

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 - RentLinx

[Go to Link 34 in Bootcamp Portal sheet](#)

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.

The screenshot shows the RentLinx dashboard interface. At the top, it says "Welcome Neal!". The main navigation menu on the left includes sections for Property Management, Advertise Properties, Website Integration, Data Feed Management, Support, and Account. The "Manage Properties" section is currently active. A notification banner indicates the user is logged in and offers a link to change their password. Below this is a green button to "Add a new property". The main content area shows a table of properties with columns for Status, Address, Leads, Views, City, Units, and Rent. There are 72 records in total, and the current view shows records 1 through 50. A red banner at the bottom of the table area says "Advertise On PREMIUM WEBSITES!".

rentlinx

Welcome Neal!

Home > Manage Properties

You automatically logged in - would you like to [change your password?](#)

+ Add a new property

Viewing records 1 through 50 of 72.

Jump to page: [1](#) [2](#)

Go Plus! Bulk Actions ▼

Advertise On PREMIUM WEBSITES!

| <input type="checkbox"/> | Status | | Address ▲ | Leads ? | Views ? | City | Units | Rent |
|--------------------------|----------|-------|--|---------|---------|--------------|-------|---------------|
| <input type="checkbox"/> | Active ▼ | basic | Chelsea Place 2315RP Parc Chateau Dr | 189 | 792 | Lithonia, GA | 1 (2) | \$795 - \$930 |
| <input type="checkbox"/> | Active ▼ | basic | Chelsea Place 2361 Parc Chateau | 475 | 665 | Lithonia, GA | 1 (1) | \$795 - \$875 |
| <input type="checkbox"/> | Active ▼ | basic | Chelsea Place 2361 Parc Chateau | 551 | 668 | Lithonia, GA | 1 (1) | \$880 - \$930 |
| <input type="checkbox"/> | Active ▼ | basic | Chelsea Place 2361 Parc Chateau Dr | 426 | 743 | Lithonia, GA | 1 (2) | \$795 - \$875 |
| <input type="checkbox"/> | Active ▼ | basic | Chelsea Place 2361 Parc Chateau Dr | 480 | 683 | Lithonia, GA | 1 (1) | \$795 - \$875 |
| <input type="checkbox"/> | Active ▼ | basic | Chelsea Place 2361 Parc Chateau Dr | 727 | 715 | Lithonia, GA | 1 (1) | \$880 - \$930 |

Online marketing sources - RentLinx

4 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.

The screenshot shows the RentLinx dashboard interface. At the top, it says "Welcome Neal!". The main navigation menu on the left includes sections for Property Management, Advertise Properties, Website Integration, Data Feed Management, Support, and Account. The "Manage Properties" section is currently active. A notification banner indicates the user is logged in and offers a password change option. Below this is a green button to "Add a new property". The main content area shows a list of properties with columns for Status, Address, Leads, and Views. There are 72 records in total, and the current view shows records 1 through 50. A red banner at the bottom right promotes advertising on premium websites.

rentlinx

Welcome Neal!

Home > Manage Properties

You automatically logged in - would you like to [change your password?](#)

+ Add a new property

Viewing records 1 through 50 of 72.

Jump to page:

Go Plus! Bulk Actions ▼

Advertise On PREMIUM WEBSITES!

| <input type="checkbox"/> | Status | Address ▲ | Leads ⓘ | Views |
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Online marketing sources – Facebook Marketplace



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).

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.

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.

Craigslist 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 – 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 |
|-------------------------------------|--|----------|-------------|-----------------|--------------------|---------------|--------------|-------------------------|-----------------------|
| <input type="checkbox"/> | Apartments For Rent Campaign - Weatherl... | ● Active | Bid cap | \$5.00 Daily | — Messaging ... | — | — | — Per Messag... | \$0.00 |
| <input checked="" type="checkbox"/> | Apartments For Rent Campaign - Weatherl... | ● Active | Lowest cost | \$5.00 Daily | 3 Messaging ... | 271 | 285 | \$1.67 Per Messag... | \$5.00 |
| > | Results from 2 campaigns ⓘ | | | | 3 Messaging ... | 271 People | 285 Total | \$1.67 Per Messag... | \$5.00 Total Spent |

Online marketing sources – GoSection8



 [Go to Link 35 in Bootcamp Portal sheet](#)

