

Central Command Center

Content Management for your Leasing and Management Operation



Are the tools for success in your workplace?

Our Apartment Toolbox® - your central command center... a company-wide, web-based Intranet and content management platform with the means to energize your leasing and management teams.

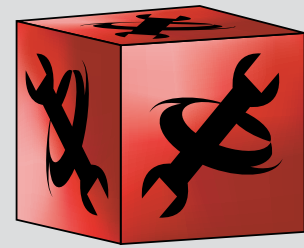
OVERVIEW

One of the biggest issues facing today's apartment management companies is the magnitude of constant change needed to address the contemporary renter. Renters will obtain information in countless locations with the added complexity of the details the renter requires in their search for a new apartment. Ellipse has created the solution by developing a central command center, the Apartment Toolbox®. The Apartment Toolbox® allows your company to efficiently update critical information for your Internet marketing campaign. There is incredible value in having the ability to make changes while on the move.

Central. All information in one place, control your image and your brand by having one central location for all marketing related information. Is everyone using the right logo? Yes.

Efficient. Provide your associates with tools that are easier to deploy, access and use.

Effectiveness. Ensure that your marketing campaigns are effective by ensuring that your marketing data and information is controlled for consistency and quality. User access can cascade across the entire organization – from the Porter to the President.



Apartment Toolbox®

What It Does

- Scalable solution for a single community or a large portfolio.
- Provides a single source for all website content updates.
- Promotes standardization through uniform access to key elements for marketing, branding and operations.
- Centralized company-wide forms management.
- Seamless linking to third party providers.

What It Does For Me

- Provides associate portal, streamlined access to property and company information.
- Easily update the dynamic areas of your website with current content.
- Promote new highlights or features on each of the floor plans.
- Create an art center to warehouse logos, photos and other elements needed on a frequent basis.
- Individual user ID and password for each associate.



Instant presentation of company notices and news



Apartment Toolbox®

Technically Speaking:

Apartment Toolbox® is the universal communications center for your entire organization. The Apartment Toolbox® is designed to follow your company's structure. Implement either with the Ellipse SymphonySM suite of website products, or deploy as an individual application tailored to meet your specific needs.

Modular in design, Apartment Toolbox® is a comprehensive set of services that provides timely, relevant property and communications data to help you run your business better. EllipseNetSM provides the single integrated data platform.

MANAGEMENT CHALLENGE

You have experienced some of the value of a web-based property management environment. Unfortunately, though all the pieces to the puzzle are in front of you, they don't make a complete picture. Your community websites are not integrated with your property management software and you're still manually updating availability and rents. Changes to your intranet are difficult because of limited access and lack of full control of content management. Communicating company news to the onsite level is inconsistent. Multiple points of entry to your intranet services are making you spend too much time on what should be simple tasks.

YOUR SOLUTION

The Apartment Toolbox® gives you convenient access to the mountain of information that needs to be constantly updated within a multifamily environment. Customizable for each user with applications or enhancements (easily added) when needed. A single point of entry for third party vendors and business operations, also allows for content sharing without exposure to vital and interoffice company communications.

Apartment Toolbox® features:

- Easily integrate with property management software
- Online application, deposit and rent payment administration
- Call center support
- Resident portal controls with service request tracking
- Network help desk administration
- Accessible from any computer with Internet access



Secure: Customized Login Screen



Easily update the dynamic areas of your website



apartmenttoolbox.com