

YOU

YOUR CUSTOMERS

SUPPLIERS PRIVATE "OMS" PORTAL

Click Here For

MARKET SURVEY

© myrentcomps.com

SUPPLIER ADVANTAGE WORK SHARE

GROW

YOUR APARTMENT ASSOCIATION

## YOUR WORLD REVOLVES AROUND BUILDING / GROWING NEW RELATIONSHIPS ...

WHY PURCHASE EXPENSIVE, OUTDATED "LEAD LISTS" THAT DO NOTHING TO OPEN NEW DOORS?  
CLICK [HERE](#) FOR UNBELIEVABLE SUBSCRIPTION PRICING RATES

**\*YOUR ACCESS TO OUR SUPPLIER ADVANTAGE "PRIVATE PORTAL" OFFERS:**

- SMART PHONE, TABLET OR LAPTOP "REAL TIME" PROPERTY SEARCHES BY:
  - PROPERTY LOCATION
  - PROPERTY INFORMATION (UNITS, YEAR BUILT, PROPERTY TYPE, ETC.)
  - MEMBERS AND NON-MEMBERS OF YOUR APARTMENT ASSOCIATION (Recruit New Members)
  - MANAGEMENT COMPANY/MANAGEMENT CHANGES, NOTES, AND SO MUCH MORE
- PERSONALIZED CO-BRANDED EMAIL TEMPLATES (*Membership Applications, Upcoming Events etc.*):
  - SENT EXCLUSIVELY FROM YOU TO KEY DECISION MAKERS CONNECTED TO PROPERTY
  - GET WARM LEADS AND OPEN DOORS TO HELP SELL YOUR PRODUCTS / YOUR ASSOCIATION
- UPDATE PROPERTY INFO AND SHARE NOTES WITH OTHER SUPPLIER ADVANTAGE USERS:
  - COORDINATE EFFORTS WITH SHARED NOTES – NEVER MAKE A COLD CALL AGAIN!

LET THE ONLINE MARKET SURVEY COMP REPORTS HELP YOU SELL YOUR PRODUCTS!

**\* SUPPLIERS THAT PARTICIPATE SHARE THEIR MARKET KNOWLEDGE WITH OTHER SUPPLIERS!!!**

Email [Support@MyRentComps.com](mailto:Support@MyRentComps.com) for more information.



FAX Application back to: (866) 206-5930 Attention: MyRentComps Support

**MYRENTCOMPS SUPPLIER ADVANTAGE**

**PRIVATE PORTAL APPLICATION**

I \_\_\_\_\_ of \_\_\_\_\_

Name

Company

request access to the PATENTED Online Market Survey through the Supplier Advantage Private Portal. I understand that by getting [Special Supplier Advantage](#) access to the MyRentComps Online Market Survey that I agree to the following:

- ✓ I will not share my user name or password with others (all Members of your Sales Team must have their own user names and passwords and sign their individual pledges to get access to the system)
- ✓ I understand that if I enter information that is false or misleading, it will result in having my special Supplier Advantage access revoked.
- ✓ I agree to put notes on properties that I contact in my outreach efforts that can be viewed by other SA Users.
- ✓ I agree not to send the same email template announcing an upcoming event or membership application to the same person that received the information from a fellow SA User.
- ✓ I understand that that my notes will remain in the system for Other Supplier Advantage Users to search and view.
- ✓ I understand that the system will allow me to view notes and property details on up to 5 properties per day without adding my own notes or updates. On the 6<sup>th</sup> property, the system will then suspend my ability to view additional property notes or details for 15 minutes. This system only works if everyone with the special access contributes. This will allow Supplier Advantage users to have the latest information available anywhere.
- ✓ I will join a live Supplier Advantage Webinar or watch the pre-recorded "[How To Video](#)" prior to searching the database and sending emails on behalf of participating Local/State Apartment Association or MyRentComps.

