

## Free Online Apartment Market Surveys Expanding Nationwide



By: Robert E. Smith, CCIM  
Smith Equities Real Estate Investment Advisors (SREIA) recently received Multifamily Executive Magazine's National "2008 Best Use of Technology" merit award for its



### MY RENTCOMPS.COM

and

### ApartmentNowAvailable.com

web sites.

SREIA has recently expanded the Orlando rent survey platform ([www.MyrentComps-AAGO.com](http://www.MyrentComps-AAGO.com)) for use by all Apartment Associations throughout the country. All apartment associations can now offer its members a rent survey tool that will allow its members to keep their rents current and pull rental comps on up to 9 surround-

ing apartments. A free additional benefit is that the leasing/property manager can now quit wasting time giving out the same market rent information over and over again. All market survey calls can simply be directed to the [www.ApartmentsNowAvailable.com](http://wwwApartmentsNowAvailable.com) password protected website. If your local apartment association is not participating,, just have them call us to find out how they can get started increasing membership by offering this valuable tool.

rental survey. They can then view the rent comp report by property or by unit type. All of the rents are then summarized by submarket for reporting of trends by the Apartment Association. If the property is located in Florida, it is likely already on the database so all you will need to do to log into MyRentComps is to make sure the we have a current email for the property. If you own or manage Properties outside Florida, you can now create an account and add your property and begin using

### WOW...it was so easy!

Here is what another property manager had to say:

“ WOW!!! Today 8/20/09 was my first time at updating and getting all my competitor's rates and it was so easy. Thank you for such a wonderful site loaded with information. ”

- Carolyn Makin Dalton Place



Are YOU taking advantage of our FREE online Market Survey yet?



### ApartmentNowAvailable.com

Have you or your property manager ever sent a prospective renter to an apartment marketing web site only to learn that once they were there, they ended up going to another property?

ApartmentNowAvailable.com was created to give small property owners the ability to give out the Property Code on the website that will allow them to see their property only. Once they log onto the site using your

unique Property Code, potential renters can see maps, photos as well as units that are now available for rent. They can download property rental brochures and application forms which will save the owner/leasing person both time and money.

All phone numbers, faxes and emails are to the property, not to some "third party". Instead of emailing or faxing the information, you can just send potential

### ApartmentNowAvailable.com

website immediately. As other local apartment associations come on line, the properties added will be transferred to the local association. To try out this free website, just go to MyRentComps.com and create a new account using your property email. Vendors can now create a Vendor/Other account and run market surveys (cont...)

### You keep your leads!

renters to:

### ApartmentNowAvailable.com

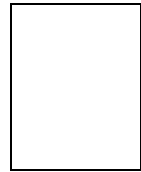
and have them enter the Property Code that you pick while editing the property on

### MY RENTCOMPS.COM

To see a sample, just go to [ApartmentNowAvailable.com](http://ApartmentNowAvailable.com) and type in the Property Code:

**Lake Lawsona.**

Sites Sponsored By:



To:

**Orlando Headquarters:**  
**350 East Pine Street**  
**Orlando, FL 32801**  
 Tel: 407-422-0704  
 Fax: 407-422-0705  
 www.SmithEq.com



www.MyRentComps.com  
 www.MyRentComps-AAGO.com  
 wwwApartmentsNowAvailable.com

*“Building a Portfolio of Trust, one Property at a Time”*

## Online Apartment Rent Surveys Expanding Nationwide (continued)

If you have multiple properties throughout the US, please contact SEREIA so that you we can assign a regional property manager status on your account. This will allow you to monitor all properties throughout the country under one screen.

When you pick your 10 rental comps and if you see that some of the property managers in your survey have not updated their rents in the previous 30 days, you will have a button on the rent survey that will allow you to email a request for them to update their rents for your report. There will also be a button to allow you to add an email if it is missing. After picking the 10 rental comps, you will be able to run a report sorted by apartment property or by unit mix. The report, by unit mix, will give you weighted av-

erage rents by unit type. You control whether you want to display the occupancy on rent surveys that show your property as a rent comp.

*New Feature: Some of your rent comps have not been updated in past 90 days? No problem. You can now update them yourself before running your reports.*

Reports can be also be customized to fit your individual needs.

*Robert E. Smith, CCIM is the founder and CEO of Smith Equities Real Estate Investment Advisors which was founded in 1990. As an apartment owner and investment advisor, he has designed these tools to help the property owners/managers keep current on market conditions. He can be reached at (407) 422-0704 X101 or rsmith@SmithEq.com*

ApartmentNowAvailable.com  
 Property Code: **Market**  
**APARTMENT FOR RENT**  
 (407) 644-0539

ApartmentNowAvailable yard signs available. Please call 407-206-3791 to order yours now.