

# Qualifying more leases with streamlined apartment marketing



## Solution Overview

MRI Software's Market Connect combines three powerful apartment marketing tools to allow our multifamily clients to do business on your terms.

By combining the Pricing & Availability, Property and Mobile Websites, and the Leasing Tablet, Market Connect gives our multifamily clients the ability to effectively attract prospective residents to their properties. With MRI Market Connect, your leasing office is never closed.

## Key Features

- **Pricing & Availability**
  - Allow prospects to view and reserve available apartments and begin the screening process
  - Automatically update online ads with current availability and pricing
- **Property and Mobile Websites**
  - Present your property with professional, efficient website optimized for mobile
  - Provide the most desired prospect information including photo galleries and tours in easy to navigate websites
- **Leasing Tablet**
  - Allow leasing staff to be mobile while accessing current pricing, availability, floorplans and more
  - Provide instant cross-selling opportunities

## Business Benefits

- Maximize revenue by ensuring your leasing office is always open
- Reduce data entry errors with tight integration to PMS pulling real-time availability data
- Capitalize on web traffic with efficient, highly-effective community websites
- Increase staff productivity with mobile leasing tablets
- Drive lease conversion with streamlined ILS and screening experiences

