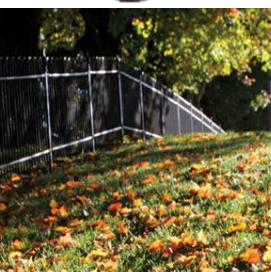




## Listing and Marketing Consultation

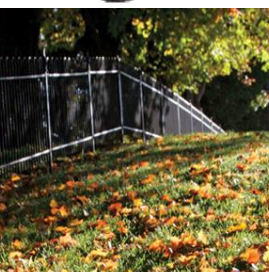
# Exposure

- Your property will be featured on [www.michiganluxuryrentals.com](http://www.michiganluxuryrentals.com) Metro Detroit's premier luxury rental website.
- Our website is averaging 5,000 hits per month and is mainly viewed by corporate clients and CEO's of major companies.
- Our website is also a top ranked website on Google, Bing, & Yahoo.
- Your listing will be featured on Zillow, Trulia, and Realtor.com as a premier listing.



# Advantage of Using the MLS

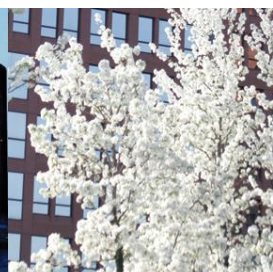
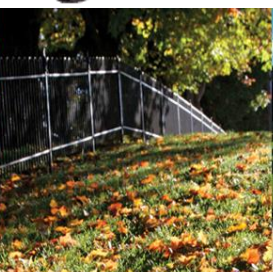
- The MLS (Multiple Listing Service) gives access to thousands of real estate agents to show any property listed on MLS.
- The main advantage for you as a landlord is the agents pre qualify their clients before they show properties.
- The MLS also syndicates the property to many different websites that you as a landlord don't have access to.
- The MLS sister site Showing Desk tracks all showings and asks the agent to provide feedback after showings.
- Properties featured on the MLS usually achieve more applications.
- Generally corporate companies only work with real estate agents when finding leases.



# Resources

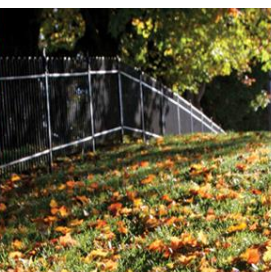
- Exclusive relationships with many corporate housing & relocation companies.
- Relationships with Athletes and Hollywood Studio Production Companies.
- Partnerships with several housing companies that will furnish the home for tenants. -Generally these companies will pay a premium.
- Relationships with insurance companies who generally need short term housing for clients.
- Affiliations with human resource companies who find housing for out state corporate clients.





# Information Provided to the Landlord

- Application
- Letter of Intent
- Credit Report
- Verification of employment
- Lease Agreement
- Necessary Disclosures
- Inventory Checklist
- First months rent and security deposit
- Market Analysis



# Marketing Plan

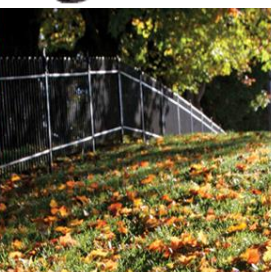
- **Internet**

- Michigan Luxury Rentals.com
- Zillow.com Enhanced Listings
- Trulia.com Enhanced Listings
- Show me the Rent.com
- Hot Pads.com
- Realtor.com Enhanced Listings
- Rentlinx.com
- Craig's List.org
- MI India.com
- Zumper.com
- Social Media Platforms
- 100+ Other Sites