**Supplier Advantage User**

**Member of (list Apartment Associations)**

By: \_\_\_\_\_

\_\_\_\_\_

Print Name: \_\_\_\_\_

\_\_\_\_\_

Title: \_\_\_\_\_

\_\_\_\_\_

Company: \_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_

Email: \_\_\_\_\_

Area(s) Requested:

Tel: \_\_\_\_\_

\_\_\_\_\_

Cell: \_\_\_\_\_

\_\_\_\_\_

The Online Market Survey that is offered through Local/State Apartment Associations is being powered by MyRentComps.com.

Email [Support@MyRentComps.com](mailto:Support@MyRentComps.com) to have Supplier Advantage Exhibits Emailed to you.

[Click For Online Version of Supplier Advantage Exhibits](#)

## Exhibits

### [Supplier Advantage Documentation](#)

#### **Exhibit A - Supplier Advantage Getting Started**

Supplier Advantage Getting Started-Overview.....	<a href="#">A-1</a>
Supplier Advantage-Account Setup .....	<a href="#">A-2</a>
Supplier Advantage Property Search Page .....	<a href="#">A-3</a>

#### **Exhibit B - Supplier Advantage Email Templates**

Supplier Advantage Introduction Email Template.....	<a href="#">B-1</a>
Benefits of Joining Local/State Apartment Association Template .....	<a href="#">B-2</a>
Upcoming Local/State Apartment Association Events Template .....	<a href="#">B-3</a>

#### **Exhibit C - Supplier Advantage Tips .....** [C](#)

#### **Exhibit D - Supplier Advantage Scripts**

Supplier Introduction .....	<a href="#">D-1</a>
Benefits of Joining Your Local/State Apartment Association .....	<a href="#">D-1</a>
Updating Property Data for OMS .....	<a href="#">D-2</a>
Updating Rents/Vacancies for OMS .....	<a href="#">D-2</a>
Selling to IRO's Script .....	<a href="#">D-3</a>

#### **Exhibit E - Independent Rental Owner Outreach.....** [E](#)

## EXHIBIT A - USING THE ONLINE MARKET SURVEY FOR YOUR SUPPLIER ADVANTAGE LEVERAGING YOUR KNOWLEDGE WITH FELLOW SUPPLIERS, CREATING A STRONGER INDUSTRY

### What do Supplier Advantage Volunteers need to get started?

- ✓ Smartphone, Tablet or Laptop with internet service while on the road (Best results are with Chrome Mobile Browsers).
- ✓ Agree to reach out to a certain number of properties weekly while on sales calls. Supplier Advantage Application must be signed prior to getting special access to OMS.
- ✓ When calling on Non-Members of the local/state apartment associations in an area, agree to look at notes from other Supplier Advantage Users and, if appropriate, add additional notes and send the Email Template requesting that they join their local/state apartment association if they ask for additional information.
- ✓ Update Property Email or Management Company on Properties where necessary so that other Supplier Advantage users (and the local/state apartment associations affiliated with MyRentComps) can have the latest information that they can use while building their relationships. All updates will be verified prior to going live and all Supplier Advantage Users can search on latest changes within a date range. (See [Exhibit A3](#))

### Other FREE Tools Available for Supplier Advantage Volunteers who use the OMS Platform

- ✓ Search Properties by Location, Property details and by Date range of updates (See [Exhibit A3](#))
- ✓ Access to Supplier Advantage/Local Apartment Association approved Email Templates that will allow them to send information regarding Membership Initiatives and other Monthly Upcoming events that will be coming from them and their company with their local/State Association logo on top. Email templates can be accessed from the property notes, Update Property and the tab that shows all users connected to the property. When an email template is sent, the system records the date, time, the person the template was sent to, and the person. Once a note, an update or email is sent, the history table is then searchable by other Supplier Advantage Users by Date range. (See [Exhibit B](#))
- ✓ Telephone and on site meeting scripts are available that will guarantee that you can open new doors. (See [Exhibit D](#))
- ✓ Real Time collaboration with other Supplier Advantage Volunteers so that all Volunteers have the most up to date information available in the industry that will be valuable in their own sales efforts as well as for their Local/State Apartment Association as a whole.
- ✓ Supplier Advantage Volunteers can add private notes for sales follow up that only they can see or retrieve.
- ✓ Set reminders for follow-up calls/on-site visits that are private to the person setting them.
- ✓ Search Google and Craig's list Directly from Search Results (Same as on site Personnel using OMS)
- ✓ GPS App that shows properties (Members and Non Members) based on location. (Coming Soon)
- ✓ Add Regional Managers and Owners to Properties and instantly allow them access. Email Regional Managers/Owners from system (must know their email address in advance to send through the system)
- ✓ Use OMS to help sell their products or services. See Supplier Advantage "How to Video" for details.

