

# Bay Area Apartment Association 15th Annual Developer's Forum

Marriott Westshore - December 2, 2009

## **Shifting the Paradigm... Real-Time Rent Comps Online**

By Robert E. Smith, CCIM  
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Founder, MyRentComps.com  
Founder, ApartmentsNowAvailable.com

## Overview

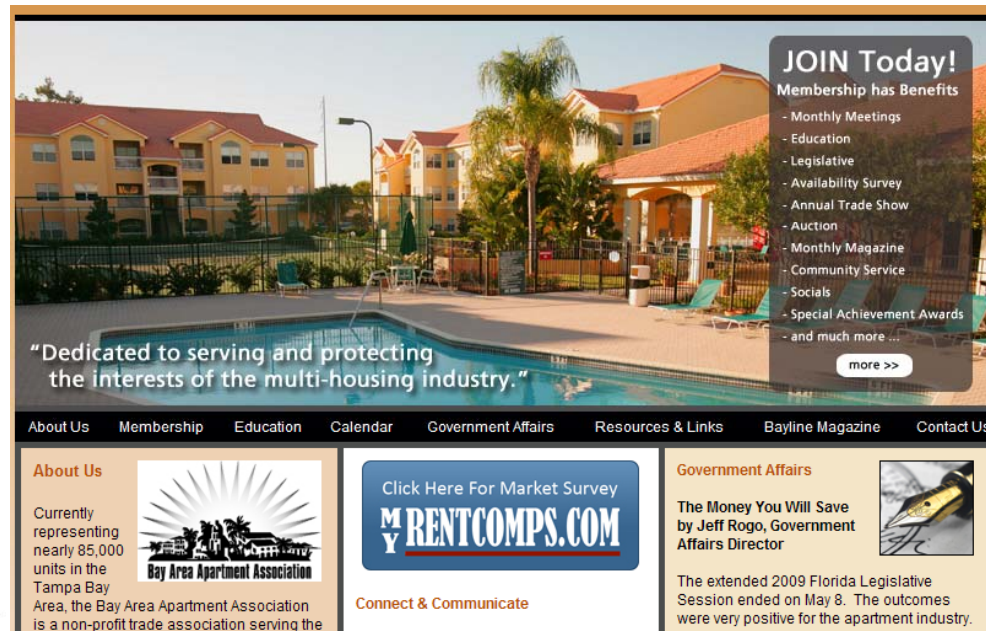
- New On-Line Survey Partnership
- Award Winning Technology
- The Paradigm is Shifting
- Why MyRentComps?
- Local Apartment Associations
- BAAA Market Survey
- BAAA Market Survey Participants
- BAAA Market Survey Login
- Websites/Questions (Time Permitting)

### To do list:

- ✓ Join Apt. Association
- ✓ Create free myrentcomps user account
- ✓ Update My Rents/Vacancies
- ✓ Run Rent Comps reports
- ✓ Meet regional manager for lunch
- ✓ Show and Lease Apartments
- ✓ Send all rent survey inquiries to ApartmentsNowAvailable.com

TELL EVERYONE ABOUT  
WWW.MYRENTCOMPS.COM

# BAAA & MRC & Triad On-Line Market Survey Partnership



**JOIN Today!**  
Membership has Benefits


- Monthly Meetings
- Education
- Legislative
- Availability Survey
- Annual Trade Show
- Auction
- Monthly Magazine
- Community Service
- Socials
- Special Achievement Awards
- and much more ...

[more >>](#)

“Dedicated to serving and protecting the interests of the multi-housing industry.”

About Us   Membership   Education   Calendar   Government Affairs   Resources & Links   Bayline Magazine   Contact Us


**About Us**  
Currently representing nearly 85,000 units in the Tampa Bay Area, the Bay Area Apartment Association is a non-profit trade association serving the



**Bay Area Apartment Association**

[Click Here For Market Survey](#)  
**MYRENTCOMPS.COM**

**Government Affairs**  
The Money You Will Save by Jeff Rogo, Government Affairs Director



The extended 2009 Florida Legislative Session ended on May 8. The outcomes were very positive for the apartment industry.

**Connect & Communicate**



# MRC - Award Winning Technology

- **Multifamily Executive Magazine, National Award**
  - “2008 Best Use of Technology Merit Award”
- **Patent Pending Technology (2005)**
  - Free Rent Comps for owners and property managers entering their data online
  - Free ApartmentsNowAvailable.com website
  - Designed to save Apartment Owners and Managers time and money.



