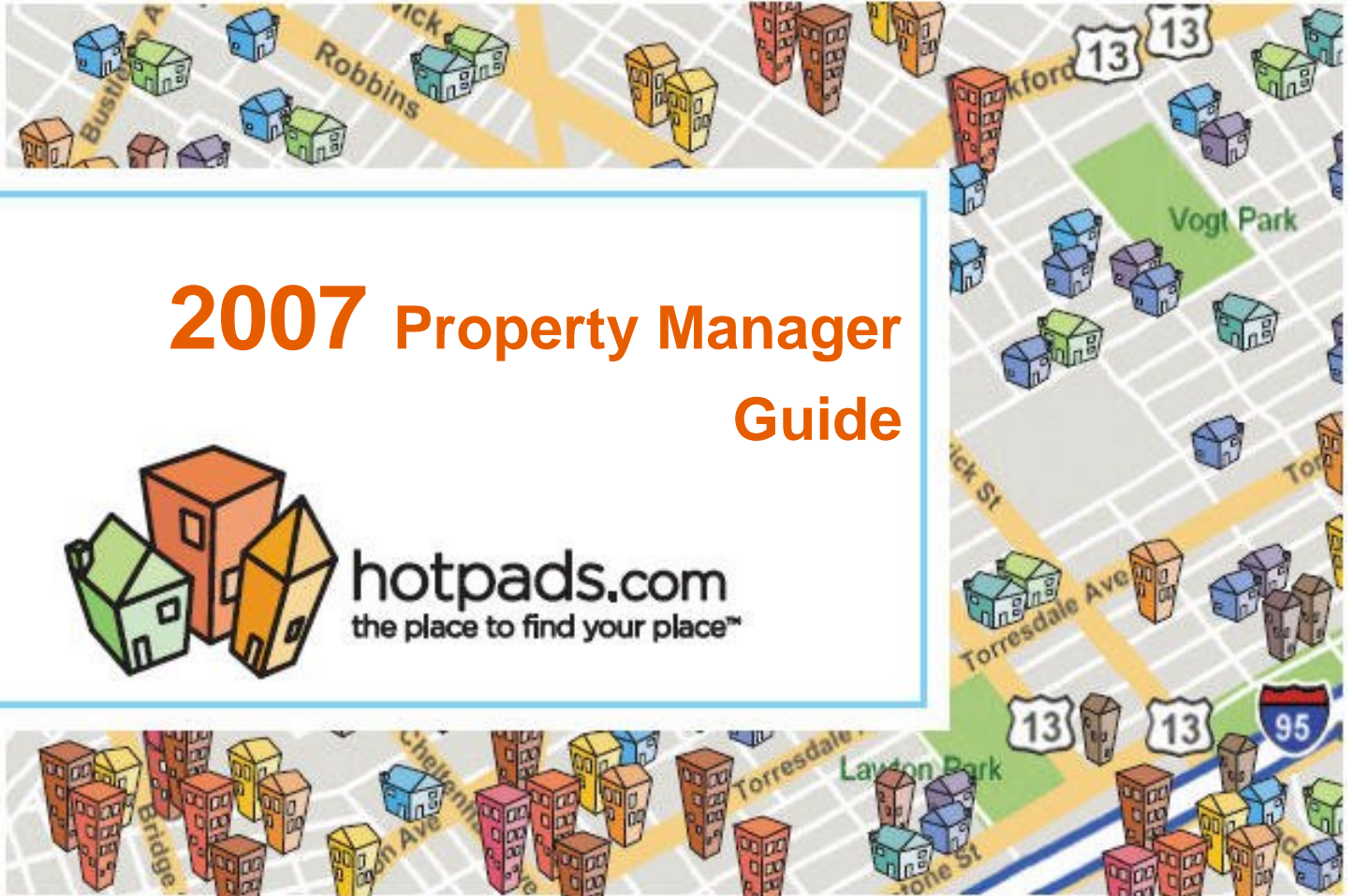


2007 Property Manager Guide



hotpads.com
the place to find your place™





About HotPads

The Internet's premier housing destination

At HotPads, we work to make it easier for renters to find their next home with our **FREE** rental housing search engine. HotPads' one of a kind **map-based housing search engine** allows consumers to see a wide variety of apartments and rental houses starting with real estate's most important attribute: **location**.

