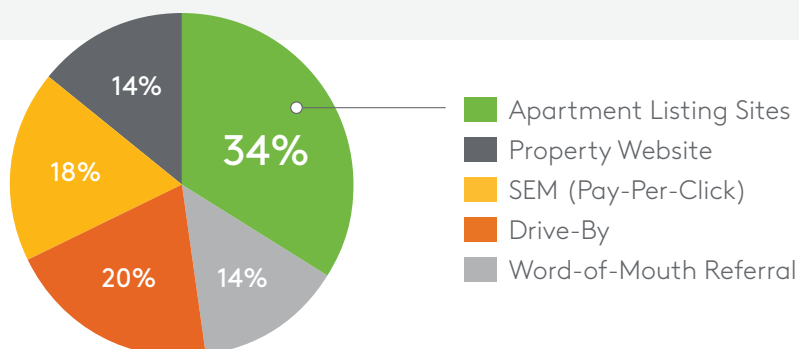
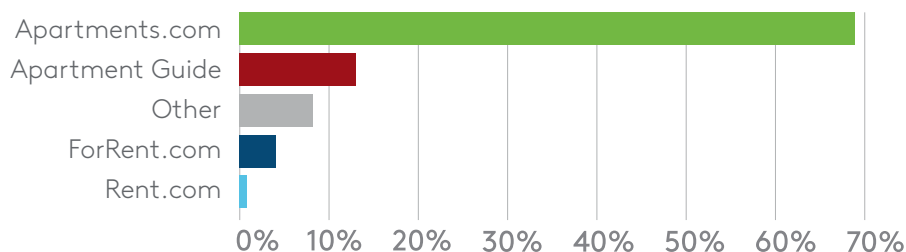


We surveyed 2,400 property managers about their digital marketing habits.*
Here's what we learned.

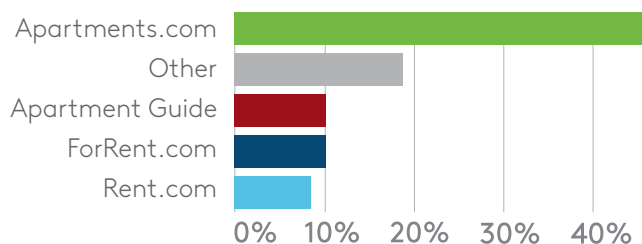
1. Apartment listing sites produce the highest lead quality.



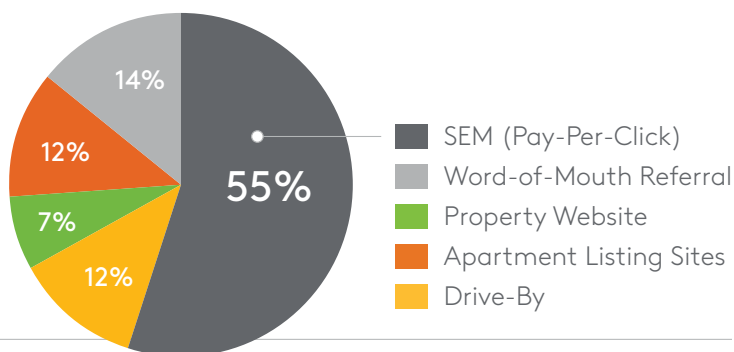
2. Apartments.com delivers the highest quality by a wide margin.



3. Apartments.com overwhelmingly delivers the lowest cost per lease.



4. SEM (Pay-Per-Click) produces the lowest quality of leads by far.



Here's what property managers are saying about Apartments.com:

"Since we started using Apartments.com we have had more traffic and higher quality leads."

— Vanessa Hernandez, Westbury Apartments

"We are extremely pleased with the number of qualified leads we receive from you! Excellent results for a reasonable investment. Love the detailed, easy-to-read reports. Even though we are a small property/company, our sales rep, Lori, treats us like we're her biggest customer! So attentive, helpful and just a real pleasure to deal with!"

— Suzy Anderssen, Sunwood Apartments

"Your Rent Survey report is one of my most helpful tools. The neighborhood information you have on the site is great for prospects. The new my media option is awesome too!! Thank you!"

— Kimberly Nolan, Arcadia on 49th Apartments

"We want to thank you for being a great resource and bringing in so many great leads for our leasing department."

— Joan Dennis, Core 3 Property Management