site to convert more prospects

FEATURES

SEO



ON-PAGE OPTIMIZATION

Optimize your website. We'll review and make improvements for content, page titles, meta descriptions, alt tags and more.



OFF-PAGE OPTIMIZATION

Manage your brand across the web. We'll optimize your Google Business Profile and use Yext to update local citations and ensure consistent NAP data.



ENGAGEMENT OPTIMIZATION

Increase engagement to send positive SEO signals. We'll alert you to new features and recommend website performance enhancements.



REPORTING & ANALYTICS

Track your growth. Analyze your traffic and see how it converts into leads with monthly reports and meetings.



WEBSITE HEALTH CHECKS

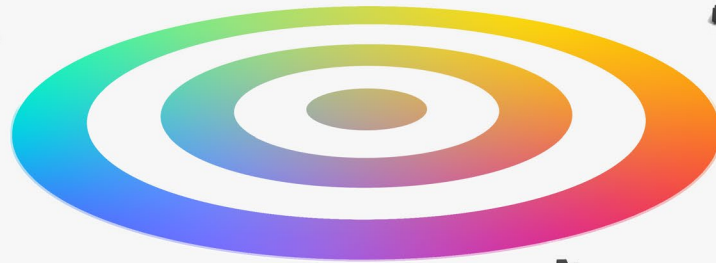
Identify hurdles that could affect search engine performance. Regular site audits correct any issues to make sure you're effectively attracting prospects.

WIN AT SEARCH WITH SEO EXPERTS

Work with an SEO specialist trained in white hat techniques and Google Search Central guidelines to create a strong online presence. Data shows that our SEO experts deliver a 67% higher organic lease volume than do-it-yourself SEO.



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PPC

Reach more renters with targeted advertising

Set up effective pay-per-click ad campaigns in just minutes with help from a Google Partner. We work with you to define the best search engine marketing mix for your properties — from platform selection to budget recommendations.

BE FOUND

Attract and convert prospects with ads on popular search engines and sites

SEE SUCCESS

View impressions and clicks as well as confirmed leads and leases

STAY IN CONTROL

Manage and adjust spend as needed



PPC



CAMPAIGN OPTIMIZATION

Gain a competitive advantage by partnering with a team of Google Ads certified specialists. We'll find the right campaigns, keywords and copy for you.



PLATFORM FLEXIBILITY

Advertise on platforms that fit the property and audience. Attract prospects with campaigns on Google, Facebook, Instagram, Bing and others.



TAILORED ADVERTISING

Send traffic to your websites based on property needs and occupancy trends. Target ads based on demographics, location, timing and mobility.



BUDGET CONTROL

Manage your ad spend easily using a simple dashboard. Our experts can provide recommendations specific to your goals.



DETAILED REPORTING

Get complete visibility into spend, impressions, clicks, leads and leases. Monthly reports help you understand ad traffic and conversions.



HOLISTIC MANAGEMENT

Access our full range of services and features — including different campaign types and unlimited keywords — without worrying about additional costs.

MAKE DATA-DRIVEN ADVERTISING DECISIONS

Track and analyze your performance anytime in Marketing IQ, an analytics dashboard included with our PPC and SEO services. Grow your capabilities with optional AI-powered budget recommendations and more.



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Google Partner





REPUTATION MANAGEMENT

Take control of your digital reputation & build brand authority

Guide the online conversation about your brand while enhancing your search performance. Monitor reviews, post responses and track competitors with your choice of self-service or full-service reputation management for multifamily communities.

MANAGE YOUR BRAND

Appeal to more renters by increasing positive reviews and mitigating damaging content

GAIN INSIGHT

See how you stack up with review sentiment analysis and competitive analysis

MAKE IT EASY

Do it yourself with a comprehensive dashboard or choose full-service to reduce staff impact

FEATURES

REPUTATION MANAGEMENT



ACTIVE MONITORING

Track reviews, comments and messages across multiple channels including Google, Yelp, Facebook, Apartment Ratings and others.



TIMELY RESPONSES

Respond quickly to positive and negative reviews. Full-service clients can approve and edit suggested replies.



SENTIMENT ANALYSIS

Gain insight into the customer experience. Is the same issue surfacing in multiple reviews? Find out so you can address it.



CUSTOM REPORTS

Set up and schedule review reports by portfolio and property. Easily share reports with stakeholders.