### Independent Rental Owner Outreach

- ✓ Vendors wishing to target any Independent Rental Owners can do so by giving them their Free ApartmentsNowAvailable Website (Password Protected) and offer online application forms and online Credit card payments through our third party providers as part of the additional benefits of using the FREE online market survey.

Pre-Printed full color double sided 18"X24" For Rent Yard Signs with Local/State Association Logos are available to promote the OMS to IRO's. Significant price discounts are available for IRO's who join their local or state apartment associations ([Click](#) for Sign Order Forms). Suppliers who wish to promote their local or state apartment associations and their own company can purchase signs at cost (\$5.25 each Plus Shipping) with a minimum order of 100 signs. (See [Exhibit E](#))



Facebook Wall Feedback How to Video ? FAQ

Welcome JLandscaperSA | [Edit My Account](#)

### My Account Settings


Member ID: JLandscaperSA Role: Research Committee

**My Contact Information**

\* Email:   
\* Password:   
\* First Name:   
\* Last Name:   
\* Company:   
\* Title:   
\* Phone:   
Phone Ext:   
My Company Tag Line


**Upload Files**  
[Membership Committee Email Signature]

**My Photo**  
66(W) x 100(H) Pixels



[Upload Photo](#)

**My Company Logo**  
200(W) x 100(H) Pixels



[Upload Logo](#)

\* Denotes required field [Update](#) [Cancel](#) Last Update: 10/3/2013 1:31:23 PM

Committee [Log Out](#)

Member ID: JLandscaperSA | Available Credits: 112 [Purchase More Credits](#) [HOW TO VIDEO](#)  
SEARCH, ENTER NOTES, SEND EMAILS

Home Select Comps By Location Select Comps By Subject Vendor Lead List **Supplier Advantage**

**Filter By Location:**  
State  County  City  Address/Zip  Zone

**Filter By Property:**  
Community Name  Quantity   Type Property   Search Only Non-Members  
Management Company Year Built  From  To

**Filter By Date:**  
Management Changes Onsite Changes  
From Date  To Date  From Date  To Date   
By Notes Entered  Note Date From Date  To Date  [Search](#)

MRC Supplier Advantage “Real Time” Access - MRC Suppliers get “Market Information” *before Market does!*

Committee

Home Page

Property Search

Sample Rent Comp Report

Sample Market Survey By Unit

Pricing

Return Policy

Email Us

Log out

Member ID: rsmithsa | Available Credits: 448 [Purchase More Credits](#) [HOW TO VIDEO](#)  
SEARCH, ENTER NOTES, SEND EMAILS

Home | Select Comps By Location | Select Comps By Subject | Vendor Lead List | Supplier Advantage

**Filter By Location:**  
State: FL | County: Orange | City: | Address/Zip: | Zone: All

**Filter By Property:**  
Community Name: | Quantity: 20 | 1000 | Type Property: All Except Condos |  Search Only Non-Members Non-Member Year: | Management Company Year Built: | From: | To: |

**Filter By Date:**  
Management Changes: From Date: | To Date: | Onsite Changes: From Date: | To Date: |

**By Notes Entered:** | Note Date: From Date: | To Date: | [Search](#)

Page 1 of 8 (355) Propertie(s) [First](#) [Previous](#) [Next](#) [Last](#)

## MRC Supplier Advantage Notes History-Example

Substantial benefits are gained when Supplier Advantage Volunteers have access to all notes/observations prior/during outreach efforts. All Notes can be seen and monitored by other SA users on a “Real Time”

Supplier Advantage Volunteers can also update management and other changes that are shared with other Supplier Advantage Volunteers. Changes are searchable by date range.

