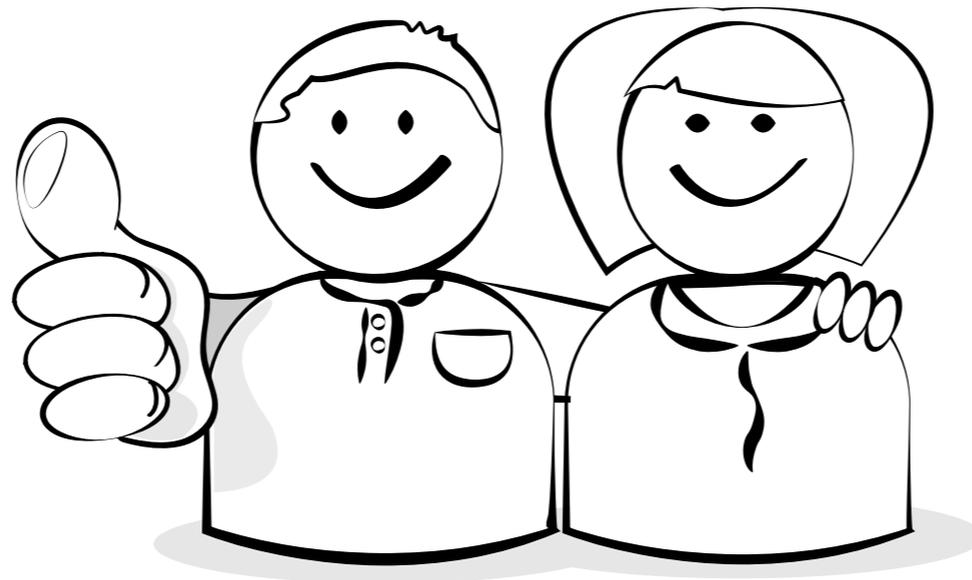




# Bob & Sally's



APARTMENT  
ADVENTURE

# Meet Bob!

Bob's looking for an apartment



11:00am

# Search Stats

A Broad Online Presence is more important than ever



<sup>1</sup> ILS sites and Management company websites were accessed in the apartment search

**79% & 78.5%**  
Respectively

<sup>2</sup> ‘apartment for rent’  
is searched globally

**9,140,000**

times each month;

“Toronto Apartments is searched 165,000 times each month.”  
Yonge Eglinton Apartments is searched 1900 times.

<sup>5</sup> Apartments are most often searched online,

**Monday & Tuesday**

Peaking between the hours of

**11:00-4:00**

<sup>1</sup> Renters rated photos 

**4.62** out of **5**

While current vacancies rated 4.61

**11:00am**

**While on lunch, Bob spots a great building**  
He looks up more details on his mobile phone...



**12:30pm**

# The mobile search

The Single Most Important Marketing Tool of the Future



<sup>1</sup>

**69%**

of prospective renters will drive or walk potential neighbourhoods looking for their next home

<sup>4</sup> Mobile search has grown

**400%**

in the last year

<sup>1</sup> Of over 5,000

residents surveyed, 87% currently own a smart phone. Among those 62% own an iPhone or an Android

