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Powering Referrals Across Social Networks

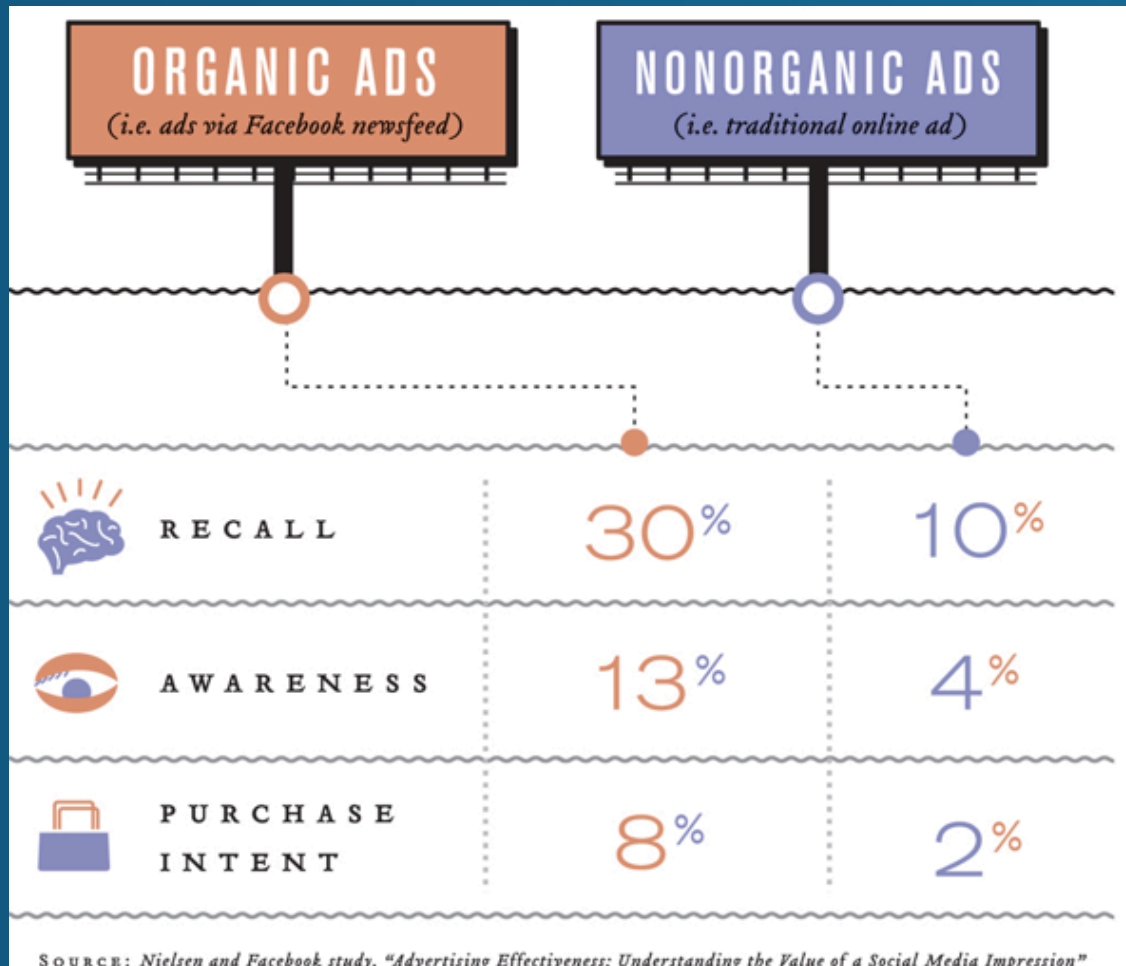
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Problem: Optimizing Asset Value



- Difficulty reaching qualified, targeted prospects
- Inconsistent Lengths of Stay
- Inefficient Referral Marketing

Solution: Personalized Social Referral Marketing



- Targeted and Trackable
- Easy to Use and Cost-Effective
- Community Building

How We Power Social Referrals

1. Resident receives an email on behalf of Property

From: Deer Valley Apartments

Sent: Friday, April 29, 2011 2:25 PM

To: Sophia.Baxter@gmail.com

Subject: Deer Valley Apartments' referral program is going online!

Thank you for being a valued resident.

In order to make it easier for you to invite friends to live at the community,

Facebook, Twitter, MySpace, or email. It's quick and easy, and you'll

[Click here to activate your online account and tell friends about Deer Valley Apartments.](#)

2. Residents Sign In

Improve your community, live with friends, and earn a reward!



Deer Valley Apartments

Sign in through facebook

 Login with Facebook

No facebook account? Sign up [here](#)

email

to be used as sign-in ID


full name

password

Sign up



 **\$250** for each friend who moves in

 **\$10 Starbucks Card** just for participating
(for the first 5 residents)

3. Residents Post Referrals



Refer your friends to Deer Valley Apartments

\$ \$150 when a friend moves in



\$10 Starbucks Gift Card just for participating
(for the first 5 residents)

Send Your Referral Through Social Networks

facebook

post to facebook

twitter

Living at Deer Valley Apartments in Roseville, come check it out.

