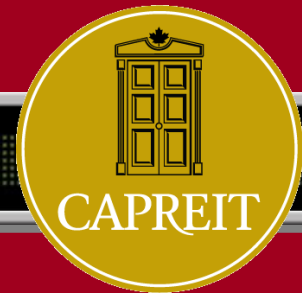


QAIC February 2012



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Vice President Sales and Marketing

CAPREIT Profile

CAPREIT

- Primary focus on residential rental sector
- Interests in over 31,000 residential suites and sites
 - Apartment and townhouse suites from coast to coast
 - Over 5,100 suites in Montreal Area and Quebec City
 - Most recent Quebec acquisitions include Parc Royal (185 suites on Jean Talon West) and Domaine Bellerive (811 suites in Laval)
 - Two manufactured home communities comprising 1,333 land lease sites
- Listed on Toronto Stock Exchange (symbol CAR.UN)
- 13 years of growing or stable cash distributions
- Occupancy approaching 99% across Canada

CAPREIT Marketing Focus

CAPREIT

- Need to balance a diverse portfolio both geographically and by asset class
- Large focus of last number of years has been marketing to leverage the online space
 - www.caprent.com
 - www.caprent.mobi
 - Search engine optimization
 - Online campaigns including PPC
 - Video
 - But don't forget traditional methods

What still works is not to be forgotten

- Online marketing is very important but traditional methods are paramount, especially in Quebec market
 - Print
 - Few specific rental publications (differs from Ontario)
 - Look to mainstream media where your target market is likely to read e.g. 24 Hours, Metro, Quebec Scope etc
 - Dailies to be considered but expensive and must deliver ROI for your property
 - Don't forget multicultural publications or media
 - Most important to track success for ROI
 - Phone tracking
 - Manual tracking

Staff are the key

- One of the top problems when vacancies arise
 - Leasing training
 - Customer service
 - Suite preparation
 - Office Hours
- Monitor your staff for valuable insight
 - Mystery shops (some good local resources)
 - Phone analysis
 - Techniques
 - Traffic patterns
- Is signage working?
- Don't forget to check if the price is right!

Canadians Are Online

- Canadians spend on average 45 hours or more online a month
- By 2013 three quarters of population will be regular internet users
 - Current penetration is 70.9%
 - 7th largest penetration globally
- 9 in 10 households online now have broadband, giving access to rich content
- 2/3 of consumers have a mobile phone
 - Smart phones are the growing majority

What is important on the Web?

- Vital that you have your own website?
- What to remember
 - Design
 - Content
 - Tracking
 - Maintenance
 - SEO
- Don't forget the value of internet listing services
 - Louer.com, Trouveunappart.com etc
 - What other websites will work for your community?

Search Engine Optimization

- Get people to the investment you made in the website
- Must be considered in the design and development phase of your website
 - This is the “on page” factors
 - Content, tags, key words
 - Need to be found by crawlers on Bing and Google etc
- Off page factors are increasing in importance
 - Link strategy

Why Video and Photos?

- Off page factors can include video and photos
 - Also an on page content generator

Video and Photos immediately engage the online prospect and makes it easy for them to learn about your community, quickly and efficiently

So Why Video?

- Vast majority of Canadians are viewing videos online
 - Canadians more likely to view than Americans or Britons
 - Only 30% of Canadians say they have never viewed a video online
 - 16% say they visit video sites on a daily basis
 - On those who visit video sites 64% view user generated content
 - 70% have forwarded links and 85% say they have received links to videos

Other things to consider – world is going mobile

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- People are talking about QR codes (Quick response codes)
- Smart phones make all this possible



- Drive people to rich content and engage on the move

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Thank you