

Next Generation Multifamily Platforms
Bringing your community online 24/7



Power Up Your Community

Enable 24/7 leasing, management and communications

It is 5:00 p.m. Your leasing office and management operations are closing as your workday ends. Around the country, your residents and your prospects have clocked out and, much like you, their focus turns to their personal lives and families. They take stock of their needs, gather their loved ones and concentrate on making their lives better. And, most importantly, they shop for everything from groceries to cars to their next home.

No matter how we look at it, the housing search and maintenance process is an after-hours activity for most apartment dwellers and your staff is out there with them...not answering the phone in the office. ***This mismatch of services and needs may be the greatest dysfunction in the multifamily industry.***

365 Connect brings your current and future residents back into sync with your staff and their neighbors. **First**, it expands your leasing operations, the lifeblood of financial security, drawing new leases 24 hours a day through the Internet, the world's largest marketplace. **Second**, it extends your management services to support residents at their convenience 24/7. **Third**, it creates a vibrant digital neighborhood with a strong sense of community interaction - a powerful resident retention tool.

We bring powerful resident
interaction tools to your community.

We Really Get It!

We study resident behavior, management interaction and marketing

Apartment shoppers know what they seek, they just need to be able to find it without driving around for weeks. In our electronic world, most determine where they need or want to live, and then research the rental communities online to compare the details. Our data collected over five years shows that while property photos are popular, it is floor plans that draw the most “hits” on a marketing website. A property site online that does not post current prices for each floor plan can expect to be ignored or trapped in a chain of emails establishing rates. A 365 Connect platform shows the Internet shoppers that your staff is as tech-savvy as they are – and then you have their attention.

Existing residents need to communicate with management on their schedules, not during standard 9-to-5 office hours. Our performance data shows the bulk of electronic service requests are sent after 5:00 p.m. ***Your customers are coming home when your management team is going home***, just when they want to talk about rent, repairs, renewals and their neighborhood.

Good management requires efficiency in an environment where most managers are over-worked. 365 Connect delivers ease of use by “point and click.” The system does not require babysitting - ***it runs on its own*** and delivers tools and content that residents need and find useful. It supports a consistent and responsive relationship with each resident without consuming the bulk of the manager’s day.

We know the multifamily business
from the ground up.

Online Leasing Center

Harness the marketing power of the Internet

The Internet is the world's largest marketplace, allowing some of the biggest companies today to grow dramatically by taking advantage of the most efficient, low-cost advertising and enhanced market penetration. It is the fastest way to spread the most information to the largest number of people. ***Simply said, no call center or printed magazine can match a well-crafted online leasing site.***

A 365 Connect community-marketing website provides a full view of the community and its residential units. It provides photographs, floor plans, pricing information and detailed listings of amenities and community features. The marketing information is backed by a user-friendly contact point for apartment shoppers to get fast and complete answers to their questions.

Visualize

Photo Galleries
Virtual Tours
Streaming Video
Floor Plans
Community Plan

Inform

Community Intro
Amenity Details
Pet Policies
Leasing Apps
Text 2 Mobile

Manage

Floor Plan Pricing
Community Hours
Web Specials
Internet Coupon
Web Traffic

Why market online?

Through the use of web-forms, online rental applications and direct contact links, a marketing website not only creates an online marketing presence, but it builds a platform for future residents to obtain the information necessary to streamline the process in their search for housing, which in turn, assists in property stabilization, maintaining consistent occupancy levels and improving residents' ability to uphold their lease obligations. ***Our goal is to increase occupancy while lowering your turnover.***

Keep your leasing operations open
24 hours a day, 365 days a year.

Resident Services Portal

Deliver services and community building tools to residents

Resident Portals are no longer an option; they are a necessity to service today's tech savvy residents. The buzz over the last several years has been touting Resident Portals as the "Echo-Boom Essential." Residents can access services from anywhere with an Internet connection. Today's demographics point to transacting business on the net as the norm, why should your community services be different.

As the demands of residents grow each day, it is important to build relationships with your residents by opening the lines of communication and providing useful amenities that enhance their living experience in your community. The 365 Resident Services Portal is a powerful tool that adds to your amenity package, enhances resident communication and improves resident retention rates.

Deliver

Learn.TV Videos
Service Request
Get Local Maps
Monthly Newsletter
Greeting Cards

Inform

Community News
Event Calendar
My Lease
Shout Box
Team Members

Manage

Resident Access
Messaging
Calendar Postings
Community Hours
Monitor Usage

Why resident portals?

The demographic of today's resident grew up using the Internet. Accessing virtual self-service centers to make service requests, connect their utilities and pay rent is the norm. A Resident Portal brings your entire management operation online by delivering communication channels between you and residents. You must bring your services online to make them **accessible 24/7**, therefore allowing residents to accomplish a host of interactive service functions.

Enable residents to access services
and community resources 24/7.

Affordable Housing

Pioneering electronic resident services programs

Managing and maintaining a robust resident services program is a daunting task. ***Providing Resident Services is the key to affordable housing compliance***, as well as to building a stabilized community. The biggest issue to providing these services is delivery. Creating schedules for events that residents will actually attend is one of the most challenging issues facing affordable housing operators today. With active lifestyles, multiple jobs and children's activities, it is difficult to achieve a good attendance record at many resident services programs.

365 Connect is an acknowledged pioneer in electronic resident service programs. ***365 Connect is believed to be the first Internet-based resident service portal to make its way to a compliance form***, by receiving approval as an online "Resident Service Provider" by a Texas Housing Agency. This approval shall serve as the model for housing agencies and affordable housing communities across the United States.