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

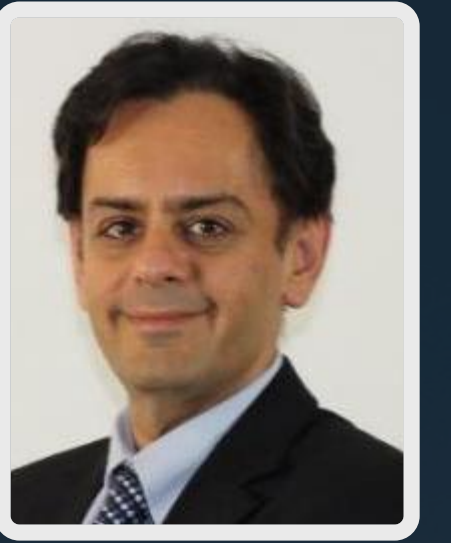
How to turbocharge Gosection8

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 many units as you can.

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.





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MEGALEASING

An advanced strategy to maximize profits

Your own call center team to optimize your property



Multifamily University

Efficiency Center Leads



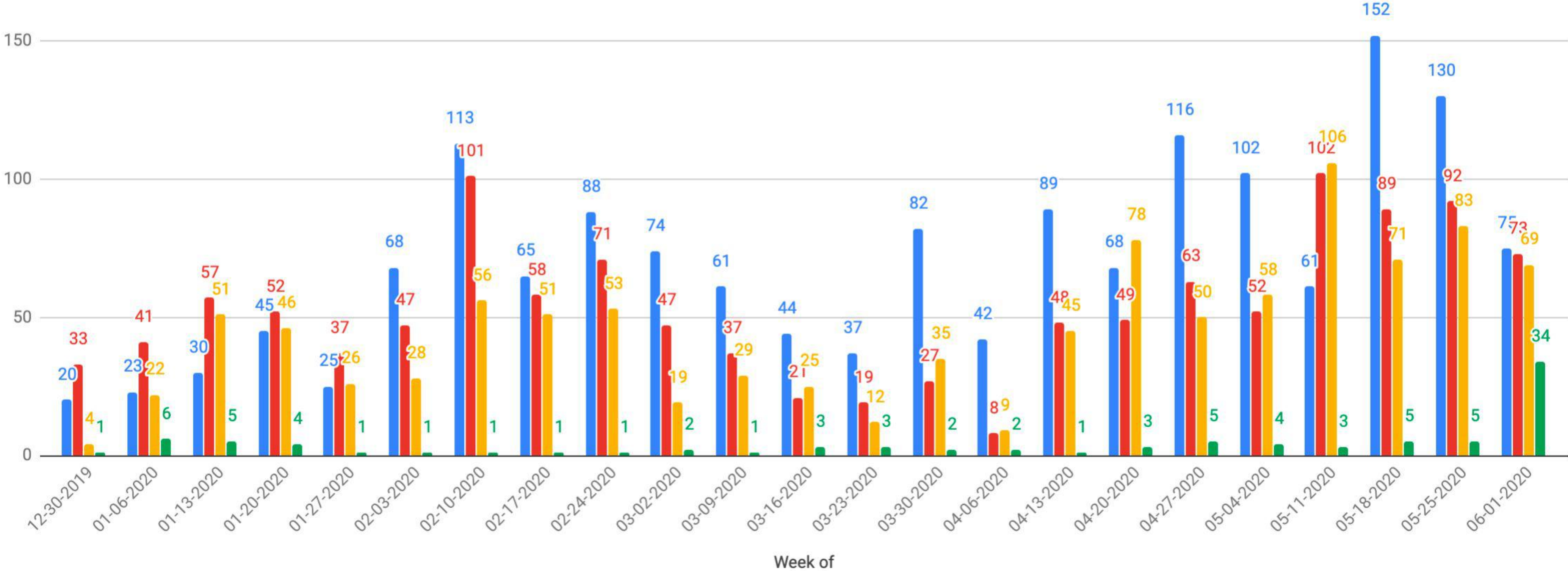
| Year | Quarter | Qualified Leads | Appointments | Shows | Application | Lease |
|------------|---------|-----------------|--------------|-------|-------------|-------|
| 2020 | Q1 | 1112 | 364 | 35 | 9 | 7 |
| 2020 | Q2 | 1128 | 618 | 2 | 2 | 10 |
| 2020 Total | | 2240 | 982 | 37 | 11 | 17 |

