

Progressive Websites

Your First Impression and Home Base on the Web



You have only one chance to make a first impression.

Progressive Websites are the heart and soul of Ellipse SymphonySM. Ellipse has time proven experience to deliver corporate and community websites. Ellipse specializes in servicing the apartment industry and with over 330 management firms representing 4,300 properties, we have gained a knowledge base that cannot be found elsewhere. If you are seeking to promote and advance your Internet Marketing Campaigns, start where the results can be measured. Ellipse offers advanced websites that eliminate the need for tedious updates, freeing your associates.

In today's marketplace having a solid Internet marketing plan is imperative. Apartment shoppers and current residents are driving dramatic changes in the way that the multifamily industry does business. Ellipse will be with you every step of the way. Look to Ellipse SymphonySM for progressive websites that will propel your company into a new world of marketing possibilities.

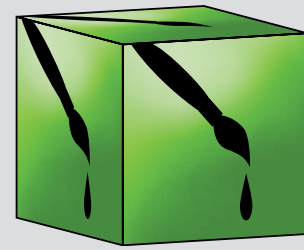
Increase value. Promote benefits, features and highlight the distinguishing features that set your apartment community apart.

Monitor. Measure user traffic patterns and site visits.

Real-time. Make real-time updates utilizing your website as a leasing, marketing and resident retention tool.

Social. Keep in touch with dynamic link controls for Facebook, Twitter and your community blog.

Mobile. Make sure your website is mobile friendly and formatted for smart phones including iPhone, Android™ and Blackberry® with a dynamic mobile site.



Progressive Websites

What It Does

- Progressive marketing presence for your community and company.
- Photo gallery and virtual tours.
- 24/7 Internet traffic reporting.
- Dynamic Floorplans[®] with unit descriptions.
- Dynamic amenity listings.
- SEO optimized web pages designed to promote online recognition.

What It Does For Me

- Presents your company as a leader by embracing a true Internet Marketing Strategy.
- Sets the first impression with photos and virtual tours, update your photos as often as you can using the photo upload tools.'
- Monitors site visits and determine the best ad placements by measuring user traffic patterns.
- Highlight the distinguishing features that set your apartment apart from your competitors..

Technically Speaking:

Ellipse understands the challenges associated with property management. Ellipse offers dynamic websites with content driven through property management software integration via EllipseNetSM. The result is a real-time website that offers your customers the most up-to-date information while leaving your leasing team free to care for the needs of the residents.



Progressive Websites



Better Than CompetitiveSM

- Standard Animated Navigation
- Dynamic Content including Welcome Text, Amenities and Office Hours
- On Demand Specials Coupon
- Dynamic Social Networking Links
- Dynamic Floorplans[®]
- Standard E-Brochure
- Unlimited Photo Gallery

- Virtual Tours
- Online Resident Service Center including Bulletin Board, Community Calendar, Resident Links, Pet Policy, Service Request Form and Tell-A-Friend (includes one postcard)
- Contact Form with Contact Tracking
- Dynamic Onsite Staff Listing
- Corporate Website Connection



SEO Enhanced

- Graphically Enhanced Design
- Dynamic Content including Welcome Text, Amenities and Office Hours
- On Demand Specials Coupon
- Dynamic Floorplans[®]
- Standard E-Brochure with Dynamic Driving Directions
- Unlimited Photo Gallery with Captions

- Virtual Tours
- Online Resident Service Center including Bulletin Board, Community Calendar, Resident Links, Pet Policy, Service Request Form and Tell-A-Friend Postcards (includes three postcards)
- Contact Form with Contact Tracking
- Dynamic Onsite Staff Listing
- Corporate Website Connection



SEO Advanced

- Elevated Interactive Design
- Dynamic Content including Welcome Text, Amenities and Office Hours
- On Demand Specials Coupon
- Dynamic Floorplans[®]
- Standard E-Brochure with Dynamic Driving Directions
- Unlimited Photo Gallery with Captions
- Virtual Tours

- Online Resident Service Center including Bulletin Board, Community Calendar, Resident Links, Pet Policy, Service Request Form and Tell-A-Friend Postcards (includes three postcards)
- Contact Form with Contact Tracking
- Dynamic Onsite Staff Listing
- Corporate Website Connection



Corporate Design

Capture the feel of your company and convey your branding with a new corporate website. This site is intended to provide a marketing tool for future client development, portfolio presentation, active staff operations and acts as an online employment center. Our corporate designs support existing marketing materials with a sophisticated graphic representation and have full emphasis on the management organization. In the portfolio center, a navigational page will link out to each community website building a link system vital to SEO. The website content is driven from a corporate branded Apartment Toolbox[®], which also provides access to our exclusive, executive content management system.



Leasing Center Design

Emphasize all facets of your business operations, including corporate presence, dynamic database apartment searches (graphic location map and rapid data query) and an enhanced resident portal. Successful leasing efforts are supported by robust embedded community profiles displaying photos, amenities, virtual tours, and floor plans. Community lead generation tracking can be supported by individual domain names for each community profile within the site. The leasing center's content is also driven from a management company branded Apartment Toolbox[®].