

ADVANCED MARKETING PLATFORM (AMP)

FROM PMW

Our automated rental analysis helps you gain more leads, convert them more consistently... and it's conveniently automated.



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WHAT THE AMP PROGRAM INCLUDES

- Updated Property Management Services Landing Page and Step 2 Landing Page
- Company branded postcard mailed to the Owner after completing step one of the AMP
- Company branded Rent Range Report emailed to the Owner & the Property Management Company after completing step two of the AMP
- Call tracking phone number on Property Management Services page
- Discounted internal office use of the Rent Range Reports

ADVANCED MARKETING

CAPTURE

Five to 10 times as many people are on your website gathering info, and one of the most important things that they want to know is what their property will rent for.

CONVERT

The AMP collects the address from step one and automatically sends a company branded postcard to the potential client. If step two is completed, Rent Range is contacted through our API, and the company branded rental analysis is automatically generated and emailed to you and your prospective owner - the owner gets information on their rental and you get the lead.

TRACK

We keep track of form and phone leads so you never miss an opportunity!

HOW IT WORKS

1

STEP 1

1. A potential client is asked to enter their rental address.
2. The AMP instantly captures the property address and automatically sends a company branded postcard to the homeowner.

This allows you to identify and market to new management prospects automatically and potentially double new business opportunities through your website.

2

STEP 2

In step two, our AMP captures even more detailed client information, including their name, email and phone number, and then automatically emails a company branded rental analysis to them!

This allows visitors to:

1. research whether they are getting the highest rents possible
2. see how their properties are priced compared to nearby rentals
3. determine how their rental market is performing overall

All while giving you the ability to capture and convert leads.

CALL TRACKING PHONE NUMBER

Every client using AMP gets a call tracking phone number so you can target the leads coming from prospective management clients calling your office. Our user-friendly software keeps track of every form submission, so you will never lose a lead again!

PROPERTY MANAGEMENT LANDING PAGE

Below is an example of a Property Management Services Page which includes a **TRACKING PHONE NUMBER [1]** and the **AMP FORM [2]**.

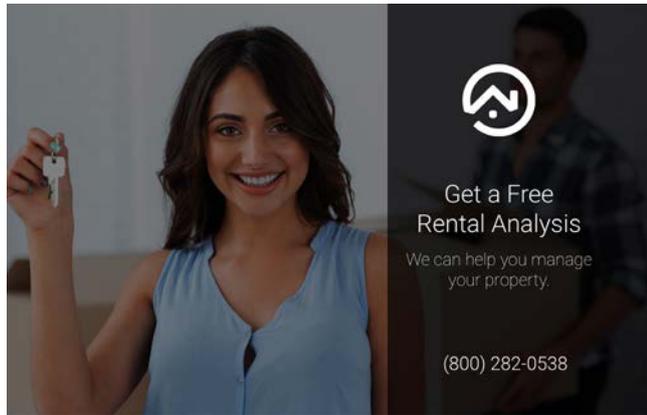
The call tracking number is unique to your services page and will only be used on this page - do not be alarmed as it will be redirecting to your office number or phone number of your choice. This is used to specifically track prospective owner clients calling from your services page - you can download and listen to the calls anytime.

AMP STEP 1



After the prospective client fills out the address in step one, you will be notified via email and they will be directed to step two for the automated rental analysis. The address from step one will be used to mail a company-branded postcard to the prospective client as a reminder of your management services.

