

Online Leasing and So Much More A Value Every Step of the Way

If you think VaultWare is just for people who want to lease apartments online, think again. VaultWare delivers value to property owners, managers and prospects at every stage of the search process. And with more and more people turning to the Internet as a primary source in their apartment hunt, you need to be ready with tools that offer convenience and information.

First, apartment hunters have become more sophisticated and more demanding in what they shop for and how they shop for it. People are busy,

Maximize Your Online Presence A Virtual Agent Working for You 24/7

To be competitive today you need an online presence. Whether advertising on Internet Listing Services or on your own website, VaultWare enhances your advertising effectiveness and starts closing the deal all at the same time. Here's how.

VaultWare is an award winning reservation system that allows property owners and managers to publish real-time apartment availability and specials online and receive apartment-

Key Features

- Universal "Check Availability" button
- Automatic online inventory management
- Central reservation system
- Unparalleled ILS distribution network
- Online pre-qualification
- Real-time specials
- Pop-up lead delivery window
- User-friendly VaultWare control panel
- Lead follow-up tools
- Usage and reservation reporting
- Integrated rental application

VaultWare delivers current information consistently and conveniently online. It arms you with a solution that makes you the preferred choice.

so convenience is crucial. It's a major factor in decision making and it explains why busy apartment hunters are turning to the web.

Second, we live in a world of unlimited choices. That goes for apartments, too, and with choice comes distraction. The winning choice is often the one that provides shoppers with accurate information easily and conveniently.

specific reservation requests from rental prospects. It allows prospects to pre-qualify and complete a rental application for the apartment of their choice day or night, from the convenience of their own computer. And, since VaultWare is compatible with the major property management systems, resident screening services and national Internet Listing Services, folding VaultWare into your marketing mix is effortless. Closing deals is inevitable!



**Winner of the 2004
Online Rental & New Homes
Inman Innovator Award**

Leverage the Value of VaultWare During Every Step of the Apartment Shopping Process:

	Step 1: Apartment Search	Step 2: Selection	Step 3: Leasing
With VaultWare:	You attract shoppers because your property stands out from your competitors. You get their attention with an "availability" button that gives them access to the information they want with a simple click.	You transform casual shoppers into serious prospects. VaultWare moves your property up their list as a finalist, influencing prospects to contact or visit your property.	You empower prospects to become applicants by giving them the ability to start the leasing process online, making VaultWare a powerful closing tool.
Without VaultWare:	You risk abandoning shoppers who demand instant, real-time information that increases your property's chances of being further considered. You lose control of their shopping experience and risk them wandering.	You add barriers to the shopping process and risk having shoppers stray from your Internet ad and your site to competitors who are offering more information and convenience.	You lose the opportunity to close the buying loop with prospects. You inconvenience prospects and restrict them to do business on your terms—by phone, in person or during your leasing office hours.
Backed by Research*:	79.6% of online apartment shoppers consider access to real-time information essential.	50% consider access to real-time information the most important factor in their selection process.	44.1% of VaultWare leads are generated outside of normal leasing office hours.

Apartment Shopping One – Two – Three

Step One: Apartment Search

Steer prospects to your property while they are searching. VaultWare's "Check Availability" button gets their attention. Then with a click, delivers the goods including amenities, specials

68.6% of prospects who pre-screen online become residents.*

and available apartments. VaultWare answers questions and eliminates uncertainty right up front.

Step Two: Apartment Selection

VaultWare helps your property make the short list, a critical next step in the process. The short list is the list of properties prospects will actually take their time to contact or visit. Content is the key to capturing prospects. VaultWare provides specifics on rates, specials and of course, the most important issue—what's available now!

Step Three: Apartment Leasing

Take serious prospects seriously. When prospects are ready to become residents, VaultWare is ready to take them to the next level of securing their apartment. VaultWare lets prospects become applicants with online

apartment leasing capabilities. They are able to reserve their apartment of choice. They can choose to pre-screen and even complete the leasing application. All online. All with the convenience prospects demand.

Ready to learn more about VaultWare and how it can help you maximize occupancy? Visit www.vaultware.com

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