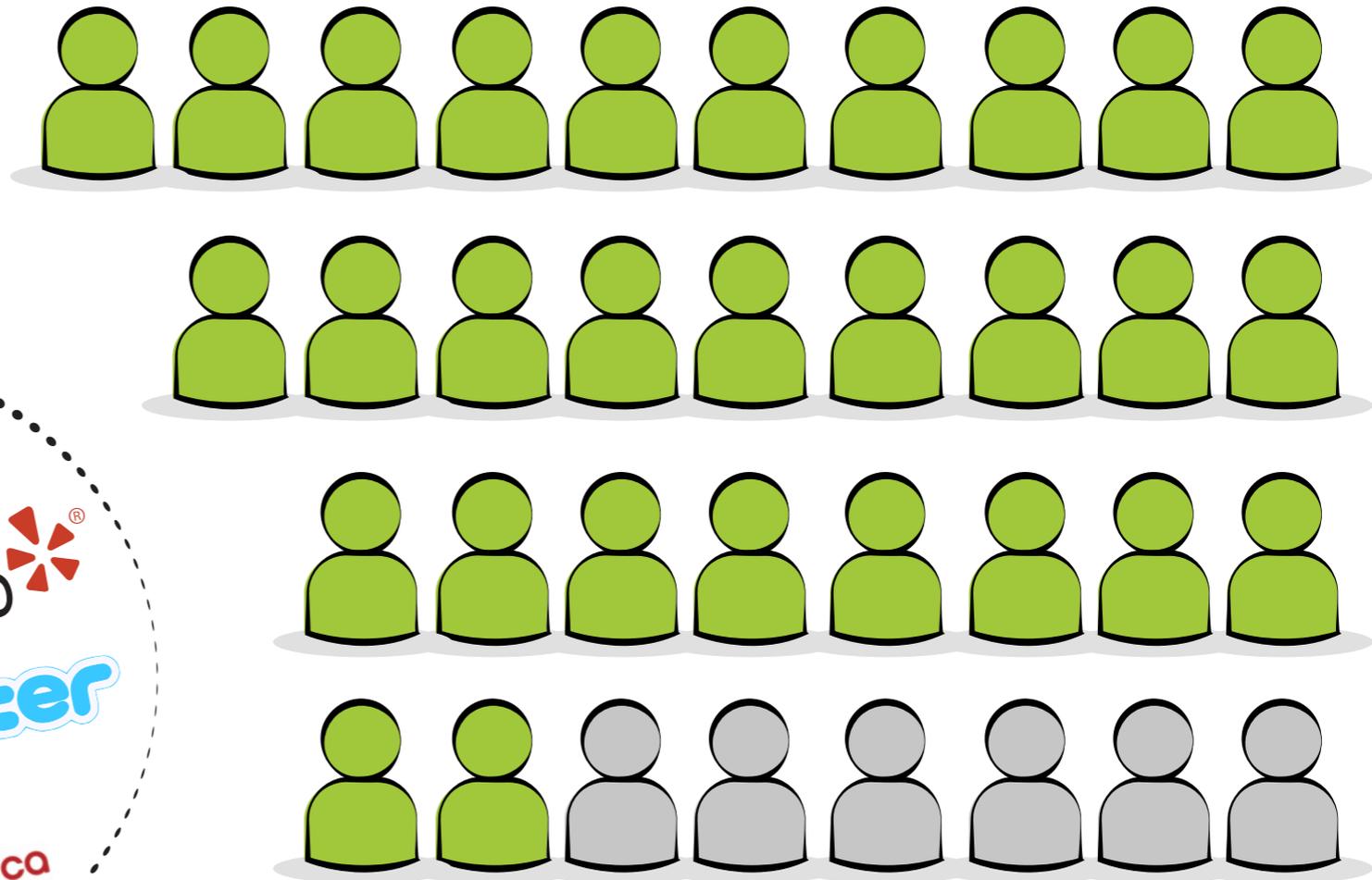
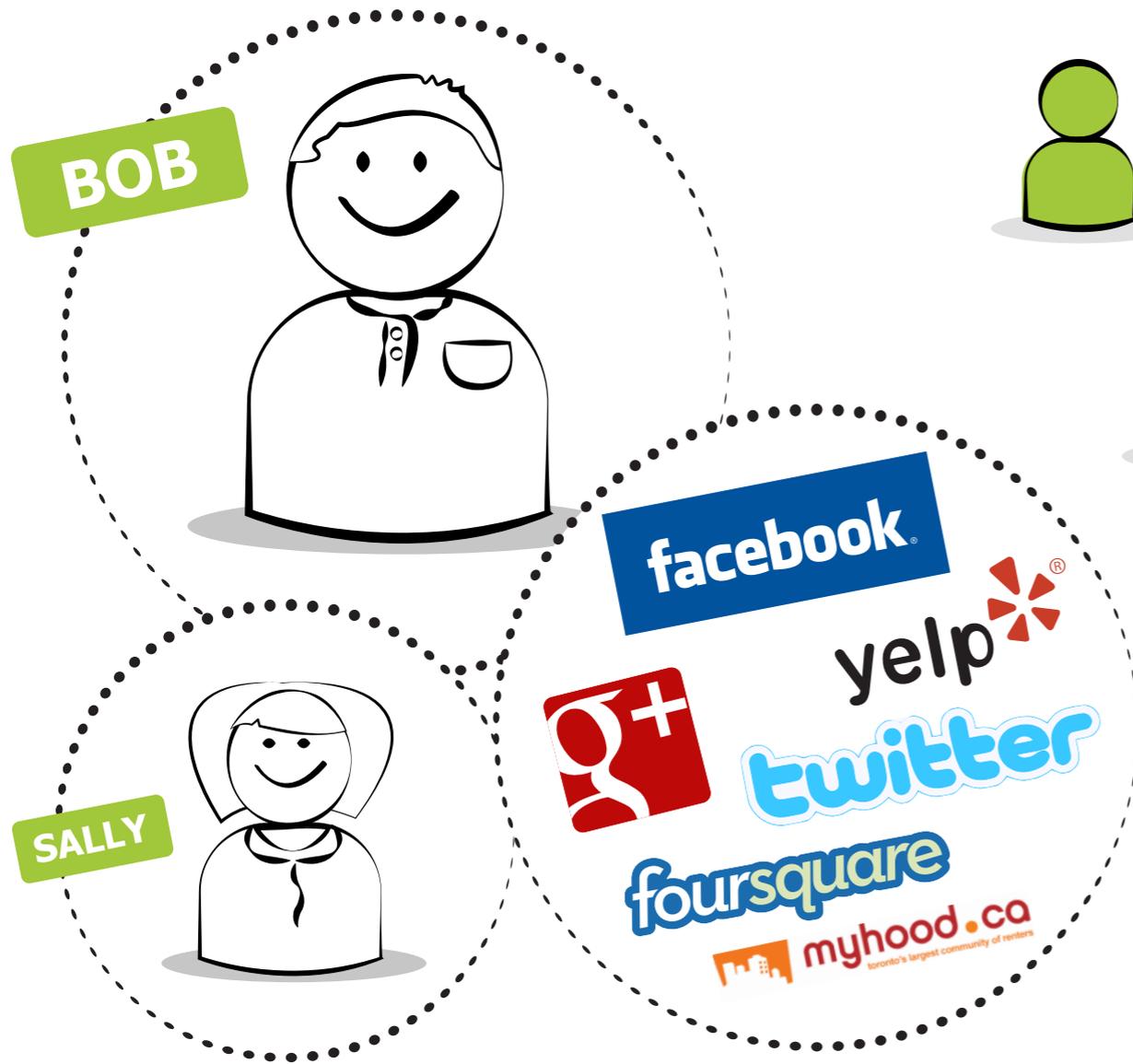
<sup>5</sup> Our client websites on average are accessed by mobile devices 11.1% of the time.

