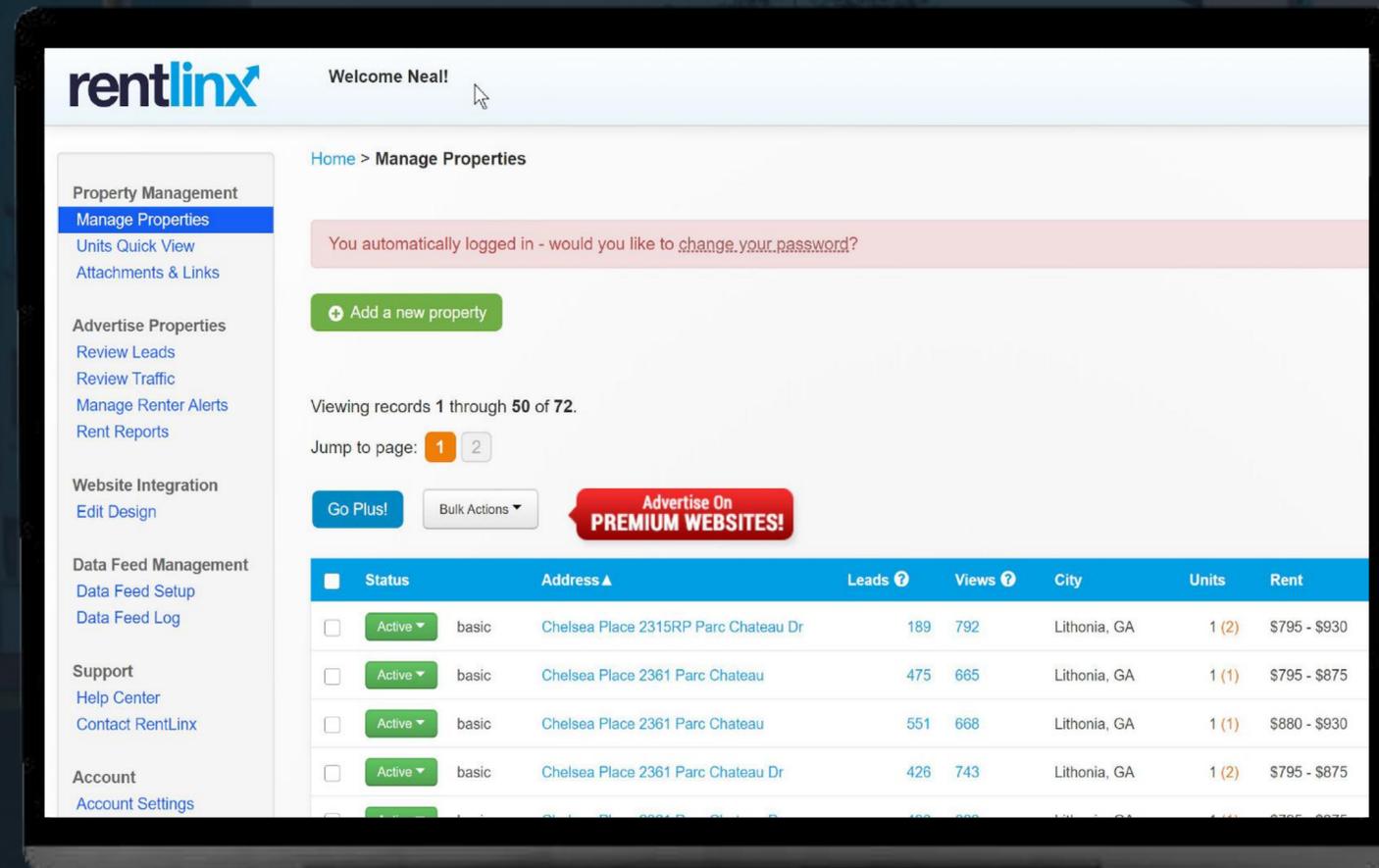Multifamily University

MEGAMARKETING: HOW TO MARKET YOUR PROPERTIES

Even Good Property Managers Don't Lease Quick Enough, So You Can Give Them a Boost
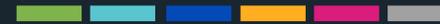
Online Marketing Sources: RentLinx


➡️ *Go to: RentLinx Manage Properties Page*

- Terrific listing site that costs $55 a month (for up to 20 active listings), that syndicates your listings to other sites.

- Rentlinx allows you to PAUSE your subscription when you have no vacancies.

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Online Marketing Sources: RentLinx

FOUR POWERFUL WAYS TO HACK RENTLINX:

1. Site does not penalize you for listing multiple units in the same property.

2. Allows you to use 'typos' in the address. It warns you that you will not get listed in many sites without verified address, but you still get lots of leads from 'typo' addresses.