SAMPLE STANDARD POSTCARDS



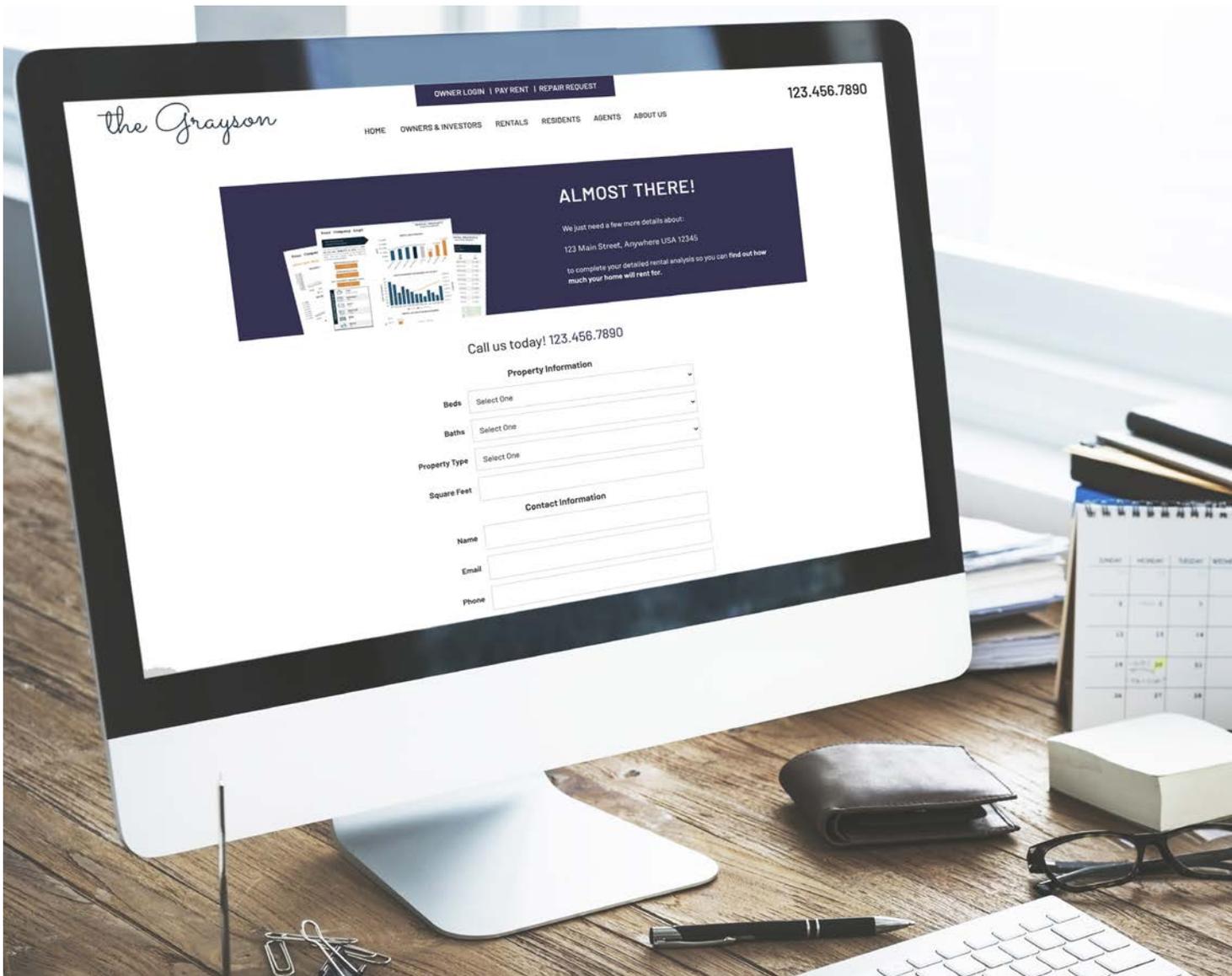
CUSTOM POSTCARDS



email support for a custom postcard quote: support@propertymanagerwebsites.com

AMP STEP 2

In step 2, if the prospective owner completes the remaining form information, the Rent Range Report will be emailed to them (and your company) automatically. This report tells them how much rent they can get for their investment.



RENT REPORT

SAMPLE REPORT

Below is an example of the report the Property Management Company and Owner will receive, however it will be branded with the Property Management Company's Logo.



**210 Princess Pl
Morrisville NC 27560**

This report provides an in-depth comparison of 210 Princess Pl Morrisville NC 27560 and other properties in the area. Powered by RentRange®, this report gives you valuable insight for discerning investment property analysis.