At HotPads we think that it should be easier to find rental housing. With HotPads' innovative map-based search, we are striving to give people the best communication platform for sharing information about available housing. We encourage everybody to post info about available apartments, rental houses, sublets, and roommate opportunities. If you've got a place, there's someone out there who wants it.

Why List on HotPads?

Listing your properties on HotPads is **fast** and **easy!** Using our easy listing creation wizard, you can quickly provide our users with all the information they need!

By listing your properties on HotPads, you can

- Create detailed listings
- Easily edit existing listings
- Manage multiple listings and companies
- Assign managers to properties
- Activate/deactivate listings in real time

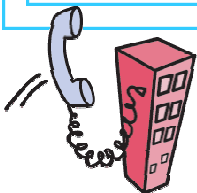
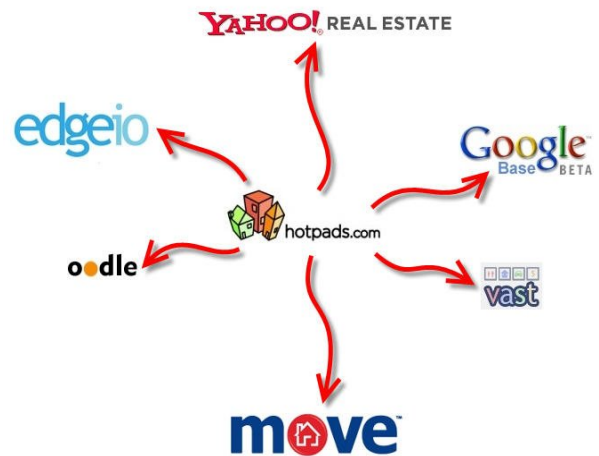
Set up a Feed

If you will be sending HotPads a lot of listings, you can create an automated feed. Please contact Matthew Corgan at mcorgan@hotpads.com for more information!

Powerful Partners

HotPads gives your listings greater visibility by sending them out to our network of distribution partners.

Get your property the attention it deserves!



Call or email Darrell Pierre, Director of Business Development
dpierre@hotpads.com
202.232.1581



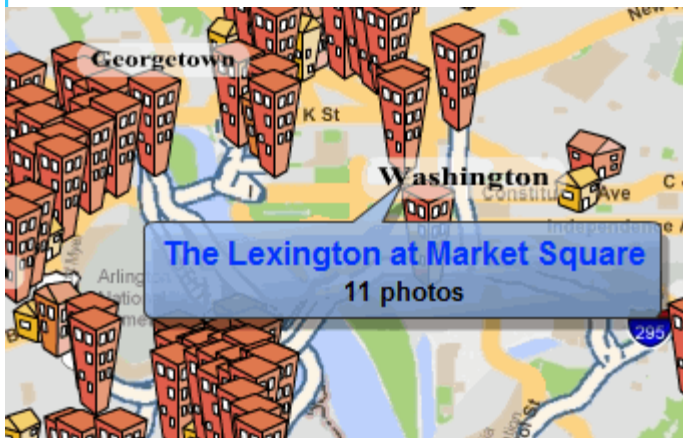


Creating A Listing

Step 1: Enter the Location

To create a listing on HotPads, simply enter the address of your property (you may choose to hide the address from users).

We will geocode the property's address and display it on our interactive map.



Step 2: Enter Basic Information

Next, enter some basic information about your property like the:

- **Rental Type**

Is your property a rental house, corporate housing, or a sublet?

