



NEWS FOR IMMEDIATE RELEASE

MyRentComps Founder Secures Online Market Survey Patent for Apartment Industry

ORLANDO, FL (May 9, 2014) – Robert E. Smith, CCIM, Founder of Smith Equities Real Estate Investment Advisors (SEREIA) and MyRentComps (MRC) has been granted a utility patent by the U.S. Patent and Trademark Office for conducting online apartment market surveys. This market survey tool benefits apartment owners, managers, suppliers and prospective renters with real-time rent and vacancy information.

U.S. Patent Number 8,688,740: system and method for the maintenance and management of commercial property data; took just under 9 years from the time of application until final approval. The patent covers the process where an email can be sent from the [MyRentComps](http://MyRentComps.com) system or from another person in an associated comp group to a property owner or manager with a request to update their current rents and vacancies. MyRentComps.com provides user logins to a comprehensive system where market survey information can be updated to redeem 4 free comp reports on 10 surrounding properties. Each registrant also receives a free, password-protected, property website through [ApartmentsNowAvailable](http://ApartmentsNowAvailable.com). This personalized online platform connects prospects looking to rent an apartment with all apartments listed under the registered property owner or manager and offers options to schedule an appointment to view the apartment, join a waiting list, see apartments coming available, and even apply online. Additionally, online market survey registrants receive a complimentary website called [MyApartmentRent](http://MyApartmentRent.com) where existing residents can pay rent online to avoid late fees.



“With a background in apartment brokerage and ownership, I wanted to level the playing field between the small and large apartment owners so built a system to accomplish this” stated Mr. Smith. “Users who update their rent and vacancy information, through the online market survey, can access cutting edge productivity tools,” he said. “We have leveraged the patented system so owners can share rent and availability with a prospective renter and capture their “guest card” in the process. Once logged in, a prospective renter can see all units the owner has available in all of their properties they own. They then can, schedule an appointment to see a particular floor plan, join a waiting list on a unit coming available in the future and even apply on-line. These tools will help improve the cash flow on the property so if the owner decides to refinance or sell, they can maximize the returns on their investment,” Smith added.

About MyRentComps:

MyRentComps is a national, award winning, patented and free online market survey tool that allows participants to share their rents and vacancy to other leasing offices around them while sharing the same information to potential renters through its ApartmentsNowAvailable website. MyRentComps allows apartment owners and management to automatically connect to one of over 100,000 apartment properties in the nationwide database and add additional properties once they log in. In order to keep up with current market conditions apartment personnel spend countless hours each week in attempt to contact similar properties. MRC offers the first solution to this issue by transitioning market surveys to an online platform. All of the information provided on the market survey then is available on ApartmentsNowAvailable.com (for prospective residents who have been given the unique property code) and MyApartmentRent.com (for current residents to pay rent online and upload photos documenting their maintenance requests).

Management Companies and Product or Service Providers can have their own Co-Branded Online Market Survey powered by MyRentComps for a monthly subscription. Product or Service Providers who need "Real Time" access to property and management information can access the live database through the "[Supplier Advantage](#)", a subscription based CRM service that offers real time access to the properties and people who purchase their products or services.

MyRentComps has also partnered with over 25 local and state apartment associations across 12 states to deliver the free online market survey to both members and non-members of their apartment associations.

About Smith Equities:

Founded in 1990, Smith Equities Real Estate Investment Advisors (SEREIA) is a "boutique" multifamily real estate brokerage firm that uses its own proprietary industry-leading technology and experienced senior multifamily real estate advisors to represent its clients' needs. SEREIA is a leader throughout the Southeast with investment sales and financing of over 27,000 apartments in over 200 deals. Its founder, Robert E. Smith, CCIM, also founded the website known as MyRentComps.com.

For more information, please visit www.myrentcomps.com or call Robert E. Smith, CCIM at (855) 206-3791 (ext. 101).

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