



Want a flexible advertising plan that gives you priority placement and only charges for results? Welcome to Featured Listing! The powerful way to reach renters looking for exactly what you have.

## BENEFITS

- Prominently stand out above your competition and capture the attention of renters before they see alternatives.
- Limited inventory of top three slots.
- Increased click through rate due to priority placement.<sup>1</sup>
- Cost Effective & Results Oriented: Maximize return on investment by paying only when your listing is clicked.
- Click Verification Reporting.
- Email Lead Reporting (if a Showcase Listing Customer).

## What is the cost?

Featured Listing is a pay for performance model. That means you only pay when a renter clicks on your listing.

## How does it work?

You determine how much you want to spend. Then allocate that money towards a specific community and floorplan. Move™ has established market tier rates for the cost-per-click to your listing. Based on this rate, Move™ will feature your listing in the top slots up to your predetermined budget spend. For example, if you want to spend \$100 to advertise a floorplan and the cost-per-click in that market is \$.50, your listing will be featured in the top slots until you receive up to a total of 200 clicks for a value of \$100.

The communities and floorplans that will be featured in the top slots will be based on consumer defined criteria, and the relevancy of your listing to that criteria.

Call your Regional Advertising Executive today at **1-800-736-8638** to start getting qualified leads.

<sup>1</sup> A Google study found that 40% of all eyeballs fixate on the top and right areas of the screen and the first listing receives 20% of the clicks on the page.

**Featured Listings**

	<b>\$875</b> Studio-5 Bed, 1-3 Bath 855-1405 Sq. Ft. Location, Location, Location! A beautiful apartment (more...)	<b>Leftton Place</b> 2200 North Main Street Binder, CA 00001 Source: rentnet.com	MORE PHOTOS VIRTUAL TOUR AIR CONDITIONING
	<b>\$2,200</b> 5 Bed, 2-3 Bath 2200-4000 Sq. Ft. These units are ideally situated for utmost in privacy (more...)	<b>Casa Carito</b> Binder, CA 00001 Source: rentnet.com	MORE PHOTOS VIRTUAL TOUR ISLAND IN KITCHEN
	<b>\$750</b> 1-5 Bed, 1-3.5 Bath 450-4000 Sq. Ft. Welcome to Kaye Luxury Apartments - high above (more...)	<b>Kaye Luxury Apartments</b> Binder, CA 00001 Source: rentnet.com	MORE PHOTOS VIRTUAL TOUR HARDWOOD FLOORS