

Now that you're using the industry's premiere online leasing solution, we wanted to share with you some ways to maximize your online leasing results. Some of these ideas are VaultWare "originals" while others are in use today by our customers who have shared how they are getting outstanding results. Take note VaultWare users, try these Best Practices and watch your business grow!

Best Practices

1. **Get your staff trained** - VaultWare is easy to use, but a little training can go a long way to making you successful with VaultWare. Our Account Managers conduct a one hour online training webinar twice a week. If you're just getting started with VaultWare, all of your leasing staff should attend a session. And don't forget to include VaultWare training in your new employee training practices. To sign up for a training webinar, send an email to AccountTeam@vaultware.com.

You can also find brief video tutorials on how to complete the most common tasks with VaultWare: <http://www.vaultware.com/training>

2. **Activate your free advertising** - You get free advertisements on Google Base and Oodle.com simply by being a VaultWare customer. But you have to activate this feature first. It's simple, open the VaultWare Control Panel then click on "ILS Selection" and then under the "FREE Online Listings" section click on "Click here to activate." Fill out as much information as you can on the form (especially a property picture!), the more information you provide Google and Oodle, the more apartment hunters they can connect with you!
3. **Use an Internet Special to Promote Online Pre-Qualification** - Your Internet Special should encourage your prospects to screen themselves online. We've found in study after study that screened VaultWare reservations turn into leases twice as often as unscreened reservations. Giving your online prospects an incentive to prescreen themselves just makes sense!
4. **Integrate your Corporate and/or Property Website with VaultWare** - Our team will work with your web/IT team to get VaultWare integrated seamlessly with your website. Our customers have found that adding VaultWare to their website gives them a highly effective closing tool that makes leasing more apartments easier and gives your customers the information they need to make a decision about their new home.
5. **Promote Your Online Leasing Capabilities, Everywhere** - Once you've got VaultWare integrated with your website, it's important to let your customers know that you are making it easy for them to lease! It shouldn't take more than 3 clicks to get to the VaultWare Check Availability pages, it's the information on those pages that your customers are looking for!

You'll notice that all of these marketing ideas hinge on getting VaultWare integrated with your property website. Once you put VaultWare on your website you can:

- **Use VaultWare as a closing tool** – Create a business card or flyer with the name of your property, your website and a blank space for a unit # so that when prospects visit your property but don't lease, your leasing agent can give them that card and tell them to check availability, pricing and reserve that unit online when they go home.
- **Stop worrying about missing phone calls** -- Change your outgoing voicemail – When your leasing agents are away from the phone, showing a unit, or when your leasing office is closed, you are missing potential sales. With your website promoting your availability, updated rates reservations and specials simply change your outgoing voicemail to encourage prospects to check availability, pricing and reserve their next apartment online.
- **Add your website link to your email signature** – promote check availability and reserving an apartment online in your emails too.
- **Put a sign on your leasing office door** – When prospects visit your property and your office is closed, let them know they can check availability, pricing and reserve an apartment online by putting your web address and some simple instructions on your office door.
- **Capture more drive-by traffic** – Put a sign with “Reserve your Next Apartment Online” followed by your web address outside for drive-by traffic.
- **Be sure your print ads promote your website** – Because your website is now interactive and content rich, drive as much traffic as possible to it. Your prospects should be encouraged to use your website as much as possible to check availability, reserve and pre-screen.
- **Improve your Internet Listing Service ads** – If you are running a special on your ILS advertisements, make it so the prospect has to “check availability” to find out more about the special. It's a teaser to get them to click to find out more about your property.