(407) 896-8364 **Google** **Craig's List**  
**617 Delaney**  
 617 S Delaney Ave,  
 Orlando FL 32801  
 Type: APT  
 Year Built: 1960-1970  
 Number of Units: 20-30  
 Last Updated : Over 30 Days  
 By : Admins  
 Assigned To : **Not Assigned**

Management: WILLIAM ...  
 Manager:  
 Prop Email: noemail@...  
 Default Contact: noema...

[Update](#)

**NO Add Note**

Map | Satellite | Hybrid

**Update Property** [Update Rents/Vacancies](#)

Live Pictures:  Modified Pictures:

Apartment Name: 617 Delaney  
 Management Co: WILLIAM F EDWARD  
 Property Manager: noemail@noemail.com  
 Property Email: noemail@noemail.com  
 Property Website:  
 Phone: (407) 896-8364  
 Fax:  
 Address:  
 City State Zip:  
 Metro Area:  
 County:  
 Effective Year Built:  
 Property Type:  
 Total Units:  
 \*\*Source of Data for Update:

Submit Source: See Note  
 \*\*Source of Data for Use  
 \*Make the last updated null if  
 \*\*Never enter source of info  
 This will be used by MYRENTCOMPS

I agree to MyRentComps's Terms and Conditions regarding the upload of the photographs

**Comments**  
 Add | Delete | Send

Comment:  
 Number Discerning: | Prop Number:

**Add Comment:**

Other Researched property and found new IFO. Will Load Information once I drop off the free Yard Sign.

characters left: 897    Make Private

Answering Machine  
 Busy Call Back  
 Number Disconnected/Wrong Number  
 Refused to Participate  
 Send Email  
 Updated Rents and Occupancy By Caller  
 Updated Rents and Occupancy By Property  
 Very Interested Joining Apt Association  
 Somewhat Interested Joining Apt Association  
 Not Interested in Joining Apt Association  
 Updated Property Information  
 Onsite Visit, Met with-  
 Dropped Off Membership Packet to

Supplier Advantage Volunteers can send pre-approved Email Templates to:

- ✓ Introduce Themselves
- ✓ Welcome New Members
- ✓ Transmit Membership Applications
- ✓ Announce Upcoming Events

The emails will be coming from the Volunteers Company on behalf of either MRC or the local apartment association.

**From:** jlandscaper@mylandscaping.com  
**Sent:** Thursday, May 16, 2013 3:04 PM  
**To:** SuzieQ@PropertyManagement.com  
**Subject:** MRC Supplier Advantage - Introduction

## My Apartment Association Logo

**To: Onsite Personnel – Plaza Central Apartments**  
**RE: MRC Supplier Advantage Follow-up.**

Suzie Q:

It was great meeting you. Here is my contact info so please call me if you are looking for any new Landscape bids.

Sincerely,

**My Landscape Company**



Joe Landscaper  
New Business Development/Sales Rep  
My Landscape Company,  
Tag Line: "Sales reps who join MRC Supplier Advantage can send Emails like this with a click of a button!"  
(855) 206-3791  
jlandscaper@mylandscaping.com

### MRC Supplier Advantage Volunteer

Don't forget, you can update your rents and vacancies online and send any and all callers looking for market survey to MRC: in less time than it takes to answer just one market survey call.

To log in, go to, <https://www.myrentcomps.com> click on the blue "Market Survey" button:



**Log In Using:**

**Your Member ID is:** SuzieQ Mgr

**Your Password is:** **Susie\*\*\***

---

For additional support with your **On-Line Market Survey**, please contact Your Local/State Apartment Association or MyRentComps:

Local/State Apartment Association  
Tel: (XXX) XXX-XXXX Fax: (XXX) XXX-XXXX  
Web Site: [www.XXXXXX.com](http://www.XXXXXX.com) Email: [support@XXXXXX.com](mailto:support@XXXXXX.com)

