

Mandate & Services

PWS reduce vacancy by generating leads through a comprehensive web-based strategy that maximizes online exposure.

1. Do you need a site?

- **PWS** build complete custom websites for property managers.
- Every website built by **PWS** is specifically designed to attract visitors, generate leads, and reduce vacancy.

2. Already have a site? **PWS** can maximize your site's effectiveness:

- Draw more traffic and create more leads.
- Improve Search Engine Rankings (Search Engine Optimization, SEO).
- User friendly navigation and easy access to all available apartments.
- Enhanced content that turns inquiries into paying tenants:
 - Professional photos that positively showcase property assets.
 - Extensive details and specs for efficient target marketing.

3. Webmaster Services

- Website lead generation and site promotion:
 - 3rd party site advertising.
 - Pay Per click campaigns.
- Search Engine Optimization (achieving high search engine rankings).
- Consistent and timely content updates to accurately reflect availability.
- Review and implement visitor comments and feedback.
- Lead management.
- Monitor competitor sites, track website statistics and industry trends to adjust online strategy.
- Website hosting (includes website statistics, email accounts).

Client Case Study

Client: Montreal based Property Manager with a focus on student rentals, 1000+ units in 17 buildings. Holdings include apartment buildings in Downtown, N.D.G., Cote St. Luc, Lasalle, Cote Des Neige, Plateau region.

Measurable Results:

In 2 years the **PWS** website strategy:

- Received over **200,000 website visits** (9000 visitors / month).
- Produced **40,000+ leads** (emails, phone calls, walk-ins, lease applications).
- Substantially decreased vacancy rate (even during a softening rental market).
- Over a 2 year period (May 2007 – May 2009) vacancy rate fell from 5.2% to less than 1%, with results noticed almost immediately (**reduced vacancies from 52 to less than 10 units**). With over a 50% drop in the first year.
- **Year over year additional profits of over \$300,000.**
- Achieved and maintained **first place rankings on every major search engine** for most related 'high value' search terms for students ("Montreal student apartments", 'Montreal apartments for students', 'apartments in Montreal for students', etc.)

Other Benefits:

- Reduced administrative staff, adding to overall cost savings.
- Streamlined rental process for staff and tenant.
- Reduced advertising costs.
- Web-based tools allowing tenants to:
 - Pay rent online.
 - Post comments, concerns, ads, feedback on tenant message board.
 - Schedule maintenance appointments.