

# Marketing On The Internet

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## Key topics:

- Search for rental housing at [www.MichiganHousingLocator.com](http://www.MichiganHousingLocator.com)
  - Mark favorites and e-mail the list to a friend
  - Click “Rent Comparables Search” to generate a rent reasonableness report
- To increase leads
  - List your available rental housing at [www.rentlinx.com](http://www.rentlinx.com)
  - Click “Mark as current” to move your property to the top of the list
  - Add multiple photos, including interior photos. Take exterior on sunny days!
  - Include detailed property descriptions. At least a couple of paragraphs.
  - Always list the rent if possible or include details on qualifications.
  - Add links and attachments. Convert to pdf at [www.primopdf.com](http://www.primopdf.com)
- Receiving leads
  - Review your Michigan Housing Locator and RentLinx leads at [www.rentlinx.com](http://www.rentlinx.com)
  - Make sure your e-mail works, and call back ASAP.
  - Answer the phone! Ask, “Would you like to come see the property?”
- Post to craigslist.org, but beware of scams!
  - Never send money out of your account for overpayments by new renters
- Social media
  - Maintaining facebook, twitter, etc can help drive referrals.
  - You get out what you put in.
  - Tag your residents in photos!
  - Post status updates about your property: “Free cookies in the office!”
- Make sure to have a website!
  - Keep your availability updated (you can use RentLinx to do this!)
  - Cheap domains at [www.godaddy.com](http://www.godaddy.com)
- For even more leads, upgrade to RentLinx *Plus!*
  - Phone call tracking and recording.
  - Advertising on expanded network of premium pay-to-list sites.
  - Generate custom average rent reports.

\*Download the entire presentation at <http://news.rentlinx.com>