MyRentComps.com  
350 East Pine Street Orlando, FL 32801  
Tel: (855) 206-3791 X114 Fax: (866) 206-5930  
[MyRentComps.com](http://MyRentComps.com) [support@MyRentComps.com](mailto:support@MyRentComps.com)

**From:** jlandscaper@mylandscaping.com  
**Sent:** Thursday, May 16, 2013 3:05 PM  
**To:** SuzieQ@PropertyManagement.com  
**Subject:** Supplier Advantage – Application to Join MRC

## My Apartment Association Logo

**To: Onsite Personnel - Plaza Central Apartments**  
**RE: My Local/State Apartment Association Membership Application**

**Suzy Q.**

It was great meeting you today. I am excited to have you join our apartment association. Below is the link to download My Local/State Apartment Association membership application that I promised to send to you.

[JOIN NOW](#)

My Local/State Apartment Association have an initiative in place to move from first class to world class and we want to take **you** with us. My Local/State Apartment Association has a magnifying glass on laws coming down the pike that you need to know to keep the Multifamily Industry strong!

Our My Local/State Apartment Association **Leases** are for members only and allow you peace of mind knowing that they are constantly updated according to new laws constantly taking affect. The standardized and pretty much foolproof My Local/State Apartment Association Lease is available only for members.

**My Local/State Apartment Association Education Department** which includes workshops is second to none. If you want to continue to broaden your professional presence we have the classes that will guide you in your journey to the top. Certification programs, higher learning on landlord tenant laws in fair-housing, and of course your life blood marketing

**My Local/State Apartment Association networking events** look really fun, and they are! But make no mistake that, **we are serious about our business** and we know that you are to. Get to know your peers and suppliers in these relaxed and easy environments designed with you in mind. Meet the people who can assist you with whatever you are focused on at the time from Landscaping to prospecting if you need it there is somebody here who can help. Widen your networking opportunities by joining a family of friends.

**Advocacy** - My Local/State Apartment Association stays on top of all **legislature** that is coming down the pike that may affect your business. With laws changing all the time it is crucial to know what is happening with the lawmakers. We keep you informed of the latest developments.

**Know your Market** by creating a comp group on our My Local/State Apartment Association Online Market Survey. Have today's market information whenever you need it with four standardized reports to choose from. My Local/State Apartment Association keeps a pulse on what is happening locally keeping you informed and involved statewide and nationally. You can update online and send all callers looking for your market survey information to My Local/State Apartment Association in less time than it takes to answer just one market survey call!

Sincerely,

**My Landscape Company**

**MyLandscape  
Company**



Joe Landscaper  
 New Business Development/Sales Rep  
 My Landscape Company  
 Tag Line: "Sales reps who get MRC Supplier Advantage special Access can send Emails like this with a click of a button!"  
 (855) 206-3791

[jlandscaper@mylandscaping.com](mailto:jlandscaper@mylandscaping.com)

**MRC Supplier Advantage Volunteer**



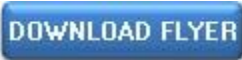
**From:** jlandscaper@mylandscaping.com  
**Sent:** Thursday, October 17, 2013 11:00 AM  
**To:** SuzieQ@PropertyManagement.com  
**Subject:** Upcoming Events/Introduction

### My Apartment Association Logo

To: Onsite Personnel - Plaza Central Apartments  
RE: Upcoming Events

**Susie Q**

Hope to see you at My Local/State Apartment Associations’ Dinner Meeting next Wednesday night. Here is a link to the flyer I promised to send to you:



Sincerely,  
**My Landscape Company**



Joe Landscaper  
New Business Development/Sales Rep  
My Landscape Company,  
Tag Line: "Sales reps who get MRC Supplier Advantage special Access can send Emails like this with a click of a button!"  
(855) 206-3791  
jlandscaper@mylandscaping.com

### MRC Supplier Advantage Volunteer

Don’t forget, you can update your rents and vacancies online and send any and all callers looking for market survey to: [www.myrentcomps.com](http://www.myrentcomps.com) in less time than it takes to answer just one market survey call.

