Apartment Complex — Strategy Document

ENTER UNLIMITED UNIT DESCRIPTIONS FOR FREE

As an Apartment Complex, you can, enter at no charge, an unlimited number of "summary" postings of your units into Every.CITY. They can then be searched in EveryCity.APARTMENTS, a Specialty Website of Every.CITY. And your units can be searched at both the city and county levels. You are NOT entering which units are available, only the types of units you have. Entering your information is very quick and easy, and most of the data entry is selecting from simple dropdown boxes, entering the price, summary text into a small free-format description text box, and uploading a single picture.

RESIDENTS CAN SEARCH COMBINED APARTMENT UNITS

Local site visitors will be able to select their criteria using the APARTMENT SEARCH box on the right, which is on each city and county Home Pages for about 30,000 cities and 3500 counties. The site visitor will then be presented with a list of matching Units from all Apartment Complexes that have entered their Units. The results (example below) will contain a single image, key data, a link to the Apartment Complex's website, and a View More Details link to another web page if it was added to the summary. For example, if your company website contains descriptions of the Units, the View More Details button could take the visitor directly to that page of your website. Again, you are not managing vacancies, you are only providing descriptions of the types of Units you have. For example, if a site visitor is looking for a two bedroom, Apartment with a garage, and you provide that type of Unit, your entries would be displayed. And generally, unless you add or delete Unit types, you will only have to enter your information once.

RESIDENTIAL

3820 KERBY LANE, MOAB, UT 84532

◉ View More Details

◉ Posted By: Anasazi Realty

$349,000.00

BEDROOMS: 3+
BATHROOMS: 2
BASEMENT: NO
GARAGE: 2 CAR
SQUARE FEET: 1000+
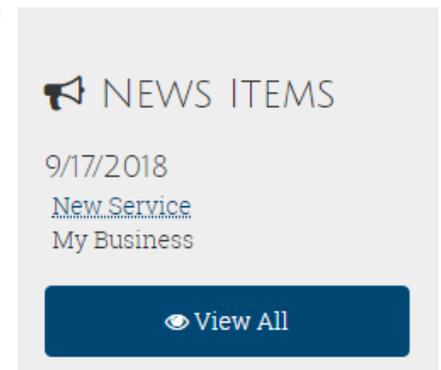LOT SIZE (ACRES): 1+

Listing #1530131

Beautiful and private shady oasis in the Moab Valley. Come see this mini farm in the valley with outbuildings, mountain view and lots of shade trees. Inside you have 3 bedrooms, 2 baths, & large master bedroom. Shady southern exposure covered patio is on the back of the home and in the front you will be greeted with a private courtyard with a beautiful setting of plants and flowers. This 1985 Manufactured home has been completely remodeled inside and out and is on a permanent

WHERE WILL THE WEBSITE TRAFFIC COME FROM?

Every.CITY includes 20 Specialty Websites for each of about 30,000 cities and 3500 counties that individually cover healthcare, family, pets, tourism, vehicles, restaurants, real estate, yard sales, B2B, home services, and more, with information generated by and pertinent to each local community. When a Resident comes to the suite of Every.CITY websites, they will most likely look around and discover a very valuable resource in the 21 websites, and return on a regular basis. Free educational games like MathForPrizes are also included. And even if your community has not yet come onboard, someone from a neighboring city or county using Every.CITY may expand their search to your city or county and find you.   Finally, approximately 30 percent of all ad revenue from Every.CITY and the Specialty Websites will be spent on social media and other media ads directed to the specific city or county where the ad was placed.

Additional benefits to adding your Realtor business into Every.CITY:

1. **DIRECTORY LISTING** — when you add your Realtor business to Every.CITY, and select Realtors as your Business Category, you will also be added to EveryCity.REALTY. Your listing will include a link to your website, if you have one, a Google map, clickable phone link for mobile devices, and more. Also, if your local Chamber or other association participates in Every.CITY, your business listing will also include the association's logo if you are a member.

2. **DISPLAY YOUR NEWS ITEMS ON CITY AND COUNTY HOME PAGES** — you can post your News Items, Open Houses, all for free. And your postings will be displayed on your city and county Home Pages of Every.CITY, as well as the Specialty Website, EveryCity.REALTY. As part of those Home Page postings, your business name will be displayed, and will include a link to your website. This opportunity enables you to keep your business name in front of your local Residents. Consequently, you should push yourself to do this on a regular basis. For example, a News Item could be about a new employee and their background, or a new service you are offering, News Items remain active for 15 days, so you should add postings every two weeks to take advantage of this opportunity.

    📢 NEWS ITEMS

    9/17/2018
    New Service
    My Business

    👁 View All

3. **DISPLAY YOUR BUSINESS HOURS** — In addition to displaying your Business Hours, you will also have the ability to dynamically post "modified hours" whenever inclement weather or other circumstances occur.

4. **EXPAND YOUR EXPOSURE** — if your business serves multiple cities or counties, or if you want your business listed in multiple Business Categories, you can add these for a very small monthly or yearly fee.

5. **RECEIVE AND RESPOND TO FREE LEADS —** Local Residents have the ability to submit "Quote Requests" indicating their desire for more information, or their interest in buying a new home. For example, a Resident could complete a form describing what type of home they are looking for and submit it to all Realtors, and you would be able to compete for their business.

