

November 16, 2015

Just hitched! Art meets science in real estate technology

In 1999 a company came along and introduced really innovative technology to the apartment industry. I'm not talking about On-Site – though we did launch that same year. Actually, I'm talking about Ellipse Communications.

Ellipse quickly established themselves as the go-to company for digital apartment marketing. In fact, they pioneered much of the marketing technology that we take for granted today: from personally hand-coded websites to ad distribution to drip marketing campaigns – Ellipse did it all, often they did it first and they did it very well.

Of course the center of any apartment marketing solution is a community's website. And Ellipse found a way to create tailor-made websites within the reach of any marketing budget.

As Ellipse was doing great things from Dallas with digital marketing, On-Site was making a name for ourselves by pioneering online leasing in Silicon Valley.

In 1999, On-Site introduced patented lease form automation technology. Starting with that feature, we've built an award-winning platform that includes integrated tools for lead management, online applications, resident screening, e-signatures, cloud-based file management and more.

We recognize that websites are important as the start of the leasing lifecycle and the personality of your community, which is why we are now excited to have an in-house creative agency with vast experience with SEO and the latest secrets to consumer marketing. We also believe Ellipse is a great cultural fit: before and after the acquisition we spent a lot of time speaking with both companies' customers and employees. What we kept hearing was how nicely our sets of products and services fit together. And we share a commitment to 100% U.S.-based employees and collaborative relationships with software integration partners in the industry.

Now that On-Site and Ellipse have teamed up, you get the best websites and communication tools, world-class support, and technology that's built after listening to you. Whether you're big or small, multifamily or single homes, student housing or something else altogether (we recently created a website and a lease for a houseboat community), we've got you covered. Thanks for your business.



Jake Harrington
Chief Executive Officer



Laura Trussell
Creative Director



ellipse design