RENRANGE ESTIMATE
\$ 1,940

CONFIDENCE SCORE
75 %

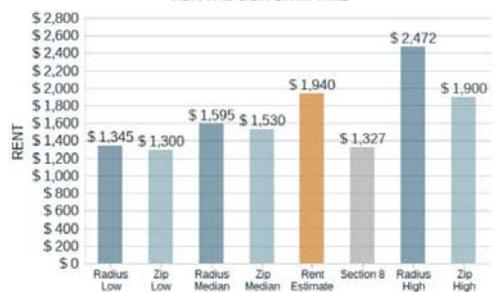
EST PROPERTY VACANCY RATE
6.6 %

SUBJECT PROPERTY DETAILS

- TYPE: SINGLE-FAMILY
- YEAR BUILT: 2016
- SQ/FT: 2,459
- SQ/FT LOT: 4,748
- BEDS: 3
- BATHS: 2.5
- RADIUS SEARCHED: 2.0 mi.
- # OF COMPS

RENTAL PROPERTY ANALYSIS REPORT

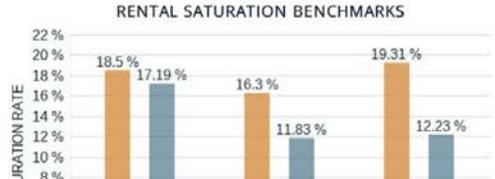
RENTAL BENCHMARKS



DAYS ON MARKET VS VACANCY IN COUNTY



RENTAL SATURATION BENCHMARKS





COUNTY RENT TRENDS BY BEDROOM & TYPE

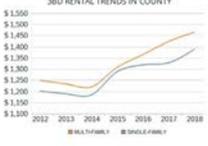
1BD RENTAL TRENDS IN COUNTY



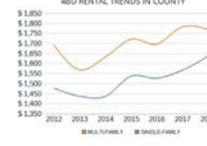
2BD RENTAL TRENDS IN COUNTY



3BD RENTAL TRENDS IN COUNTY



4BD RENTAL TRENDS IN COUNTY



MEDIAN HOUSING RENTAL RATES IN MORRISVILLE, NC				
TYPE	MEDIAN RENT	SECTION 8	AVG SQFT	\$/SQFT
1BD SINGLE-FAMILY in Morrisville	\$ 760	\$ 893	829	\$ 0.92
1BD MULTI-FAMILY in Morrisville	\$ 1,044	\$ 893	895	\$ 1.21
2BD SINGLE-FAMILY in Morrisville	\$ 1,289	\$ 1,026	1,412	\$ 0.80
2BD MULTI-FAMILY in Morrisville	\$ 1,270	\$ 1,026	1,158	\$ 1.10
3BD SINGLE-FAMILY in Morrisville	\$ 1,530	\$ 1,327	1,787	\$ 0.86
3BD MULTI-FAMILY in Morrisville	\$ 1,471	\$ 1,327	1,508	\$ 0.98
4BD SINGLE-FAMILY in Morrisville	\$ 1,794	\$ 1,656	2,384	\$ 0.75
4BD MULTI-FAMILY in Morrisville	\$ 1,754	\$ 1,656	2,082	\$ 0.84



RENTAL PROPERTY ANALYSIS REPORT

COMPARABLE FOR-RENT PROPERTIES

ID	Address	Units	Bed	Bath	Size	Type	Rent
A	10118 Knotty Pine Ln Raleigh NC 27617	1,685	3	2.0	1,311 sq. ft.	SINGLE	\$ 1,750
B	10105 Barnhart Way Raleigh NC 27617	2,146	3	3.0	1,331 sq. ft.	SINGLE	\$ 1,605
C	9302 Wooden Rd Raleigh NC 27617	2,130	3	2.0	1,381 sq. ft.	SINGLE	\$ 1,795
D	10121 Falls Meadow Ct Raleigh NC 27617	2,425	3	3.0	1,441 sq. ft.	SINGLE	\$ 1,750
E	10114 Falls Meadow Ct Raleigh NC 27617	2,157	3	2.0	1,461 sq. ft.	SINGLE	\$ 1,795
F	10101 Raven Tree Dr Raleigh NC 27617	1,765	3	2.0	1,471 sq. ft.	SINGLE	\$ 1,695
G	10108 Raven Tree Dr Raleigh NC 27617	1,754	3	2.0	1,501 sq. ft.	SINGLE	\$ 1,650
H	9101 Wooden Rd Raleigh NC 27617	1,878	3	2.0	1,531 sq. ft.	SINGLE	\$ 1,695
I	9129 Wooden Rd Raleigh NC 27617	1,780	3	2.0	1,531 sq. ft.	SINGLE	\$ 1,695
J	9221 Calabria Dr Unit 113 Raleigh NC 27617	1,670	3	2.0	1,691 sq. ft.	SINGLE	\$ 1,690