6. **VERY LOW COST, FLEXIBLE, SELF-MANAGED ADVERTISING OPPORTUNITIES** — you can place advertising graphics on Business Category pages, or on the Home Pages for your city or county, either in Every.CITY, or in the 20 Specialty Websites. The advertising process is available to you on-line, 24/7. Also, you will have the ability to change your graphic, as often as you like, as well as the website address that will be displayed when someone clicks on the graphic. Advertising fees on Home Pages are based on the number of current advertisers, with the first advertisers paying lower fees than the subsequent advertisers. Also, Home Page advertising rates are based on the city or county population "Tiers." Advertising fees can be paid by the month or by the year, and are $9.95 per month for a Business Category Page, or start as low as $100 per year for a Tier 1 Home Page ad. Your ad can be used to display your most recent property listing, with a link to a more complete MLS description on your own website, or you could change the graphic to match the property listing you are currently promoting.

7. **NEED A WEBSITE?** — if you do not have a website where residents can browse your property listings, you can get one from us for a one-time fee of $100, plus a $10 per month hosting fee. Your $100 website is specifically designed for a Realtor. When you enter your property listings, your listings will appear in both your own $100 website as well as EveryCity.REALTY. Also, your News Items and Open Houses that are displayed on the Home Pages of your city and county in Every.CITY, and EveryCity.REALTY, will also be displayed under your Listings in your own $100 website. And it can be LIVE in less than 24 hours! Call us to get started.

8. **QUICK & EASY DATA ENTRY** — the really good news is the processes above are extremely quick and easy to complete. Once you join for free, and Sign In, there will be a growing list of tutorials and FAQS to help make it as easy as possible. But if you have any questions, we are here to help you. Some sample screens are shown below that show a screen for adding a News Item or part of the screen for posting your Business Hours.

9. **BUILD AND STRENGTHEN YOUR LOCAL COMMUNITY** — in today's world where local communities are threatened by national and world-wide businesses that are capturing the markets, it is very critical that we do everything we can to support the development and growth of local businesses and communities.

How to add your Realtor business…

1. Go to Every.CITY
2. Click Join, and select "Business & Organizations"
3. Select the General Business Group of "Real Estate & Construction" and select your State
4. Select the Business Category "Realtors"
5. Select your City Locale and County Locale. Your Locale selections should be the physical location of your Realtor business, or if your City is not included in the dropdown list, select the closest City in the list.
6. Complete and submit the form.
7. Your assigned User ID and password will then be displayed, which you can change if you like after Signing In. Since Business Owners are also Residents, this User ID and password will actually be your Resident User ID, and you will then be able access your Business membership through your Resident membership.
8. You will also receive a confirmation email containing a link to click to confirm your account. You need to complete this confirmation step in order to post items. If you do not receive this email, please check your spam folder. If it is not there, please add support@every.city to your safe senders list, and retrigger the confirmation email by Signing In and clicking the "Resend Confirmation Email" link when attempting to post an Item.
9. When you Sign In, you will be signed into your Resident account, and you can access all your Business "connections" by clicking on the "Display My Business Connections" button at the top of your Resident Admin screen.

RESIDENT DASHBOARD
(JOHN DOE)

MY ACCOUNT

Display My Business Connections	
My Profile	Set Default City
Change My Password	Return to Every.CITY public website
My Quick Links	My Merchant Requests
My Home Page Specialty Websites	My Yard Sales
My Application Members	My Classified Ads (Not yet Active)
FAQs For This Section	

10. Before going to your Business Connections, please take a few minutes and set up your Resident profile.
    ⇒ **Profile and Password:** Self-explanatory
    ⇒ **Quick Links:** Customize your navigation links to enable you to quickly switch between Cities or Counties.
    ⇒ **Specialty Websites:** customize which ones are displayed after you Sign In.
    ⇒ **Application Members:** Create accounts for your children, etc. to run built-in applications like MathForPrizes.
    ⇒ **Default Location:** This is the City for your Merchant Requests, and where your Yard Sales and Classified Ads will be displayed. The Default Location setting should not be confused with the ability to specify the starting location of Every.CITY, and for each of the Specialty Websites. For example, you can set EveryCity.RESTAURANTS to begin at a specific City by checking the designated box after selecting your State and then City from the EveryCity.RESTAURANTS Home Page. You can select a different city to begin at for EveryCity.FAMILY the same way. Once you select your Default City, that button text will change to the City name for quickly returning to the public website.
    ⇒ **Merchant Requests:** This is where a Resident, including you, can submit quote requests for products or services to all businesses within a specified Business Category located within their Default City. For a business to receive these free Leads, they must indicate their willingness to receive Leads in their Business Admin Pages. Consequently, you should go to your Businesses Connections, click the "My Sales Leads & Questions" button and check the box indicating your willingness to receive these free Leads, so your Realtor business will be included in the requests for specific new or existing property listings your local Residents are interested in.
    ⇒ **My Yard Sales:** Post your Yard Sales here, and they will be displayed in your Default City of EveryCity.FORSALE

Once you finish your Resident Admin activities, click the "Display My Business Connections" to proceed.