COMPETITIVE ANALYSIS

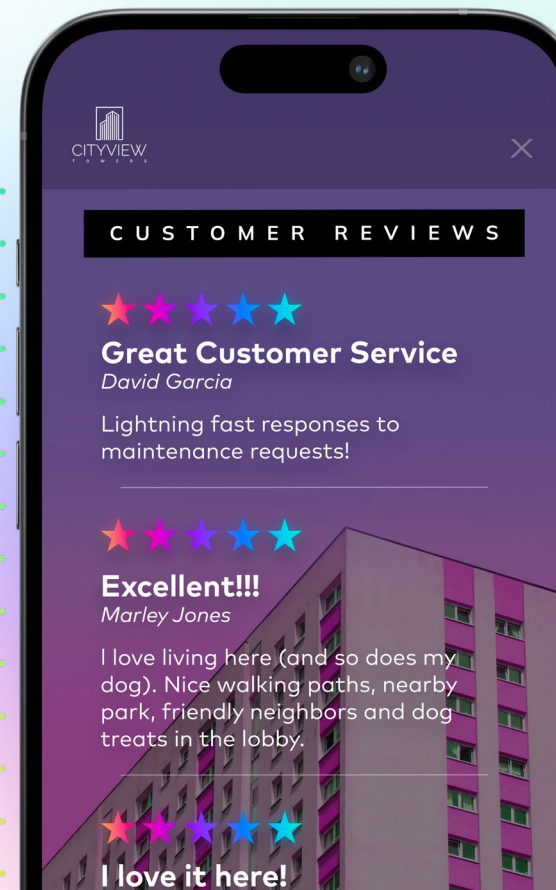
Benchmark against your competition. See how you stack up, then use that information to stand out in local searches.

IMPRESS MORE RENTERS ONLINE

Reviews are increasingly important in today's evolving search environment, especially as generative search becomes more common. Make sure your community is set up for success.



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SOCIAL MEDIA

Make social media work for your community

Build your audience, improve the customer experience and drive rent-ready leads with social media management services for multifamily communities. We transform your presence and support your goals by creating, posting, monitoring and reporting on content that you approve.

SHOWCASE YOUR BRAND

Promote your properties in a professional and positive way to renters

ADD VALUE

Share relevant, hyperlocal content that engages prospects and residents

GET RESULTS

Track your progress with comprehensive monthly reports



FEATURES

SOCIAL MEDIA



CUSTOM STRATEGY

Attract the right audience. We'll tailor your social profile strategy to match your brand and customers.



CONSISTENT CONTENT

Post regularly to Facebook, Instagram and Google Business Profile. We'll schedule weekly hyper local content for your review and approval.



ACTIVE ENGAGEMENT

Strengthen customer relationships by encouraging online interactions. We'll monitor your channels for questions and comments.



TOTAL VISIBILITY

Approve every post before it goes live. Review success in monthly calls with your marketing specialist.