To log in, go to, [www.myrentcomps.com](http://www.myrentcomps.com) click on the blue "Market Survey" button:



**Log In Using:**  
**Your Member ID is:** SuzieQMgr  
**Your Password is:** **Susie\*\*\***

---

For additional support with your **On-Line Market Survey**, please contact Your Local/State Apartment Association or MyRentComps:

Local/State Apartment Association  
Tel: (XXX) XXX-XXXX Fax: (XXX) XXX-XXXX  
Web Site: [www.XXXXXX.com](http://www.XXXXXX.com) Email: [support@XXXXXX.com](mailto:support@XXXXXX.com)

MyRentComps.com  
350 East Pine Street Orlando, FL 32801  
Tel: (855) 206-3791 X114 Fax: (866) 206-5930  
[MyRentComps.com](http://MyRentComps.com) [support@MyRentComps.com](mailto:support@MyRentComps.com)



# MyRentComps.com

## MRC Supplier Advantage Tips

### Initial Setup

- ✓ Make sure popup blockers are turned off prior to uploading photos or notes
- ✓ If using tablet or smart phone, the site works best using chrome mobile as browser.
- ✓ Test the email templates by searching for sample as the property name (0 units to 1,000 units) send each of the templates as a test to Suzy Q and once we receive, we will forward back so that you can make adjustments before sending to others.
  - All email templates are recorded in notes and who sent (date and time) and who it was sent to.
- ✓ Test the notes by searching for MRC as the property name (0 units to 1,000 units) and adding a test note. You will be able to see all other notes entered by Supplier Advantage volunteers and they can see yours.
  - You can then search notes by person, email template name, or other text entered from the standard text box within the date range. It is up to the MRC Supplier Advantage to determine what other kinds of information they would like you to track.
- ✓ When putting in notes, the Supplier Advantage should strategize on the best info to put in so everyone benefits. (like management or new onsite personnel changes) If they not interested in joining their Local/State Apartment Association, find out why and document so that the Local/State Apartment Association staff can follow up and try and resolve.
- ✓ Onsite Personnel Missing or not connected to property
  - If the onsite person does not have a user account they will have two options to get started:
    - They can go to [www.myrentcomps.com](http://www.myrentcomps.com) Click the US map where the property is located, if the Local/State Apartment Association is affiliated with MRC then we will send them to the Local/State Apartment Association website. There they will need to find the Blue Market Survey Button and click “Become Free Member” As long as that person puts in the property email that matches the property email in the system, they will be connected to the property once Customer Support Verifies. If there is no email or person associated to the property then they will automatically be connected.
    - You can add the person by entering their email on the Update Property window and can send them the email template giving them their user name and password.

### Property Updates

- ✓ All updates on either property level or unit mix level will be verified by MRC Support prior to making live.
- ✓ Update if year built, number units, management Company, property email or manager is wrong,
- ✓ Once verified, these changes appear on the MRC Comp Reports
- ✓ Management and Onsite personnel change are then searchable by other Supplier Advantage users.

### Other Sales Tips:

- ✓ If the current membership info is loaded by your local/state apartment association, don't shy away from contacting onsite people with an intro email with your sales info. Other things to look for are if they have ever updated or if they are a member and the year built or number of units are wrong, then it still gives them a reason to call and fix while building relationships.
- ✓ If Local/State Apartment Association members (or non-members) say:
  - **We** love it and **We** tried to use it, but **They** don't, offer to reach out to the “**They's**” and offer to help them get started (Participate Now - Email Template) which becomes a “warm Lead” for the Supplier Advantage user.
- ✓ Google and Craig's List Searches are tied to each property searched.
  - Craig's List may need to be over written in cases where the Craig's List City does not match the Property City
  - Google search link enters property name and full address and places in a map. Click website to search on web. Note this is valuable while researching your prospects.
- ✓ Each Supplier Advantage Person should get familiarized with the Sample MRC Comp Reports that they get for free (Samples on left navigation bar) They should also be familiar with the Independent Rental Owners (IRO's) websites (Password Protected) that all properties get free.
  - [www.ApartmentsNowAvailable.com](http://www.ApartmentsNowAvailable.com) Property Code: 1211
  - [www.MyApartmentRent.com](http://www.MyApartmentRent.com) Property Code: 1211



## Exhibit D - Supplier Advantage Sample Supplier Scripts

### Be the first Supplier to Announce Upcoming Local/State Apartment Association Events with Up Coming Local/State Apartment Association Event Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_ and I'm calling on behalf of my Local/State Apartment Association.

