



REACH
by RentCafe®

REACH 360



Amplify your impact with marketing for the AI era

Reach renters wherever they search with a unified solution designed for the AI era and beyond. Create and optimize your content for search and AI engines, then showcase it where it matters most. This multimedia, multichannel approach will improve search signals and increase your visibility.

BE EVERYWHERE

Show up in traditional and AI-powered searches.

IMPRESS RENTERS

Make your brand look good on every platform.

MAXIMIZE RETURNS

Track performance and get more for your money.

FEATURES

REACH 360



VISUAL MEDIA

Get stunning visuals with TourBuilder One, a powerful media solution. Capture photos and virtual tours using just an iPhone, gimbal and intuitive app.



SEO

Win at all types of search. SEO Grow includes ongoing website support, Google Business Profile optimization and local business listing management.



ILS

Help prospects shop for apartments, apply online, move in and earn rewards. RentCafe.com provides an AI-powered listing-to-lease search experience.



REPUTATION MANAGEMENT

Take control of your reputation with an easy-to-use, self-service dashboard. Manage reviews, post responses and improve your AI search performance.



CONTENT & ANALYTICS

Instantly create shareable content and track your success. Marketing IQ Genius offers AI content generation for multiple platforms, powered by Yardi Virtuoso.



BUILD A HOLISTIC MARKETING STRATEGY

Get everything you need to attract, engage and convert renters as search evolves. Add REACH PPC to incorporate visual media in your paid search campaigns, then easily track results in Marketing IQ Genius.

REACH 360 requires a RentCafe website.



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