



Neal
Bawa

MEGAMARKETING – How to market your properties

Even good Property Managers don't lease quick enough, so you can give them a boost



Multifamily University

Online marketing sources – Apartments.com



Go to Link 31 in Bootcamp Portal sheet

Free listing site that syndicates your listings to other sites.

How to turbocharge Apartments.com

1. This site allows you to click the green RENEW ALL button as often as you like. Hire a VA to click it many times a day.
2. Site does not penalize you for listing multiple units in the same property. List as many units as you can.

Online marketing sources - Craigslist



Go to Link 32 in Bootcamp Portal sheet

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:

1. Use different subject lines, descriptions and pictures.
2. Use different phone numbers
3. Use different Craigslist logins
4. Use VPN tools to post from different IP addresses

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

Online marketing sources - Zillow



Go to Link 33 in Bootcamp Portal sheet)

Free listing site that syndicates your listings to other sites.

How to turbocharge Zillow rental manager

1. This site allows you to renew every 48 hours. Create lots of 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 many units as you can.

Online marketing sources - RentLinx

Go to Link 34 in Bootcamp Portal sheet

Terrific listing site that costs \$19 a month (for up to 4 active listings) and \$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.

How to turbocharge Rentlinx

1. Site does not penalize you for listing multiple units in the same property. List as many units as you can.
2. Site also allows you to use 'typos' in the address. Even though it wants you that you will not get listed in many of the sites without a verified address, you still get lots of leads from the 'typo' addresses.
3. Site allows you to renew as often as you like, though you have to renew each listing, cannot renew them all using a single button. Use a VA to renew listings several times a day.

Online marketing sources – GoSection8



Go to Link 35 in Bootcamp Portal sheet

Section8 housing site that costs \$50. 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 many units as you can.

Online marketing sources – Facebook



Go to Link 36 in Bootcamp Portal sheet

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).

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.

QUESTIONS ON THIS MODULE?



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