I HAVE THE AMP ON MY WEBSITE AND AM GETTING LEADS, NOW WHAT?

The rent range report is only emailed to the main email within the AMP setup, but all other emails listed will get a notification of the phone calls and form submissions. If you want more than one person to receive the actual report, we suggest creating a shared email address.

You can also get a copy of the Rent Range Report and listen to/download the recorded phone calls from within your FreeRentalSite.com account.

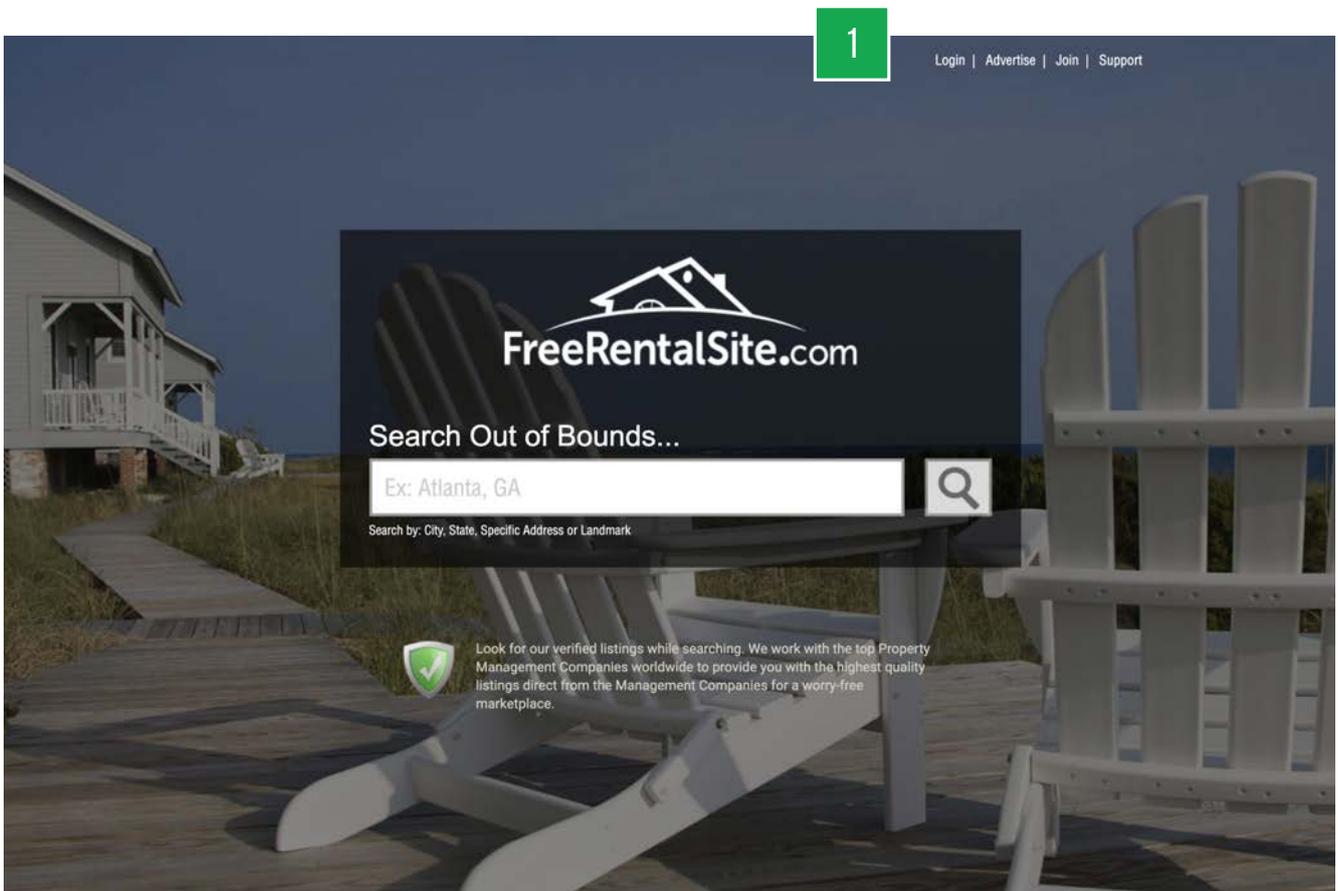
HOW TO ACCESS YOUR LEADS

01 LOG INTO FREE RENTAL SITE

Go to www.freerentalsite.com and click Login, upper right. Log in with your email and password or click **FORGOT PASSWORD** to reset if you don't know it.

unsure if you have an account?

support@propertymanagerwebsites.com



02 CLICK WEBSITE

03 CLICK WEBSITE LEADS

2

AD CENTER PROFILE MY ACCOUNT WEBSITE

Website Leads | Rental Analyses | Form Entries | Web Forms | Tracking Codes | Reports | Apps

3

Form Entries:

Search: Go Form:

1 2 3 4 5 6 7 8 9 10 11 Next

Form Posted	Entry Preview
Maintenance	• Email - Dajanay19lake@gmail.com • Phone - 8726004828 • Name - Dajanay lake 1-2-19
Services	• Name - Martin Vehlow • Email - martin.vehlow@gmail.com • Phone - 8472171512 • Address - 604 W Avilon Ave, Round Lake 12-27-18
Join Our Team Form	• Comments/Questions - What are the requirements for the leasing agent position • Phone - 3124381488 • Email - meldiaharris@gmail.com • Name - Meldia Harris 12-26-18
