

## MHA Independent Owners Presentation 11/15/11

### Marketing

- Post Ads Free
  - Postlets [postlets.com]
  - Craigslist (pictures and keywords important) [craigslist.com]
  - Padmapper [padmapper.com]
  - Local Universities
- List your Properties on Major Websites
  - Google places [google.com/placesforbusiness/]
  - Bing [bing.com/businessportal]
  - Yelp [yelp.com]
  - FourSquare.com
  - Facebook Places
- Create your own website to showcase your available apartments
- Track Website Use
  - Google Analytics [google.com/analytics/]
    - Shows who is visiting your site and much, much more
  - Google webmaster tools [google.com/webmasters/]
    - Shows keywords on your site
- Build email list of prospective residents
  - Build into your website
  - Make your own list or use MailChimp [mailchimp.com] or Constant Contact [constantcontact.com]

### Management

- Google
  - Gmail [mail.google.com]
    - Personal & Professional emails from one location
    - Contacts can be shared with multiple people
  - Docs [docs.google.com]
    - Can share documents with many people at once, eg turn & maintenance lists
  - Voice [google.com/voice]
    - Allows you to have a special phone number for your listings that can forward to any cell phone.
- Android Phone (Google phone)
  - Mobile phone allows prospective residents to reach you easier.
  - Connects to Google Gmail, contacts, docs, and voice functions.
  - Camera/Video built in for taking pictures of maintenance parts or tracking damage in an apartment.
  - Has neat maintenance tools like a level, metal detector, and flash light
- Online application & credit check
  - Build into your website
  - Use third party online application
- Calculate market rents
  - Use ad websites listed above
- Process credit cards: paypal, square
- Online management software: buildium.com