The Leader In Rental Marketing Solutions.

RentPath A REDFIN COMPANY | rent.com Apartment guide Rentals.com REDFIN

RentPath Knows Renters

The RentPath Network sees over 10 million unique visitors each month[1].

Through ongoing renter research, we leverage deep user insights to deliver best-in-class solutions that help you maximize revenue at all stages of the renter journey.
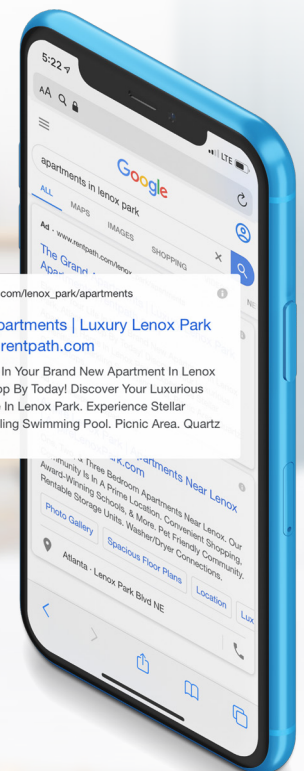
A one-size-fits-all marketing plan is not suitable for today's competitive landscape. Our solutions allow customization for a maximum ROI. Explore our crafted lineup of specifically designed products and services to provide an ideal solution unique to your challenges.

The RentPath Network includes these leading rental listing sites.

rent.com® Apartment guide® Rentals.com® REDFIN®

72% of renters use an Internet Listing Site during their search[2] for a new home. Each site on the RentPath Network connects you to a unique in-market audience, and on average, 50% of RentPath's unique visitors don't visit Apartments.com's network.[3]

Social Ads Express™

Hassle free paid social ads.

- Effectively target in-market renters searching for a home in your local area
- Go live in 24 hours with an eye-catching ad created from your listing data
- Receive seamless Facebook and Instagram lead delivery with our automatic PMS population
- Boost your ROI. You would have to spend 50X more[4] with another provider to get in front of the same actively searching audience

Social Ads PRO™

Custom-fit paid social ads with a dedicated social analyst.

- We buy on your behalf and send consumers directly to your property website
- Unique visibility into the consumer audience
- Comprehensive reporting
- Seamless lead delivery right to your lead management system
- HUD-compliant ads

Search Ads Express™

Seamless ILS powered pay-per-click campaigns.

- Campaigns are typically built and go live within one week
- Your listing data is used to ensure that campaign information, such as pricing and amenities, is always up to date
- Easily access campaign performance reporting in your My.RentPath dashboard

Search Ads PRO™

Refined pay-per-click marketing with a dedicated campaign analyst.

- Custom reporting via site tagging
- Ad customization
- Account optimization performed by one of our analysts

Contact Center Express™

Cutting-edge intelligent assistant to qualify and convert leads.

- Never miss an incoming web chat
- Immediate response to renters around the clock
- The quick and easy set up can have you up and running in 48 hours

Contact Center PRO™

24/7, live agents answer your missed calls and live chat.

- RentPath's 24/7 virtual leasing center
- Appointment setting
- Marketing source tracking and lead scoring
- Call tracking and recording

Reputation Express™

Effective online reputation and social media presence management.

- All-in-one, self service dashboard so you can manage everything onsite
- Boost your online ratings
- Protect your online reputation
- Build your social media brand

Reputation PRO™

Outsource your reputation management and social presence to our team of experts.

- Respond thoughtfully to your reviews within 48 hours
- Write and promote local and community content for your social media channels
- Survey your residents to gauge their satisfaction and obtain more positive reviews

LeadMail™

Target renters looking to move to a specific geographic area with LeadMail™, the industry's only targeted email advertising solution.

- Boost leads during a dip in occupancy
- Advertise rent specials or on-site events
- Drive awareness while leasing up a new property
- Receive a click-through rate of 22% higher than the industry's average[5]

Media Center PRO™

Streamline renter communication with marketing automation and text and email campaigns.

- Mobile-optimized email templates
- Two-way text messaging managed from an easy-to-use, interactive dashboard
- Multimedia library that includes text templates
- Eye-catching flyers for use onsite

RentPath Display™

A sophisticated banner and video advertising solution.

- Reach users throughout the renter's leasing journey
- Invite previous visitors to your website back for another look
- Highlight your property to an in-market renter audience

RentPath Geofencing™

Location-based advertising that reaches renters based on places they've visited.

- Target in-market renters with a drawn barrier around local businesses and points of interest
- Increase brand awareness within your community

Choosing a marketing partner is a big decision. Place your trust in an established marketing partner with proven success.

Founded more than 40 years ago, RentPath is the leading provider of digital solutions for the rental real estate market. We offer a superior ROI based on cost per lead and have seen tremendous growth in all areas to drive the success of your business.

- Leads per Property is the **HIGHEST** it has been in over 6 YEARS,[6] with **54% YoY growth**.[7]
- Cost per Lead is at an **ALL TIME LOW**.[8]
- RentPath Visits are at an **ALL TIME HIGH**.[9]

Visit us online at RentPath.com or call us at 877-394-9599.

SOURCES
1 comScore, May 2020 - April 2021
2 RentPath Renter Survey 2021
3 comScore, 6 mo average (November 2020 - April 2021). Based on comScore, 6-month average (November 2020 to April 2021). RentPath Network vs Apartments.com Network (excludes syndication).
4 Based on census.gov population statistics and RentPath's 2021 Renter Survey data. Assumes a 12-month average lease duration, renter population that is 18+ years old and the same pricing offered across social ad providers.
5 RentPath internal data, Oct 2020 - Apr 2021 as compared to Campaign Monitor Email Marketing Benchmarks 2021.
6 Internal Data: 12-month average Jan 2014 - Apr 2021
7 Internal Data: 12-month average May 2020 - Apr 2021 vs May 2019 - Apr 2020
8 Internal Data. 12 mo avg. Cost per lead between Jan 2016 and Apr 2021
9 comScore: 12-month average (May 2020 - Apr 2021). Looking back to 2014