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Aug 26 2008 **The Big Picture with Erin Brereton: The Science of Finding Your Own Ad Space Online**

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In July, the monthly total for consumers looking into specific apartment unit availability online hit—and passed—the **one million mark** for the very first time, according to Realty DataTrust's VaultWare reservation system.

It's no secret that online apartment searching is becoming more popular; given the current high gas prices—currently **still above \$3 a gallon**—expect that trend to continue. People want to do as much research as they can online before heading out to personally view a property.

But as Realty DataTrust Vice President of Marketing Gina Kilker [told MHN](#), checking availability online is just the start of the leasing process. It's crucial you list your property on a site that will get it maximum exposure—in the right way, for the right price.

But how do you determine which site works best for your property and budget?

According to VaultWare, renters viewed five listing sites most often in July: Rent.com, Apartments.com, ApartmentGuide.com, ForRent.com and Move.com.

We took a look at the various sites' listing policies to give you an idea of what each offers.

**1. Rent.com** –It's free to [list on Rent.com](#); the site charges a success fee of \$389 per lease when it fills your vacancies.

Owners who manage fewer than 20 units can sign up for updates on Rent.com's soon-to-be-released enhanced self-service platform. If you manage more than 20, you can contact the company about listing a large portfolio of properties on a permanent basis.

**2. Apartments.com**—Apartments.com also offers different [deals for smaller-building owners and larger companies](#).

Premium Advertising Packages—available in platinum, gold and silver varieties—are designed for larger companies with ongoing ad needs. The Platinum package offers a wealth of community information, 360-degree views of units, priority listing placement in search results and a hard-copy version of your online ad that features color photos and community floorplans.










The other options offer slightly less features. For example, the Silver package includes interior and exterior building, amenity and common area photos only—and the For Rent By Owner package, designed to help smaller building owners reach more than 1.8 million renters, offers 30, 60 or 180 day packages with up to 20 photos.

**3. ApartmentGuide.com** –The site offers some interesting enhancements, like online property commercials and a video spokesmodel to represent your property in the listing.

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For actual listing information—such as price or time duration—you'll have to [fill out a brief form](#) with your contact and property information and be connected with an ApartmentGuide.com representative.

**4. ForRent.com**—With [two advertising packages](#) for small communities—the Intermediate and the Deluxe listing, which cost \$100 and \$150—ForRent.com offers owners and managers a cost-efficient way to reach renters. Both include photos (the Deluxe offers three; the standard package includes one), a floorplan and general community information.

Larger apartment communities can also list their property on ForRent.com. The packages for larger communities include photos, floor plans, maps and access to ForRent's online Management Console, which provides 24/7 real time updates. Pricing is determined when you call or e-mail for a quote.

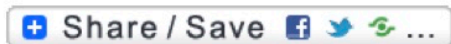
**5. Move.com**—You have to sign up for a Move.com account before getting any information about how to list your property—but registration is quick.

You have [two basic options](#): One is the Showcase Listing, which the site says gives you the potential to receive up to 72 percent more clicks to your property detail page and is sold at a flexible monthly contract. The other is the Featured Listing, which gives you priority placement and allows you to pay only when your listing is clicked on.

Having an online presence is important—whichever site you choose to list your property on.

What factors were at play when you selected your online listing site?

What processes do you have in place to handle the leads being generated?





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### Capital Properties Reveals Plans to Revamp San Francisco Residential Building

*Published: November 29, 2007*

By Erin Breton, Content Manager

San Francisco -- New York-based Capital Properties announced development plans Tuesday for the iconic Rincon Residential Towers in San Francisco.

Capital will renovate the structure, adding new upscale amenities such as Euro-kitchens, large bathrooms and carefully designed workspaces.

The firm also plans to convert part of the Rincon into a new "flexible living luxury rental concept" it calls Altavie Suites. About 120 suites will be added for short and longer-term rentals.

"We're adding a new short and long term luxury rental component to the project," said Ingrid Summerfield, Executive Vice President of Capital Properties West Coast Development. "Altavie will offer something truly unique -- a condominium-type living space with hotel-like amenities."

Award-winning integrated design company McCartan is planning the renovations with a modernist twist, using clean-lined furnishings and sustainable materials.

The 320-unit Rincon property is located in San Francisco's downtown financial district and is part of the Rincon Center, which features restaurants, shopping and offices.

Capital expects construction to be complete in spring 2008, Summerfield says.

Real estate investment, development and management company Capital Properties' portfolio also includes residential and commercial properties located in markets such as Boston, New York and Washington, DC.

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## MHN FINANCE & INVESTMENT NEWSLETTER

### HEADLINES



#### 2008 Will See Housing Stabilization, No Recession, Says NAHB

Colorado Springs, Colo.--The National Association of Home Builders' (NAHB) official view is that the country will escape a recession and housing starts will bottom out as early as the middle of this year.



#### Leading Multifamily Developers Face Shortage of Equity Financing

Colorado Springs, Colo.--The scarcity of some forms of capital will be responsible in part for lower multifamily production numbers for their companies in the next few years, according to a panel of leading multifamily developers speaking at the National Association of Home Builders' (NAHB) recent Multifamily Pillars of the Industry Conference and Awards Gala.

### SPOTLIGHT

Developers Agree They Can Charge Higher Rents for Mixed-Use Projects Colorado Springs, Colo.--Testimonials from developers lend support to the notion that the monetary benefits of mixed-use developments are greater than for pure apartment projects.

#### Investor Demand Will Help Apartments Weather Recession, Says Grubb & Ellis Economist

Santa Ana, Calif.--Evidence suggests that the United States is now at the beginning of a recession, but the apartment industry is best positioned to weather the downturn, according to Bob Bach, senior vice president and chief economist, Grubb & Ellis Company.

#### Job Losses Fail to Dent Rent Increases in Southern California

Los Angeles--Apartment rents across Southern California will rise slowly this year, according to the Casden Real Estate Economics Forecast released recently by the University of Southern California Lusk Center for Real Estate.

### FYI

#### Alliant Capital Acquires EF&A Funding to Enhance its Debt Capabilities

Woodland Hills, Calif.--The Alliant Capital Co. LLC has completed its acquisition of Seattle-based EF&A Funding, a one of 26 Fannie Mae DUS lenders.



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