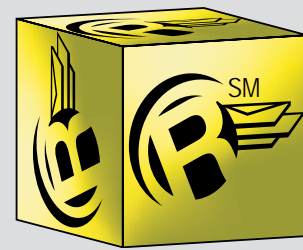


Email Marketing Machine

Your Prospect Follow Up and Resident Retention
Automated Email Follow Up System



Relate 24/7SM



24/7- What does it mean to you?

Keep in touch with your residents! Follow up with your future residents! Fully automated email campaign tool.

OVERVIEW

Relate 24/7SM an automated prospect follow up, resident retention, and email-marketing machine. Keep your leasing team busy with critical tasks, and automate follow up and communication to your current and future residents. Generate timely, personalized outbound emails to residents, prospects, or anyone else you want to stay in contact with.

Direct. Easily develop a customer database for direct marketing purposes. Your current residents are your best referral source.

Engaged. Make sure that every prospect and resident is fully engaged in a direct and personalized marketing plan.

Results and Returns. Relate 24/7SM marketing campaigns will achieve fantastic return. Prompt residents to online payment options, lease renewals and ancillary services. Easily promote your latest resident referral bonus.

Relate 24/7SM can be integrated with your property management software via our EllipseNetSM platform or you can choose to enter email contacts manually. Either way, once the campaign is initiated everything else is automated and easy to maintain. Relate 24/7SM is the industry standard for cost effective, automated resident communication.

What It Does

- Promotes continual contact with each customer and resident.
- Provides a network to ensure that your desired audience receives your message.
- Defined marketing campaign tool that provides accurate and consistent messages to each resident.
- A low-cost Green alternative to paper flyers.

What It Does For Me

- Promotes communicative relationships with residents and prospects.
- Offers peace of mind that prospects, current residents and renewing residents are getting your message.
- Frees up your leasing team to focus their time and efforts on your residents' and prospects' real-time needs.
- Personalized messages branded with your company logo are sent from your property's email address.



Campaign series of scheduled, strategically designed messages sent automatically



Relate 24/7SM

Sample of the power of Relate 24/7SM to distribute your marketing message.

Future Renters	Current Residents	Renewing Residents	Former Residents
Each prospective resident can receive a series of messages after their initial visit to the website or property.	A unique message each month to every resident- a continued opportunity to communicate with current customer population.	Start the process 120 days prior to lease expiration to engage in the renewal process.	Former residents can receive a series of messages, including a referral opportunity.
2 to 6 messages for each future renter	1 to 2 messages each month per occupant	3 message for each expiring lease	2 messages to former residents

MANAGEMENT CHALLENGE

In your busy world, you are certain that better communication will increase lease renewals. But, you want more new leases, too, and your instincts are telling you that although your leasing teams are doing a great job of showing, leases are slipping away. There just isn't enough time to follow up the way you would like to with every prospect.

YOUR SOLUTION

For existing residents, build a scheduled email program, customized to your community and addressed individually to each resident. Relate 24/7SM makes it easy to reach out and touch residents while living at your property. Stay in consistent contact with your residents through every step of their living experience; all the way from a "welcome to your new home" email to a "congratulations on your new lease" message.

Prospect follow up is a breeze with Relate 24/7SM. Integrate Relate 24/7SM with your property management software via our EllipseNetSM platform and initiate immediate automated email follow ups to every prospect. A series of custom designed, follow up emails is a great way to build "top of mind" awareness for your community. Give prospects a reason to revisit your property. Leasing a new apartment, with all the choices to pick from can be a confusing and stressful project. Studies show us that 75% of renters don't make a decision on the first visit. Don't miss out on leasing opportunities because you missed your opportunity to follow up.

Relate 24/7SM is just the tool you need to generate the automated, branded, and personalized email messages that will help you close more leases, close the back door and open the way to increased occupancy.



Custom Designed Header and Footer Personalized for Your Property and Management Company



Increase ROI with Relate 24/7SM's automated rent reminders



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