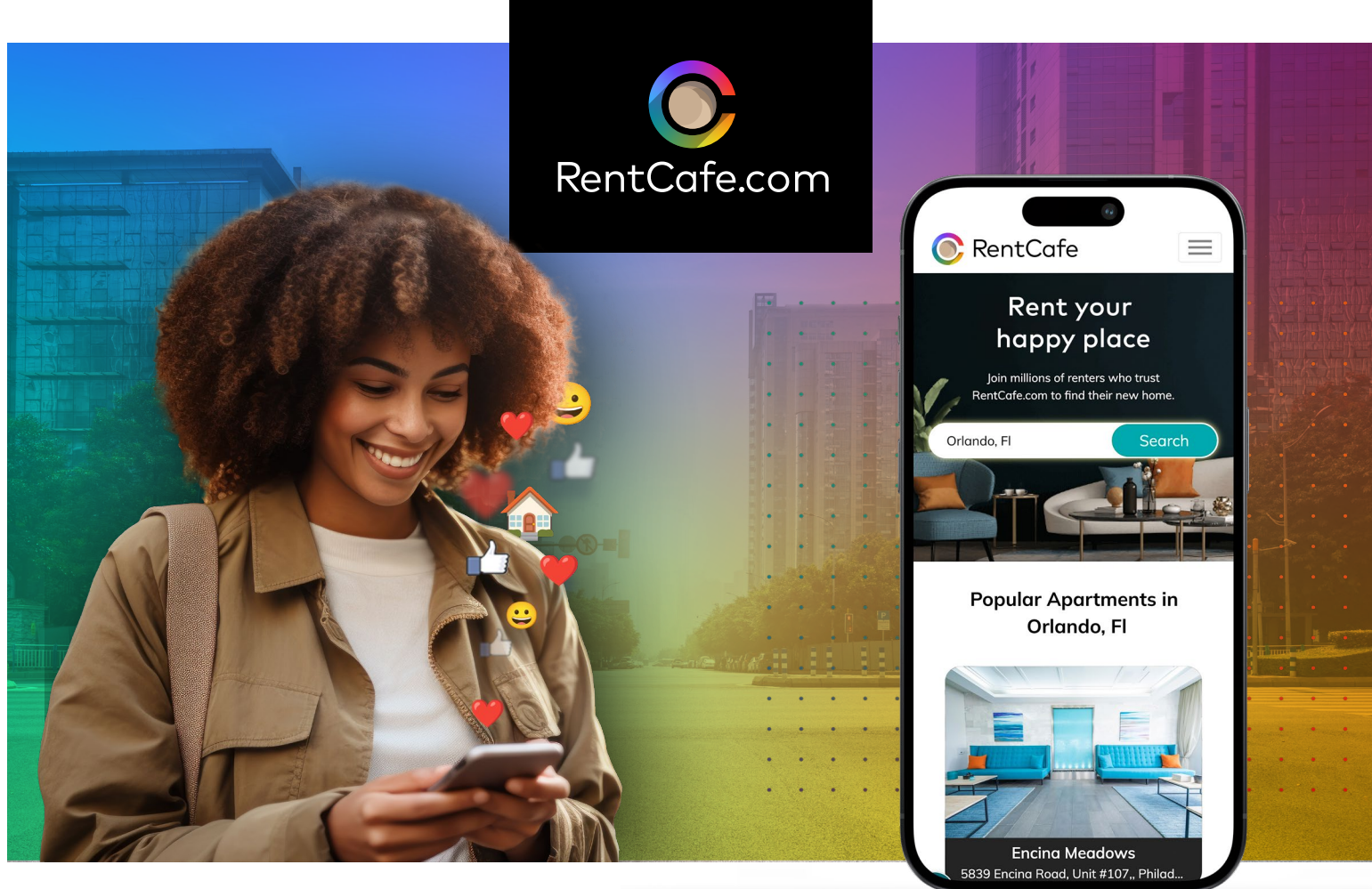
CREATE A CONSISTENTLY EXCELLENT ONLINE EXPERIENCE

Social media management is only available to properties that use REACH SEO. Your account manager will be the same across both services, allowing for a deep knowledge of your property, market and audience.



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RentCafe.com

Help renters find their happy place

Advertise on a leading apartment search website to get more leads and leases. Spotlight your brand, maximize exposure and connect with millions of renters who are searching our ILS for their next home.

LIST WITH CONFIDENCE

Add a reliable, fast-growing ILS to your marketing mix

REACH RENTERS

Be found by renters who are actively looking for a new rental

INCREASE CONVERSIONS

Go from lead to lease with listings designed to convert



RentCafe.com



OPTIMIZED LISTINGS

Expand your reach. Get the attention of renters with beautiful and functional listings that showcase your available units.



ONLINE LEASING

Fill vacancies quicker with frictionless leasing features. Prospects can start the application process directly from your listings for a smooth renter experience.



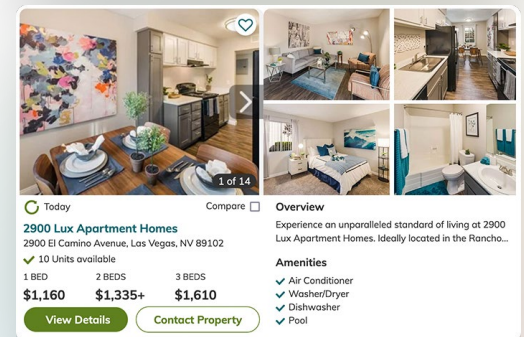
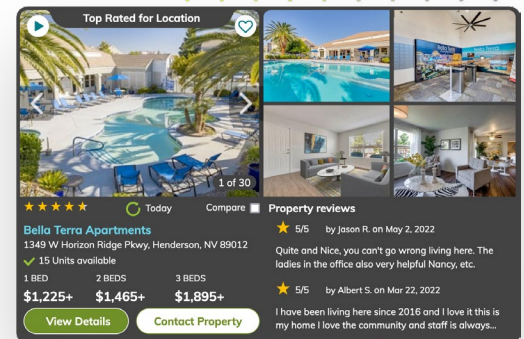
RICH DETAILS

Show prospects everything they need to see. Property pages can include images, videos, virtual tours, reviews, tour calendars and more.



PREMIER PLACEMENT


Appear higher in search results depending on the needs of your community. Get more leads and leases with flexible listing options.



LIST APARTMENTS WHERE RENTERS WILL SEE THEM

Get found by more rent-ready customers searching RentCafe.com, the website millions of people visit to find their happy place.



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MARKETING IQ

Maximize ROI with complete transparency into your marketing

Take the guesswork out of marketing analytics. View website performance, marketing spend, leases by source and more at a glance. Level up to **Marketing IQ Genius** to unlock customizable alerts, AI content generation and campaign budget recommendations.

SEE EVERYTHING

Track performance by property, portfolio and campaign

ANALYZE RESULTS

Find out what drives the most revenue at the lowest cost

IMPROVE STRATEGY

Optimize spend to get better results for less

FEATURES

MARKETING IQ



MARKETING ROI

Examine all lead sources and view true cost per lease. Identify best and worst performing sources to adjust and optimize your budget.



FEATURES DASHBOARD

See which marketing features are enabled on which of your websites and how each is performing. Quickly spot any performance gaps.



SEO & PPC REPORTING

Get advanced, visualized reporting. See SEO performance by source. Track PPC campaigns, keywords and ad-level performance.



PERFORMANCE ALERTS

Set customizable KPI alerts that will be triggered anytime a property falls outside desired thresholds. Never miss a chance to be proactive.



PPC RECOMMENDATIONS

Tap into robust ad data to improve your strategy. Access pay-per-click budget recommendations powered by machine learning.



AI CONTENT

Generate, schedule and post content for website pages, blog posts and your Google Business Profile. Make a big impact in a short amount of time.

YOUR SOURCE FOR APARTMENT DATA

Stay competitive with an advanced marketing analytics platform developed specifically for multifamily operators. Marketing IQ evolves as the market changes so you don't fall behind.



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