<sup>3</sup> **4.8 Billion** people now own mobile phones. **JUST 4.2 Billion** own a toothbrush.

**12:30pm**

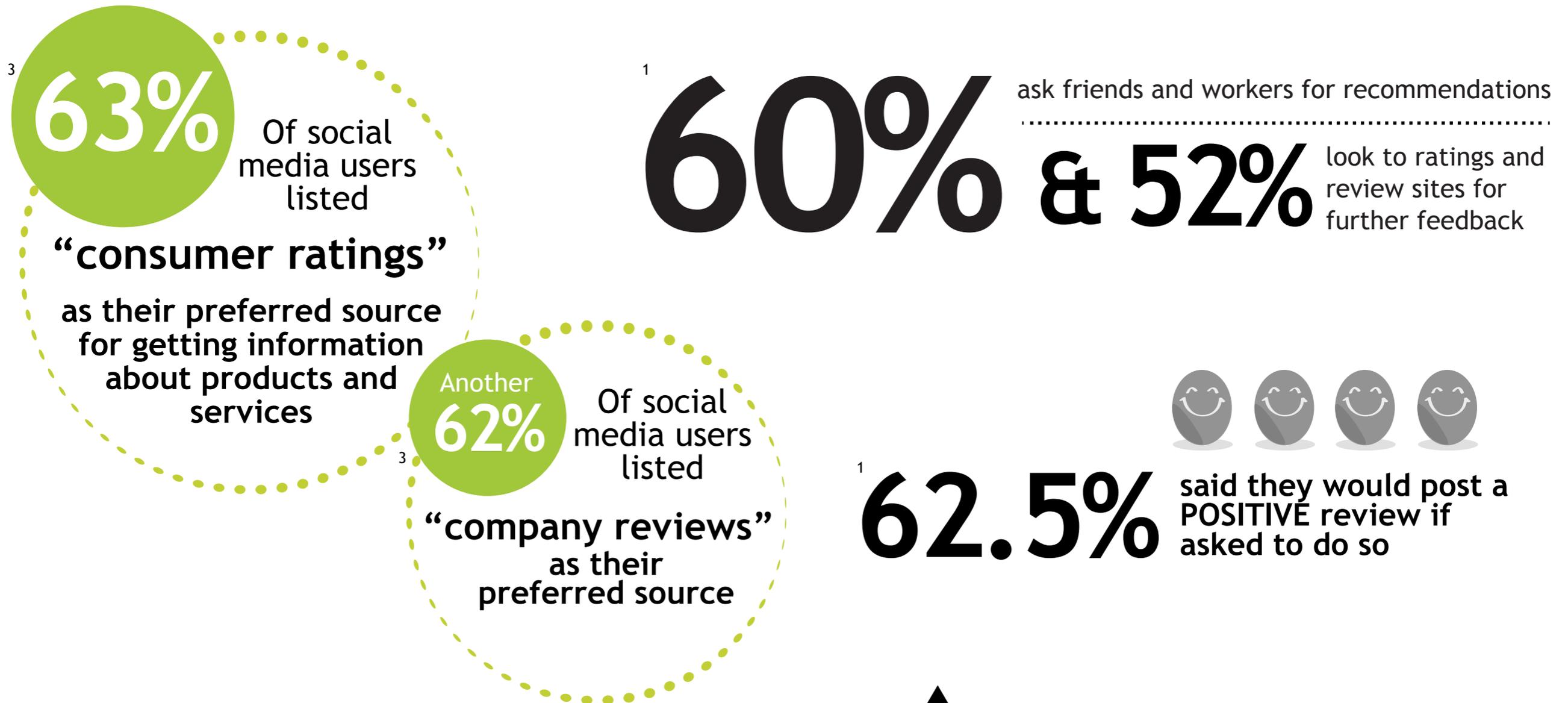
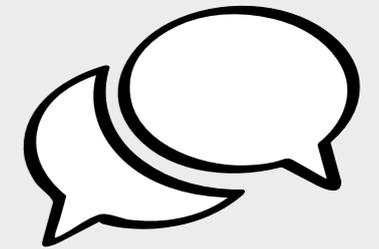
# Bob & his spouse Sally check reviews

What are people saying about you?



