NORTH ATLANTA REALTY, INC. MARKETING

The 5 reasons a property doesn't rent: price, condition, location, availability, marketing

North Atlanta Realty, Inc.'s standard marketing includes (at no additional cost to you):

- **AtlantaHomesForRent.com, and NorthAtlRealty.com,** web sites
- Placement in the **First Multiple Listing Service** (FMLS) "for rent" section (and "for sale" section when appropriate).
- **Realtor.com** – website of the National Association of Realtors
- **Craigslist**.com
- Use of numerous **directional signs** with phone number clearly visible.
- Professional **yard signs** (with a "for rent" rider unless banned by community covenants)
- **Information flyers** in distribution boxes curbside and faxed or emailed to numerous realtors and property management companies
- **Info-by-text:** our curbside flyer boxes display a number prospects can call to receive information on their cell phones
- **Instant Twitter updates** to our "followers" at www.twitter.com/prohomerentals

Many other options are available to market your vacant home. Below are sites we've used and recommend. We will place advertising as you direct and at your expense. We do not charge an administrative fee for creating, placing or maintaining these ads. The individual marketers may change their fee structure without notice. You must include a check, payable to North Atlanta Realty, Inc. for any "yes" selections made.

Optional Advertising choices (Check all that apply)

Rentalhouses.com - $10.00 per month per listing. Recent stats show:

- over 219,000 visitors viewing their Atlanta properties each month
- averaging 17.8 leads/per property/per month _____**YES** _____**NO**

RentalHomePros.com, the marketing site developed by the National Association of Residential Property Managers (NARPM) combines marketing strength with sophisticated analytical tools to track market conditions in real time. Also using "push" technology to extend your property's ad's reach to a growing network of Marketing Partners. RentalHomesPros.com is highly effective and cost-efficient: $19/rent until it runs _____**YES** _____**NO**

Glide Tour (highly recommended) – A "video virtual walk-through" of your property, with professional voice-over and background music. Currently $129, subject to change. Available to the public through our web site as well as through the MLS. Once created you own it and is available any time the property is again placed on the market.
_____**YES** _____**NO**

Newspapers: Ads must include "North Atlanta Realty, Inc. 678-377-0786". This is a special phone number that notifies us that that call is being generated by a newspaper ad. Newspaper ads are very expensive compared to internet advertising and generate a much lower rate of return. It is even more important to know that the call was generated by a newspaper ad.

I agree to be responsible for the cost of any ***additional*** advertising as indicated above. I realize that no advertising is guaranteed to produce a qualified tenant and that North Atlanta Realty, Inc. attempts, but does not guarantee, accurate tracking of leads which may result from any mode of marketing.

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Landlord or authorized Agent Date