- **Property Type**

You can also specify the size of your property and how many units are available.

- **Floorplan Pricing & Availability**

Select which units are available and enter the pricing information for the various floorplans. You can also enter when the different floorplans will be available.

- **Property Contact Information**

List the contact email, phone number, fax, and/or website for your property.

Step 3: Enhance Your Listing

You can make your property listings as detailed as you would like, just remember that the more information you enter, the better leads we will be able to provide!

- **Add unlimited photos**

Show off your property's great view/ beautiful architecture/ spacious floorplans.

- **Unlimited Floorplans**

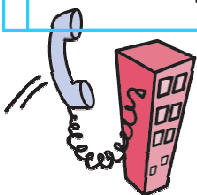
You can add an unlimited number of floorplans to your listing. With each floorplan, you can provide a name & image, as well as give information about each floorplan.

- **Detailed descriptions**

In addition to the brief 255 character preview message, you can also provide a more detailed description of your property that is displayed in the listing's full view.

- **Custom Property and Apartment Amenities**

Tell renters all the great amenities offered by your property. There is no limit to the number of amenities you can enter.



Call or email Darrell Pierre, Director of Business Development
dpierre@hotpads.com
202.232.1581





Creating a Company

Create a Company

If you have multiple listings, you may want to create a company account on HotPads.

All you need is a name, email address, and website URL to create a company. You may also upload a logo that will be displayed, along with your company's information, on each of your listings.



Assigning Permissions

You may assign different managers to different properties once you have created a company account.

Right from your HotPads account, you can:

- Invite new managers to be part of your company
- Assign a manager to a specific property
- Assign multiple managers to a listing
- Manage access to all your properties

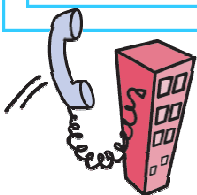
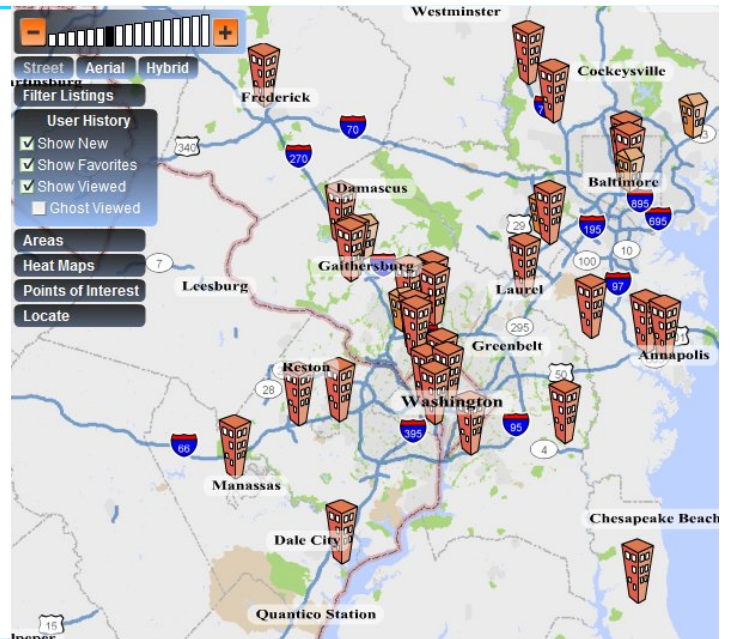
By assigning manager permissions, the managers can update their own listings, activate and deactivate the listings based on availability, and edit their listings when necessary.

Link to all your properties

You can view all of your company's listings on our map. Users will be able to use all of HotPads' search functionality while only viewing your company's listings.

This is a useful tool that you can:

- Add to your website
- Email to housing shoppers as alternatives
- Include in a newspaper classified ad
- ... Anything you can think of!



Call or email Darrell Pierre, Director of Business Development
dpierre@hotpads.com
202.232.1581