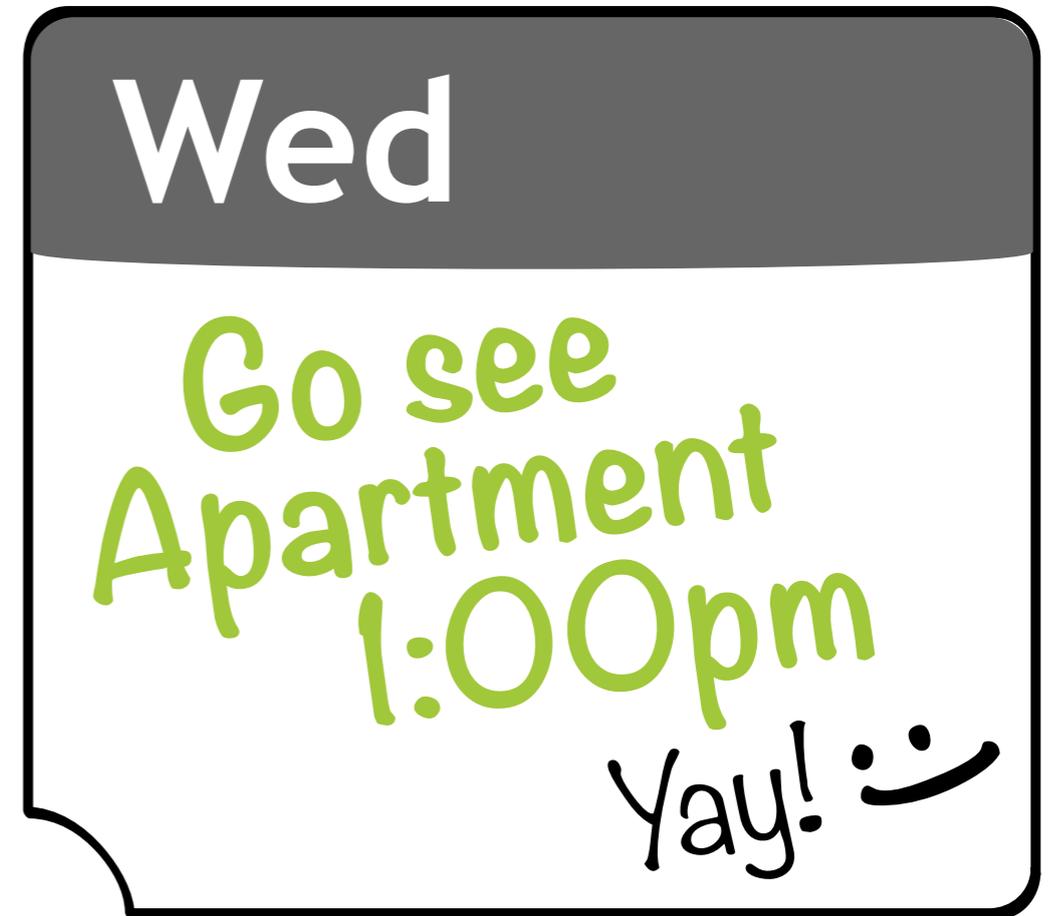