Efficiency Center Leads



Number of Leads per Property

PROPERTY NAME HIDDEN



Efficiency Center Leads

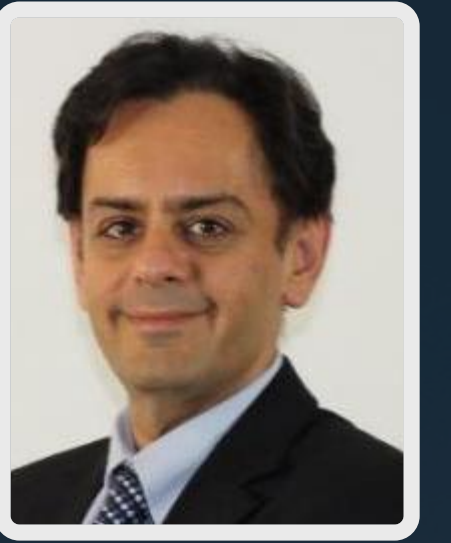


| PROP NAME HIDDEN | Efficiency Center | | | | |
|--------------------|-------------------|--------------|-----------|-------------|-----------|
| Week of | Qualified Leads | Appointments | Shows | Application | Lease |
| 12-30-2019 | 20 | 13 | 2 | 0 | 0 |
| 01-06-2020 | 23 | 13 | 1 | 0 | 0 |
| 01-13-2020 | 30 | 13 | 0 | 0 | 0 |
| 01-20-2020 | 45 | 21 | 5 | 0 | 0 |
| 01-27-2020 | 25 | 13 | 0 | 0 | 0 |
| 02-03-2020 | 68 | 37 | 3 | 1 | 1 |
| 02-10-2020 | 113 | 52 | 6 | 1 | 0 |
| 02-17-2020 | 65 | 30 | 4 | 1 | 0 |
| 02-24-2020 | 88 | 41 | 6 | 1 | 1 |
| 03-02-2020 | 74 | 44 | 3 | 2 | 2 |
| 03-09-2020 | 61 | 27 | 5 | 3 | 2 |
| 03-16-2020 | 44 | 37 | 0 | 0 | 1 |
| 03-23-2020 | 37 | 13 | 0 | 0 | 0 |
| 03-30-2020 | 82 | 38 | 0 | 0 | 1 |
| 04-06-2020 | 42 | 15 | 0 | 0 | 0 |
| 04-13-2020 | 89 | 47 | 0 | 0 | 1 |
| 04-20-2020 | 68 | 49 | 0 | 0 | 1 |
| 04-27-2020 | 116 | 80 | 0 | 0 | 4 |
| 05-04-2020 | 102 | 75 | 0 | 0 | 0 |
| 05-11-2020 | 61 | 53 | 2 | 2 | 3 |
| 05-18-2020 | 152 | 104 | 0 | 0 | 0 |
| 05-25-2020 | 130 | 98 | 0 | 0 | 0 |
| 06-01-2020 | 75 | 52 | 0 | 0 | 0 |
| 06-08-2020 | 10 | | 0 | | |
| Grand Total | 1620 | 972 | 37 | 11 | 17 |

Efficiency Center Lead Sources



| Source | 2020 | | 2020 Total | Grand Total |
|-------------------------|-------------|-------------|-------------|-------------|
| | Q1 Total | Q2 Total | | |
| | 3 | | 3 | 32 |
| Abodo | | 4 | 4 | 5 |
| Abodo | | | | 1 |
| Apartment List | 24 | 85 | 109 | 114 |
| apartment.finder | | | | 1 |
| <u>Apartments.com</u> | | | | 96 |
| Craigslist | | | | 1 |
| EveryRent | 2 | 4 | 6 | 17 |
| Facebook | 4 | 22 | 28 | 44 |
| FB Marketplace | 66 | 246 | 312 | 397 |
| FB Marketplace - EC | | 146 | 146 | 146 |
| FB Marketplace - Neal | | 3 | 3 | 3 |
| FB MarketplCE | | | | 2 |
| FRBO | | | | 1 |
| <u>Homes.com</u> | 7 | 21 | 28 | 37 |
| housingforrent | | | | 1 |
| Hunt | | | | 6 |
| Incoming call | 5 | | 5 | 88 |
| Lovely | 1 | | 1 | 1 |
| Phone lead | 28 | | 28 | 41 |
| <u>Realtor.com</u> | 87 | 127 | 214 | 257 |
| Referral | | 1 | 1 | 1 |
| <u>RentalAds.com</u> | | | | 1 |
| <u>RentalSource.com</u> | | 1 | 1 | 4 |
| RentHop | 1 | | 1 | 1 |
| RentLingo | | | | 2 |
| Rentlinx | | | | 2 |
| <u>Rentlinx.com</u> | | | | 3 |
| Show Me The Rent | 5 | 15 | 20 | 44 |
| Trulia | | | | 3 |
| Walk Score | | 2 | 2 | 2 |
| Zillow | | | | 12 |
| Zillow Rental Network | 43 | | 43 | 557 |
| Zumper | 833 | 474 | 1307 | 2781 |
| Grand Total | 1112 | 1161 | 2273 | 4704 |