**MERIT**

BEST USE OF TECHNOLOGY

[MyRentComps.com/ApartmentsNowAvailable.com](http://MyRentComps.com/ApartmentsNowAvailable.com)

**SMITH EQUITIES REAL ESTATE  
INVESTMENT ADVISORS**

## The Paradigm is Shifting...

- For many years we have been trained to call our comps for current market info...**Stop It!**
- Now you can enter and receive rents and occupancies online
  - Daily, Weekly, Monthly (as needed)
- Quit wasting time giving out Market Survey information!
  - Send all callers to [baaahq.org](http://baaahq.org)



## Why MyRentComps?

- Save Time
- Save Money
- User Friendly Web Interface
- Live Comparable Market Data
- Accurate & Timely Neighborhood, Submarket, County, MSA level reporting
- On-Line platform to conduct market surveys for BAAA

### BAAA On-Line Market Survey

Here is what another property manager had to say:

“ WOW!!! Today was my first time at updating and getting all my comps and it was so easy. Thank you for such a wonderful site loaded with information. ”

- Carolyn Makin, Property Manager



Go to [BAAAHQ.Org](http://BAAAHQ.Org)  
to Complete Your Weekly On-Line Survey ...



## Local Apartment Associations

- Greater Orlando Apartment Association (AAGO) Market Survey
  - In Development since May 2005
  - AAGO Emails each property monthly requesting rent updates
  - Over 90% Participation Rate in past 90 days!
  - Counties



- Orange, Seminole, Osceola, Lake, Volusia

- Southeast Florida Apartment Association (SEFAA) (November 2008)
  - Counties



- Palm Beach, Broward, Miami-Dade, Monroe

- Bay Area Apartment Association/Triad (September-October 2009)
  - Counties



- Hillsborough, Pinellas, Polk, Pasco, Hernando, Citrus, Sumter, Highland,

- Statewide & Nationwide Platform for all Apartment Associations (Spring 2010)

# Bay Area Apartment Market Survey

- BAAA/TRIAD published semi-annual Survey since 1989
  - Bound Survey Report (Avg Rents, Occ, etc.)
  - Data Collection Costly and Labor Intensive
  - Data Processing and Publishing Time Consuming
- New BAAA/TRIAD/MRC Partnership Takes Market Survey Online and in Real Time
  - Fast, Easy, Free Online Data Collection
  - Automated Data Processing
  - Timely Accurate Apartment Market Survey
  - Monthly Article in Bayline Magazine-"Survey Says..."

# BAAA Market Survey Participants

- Counties: Hillsborough, Pinellas, Pasco, Polk, Citrus, Hernando, Highlands, Sumter
- Year Built All (up thru 2009)
- Qty 5 units and over
- Property Types:
  - Conventional Apartments
  - LIHTC
  - Bond
  - Student Housing
  - Partial Condo Conversions

## BAAA On-Line Market Survey Login

- Step 1: Go To: [www.baaahq.org](http://www.baaahq.org),
- Step 2: Login/Become Free Member

Click Here For Market Survey

MYRENTCOMPS.COM



In Partnership  
With: MYRENTCOMPS.COM

Powered by  
AMECS.COM

### MyRentComps.com Offers.....

#### Portfolio Owners / Regional Managers

This FREE website was designed to allow apartment owners / managers throughout United States to easily update the rents on their apartment community, Pull rental comps on up to 9 surrounding apartment communities, and share rents, occupancies, rental brochures, application forms, and interior photos with prospective residents, all FREE of charge. After creating / updating all of the property specific information, the Owner / Manager / leasing Agent can then share with others using their own a unique password on the FREE ApartmentsNowAvailable.com.

Have a website, but tired of giving out rents and occupancies for others asking for rent comps? Managers can now just send them to ApartmentsNowAvailable.com and give them their own unique password. This will save valuable time that is better spent leasing apartments!

New: Regional Managers can now see all their properties on one screen pull market comps and email each property manager from the website.

Product or Service providers can now gain valuable market data by logging in as a Vendor/Other type user and searching the database by metro area, submarket, number of units etc.

Login to BAAA / MyRentComps  
On-Line Market Survey

MyRentComps Member ID:

MyRentComps Password:

LOG IN

[Forgot your Member ID/Password?](#)

BECOME A FREE MEMBER

[View Sample Report](#)

# Thank You!

## Questions? (Time permitting)

### Websites

- [www.baaahq.org](http://www.baaahq.org)
- [www.aago.org](http://www.aago.org)
- [www.MyRentComps.com](http://www.MyRentComps.com)
- [www.ApartmentsNowAvailable.com](http://wwwApartmentsNowAvailable.com)
- Download Slides at:  
[www.MyRentComps.com/Downloads/BAAA/2009DeveloperForum.pdf](http://www.MyRentComps.com/Downloads/BAAA/2009DeveloperForum.pdf)

Call with any questions – BAAA or MRC offices.

**BAAA** in Partnership with MyRentComps.com

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