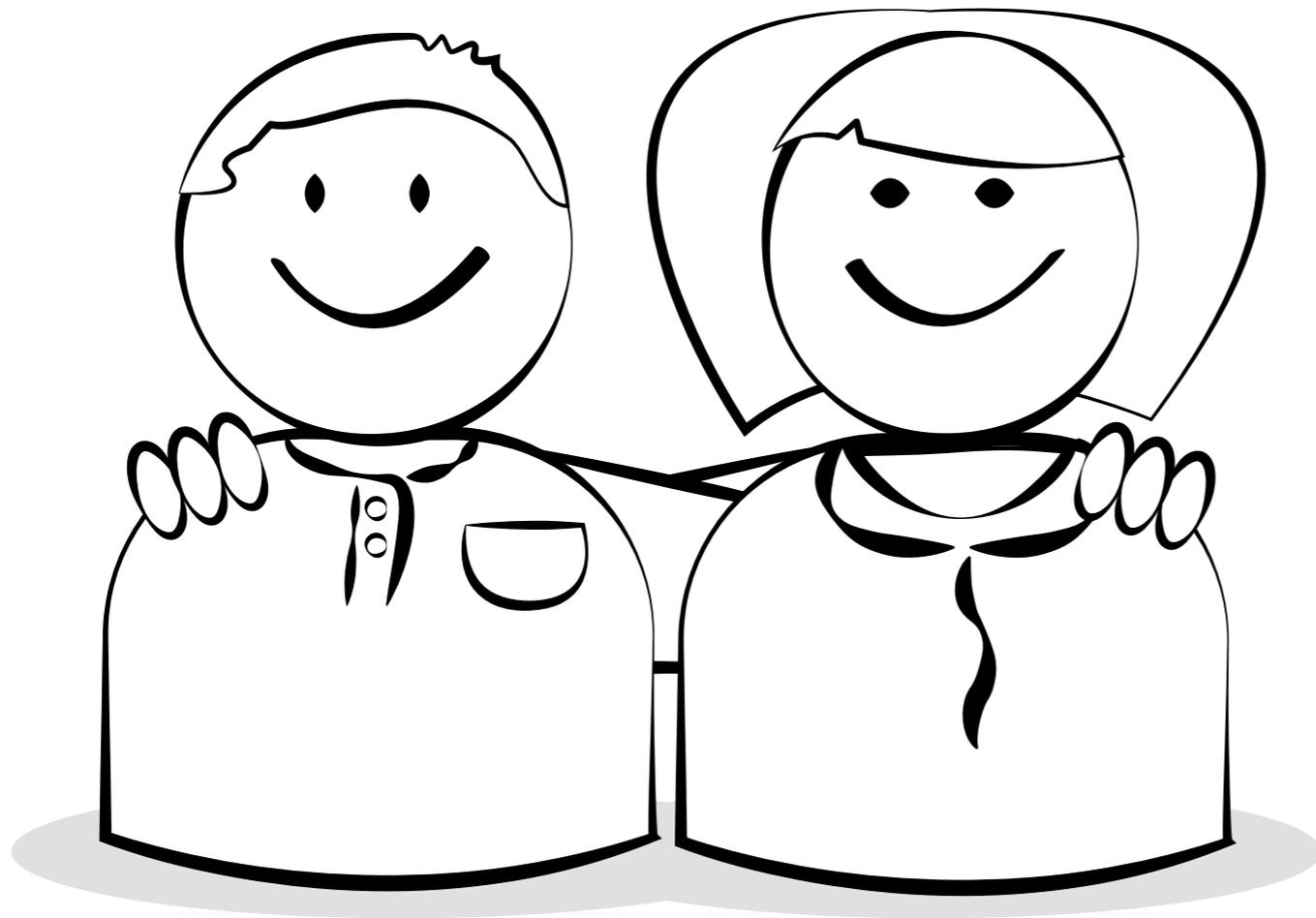
3:00pm