I just wanted to see if you are interested in joining us on \_\_\_\_\_, \_\_\_\_\_ for \_\_\_\_\_ I can send you over the information. Our records show that we have 3 people connected to Local/State Apartment Association's Online Market Survey. Do these three people still work on site?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who is your Regional Manager? Did you know that once they get connected to all of their portfolio, they can run the same comp reports that you do?

I will email the information to \_\_\_\_\_.

Thank you for your time and I Look forward to seeing you there.

### Non Member Outreach Join Local/State Apartment Association Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_ and I'm calling on behalf of my Local/State Apartment Association. We show that you r community is not a current member of My Local/State Apartment Association so I would like to send you some information on the benefits of Joining this year.

Our records show that we have 3 people connected to the FREE Local/State Apartment Association Online Market Survey.

Do these People Work on Site \_\_\_\_\_ ?

\_\_\_\_\_ ?

\_\_\_\_\_ ?

Who should I email the information to?

Thank you for your time.



## Help Local/State Apartment Association with its Outreach with Update Property Records Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_ and I'm calling on behalf of my Local/State Apartment Association. We are updating our records for your community and would like to verify we have the most current information.

Is Your Community Name \_\_\_\_\_?

Is Your Management Company \_\_\_\_\_?

Is Your Property Manager \_\_\_\_\_?

Is Your Property Email \_\_\_\_\_?

Is Your Total Number of Units \_\_\_\_\_?

Is Your Property Fax# \_\_\_\_\_?

Do these People Work on Site \_\_\_\_\_?

\_\_\_\_\_?

Thank you for your time, we will be contacting you shortly to let you know how to use some of your FREE Local/State Apartment Association benefits, such as the Online Market Survey and to provide you with the latest industry updates that may impact your community.

### Open New Doors with Update Rent and Units Vacant Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_ and I'm calling on behalf of my Local/State Apartment Association.

We helping with Local/State Apartment Association's FREE Online Market Survey and

\_\_\_\_\_ at \_\_\_\_\_ Apartments asked me to assist them with their  
Name Apartment Name

FREE Local/State Apartment Association Online Market Survey Report while I was calling on properties in the area.

Please let us know if the rents and vacancy has changed from our records:

Floor Plan	QTY	AC/SF	Market Rent "asking"	Effective Rent	Units Vacant
Eff	14	500	\$750	\$725	2
1/1	10	600	\$850	\$850	0
2/2	20	750	\$975	\$975	0

You can also update this in the future and have current Comp market information at fingertips by logging into the Local/State Apartment Association FREE Online Market Survey. I can send you your own login information if you would like.

Thank you for your time.

# Open New Doors with FREE Market Survey and FREE ApartmentsNowAvailable Website Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_ and I'm calling on behalf of \_\_\_\_\_.  
Local/State Apartment Association Name

We are helping with \_\_\_\_\_ outreach efforts to Independent Rental Owners "IRO's"  
Local/State Apartment Association Name  
like yourself and thought you would be interested in hearing about a new FREE tool that we are offering that will give you some of the same tools other major apartment owners enjoy. The FREE online Market Survey Website that is being offered through our apartment association was designed for owners and managers to run a free online market survey. It also comes with a FREE Password Protected website called [www.ApartmentsNowAvailable.com](http://www.ApartmentsNowAvailable.com) "ANA" that allows you to also share your units available from the market survey to potential renters.