Become A Vendor	• Company Name - Kaunas electric • Contact Number - 2248294599 • Email Address - spider4jim@yahoo.com • Company Address - 1256 cove dr 12-21-18
Services	• Name - Sean Ducko • Email - ducko@umich.edu • Phone - 8474608252 • Address - 719 N Salem Ave Arlington Heights IL 60004 12-20-18
Become A Vendor	• Company Name - National Roofing Corporation • Contact Number - 7739542172 • Email Address - eduardo@natroofing.com • Company Address - 1237 Circle Ave. 12-19-18
Services	• Name - Christina Yun • Email - VeronicaTreeProperties@gmail.com • Phone - 5167297818 • Address - 31-33 35th Street Apt 5, Astoria NY 11106 12-19-18
Become A Vendor	• Company Name - TEMPERATURE PRO • Contact Number - 7084794328 • Email Address - AMY.VAUGHT@TEMPERATUREPRO.COM • Company Address - 19636 S 97TH AVE UNIT 6 12-14-18
Contact Us	• Comment - Hi, I'm a homeowner, investor and landlord. I also do and manage short-term rentals like AirBnB. I'm seriously looking for a 4Br2+Ba rental property 2 to 3 miles from the Renaissance Convention Center Schaumburg. I know that many owners and professionals are scared when they hear AirBnB even though AirBnB is the 2nt hospitality services provider in the world after Marriott International. I'd like to meet you for few minutes to present myself, my business and what I do very safely with AirBnB. Please let 12-13-18

04 CLICK A DATE TO REVIEW
REPORTS & RECORDED CALLS

AD CENTER PROFILE MY ACCOUNT WEBSITE

Website Leads | Rental Analyses | Form Entries | Web Forms | Tracking Codes | Reports | Apps