# The Core of Inbound Marketing



**3:00pm**

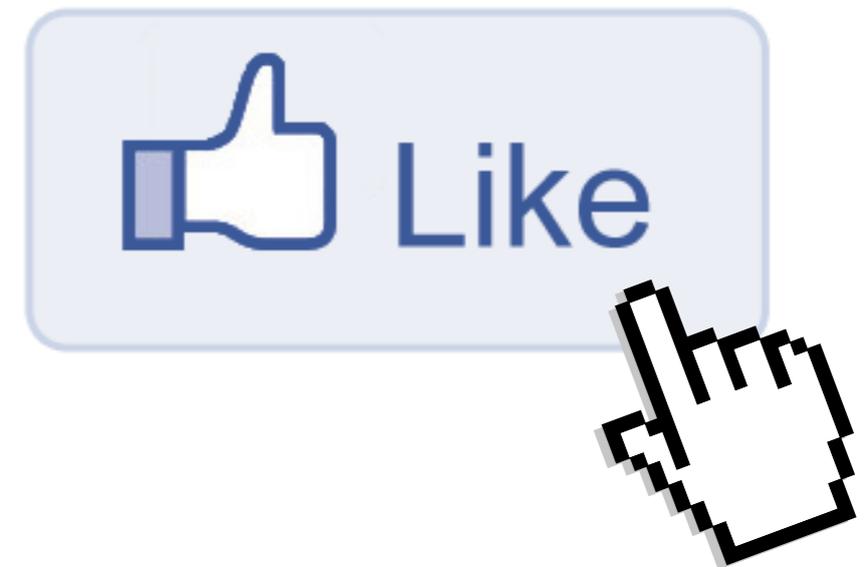
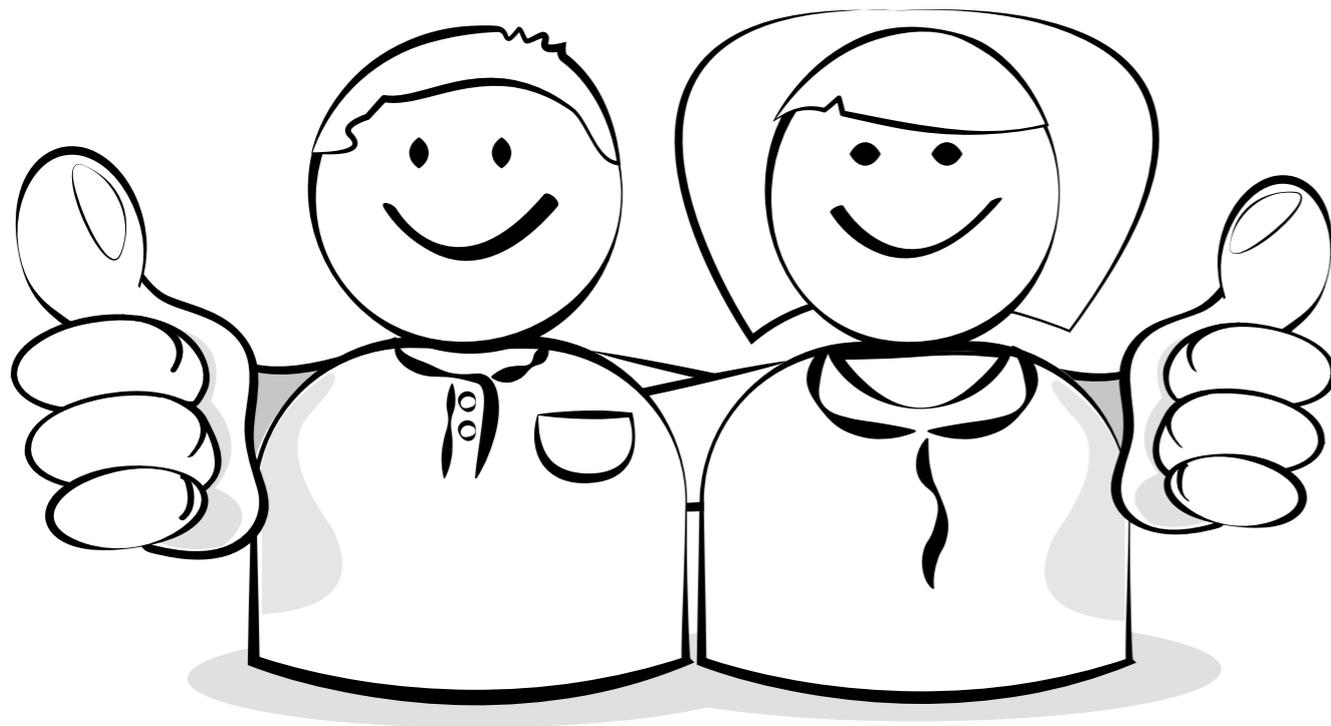
Bob & Sally have booked an appointment



5:00pm

How well can you manage the resident experience?

<sup>1</sup> **58%** Expect exclusive content/discounts for “LIKING” your Brand’s Facebook page.



# Final Thought



**of your prospective tenants told you they saw your ad in the local newspaper would you take out a full page ad tomorrow?**



# Thank You

For more information on our services  
please contact us:

**905-397-5088**

[Jason@landlordwebsolutions.com](mailto:Jason@landlordwebsolutions.com)

