

**news**

For Immediate Release

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## **vFlyer and VaultWare Partner to Provide Integrated Craigslist Services for the Apartment Industry**

**November 3, 2009, San Francisco, CA** – Today, vFlyer announced a version of its award-winning classified advertising services developed specifically for apartment owners and managers. The vFlyer-VaultWare version will incorporate the automatic content updating and online availability and reservations functionality of the VaultWare solution provided by Realty DataTrust.

The alliance between vFlyer and VaultWare makes it even easier for property managers to promote their available apartments on Craigslist, as well as other online marketplaces where vFlyer automatically submits listings. Individual flyers will automatically be created for each floor plan offered by the property based on a content feed from VaultWare. Pricing updates and content changes made within VaultWare will automatically be applied to the flyers daily. The flyers and the Craigslist-compatible HTML code generated by vFlyer will also include a link for users to check availability, reserve, and pre-qualify for apartments online via VaultWare directly from Craigslist.

The vFlyer Classified Marketing Solution stands out from its peers in the following ways:

- **Branding** – custom, branded themes can be easily created and applied to advertising content
- **Agency Edition** – accounts can be set up and assigned to community personnel
- **Management Oversight** – corporate standards can be set up and enforced by the system
- **Craigslist Content** – ten attractive layouts for Craigslist content
- **Social Media** – a library of widgets is available; integrations with Facebook and Twitter

“This partnership is a win for both our property management clients and people looking to find a new apartment,” said Aaron Sperling, CEO/President of vFlyer. “This integrated offering saves time and ensures accuracy in the online advertisements. In addition, it simplifies the process to check availability and reserve an apartment.”

“The volume of renters viewing availability on Craigslist increased seventy percent (70%) last quarter making it a key advertising source for many property managers,” said Mike Cornell, COO of Realty DataTrust. “Providing Craigslist users with access to the detailed availability and pricing information they want, along with the convenience to begin the leasing process online, dramatically increases lease conversion.”

Property management companies can sign up their apartment communities for the vFlyer-VaultWare classified advertising solution at [www.vflyer.com/vaultware](http://www.vflyer.com/vaultware).

### **About Realty DataTrust Corporation**

Realty DataTrust Corporation, located in Scottsdale, Arizona, offers online leasing solutions for the multifamily housing industry that help consumers reserve apartments online and increase a property's efficiency and occupancy rates. Over 120 management companies throughout the United States, from small property management companies to some of the country's largest real estate investment trusts, use the award-winning VaultWare check availability and reservation system. VaultWare lets online consumers easily find, reserve, and pre-qualify for an available apartment instantly to deliver apartment management companies the highest-qualified prospects possible. PadZing.com, an apartment market trends division by Realty DataTrust, gives apartment owners, marketing executives, and apartment brokers vacancy and rental rate data to help create forecasts, compile customized data trends per geographic region, and analyze trend data to make daily business decisions. To learn more about Realty DataTrust, visit the company's website at [www.realtydatatrust.com](http://www.realtydatatrust.com).

#### **About vFlyer, Inc.**

Based in San Francisco, California, vFlyer is an award-winning, online classified ad and content creation, management, and syndication platform. In just a few minutes, sellers can create professional, eye-catching ads to better promote their products or services. vFlyer has raised the bar on the distribution of a seller's online ads with its "create once and post everywhere" capabilities that include RSS-based distribution to relevant blogs, websites and classified ad marketplaces. vFlyer also generates compatible content for [Craigslist](http://Craigslist) and [eBay](http://eBay). This ad syndication, coupled with its extensive Widget Library and SMS and mobile capabilities, makes vFlyer an invaluable resource for online sellers. For more information, please visit [www.vflyer.com](http://www.vflyer.com).

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