



# Online Marketing for Multi-family Properties



SUHRCO manages a diverse portfolio of commercial and multifamily residential properties in the Puget Sound region. Established in 1973, the company employs more than 300 experienced professionals dedicated to meeting the management, leasing and brokerage needs of building owners, tenants, and condominium/homeowner association boards and owners.

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Using the Internet to market apartments and residential communities is nothing new. In fact, the online versions of apartment classified ads have been available for nearly a decade. But as cyberspace has grown and changed, we have seen many new technologies and marketing tools gain traction, from search engine optimization to social media. A typical website has evolved from an online brochure to a dynamic site with multiple uses. Unfortunately, the ever-changing nature of the online world makes it a constant challenge to keep up.

We have been researching and following trends in how potential renters use the Internet to research and ultimately make decisions about where to live. What we've found are several very smart companies that have built platforms and systems to help property owners and managers take the pain out of creating, maintaining and updating their own community website. Among the features that are readily available:

- website templates with maps, photos and online listings that are customized for each individual apartment community
- online rental applications that a potential renter can fill out in minutes and submit to the screening company
- secure pay portals for residents who like the convenience of paying their rent online
- online maintenance and work orders that residents can fill out and track the progress of their order
- residents can sign up for their utility/cable services online

How does this level of functionality help market individual properties? For one thing, the more traffic a website receives, the higher its ranking in search engines such as Google, Yahoo and Bing. While renters will continue to search online classified websites such as Rent.com, ApartmentGuide.com and Craigslist, they are just as likely to use search terms such as "apartments for rent in (city name)."

(more)

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## **Online Marketing for Multi-family properties – Page 2**

A highly-used apartment community website in that specific city could be ranked higher in a Google search and showcase a specific community rather than a list of properties (and competition) that the online classified search would produce.

Of course with Facebook, Twitter and other online communities that we have yet to imagine, the world of online marketing will continue to evolve.

If you would like to talk to us about how we can help choose the right tools or website platform to help get your residential property noticed, please contact Rob Kellum at 425-451-0900 or [robk@suhrco.com](mailto:robk@suhrco.com).