Tweet it (edspiegel)

myspace

post to myspace



send through email



Sophia Baxter

I love living here! Come check it out :)



Be my neighbor at Presidio Villas in San Francisco, CA !



48 minutes ago via RMO · Like · Comment · Learn how to be neighbors



Kevin Lochner likes this.



Kelly Gertz Nice! I'm moving to San Fran in a few months. I'll give you a call soon.

42 minutes ago · Like · 1 person



Kevin Lochner I live up the street, it's great here.

40 seconds ago · Like

Write a comment...

4. Friends Click and are Directed to Personalized Property Page



Your friend Sophia Baxter hopes you move in to Deer Valley Apartments!



1801 Eureka Rd, Roseville, CA

Deer Valley, Roseville's premier rental community provides residents with an exceptional value.

A free membership to our state-of-the-art gym (located in the Resident Services Center), includes three plasma televisions, elliptical trainers, bicycles, and so much more! After your workday, enjoy our sauna and steam spa. Deer Valley's immaculate grounds feature manicured courtyards, a 2,700 square foot swimming pool, and lighted tennis and basketball courts.

The newly-renovated one, two and three bedroom residences feature designer features typically found only in custom homes. Crowded

[Read More . . .](#)

59 residents positively refer this community.

[Find out more about this community](#)

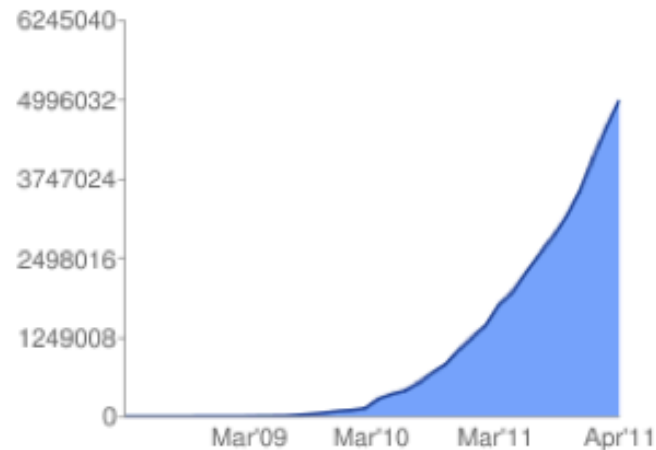
Social Tracking: Resident Distribution

Overall Campaign Statistics

	Last Year	Total
Sent	721,956	1,088,238
Bounce	3%	4%
Open	25%	26%
Click	7%	7%
Login	22,059	33,153
Friends Reached	3,934,635	4,996,033

*Totals may include repeat resident participation across campaigns

Total Friends Reached



Resident Leaderboard



Jon Smith
Presidio Villas
24,227 friends reached (8)



Jack Thompson
Glen Towers
13,025 friends reached (12)



Andrea Jones
Marina Flats
12,545 friends reached (4)



Taylor Mansfield
Harper Woods
10,957 friends reached (11)



Trina Naylor
Presidio Villas
10,948 friends reached (1)

Social Tracking: “Friend” (aka prospect) Engagement

Aggregate Data		
Type	Posts	Clicks
Facebook	13,016	56,431
Twitter	2,255	11,125
MySpace	3,021	1,307
	Sent	Open Rate (est.)
email	18,384	47%

Facebook Engagement (Aggregate)	
Resident Comments	3,630
Friend Comments*	5,776
Friend Likes*	2,193

*RMO Projected: 1086 public, 482 comments, 183 likes.

Sample Clients: 70+ Management Companies



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MAC PROPERTY MANAGEMENT



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Testimonials and ROI

Referral Rate Conversion and ROI (Based on 100,000+ units in aggregate)				
Client	Time Period	RMO Participating Resident Referral Rate	Non-Participating Resident Referral Rate	ROI
Affordable Housing	1 year	6.6%	2.8%	198%
Waterton Residential	1 year	17.5%	8.8%	593%
J.C. Hart	1 year	6.4%	3.3%	235%
Morgan Properties	1 year	9.5%	3.4%	318%
Nolan	1 year	4.5%	2.3%	159%
Pegasus	1 year	4.1%	2.4%	131%
Prometheus	1 year	11.0%	2.1%	125%
Sequoia	1 year	4.5%	1.9%	110%
Vertica	1 year	14.0%	3.0%	326%
Average / Total		9.4%	2.9%	255%

“Our referral rate nearly tripled for participating residents and our investment paid itself back 3 times over.”

Peggy Hale
Vice President of Sales,
Marketing & Training
Morgan Properties



“We were able to connect many of our resident referrals directly to the program.”

Melissa Robbins
Marketing Associate
Greystar



“Our experience with RentMineOnline has been one that grows over time.”

Mark Juleen
VP Marketing
JC Hart



Thank You

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Try our demo at www.RentMineOnline.com/Demo

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