

Online Apartment Market Surveys Gaining Momentum

MY RENTCOMPS.COM

Tired of wasting precious time getting rent comps?

OUTDATED

By: Robert E. Smith, CCIM

Tired of giving out market surveys over the phone? If your property is located in one of the 23 counties listed below, you can simply go to your local apartment associations website, edit your rents and occupancies and send any one who calls you for a market survey to your local apartment associations website. In late 2009, Tampa's Bay Area Apartment Association (BAAA),



teamed up with MRC to provide free market surveys to all properties in the 8 county area and in February 2010, MyRentComps joined forces with The First Coast Apartment Association (covering the Jacksonville market). Now MRC is assisting 5 major apartment associations in the collection and distribution of market information. This system allows the local apartment association to provide their members with one of the most notable: free "real-time" apartment rental comp reports. When local onsite apartment personnel log on and update their rents, occupancies, and

concessions, they're able to select up to nine comps around them and, with the click of a button, produce market comparable reports. The reports can either compare assets at the property level or they can be broken down by unit type. No longer do onsite personnel have to take all day collecting their market comp data. They simply log in, and provided their own information is current, they can pull comp reports in just a click of a button! This concept not only saves lots of time for onsite personnel, it saves time that others waste calling your property every week.

"Update your rents on Monday Morning and ask your 9 comps to do the same. You will then have your own survey complete with a click of a button. If anyone else calls you for the rest of the week, just send them to your local apartment association's website (Click Market Survey)."

Apartment Associations Currently Offering Free Online MRC Market Surveys			
Apartment Association	Counties Served	Properties	Units
Apartment Association of Greater Orlando (AAGO) www.aago.org	Lake, Orange, Osceola, Seminole, Volusia	733	171,094
South East Florida Apartment Association (SEFAA) www.sefaa.org	Broward, Miami-Dade, Monroe, Palm Beach	1,006	205,654
Bay Area Apartment Association (BAAA) www.baaahq.org	Citrus, Hernando, Highland, Hillsborough, Pasco, Pinellas, Polk, Sumter	963	194,492
First Coast Apartment Association (FCAA) www.fcaaonline.com	Clay, Duval, Flagler, Nassau, Putnam, St. Johns	462	87,753
Sun Coast Apartment Association (SCAA) www.scaafll.org	Brevard, Indian River, Martin, Okeechobee, St. Lucie	178	27,130
Total		3,342	686,123

ApartmentsNowAvailable.com **You keep your leads!**

WOW...it was so easy!

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 Dalton Place

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

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

renters to:

ApartmentsNowAvailable.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 ApartmentsNowAvailable.com and type in the Property Code: **1207.**

Place
Stamp
Here



Orlando Headquarters:
350 East Pine Street
Orlando, FL 32801
Tel: 407-206-3791
Fax: 866-206-5930

To: Property Manager/Owner

www.MyRentComps.com

wwwApartmentsNowAvailable.com



"In 2010, Just Log In"

Free Online Apartment Market Surveys Gaining Momentum (continued)

If you have multiple properties throughout the US, please contact MyRentComps 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 average rents by unit type. You control whether you want to display the occupancy on rent surveys that show your property as a rent comp.

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

Robert E. Smith, CCIM is the founder MyRentComps. 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

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