

Email Name: Real Value

Date: October 11, 2012

Subject Line Recommendations: Real Value
Real Value for Your Investment
Value You Can Count On



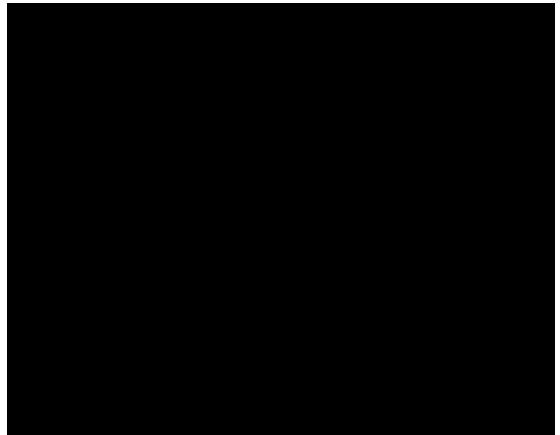
Hi %%FirstName%%,

It can be difficult to make the right choices when it comes to advertising your apartment community. There are so many options! And do you ever *really* know that a specific source generated a lead? How do you know your investment is paying off?

When you advertise with Company Name, you'll know exactly what you get – including which leads we've brought to you, and the value you receive from partnering with us.

Our complimentary return on investment (ROI) analysis will clearly demonstrate how your bottom line can be positively changed:

- break-even point for your investment
- what vacancies really cost your community
- annual number of leases needed to cover your investment and overall ROI
- how one lease from Company Name will positively impact your bottom line*



Plus, we offer many solutions to help you engage your prospects and set your community apart from your competition.

You'll get quality leads who are interested in your community – *and* you'll understand the value of your advertising dollars.

Please call or email me, and I'll be happy to get your ROI analysis to you right away.

Regards,

%%FirstName%% %%LastName%%

Account Representative | %%PhoneNumber%% ext. %%Extension%% | %%EmailAddress%%

* Based on an average monthly rental rate of \$1,000.