Deliver

Learn.TV Videos
Service Linkage
Local Resources
School Locations
Social Services

Inform

Community News
Educational Video
Local Mapping
Lease Data
Alert Service

Manage

Real Time Reports
Detailed Usage
Resident Access
Communications
Resident Data

Why electronic services?

With the evolution of technology, the percentage of families that are connected online and the declining costs of Internet access, one would not likely find that the majority of their residents are not connected online. Through an online platform, residents can access services, obtain information and connect with their community on their time frame, thereby creating the ultimate delivery method for resident services.

Deliver linkage to resources and services directly to your residents.

Channel Platforms

Plug and play services to bring your vendor services online

365 Connect delivers total technology packages by partnering with leading multifamily service providers to provide complete solutions. ***Our joint offerings link our clients and their residents to valuable services that enhance the services a community can offer their residents, while streamlining management operations.***

Our Channel Platform connects and integrates Channel Partner services to 365 Connect products, thereby offering multiple services delivered on a single platform. Our Channel Partners are carefully picked to make certain that their products will not only enhance our product offerings, but that it will enhance the services a community offers.

Provide

Rent Payments
Custom Surveys
Insurance Programs
Utility Management
Applications

Deliver

Custom Services
Efficiency
Marketing Tools
Product Offerings
Management

Manage

Payments
Revenue Share
Integrations
Network Tools
System Usage

Why plug in channels?

Our Channel Partners can help you evaluate, plan, deploy and manage more efficient methods to collect and process rent, offer renter's insurance programs, manage utilities and create detailed online resident satisfaction surveys, just to name a few. ***Our Channel Partners cover almost all areas of the multifamily industry.***

Enhance the online experience
for residents and managers.

Video Production

Syndicate your community content through viral marketing

Online video consumption is skyrocketing, known as the “New TV,” On-Demand Internet Video has become the ultimate platform for delivering relevant content to potential and existing residents. The research firm, eMarketer, projects that by 2011 more than 85% of the U.S. Internet population will consume Internet video, up from roughly 63% in 2006. ***The last time this kind of viewership growth occurred in a new medium was when the television was first introduced in the early 1950s.***

The video component of online advertising is rapidly becoming an essential tool across all markets and the business of multifamily housing is no exception. Video testimonials add a personal touch to rental advertising while video tours and property slideshows can quickly and effectively introduce potential renters to amenities and services at the click of a mouse.

Service

Slideshows
Voice Over
Event Services
Custom Editing
Placement

Deliver

Community Video
Interviews
Event Coverage
Product Offerings
Educational

Syndicate

Website
YouTube
AOL Video
Google
Social Networks

Why use video?

Carefully constructed content can be widely distributed across social networking sites such as Facebook and MySpace as well as distributed virally across YouTube, enabling the distribution of promotional content to an eager audience of consumers.

**Video is the efficient method
to market your community.**

MultifamilyBiz.com

The ultimate marketing and resource tool at your disposal

MultifamilyBiz.com is the Next Generation Internet Platform for the Multifamily Industry and is the place to be for everything involving multifamily housing. From its robust vendor directories to professional blogs, MultifamilyBiz.com is dedicated to providing a suite of focused, leading-edge, online tools and resources designed to maximize and accelerate commercial activities in the multifamily marketplace.

Whether looking for **multifamily specific news, networking, marketing, research or training**, the MultifamilyBiz.com tools and resources fill the dramatic gap between 20th Century publishing operations and the 21st Century digital world. This window of opportunities satisfies the need for an online multifamily community where its members can not only interact in real time, but also directly participate in the evolution of the site as their needs grow and evolve.

Networks

Directories
Marketplace
Job Boards
Event Calendar
Peer Forums

Resources

Green Building
Financial
Construction
Management
Technology

Services

Video Syndication
Press Releases
Blogging Platform
Conference List
Media Services

Why MultifamilyBiz.com?

With the ability to build and create content, post press releases, sponsor events, upload video and design new resources and tools, MultifamilyBiz.com is the ultimate machine to push your community across the Internet.

The greatest free resource tool for the
multifamily industry today.

Why 365 Connect?

Your IT department just got bigger for less

With 365 Connect on your IT team, a host of services are bundled into your Resident Services Program. 365 Connect will manage and host databases, servers and the infrastructure integrity of the online system as well as procure, manage and upload content for newsletters and Learn.TV. 365 Connect also maintains holiday posting on the event calendar and the e-card system that delivers your residents holiday, birthday and thank you cards.

It all starts with knowing the multifamily business

Headquartered in New Orleans, Louisiana, 365 Connect was founded in 2003 by a team of multifamily housing professionals with wide-ranging expertise in real estate development, management and technology. 365 Connect provides web-based technology solutions to the multifamily industry, with a focus on resident and management interaction and doing business in the digital world. Today, 365 Connect is rapidly becoming a leader in web-based multifamily technology platforms with an array of products ranging from online leasing centers and interactive resident platforms to a leading B2B industry portal.

It takes vision, dedication and resources

365 Connect is dedicated to delivering the professional platform on the Internet, which will take the multifamily industry far into the future. This vision requires robust online interactivity imbedded in web-based platforms capable of driving multifamily businesses and technology into a focused arena and marketplace. Here multifamily managers and residents can interact, and businesses can create relationships and conduct transactions efficiently and economically.

**Cost efficient resources and services
for residents and management.**

Where to Find Us

Contact us to bring your community online today

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