PMW

GROW

About

Take your website to the next level with better lead conversion, automated rental analysis and seo-optimized listings. Perfect for the property manager wanting to grow at a reasonable rate.

What's Included

Cost: $599/mo

Base package includes:

- Amazon's Enterprise Cloud Based Hosting w/ High Availability Servers
- Daily Website Backups
- Advanced SSL Certificate
- Website Maintenance
- Priority Customer Service
- Website Tech Support
- Google Analytics
- Advanced Properties Widget (APP)
- Reputation Management
- Branded Automated Rental Analysis (AMP)
- Comprehensive Monthly Reporting (Includes SEO, Google Analytics, Paid Search, Call Tracking, Google My Business and more!)
- Reporting Dashboard

More About Our Products

Advanced Marketing Platform (AMP)

Our automated rental analysis helps you gain more leads, convert them more consistently... and it's conveniently automated.

Step 1
- A potential client is asked to enter their rental address.
- The AMP instantly captures the property address and automatically sends a company branded postcard to the homeowner.
- This allows you to identify and market to new management prospects automatically and potentially double new business opportunities through your website.

Step 2
In step two, our AMP captures even more detailed client information, including their name, email and phone number, and then automatically emails a company branded rental analysis to them!

This allows visitors to:
- Research whether they are getting the highest rents possible
- See how their properties are priced compared to nearby rentals
- Determine how their rental market is performing
- All while giving you, the property manager, the ability to capture and convert leads.

Every client using AMP gets a call tracking phone number so you can target the leads coming from prospective management clients calling your office. Our user-friendly software keeps track of every form submission, so you will never lose a lead again!

Advanced Properties Plugin (APP)

The Advanced Properties Plugin, or APP, can now add your rental properties directly to your website.Since we are building a new page for each listing, it's like doing a blog post every time you advertise a property for rent. Get an SEO boost from simply advertising your rentals – something you have to do anyway!

Your rental page is the busiest section of your website. Traditionally, this traffic and time on site value is directed to other resources because of how listings must be displayed. When you post an available property using the APP, a page is created that is unique to each listing, giving you all the SEO value of Tenants spending time on your site.

As users engage in photo galleries, embedded videos and other marketing information, usage data on your website is increased.

You will now receive 100% of the credit for Tenants searching your property listings which means more than twice as many page views site wide and average session duration is more than double for Advanced properties plugin users than what it used to be.

Advanced Reporting

STOP SWITCHING BETWEEN MARKETING PLATFORMS

Switching between platforms is a pain—at least it used to be. With over 70 marketing integrations, you have access to all the data you need to help clients succeed. From SEO, PPC, Social, Email, Call Tracking, and more, you've got access to all your data in a single, intuitive interface.

Track:
1. SEO - Search engine optimization, the process of manipulating the visibility of a website or a web page in search engines. Track backlinks, domain stats and your most popular Google search terms.
2. Analytics - Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, and how users interact with your website. Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a website.
3. Social Media - Track and monitor all of your social media accounts, interactions, posts, insights and popularity. What type of posts create the most interactions, likes and comments.
4. Ads / PPC - Monitor all of your PPC and Ad data across Google Ads, Facebook Ads, Bing Ads and Google Remarketing Ads.
5. Call Tracking - Track and review all lead phone calls from your website and Ads. Download and listen to recordings to ensure quality service.
6. Reviews - Track and grow your reputation. Monitor and track your Google Business Profile.
7. Other Integrations - There are over 70 integrations to choose from. Monitor all of your marketing efforts in one place with one login.

Reputation Management

Customer reviews are a highly effective marketing strategy, but your customers must spread the good word about your business for you. So, what's the best way? Using an online reputation management tool helps you generate reviews, monitor reviews and market those reviews on your website so you can build the reputation and credibility you deserve.

How it Works
1. Clients are sent to the review funnel where they will be able to indicate whether they had a good or bad experience.
2. If your client chooses to leave a good review, they are automatically directed to the sites where you want them to leave a review, such as Google or Facebook.
3. If their experience was poor, you can direct respondents along unique, contextual paths based on their answers by using custom surveys.

Benefits
Review Generation
Get reviews on Google, Facebook & over 100+ industry specific review sites with email and text request campaigns. It's easy for your customers to write a 5 star review.

Review Monitoring
Monitor reviews and respond to reviews on 100+ review sites. Keep your team up to date about reviews with daily email notifications.

Review Marketing
Automatically stream your best reviews with a widget on your website and share your best reviews on social media.

Review Reporting
Schedule review performance reports so you can clearly demonstrate the improvement of your reputation to everyone on your team.