It is being offered on behalf of \_\_\_\_\_ / [MyRentComps.com](http://MyRentComps.com) and my company \_\_\_\_\_ as sponsors.  
Local/State Apartment Association Name  
The website was designed for you to send all of your "Drive By" Traffic and calls up to your website with the property code without losing them to your competitors. Anyone viewing your information must give you their email before they can log in and they can only see your properties that you own or manage (No More Apartment Ratings and others trying to steal your leads). Even if you have no units available, you can share when new units are coming available in the future. There is a waiting list feature that is being added that will allow the prospect to select a floor plan that is not available and enter the date that they would need a unit by for future follow up.

Many times, Independent Rental Owner's are stuck in the dark ages when it comes to efficiency tools running their properties and in Central Florida a IRO with only 6 total units, advertised 2 units available and from May 25<sup>th</sup> through September 16<sup>th</sup>, 2013 over 523 emails were recorded from people wanting to view the property information. These were the result of both online advertising on Craig's List as well as the [ANA For Rent Yard Sign](#) place in front of the building. By November, 2013, the website will allow a person who drives by a property that you own or manage on one side of town, see what other apartments you have available around other parts of town.

## To get started,

- 1) Go to: <https://www.myrentcomps.com>
- 2) Click on Map where the property is located and if it sends you to the local apartment association locate and click the Blue Market Survey Button to get to the \_\_\_\_\_ / MyRentComps login page.
- 3) Create a Free OMS User Account and once you enter your contact information, it will then let you add or connect to all of the buildings you own.
- 4) Once you have edited your property information, uploaded your photos and updated your current rents and vacancies you can then upload your rental brochure, application forms, and interior photos (on the Free Website Tab).
- 5) Once completed (it takes just minutes), you can then send all traffic from the ANA Yard Sign, Phone Voice Mail and other online Internet Listing Services to: [www.apartmentsnowavailable.com](http://www.apartmentsnowavailable.com)

Property Code: \_\_\_\_\_ (You Pick Code on MRC Free Website Tab)

- Tips:
- 1) Upload your rental Brochure, Application, and Interior photos on the MyRentComps Free Website Tab
  - 2) Always add this reference on Craig's List or other Internet Listing Service websites or message recordings...  
To see future availability, add your name to a waiting list, apply, or to download an application form, please go to:  
[www.ApartmentsNowAvailable.com](http://www.ApartmentsNowAvailable.com) Property Code: \_\_\_\_\_
  - 3) Schedule weekly reminders on MyRentComps (From Home Page) to update Rents and Vacancies and upcoming availability.
  - 4) Verify Market Comps through MyRentComps/Craig's list on regular basis to keep up with rent/market changes.

## Exhibit E - IRO Advantage

This 18" X 24" double sided full color rental sign is available for purchase by Local Apartment Associations, Suppliers, and Independent Rental Owners (IRO's) who use it to send traffic up to their free website at [www.ApartmentsNowAvailable.com](http://wwwApartmentsNowAvailable.com). Although IRO's get a basic account for free, it becomes a way to drive membership to the Local/State Apartment Association since the pricing for upgrade subscriptions (ie Deluxe and Premium accounts) was designed to drive membership ([CLICK](#) to See Subscriptions Upgrade Pricing).

With the Local/State Apartment Association Logo prominently displayed (bottom left) and Suppliers Sponsor Logo (Bottom Right), this is one of the few ways Local/State Apartment Association / Supplier Sponsors can be visible to other IRO's in local neighborhoods.

The Full Color Double Sided "FOR RENT" Yard Signs are now available in quantities from 5 and up. Significant price breaks are offered to members of their local apartment association and can be given to IRO's by Suppliers as a bonus for joining a Local/State Apartment Association affiliated with MyRentComps.

Suppliers who are members of their Local/State Apartment Association can also purchase signs with their logo bottom right at a significant discount and hand out to IRO's as sponsors. Supplier Advantage users who are Members of their Local/State Apartment Association can order Signs with their logos printed on them (100 minimum) for our cost (only \$5.25 each plus shipping). Click [HERE](#) to see Sample Letter to IRO from Sign Sponsor and click [HERE](#) to open for ANA Sign Order Forms for Apartment Associations Affiliated with MyRentComps.com

For more information, please email [Support@myrentcomps.com](mailto:Support@myrentcomps.com).

