

Maximizing Your Advertising Efforts!

Why HousingConnections.org Should be the Foundation for all of Your Advertising Efforts

We understand that as a housing provider your emphasis is on filling vacancies or selling property while reducing expenses. HousingConnections.org (HC) can assist with both! All use of the site is completely free, making HC is an excellent 1st tool for your marketing toolbox!

Many of you are also using print media and other websites to promote your properties. We'd like to suggest optimizing your advertising by linking other ads to your HC ad. Use a link to your HC posting to provide detailed property information, multiple photos and floor plans, downloadable documents, a GIS map highlighting amenities in your neighborhood, etc. without the hassle of frequently reposting all of this information!

Using Your Property ID

The easiest and most expedient way to promote your properties is to utilize the HC Property ID#. For instructions on finding your property ID#, visit <http://housingconnections.org/Help.cfm?t=113>.

Link Other Ads to Your HousingConnections.org Postings

There are several ways to refer other online or print advertisements to your HousingConnections.org (HC) postings. Referring other ads to your HC postings can save you time and paid print space by easily referring to HC's:

- Detailed property information already inputted
- Unlimited descriptive language and contact information / instructions
- Uploaded interior / exterior pictures and floor plans
- Uploaded documents (application, promotional flyer, etc.)
- Plus the powerful and automatic GIS mapping function

Don't duplicate your efforts! Post all your info. and uploads at HousingConnections.org and refer other ads to it to efficiently offer detailed information. You can do this one of several ways:

How to:

STEP 1: Log into your HousingConnections.org account

STEP 2: As the screen reloads, you will be taken to your "HOME" tab by default. About 3"-4" down the screen is a list of your units as posted on the site

STEP 3: LEFT click once on the property you want to link to

STEP 4: LEFT click once on "See this property in the Search Results"

STEP 5: Now that you're looking at your property's brief HC view as housing consumers see it in their search results, highlight the URL; that is, the internet web address at the top of your web browser window

STEP 6: With the address highlighted, RIGHT click once and choose "Copy" from the menu that appears

STEP 7: Paste this address into other online or print ads you're preparing and you're all set!

If you have Qs, contact the Tech Line at 503/823-4141!