



**Company Contact:** PropertyCentric  
Robert Remus  
Tel: 215.701.3937, ext. 719, [rremus@propertycentric.com](mailto:rremus@propertycentric.com)

**Media Contact:** Nina Dietrich, L.L.C.  
Nina Dietrich  
Tel: 201.493.8944, [nina@ninadietrich.com](mailto:nina@ninadietrich.com)

## OVERVIEW

### WHAT IS PROPERTY CENTRIC?

Property Centric provides custom-built, local search engines for multifamily property management websites and portal. Its proprietary search technology serves up local listings that are in close proximity to the apartment and condominium communities, making the daily task of finding local products and services faster and easier. Property Centric is the only provider offering a local search solution dedicated exclusively to meeting the needs of the multifamily property management industry.

Integrating the search amenity is a logical step for apartment, condominium and community association Web sites, as it generates customized and more relevant search results for site visitors. This, in turn, helps property management companies better build their brands, acquire and retain more residents, and generate ancillary revenue from advertisers.

### HOW DOES PROPERTY CENTRIC WORK?

Property Centric builds, installs and manages a customized and controllable search engine for each client. The search engine seamlessly integrates into the apartment or community website or resident portal, giving current and prospective residents, as well as employees, a unified resource for researching local products and services. The solution can be managed by either the property manager or by Property Centric's search engine experts.

In addition to keyword searches, an "online directory" provides links to over 100 of the most popular local search categories - from car dealerships and dry cleaners, to hair salons and accounting services, for example. Search results can also be narrowed geographically; options include distance-from, as well as city and regional search parameters.

Property Centric clients can modify search results for relevancy and content, adjust the look and feel of results pages, analyze engine usage via built-in tracking and billing software, include paid search and banner advertisements, and elect to include other types of search results for the benefit of their residents, such as marketing partner information, as well as Web and affiliate results. Having the ability to readily customize their search engine ensures that their revenue goals and their site visitor's needs are being met.

### HOW DO MULTIFAMILY PROPERTY MANAGERS BENEFIT?

Multifamily property managers benefit from Property Centric's customized local search in three ways:

*Enhanced perception of amenities + greater Web site usage = higher occupancy rates, resident retention -*  
Providing residents with trustworthy, on-demand, relevant local information strengthens recurring site traffic and loyalty to the property management company's brand, while reinforcing the customer-centric nature of



the property. Driving more prospects and current residents to the community site, and ultimately to the actual properties themselves, can help boost a property manager's occupancy rates and improve resident retention.

*Stronger brand awareness* - By offering site visitors more relevant content, property managers can boost the search engine optimization (SEO) of their community web sites. This means more people searching the Web will find their sites online with greater frequency. The more the property's Web site gets found through general Internet searches, the higher its ranking in the major search engines such as Google, Yahoo! and MSN. The ability to customize the look and feel of the search results page also reinforces the company's image and brand awareness.

*Ancillary revenue* - The ability to position search results paves the way for selling related advertising (paid placement) to generate ancillary revenue for the property manager. For example, the property manager can choose which sites appear first in the results of a search for "pizza," giving priority placement to both the established neighborhood pizzerias, as well as paying advertisers. Local businesses and community residents can also advertise their products and services to area residents using banner ads and then regularly modify their listings to suit their current marketing needs.

## HOW DO RESIDENTS BENEFIT?

Residents that use Property Centric's customized local search engine benefit, as well:

*A practical tool that fits with their Internet-user lifestyle* - According to recent studies, since March 2005, 70% of U.S. households have gone online to find local businesses. New and existing residents are already online, clicking on everything from community floor plans to pool pass applications.

*Convenience* - Residents are directed to local businesses as quickly as possible and can get their questions answered 24/7. Using their property website to find this information is natural, considering that residents generally trust their community brand, and the majority now regularly visit the property website to pay rent, submit service requests and read community newsletters.

*Relevancy* - Property Centric provides residents with trustworthy, relevant local information and eliminates irrelevant or omitted search results which can occur when using general Web search engines.

## WHO IS BEHIND PROPERTY CENTRIC?

Property Centric's management team and Board of Directors consist of seasoned real estate and technology professionals with extensive multifamily sales and management experience, vast operational and business development expertise, and active property management relationships.

Headquartered just outside Philadelphia, Property Centric was established in 2006. Property Centric is a subsidiary of Vortaloptics, a software development company specializing in Net-native ASP search solutions. Headquartered in Las Vegas, Vortaloptics provides solutions to the multifamily, education, and media (print & broadcast) industries, as well as the WeAreNetwork™.

For more information about Property Centric, call 877.889.5500 or visit [www.propertycentric.com](http://www.propertycentric.com).

###