4

Leads Report

Date	Calls	Advanced Marketing Leads	Form Leads	
1-2021	3	32	0	view details
12-2020	2	63	0	view details
11-2020	7	59	0	view details
10-2020	8	62	0	view details
9-2020	11	75	0	view details
8-2020	15	77	0	view details
7-2020	8	63	0	view details
6-2020	13	69	0	view details
5-2020	10	45	0	view details
4-2020	10	46	0	view details
3-2020	7	42	0	view details
2-2020	13	85	0	view details
1-2020	11	61	0	view details
12-2019	8	56	0	view details
11-2019	7	71	0	view details
10-2019	12	68	0	view details
9-2019	5	72	0	view details

05 ACCESS LEAD INFORMATION

Once there you can click on **Download** to get the recorded phone calls or click on the **View Details** to see information about the submitted Rent Range information.

The screenshot shows the 'Lead Details - 1/2021' page with a navigation bar at the top containing 'AD CENTER', 'PROFILE', 'MY ACCOUNT', and 'WEBSITE'. Below the navigation bar is a sub-menu with 'Website Leads', 'Rental Analyses', 'Form Entries', 'Web Forms', 'Tracking Codes', 'Reports', and 'Apps'. The main content area is titled 'Lead Details - 1/2021' and includes a sub-section 'Phone Calls Receive' with a table of call records. A green callout box with the number '5' points to the 'download' link in the 'Call Recording' column of the table.

Date	Caller #	Caller ID	Call Duration	Call Recording
1-5-2021	626-437-5315	Chen Mai	43 seconds	download
1-11-2021	773-265-1251	Banks Joe	4 seconds	
1-6-2021	847-564-7732	AA Services	48 seconds	download

Advanced Marketing Leads Received

Date	Property Address	Contact Name	
1-1-2021	177 Fairfield Lane		view details
1-1-2021	21481 West Willow Road	Charlie Palmer	view details
1-1-2021	116 Azalea Circle	Charlie Palmer	view details
1-1-2021	8064 Carlisle Drive		view details
1-1-2021	8064 Carlisle Drive	Charlie Palmer	view details
1-2-2021	2175 Grayhawk Drive	Charlie Palmer	view details
1-2-2021	4351 South Sacramento Avenue		view details
1-2-2021	2754 North Hampden Court		view details
1-2-2021	2754 North Hampden Court		view details

06 VIEW DETAILS & RENT REPORT

The screenshot shows the 'Lead Details' page with the same navigation bar and sub-menu as the previous screenshot. The main content area is titled 'Lead Details' and contains a table with property and contact information. A green callout box with the number '6' points to the 'View Rental Analysis' link in the 'Rental Analysis' row.

Date Submitted	1/8/2021 1:30:17 PM
Property Address	4833 West Adams Street Chicago, IL60644
Property Type	Multi Family
Property Status	
Contact Name	Brenda M Tucker-Jeffries
Contact Email	btucker-jeffries@comcast.net
Contact Phone	3123016255
Contact Address	20650 S. Cicero Avenue, POB 1503 N/A Matteson, IL60443
Comments	
Rental Analysis	View Rental Analysis
Postcard Sent	Yes

INTERNAL USE OF THE RENT RANGE REPORT

You can also run the Rent Range Report internally for 6 Credits per report. This is a discounted rate and only covers our cost to Rent Range. To access it you will log into your FreerentalSite.com account and purchase credits.

