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Apartment Associations Nationwide

Subject: White Paper-MyRentComps.com (MRC) – ApartmentsNowAvailable.com (ANA)

To Whom It May Concern:

This white paper describes how MRC and ANA can add valuable services and benefits to your local Apartment Association, member apartment communities and independent owner membership.

The service and the benefits of these programs to the local association membership are “Free” and can generally be discussed as two topics. First, MRC is designed to provide any apartment manager and/or owner a free state-of-the-art online, automated, real-time competitive rental market information system. Second, ANA is a free website to send potential renters and/or market researchers to that can show property information and available units. These websites can show potential renters pictures of available units, when they will be available, current rents, general property information, and also have the capacity to allow managers and/or owners to upload brochures, application forms or anything else they would like to present potential renters.

The intuitive nature of these websites allows users with very minimal computer skills the ability to navigate and add or remove information with just a “click of a button”. This is a great feature that really opens this platform up to apartment managers and owners (specifically the independent owners) that do not have the capital, technological ability, or time to keep up with other currently available website technologies or rental comp programs.

MRC was designed as an automated Internet based (website) rental and occupancy collection system that provides, apartment managers, regional asset managers and independent owner/managers the ability to obtain real-time access to the rents and occupancies of competitive properties in their markets.

ANA is another website that provides the same apartment managers, regional asset managers and independent owner/managers the ability to use the same information inputted into MRC and other information they add (pictures, application forms, brochures, etc.) to create a free website that they can direct potential renters or people doing market research/surveys to. Potential renters or market researchers would then be able to see the property information they need and ANA then frees up time for people onsite.

As most managers or owners need to do local “market surveys” on a weekly or monthly basis of their competitive properties, MRC will allow properties within each others’ competitive group to update information on a weekly (or whenever they wish) basis online within seconds, and then all the competitive properties can instantly get competitive information with literally, a click of a button.

**www.MyRentComps.com**  
**350 East Pine Street**  
**Orlando, FL 32801**  
**(407) 206-3791**

MRC, which is being used in other markets of Florida, has been estimated to save companies approximately \$4,500 per year, just in time and effort spent in doing weekly market studies. The cost, time and technology of hosting, maintaining, and running a website for a property will have various levels of financial impact on properties based on the level of quality of the website and the property personnel's technological ability to maintain the site.

MRC and the ANA website are both FREE service, so there is a positive financial impact on the local apartment association membership, regardless of their current annualized costs for these things. For properties that want to have their own website, the ANA website is just another tool they can use.

Along with the above service and benefits that MRC and ANA would offer current members as an "enhancement or addition to current member services and benefits", their practical usability and cost effectiveness are sure to attract new members, especially the independent owners. MRC and ANA offer current and new members is an important addition to the local apartment associations' repertoire, as membership numbers have been suffering as the economy has faltered over the last year or so.

These sites are powered by AMECS.com. AMECS stands for Advanced Multifamily Evaluation and Comparison System. MRC and ANA will be powered by amecs.com (<http://www.amecs.com/powered-by.asp>) which is a website that explains what they are, who is using them and the links to associations that are using them.

As we do for the Apartment Association of Greater Orlando (AAGO), we will be faxing all of the properties in your coverage area once a month with a reminder to go to the website to update rents and occupancies. These faxes will go to all members and non-members at our expense. This will put your association, through the fax, in front of all multifamily rental properties within your area once a month, and direct them to your website to use MRC through a link or to go to [www.myrentcomps.com](http://www.myrentcomps.com)-Your association initials (same website, 2 different ways to get there.)

Please let me know if this adequately describes the benefits and service that MRC and ANA provide to your local apartment association, and if there is any further information you would like me to provide.

Geoffrey M. Harlan  
MyRentComps.com

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