3. Allows you to renew as often as you like. Use a VA to renew listings several times a day.

4. For an unknown reason, there are sites that Rentlinx will NOT syndicate to, unless you ask Rentlinx to do so manually (once for each listing). Click on each listing, click LIST ON ADDITIONAL WEBSITES, and click on the websites listed under WEBSITES YOU ARE ELIBIGLE TO LIST ON.

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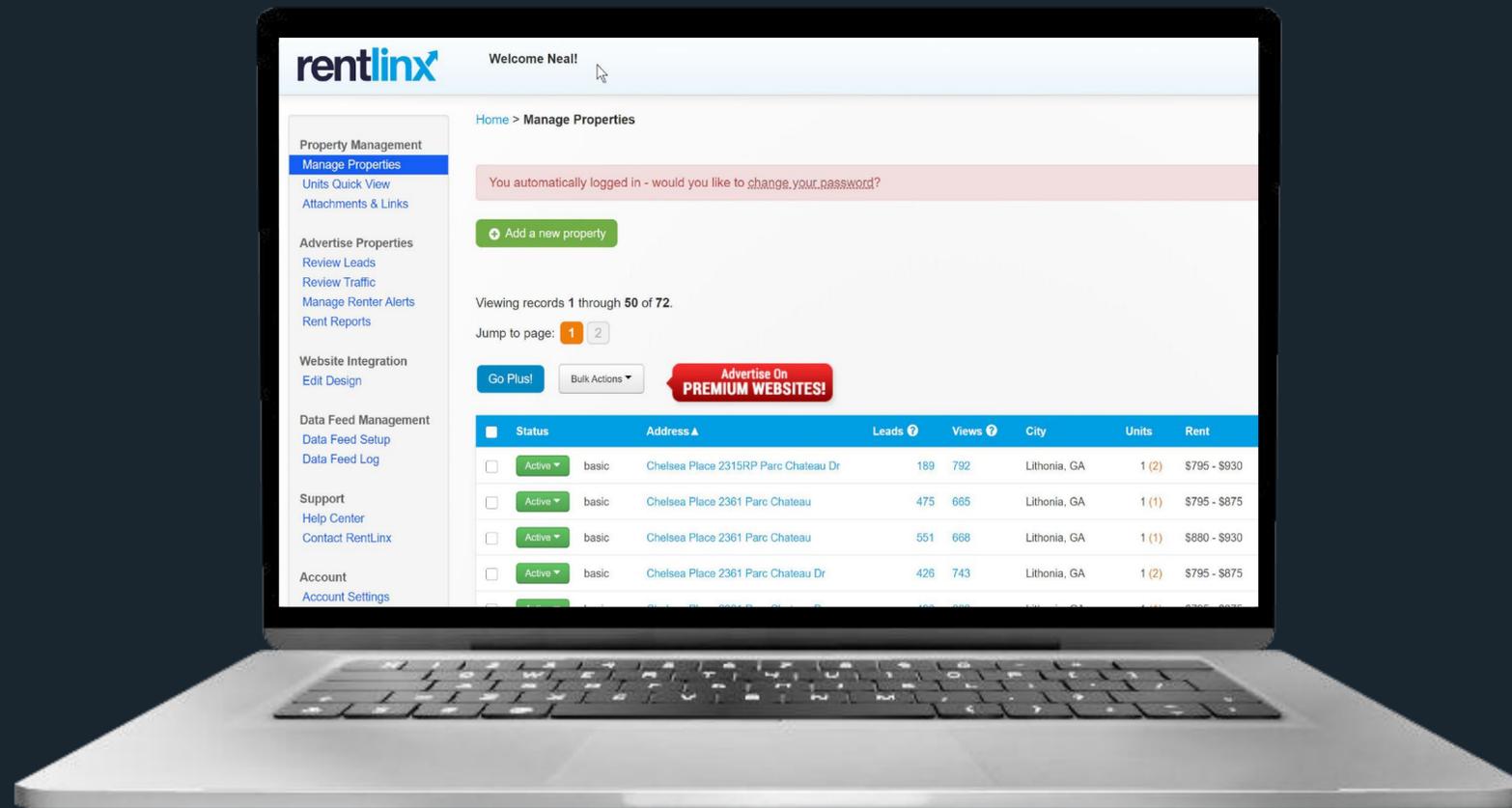
Online Marketing Sources: Facebook Marketplace

Go to: *Facebook Marketplace*

Listing your property (one listing) on Facebook is free. You can even do it from a phone. The ad must be attached to a person's Facebook account (it is meant to be for personal use, not for apartment use).