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EXAMPLES OF FACEBOOK ADS



Multifamily University



GRO Apartments for Rent EC Team

Written by Nadine Gro [?] · Yesterday at 10:55 AM · 🌐



LOOK AND LEASE!

For a very limited time only, we are offering \$500 discount. \$250 on your first and another \$250 on the second month when you submit an application within 24 hours after viewing the apartment!

NEW Special!

Skip the deposit -- ask about Rhino.

Weatherly Walk provides quality community in an award-winning school district in a location that puts you within easy reach of entertainment, business and medical facilities.

Weatherly Walk offers one, two and three-bedroom floor plans with spacious living interiors, fireplaces in every home, generous walk-in closets, custom-crafted cabinetry and vanities, gourmet kitchens, washer and dryer connections & some homes offer sunrooms with ceiling fan, built-in bookshelves, & private terraces with additional storage. Nestled amidst the professionally landscaped grounds you'll find a clubhouse with fitness center, refreshing swimming pool, outdoor multiuse sports courts, and lighted tennis courts.

Watch HD Video Tour: vimeo.com/416484579/66914e75df



MESSENGER

Connect in Messenger

Send Message

FB Ad: Weatherly Walk



FB Campaign in Marketplace: Lakewood Oaks



Marketplace

Browse
Groups
Stores
Buying
Selling
Saved Items

[+ Sell Something](#)

Categories

- Electronics
- Vehicles
- Hobbies
- Home & Garden
- Clothing & Accessories
- Rentals
- Classifieds
- Family
- Home Sales
- Entertainment
- Deals

Search Marketplace

Marketplace > Rentals
Studio 1 Bath - Apartment
Jacksonville, FL · over a week ago · 🌐

\$670 / Month

About This Rental

- Apartment
- 1 bath
- 400 square feet
- Dog and cat friendly
- Off-street parking

Rental Location

Jacksonville, FL
Location is approximate

[Boost Listing](#)

[Mark as Rented](#)

[Mark as Pending](#)

[Edit Listing](#)

[Share](#)

FB Campaign in Marketplace: Chelsea Place



Browse
Groups

Rentals See All

LOOK & LEASE

\$250 OFF

FIRST MONTH DISCOUNT
when you sign in within
24 hours of your visit!

Marketplace > Rentals

1 Bed 1 Bath - Apartment
Lithonia, GA · over a week ago · 🌐

\$795 / Month

About This Rental

- 🏠 Apartment
- 🛏 1 bed · 1 bath
- 📏 596 square feet
- 🐾 Dog and cat friendly
- 🧺 In-unit laundry
- 🚗 Off-street parking

Rental Location

📍 2363 Parc Chateau Dr
Lithonia, GA, 30058

Rental Description

***For a very limited time only we are offering

Send seller a message

Send

📧 Message 📌 Save ➦ Share

FB Campaign in Marketplace: Windward Forest



Marketplace

Browse
Groups
Stores
Buying
Selling
Saved Items


+ Sell Something

Categories

- Electronics
- Vehicles
- Hobbies
- Home & Garden
- Clothing & Accessories
- Rentals
- Classifieds
- Home Sales
- Family
- Entertainment
- Deals

Search Marketplace

Renew Listing




Marketplace > Rentals
2 Beds 2 Baths - Apartment
Lithonia, GA · over a week ago · 🌐

\$930 / Month

About This Rental

- Apartment
- 2 beds · 2 baths
- 964 square feet
- Dog and cat friendly
- Laundry available
- Parking available

Rental Location



Boost Listing

Mark as Rented

Mark as Pending

Edit Listing

Share