

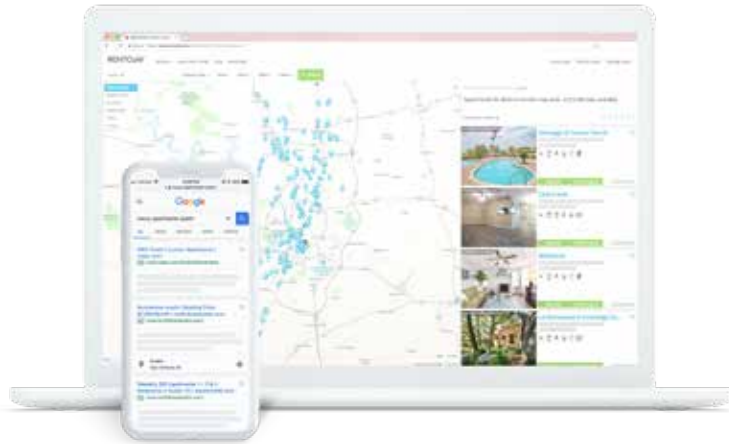


Get more traffic, leads and leases with advanced online marketing services designed to drive renters to your properties.



# RENTCafé Reach

Make your properties stand out to potential residents in today's crowded digital marketplace. The search for rentals begins online, but how renters find vacancies often takes multiple paths. RENTCafé Reach is comprised of five distinct services—search engine optimization (SEO), pay-per-click advertising (PPC), social media posting, reputation management and promoted internet listings—that work together to ensure your communities are positioned to attract more prospects, no matter how renters choose to search.



## Search Engine Optimization

Win more clicks in local search results with RENTCafé Reach SEO. Our SEO experts help you build authority and engagement so your properties rise to the top. After completing the initial groundwork to optimize your website – including creating content to improve the prospect experience – we continue to monitor your web presence and provide monthly analytics, adjusting your site as needed.

- Increase relevance and engagement with on- and off-page optimization tailored to your audience
- Build authority by claiming and strategically optimizing local business listings
- Track progress with transparent reports that display results

## Pay-Per-Click Advertising

Reach more people to attract them to your communities. RENTCafé Reach PPC advertising focuses on scope, relevance and ROI. Our specialists manage your ad campaigns based on property needs and occupancy trends. Deliver relevant ad content that gets prospects to click through to your websites and take the next step. Then analyze results to continually improve your ROI.

- Increase reach by advertising on leading search engines and social platforms
- Drive targeted, high-quality traffic by delivering the right message to the right person at the right time
- Define your ROI and refine your strategy with analytics to identify top-performing campaigns

## Social Media Posting

Transform your social media presence. RENTCafé Reach Social pairs high-quality, hyper-local content with social listening and timely, professional replies crafted by a dedicated account manager. First, we audit your social channels and provide recommendations. Then, we support your brand's social media goals by creating, posting, monitoring and reporting on content that you approve.

- Increase brand recognition with curated, hyper-local social media content
- Grow engagement with quick responses and continuous channel monitoring
- Expand reach with boosted posts and microblogs



## Reputation Management

Take control of your digital reputation. Participate in and guide the online conversation about your brand with RENTCafé Reach Reputation Management. An experienced account manager will monitor online reviews, proactively handle potential negative reviews, prevent damaging content and increase positive reviews to build your brand profile. Get additional insight into the prospect and resident experience.

- Monitor and respond to brand mentions online in a professional and timely manner
- Increase credibility and trust with prospects through interactions that reflect the core values of your company
- Highlight and promote resident success stories

## Promoted Internet Listings

Cast a wider net with premium listing exposure on RENTCafe.com, a powerful ILS offered exclusively to Yardi clients. Connect with renters searching for their next rental on the most efficient online apartment home marketplace. Go from lead to lease, completely online. We invest heavily in SEO and SEM on Google, Bing and other search engines to attract qualified renters and bring them to your listings.

- Reduce data entry hassle with automatic updates from your Yardi Voyager database
- Keep your pipeline full with quality leads that convert to leases at a lower cost
- Track marketing ROI more accurately with complete transparency

## Stronger Together

Get found online with tools that are available separately but work well together. Integration with RENTCafé means consistency, control and transparency—for a cohesive, single-platform property marketing strategy with accurate reporting.

## Key Features

- Expert SEO services tailored to your business
- PPC advertising based on property needs and occupancy trends
- Social media management with the ability to track, edit and approve posts
- Online reputation management services including timely and professional replies
- Enhanced online listings with complete lead transparency
- Dedicated account managers, including Google AdWords™ Certified Specialists
- Comprehensive reporting to track results
- Seamless integration with RENTCafé

## Key Benefits

- Delivers content that appeals to both customers and search engines
- Positions your communities for maximum visibility and more leads
- Increases traffic to your website and listings
- Drives conversions by increasing relevance and engagement
- Builds brand authority and improves prospect sentiment
- Allows for flexibility informed by performance analytics
- Sends leads directly to your leasing staff's prospect pipeline

Yardi Systems, Inc. 430 South Fairview Avenue, Santa Barbara, California 93117  
phone: +1 800 866 1144 | email: [sales@Yardi.com](mailto:sales@Yardi.com) | [www.Yardi.com](http://www.Yardi.com)

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