PRO TIP: You can get additional eyeballs by boosting the ad. Boosting turns it into a paid ad (usually costs $12-$30). You can increase your boost duration by paying more.
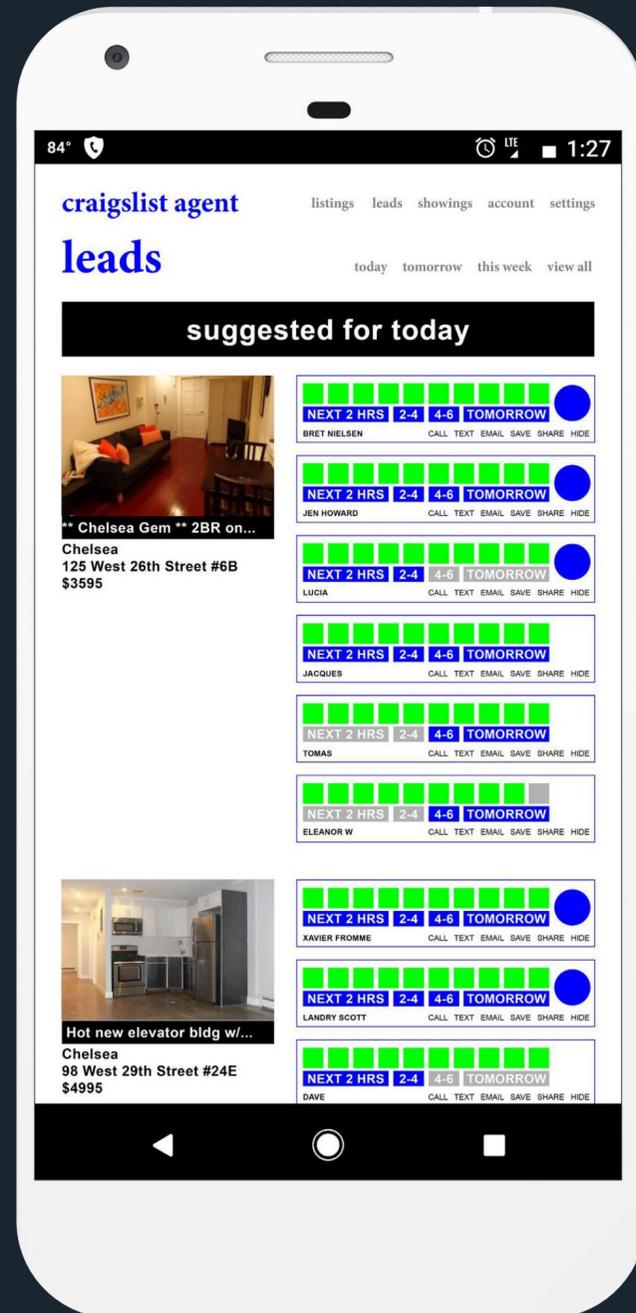
Using a virtual assistant is necessary because people on Facebook want to 'chat'. These leads are not like form-fills.

Facebook Marketplace

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Online Marketing Sources: craigslist

➡️ *Go to: <u>Google Spreadsheet</u>*

- Free listing site that will provide tons of leads. The key is MULTIPLE LISTINGS staggered over time.

- Craiglist has a VERY active duplicate detection engine, and it GHOSTS millions of listings every day.

- **HOW TO PREVENT GHOSTING:**
  - Use different subject lines, descriptions and pictures.
  - Use different phone numbers
  - Use different Craigslist logins
  - Use VPN tools to post from different IP addresses

- ***This allows you to post multiple listings and get 2X to 3X tenant leads.***

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Online Marketing Sources: Facebook / Insta Paid Ads

- Facebook allows an advertiser to create paid ads and target a group of tenants in a certain geographic area.

- Facebook ads for renters are very reasonably priced compared to Apartments.com or Zillow ads.

	Campaign Name	Delivery	Bid	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
	Apartments For Rent Campaign - Weatherl...	● Active	Bid cap	$5.00 Daily	— Messaging ...	—	—	— Per Messag...	$0.00
	Apartments For Rent Campaign - Weatherl...	● Active	Lowest cost	$5.00 Daily	3 Messaging ...	271	285	$1.67 Per Messag...	$5.0...
	Results from 2 campaigns ⓘ				3 Messaging ...	271 People	285 Total	$1.67 Per Messag...	$5.00 Total Spent

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Online Marketing Sources: GoSection8

Go to: GoSection8 Page

- Section8 housing site that costs $500 per year. Terrific for properties that accept Section8.

- **HOW TO TURBOCHARGE GOSECTION8:**

  1. This site allows you to bump a listing to the top every 24 hours. Create lots of duplicate listings, and break them up for your VA so they renew them in timed groups.

  2. Site does not penalize you for listing multiple units in the same property. List as may units as you can.

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Online Marketing Sources: Apartments.com & Zillow.com

- Apartments.com and Zillow are paid listing sites.

- Though they are somewhat pricier than the others mentioned, they can both be used to instantly boost your incoming marketing to lease up the property.

Apartments.com™

Zillow®

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