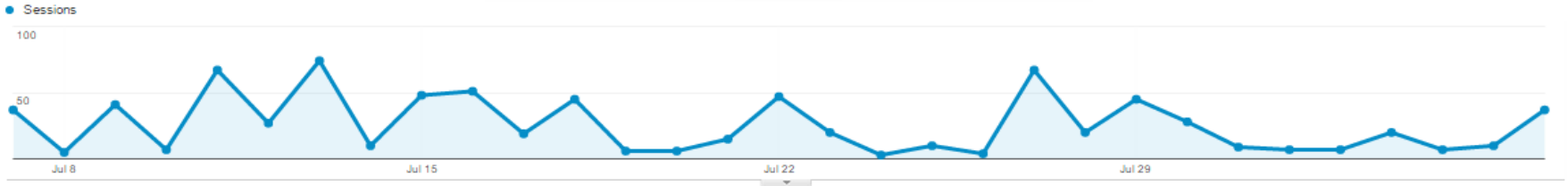
- **MLS**

- **Corporate Housing**

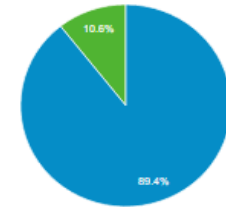
- ALE Solutions
- CRS Temporary Housing
- Oakwood Housing
- V Suites
- MRM Marketing
- Chrysler Automotive
- General Motors
- Detroit Energy
- Treves Group
- Veleo
- & Many More



# Website Traffic



■ New Visitor ■ Returning Visitor



**Demographics**

Language	▶
Country	
City	
System	
Browser	
Operating System	
Service Provider	

**Language**

	Sessions	% Sessions
1. (not set)	542	67.83%
2. en-us	245	30.66%
3. en	5	0.63%
4. ru	4	0.50%
5. de-de	1	0.13%
6. es	1	0.13%
7. zh-cn	1	0.13%





# Credit Example



## John Doe

Credit

Criminal

Eviction

766

No Record Found

No Record Found



### Credit Summary

Report created 08/05/2015 05:14:44 PM CT

Calculated with the Vantage Score 3.0 risk model that has a range of 300-850

The factors that adversely affected your credit score are listed in order of their importance based on their influence.

- Number of inquiries impacted your score, but effect was not significant
- Lack of sufficient credit history
- The total of all balances on your open accounts is too high
- Lack of sufficient relevant real estate account information
- The date that you opened your oldest account is too recent

Pursuant to California Civil Code 1786.29 the following disclaimer is made. The accuracy or truthfulness of this report cannot be guaranteed as to the subject of the investigation, only that it was accurately copied from public records. Information generated as a result of identity theft, including evidence of criminal activity, may be inaccurately associated with the subject of this report. The Subject of this report may review all files, in relation to this report, maintained by Zumper with a proper request and identification.

Nuestros archivos se pueden revisar, en persona, o por correo certificado o por teléfono con la identificación adecuada.



credit

766 John Doe

Report created 08/05/2015 05:14:44 PM CT

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### Recent Addresses

Reported Date	Address	Type
10/29/2010	123 America Rd, Los Angeles Ca 90049	Single-Family Dwelling

### Employment Information

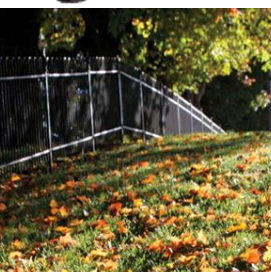
Reported Date	Updated Date	Employer Name	Address
08/2015	-	John Smith	123 Victory Ln, Los Angeles, Ca

### Public Record

No public record information

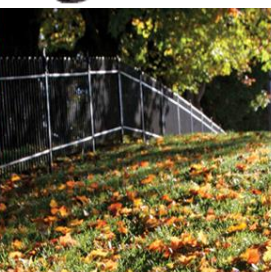
### Credit Inquiries

Date	Name	Business Type	Description	Amount
05/22/2014	America Bank	All Banks -- Non-Specific	Unknown - Credit Extension, Review, Or Collection	UNK
03/24/2014	America Bank	Bank Credit Cards	Unknown - Credit Extension, Review, Or Collection	UNK
10/17/2013	America Bank	Bank Credit Cards	Unknown - Credit Extension, Review, Or Collection	UNK



# Michigan Luxury Rentals

- We feature the first website dedicated to rentals in the Metro Detroit area.
- Our website is ranked highly on google and constantly receives thousands of hits a month.
- Potential tenants can apply for rentals, search for rentals, request to see rental listings and much more.
- [www.michiganluxuryrentals.com](http://www.michiganluxuryrentals.com)





Thank You