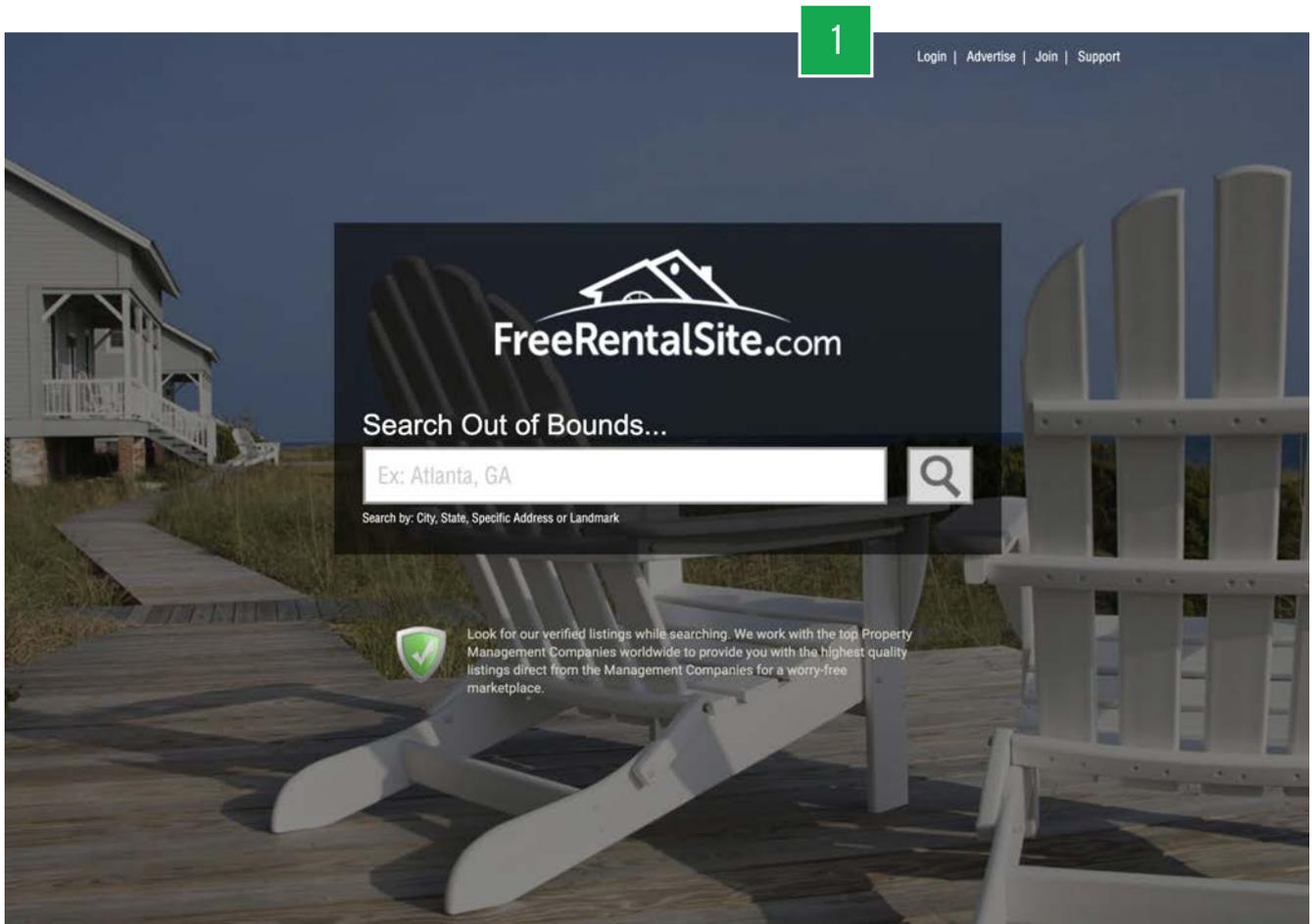
HOW TO ACCESS THE REPORT TOOL

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support@propertymanagerwebsites.com



02 CLICK WEBSITE

03 CLICK RENTAL ANALYSES

2

AD CENTER PROFILE MY ACCOUNT WEBSITE

Website Leads Rental Analyses Form Entries Web Forms Tracking Codes Reports Apps

Form Entries:

Search: Go Form: Select One.....

1 2 3 4 5 6 7 8 9 10 11 Next

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04 CLICK 'CREATE RENTAL ANALYSIS'

You will then be prompted to purchase Credits. Complete the process to purchase credits and then run the report.

If there are any questions or issues you can email them to:
support@propertymanagerwebsites.com

AD CENTER PROFILE MY ACCOUNT WEBSITE

Website Leads Rental Analyses Form Entries Web Forms Tracking Codes Reports Apps

Rental Analyses CREATE RENTAL ANALYSIS

Date Property Address Contact Name

You haven't created any rental analyses yet



Have questions about the AMP?

Contact Support:

support@propertymanagerwebsites.com