

SnapShotSM

Real-time updates to your Internet Listing Services for hassle-free online marketing



Pulling your hair out trying to keep up with your Internet Listing Services (ILS) and community website?

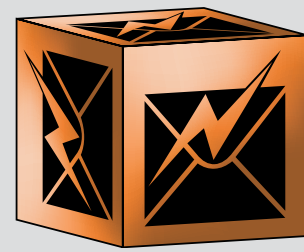
SnapShotSM is designed to increase the effectiveness of your Internet Listing Services (ILS). Ensure that each ILS provides the most current community information. Rental rates, floor plans, availability and more are updated on every ILS you use daily. While it may sound cliché, real estate is all about location, location, location. Marketing an apartment property is unique in that the renter generally will move from within a small radius of the property, 20 or less miles for example.

Consistency. SnapShotSM provides a way to ensure that the prospective renters are supplied with the most current and accurate information available across all platforms.

Accuracy. Removing the margin for error is an obvious advantage while also reducing anxiety due to the wrong information. This creates reduced training required for onsite associates.

Dependable. SnapShotSM works day or night and weekends, too. Free up your leasing staff to take calls from prospective residents.

Frequency. A task of unimaginable scale is to coordinate 200+ associates to continually update listings. SnapShotSM ensures that updates happen with a greater degree of accuracy.



SnapShotSM

What It Does

- Collects data from your property management software which allows for easy exchange of data between your leasing team and the ILS providers.
- Transmits current and relevant information to each of the major ILS providers.
- Added features include updating classified services, such as Craigslist.

What It Does For Me

- Reduces burden of onsite staff by eliminating a cumbersome but critical task.
- Allows for frequent updates to leasing information that cascade across your marketing campaigns.
- Your company stays compliant with established rules by the classified ads services.
- With pricing constantly changing, know that your information is being updated across all markets.

Don't take our word: Google your property's name. Check for consistency of information in the top 5 listings.



Delivers the information renters need to make a leasing decision 24 hours a day

 SnapShotSM

Technically Speaking:

The EllipseNetSM interface effortlessly collects data from your property management software to update online advertising providers. Updates can include (but are not limited to): unit information, rents, specials, floor plan information and availability. This information is transmitted to each of your online advertisers to update your marketing campaigns. You may even include features about particular apartments such as marketing that apartment pool side or the one with an attached garage.

MANAGEMENT CHALLENGE

Your marketing strategy includes several of today's Internet Listing Services, but it's a challenge to keep the information accurate and complete. Your leasing office is far too busy to manage manual updates, and you know tech-savvy shoppers want correct information. Is your competition providing up-to-date unit availability online? While your team is still using a daily printout and resorting to vague rate ranges in your online advertising which can certainly be confusing.

YOUR SOLUTION

Apartment shoppers demand online, self-service leasing tools that are available *whenever* they want them. SnapShotSM delivers the information they need to make a decision. Basically... **Anytime. Anywhere. Online.**

SnapShotSM is easy to implement, too. The simple interface with EllipseNetSM gathers data from your property management software for SnapShotSM to update existing online advertising. Once the configuration is set, nothing else is required. Daily data communications provide updated unit information and availability to all your electronic media.

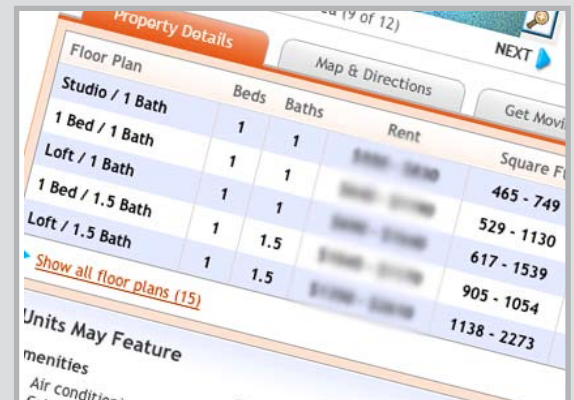
Specifications might include limiting available unit quantities displayed, whether presented apartments are ready for immediate move in or on notice, if the unit is in a desirable location or it's the oldest vacant in the community. Ellipse takes over monitoring the data sharing so you stay focused on taking care of business. Online shoppers get the information they want and your leasing teams get the online leads they need to lease more apartments.

SnapShotSM features:

- Instantaneous or nightly automated data feeds from property management software
- Company specific, pre-determined, customized unit detail
- Online rental application center and automated screening tracking and feeds
- You choose the sites to send the data to, Ellipse does the rest



Easy exchange of data between your leasing team and the ILS providers



Keep ads and listings up to date on a regular schedule

snapshot.com