

entrata

# Prospect Portal

SPECS



ProspectPortal® is a completely responsive marketing website solution that showcases your listing in real-time and provides prospects desired content in a way that is quick and easy to find. It acts as a powerful lead conversion tool to help you fill apartments at a very low cost-per-lease.

## BENEFITS



### EASY OPTIMIZATION

With the use of our CMS, controlling your online presence is simple. Swap out photos, enter SEO keywords, add fresh content, or switch to a new design with just a few clicks.



### INCREASED CONVERSION

ProspectPortal offers a research driven, highly structured layout to keep users interested and on your site longer. We'll provide you with all the tools you need to get your website working and converting prospects for you.



### GENERATE MORE LEADS

ProspectPortal provides you with the most advanced and efficient tools in the industry to generate more leads by capturing and funneling traffic online.

GREYSTAR

LINCOLN PROPERTY COMPANY

WinnCompanies

ALLIANCE

FAIRFIELD  
RESIDENTIAL

## WEB PRESENCE

### FEATURES

#### EXTENSIVE THEME GALLERY

Take your pick and brand it your own with the best looking and most functional websites available. [See for yourself](#).

#### CONTENT MANAGEMENT SYSTEM

Our content management system (CMS) is easy to use, filled with additional functionality, and provides complete flexibility.

#### CORPORATE AND PROPERTY WEBSITES

Complete marketing websites with tools to help you capture and convert prospects.

#### INTERACTIVE WIDGETS

Tailor your site with a variety of custom widgets and relevant contact information to help capture interest at the most opportune time.

#### SEO TOOLKIT

We provide all the tools to control your own content and meta-data. To learn more about our industry-leading SEO services, [click here](#).

#### FACEBOOK INTEGRATION

Provide website functionality to prospects through your facebook page.

## LEAD GENERATION

### FEATURES

#### USER INFORMED INTERFACE

Our teams have spent months testing our sites through input, observation and feedback from users who were currently in the market for rental properties.

#### RATINGS AND REVIEWS

Solicit feedback from current residents, respond to their concerns, and automatically post approved comments to apartment website.

#### MULTIPLE FLOOR PLAN VIEWS

Floor plans can be viewed as High Rise, 2D, 3D, and Aerial View to ensure that prospects get a more real-life view of available units.

#### ONLINE APPLICATIONS

Applicants can fill out a simple online application that will collect all necessary information and fees.

#### GUEST CARD INTEGRATION

All captured guest cards integrate fully with your property management or lead management software.

#### REAL-TIME AVAILABILITY

Our advanced integration and real-time availability allow prospects to select floorplans, check availability and review pricing all in real-time.

#### STATIC SIDEBAR

Keep important contact information easily available to prospects by having it visible on every page.

#### LIVE CHAT AND LEADALERT™

Download a free live chat window that resides on your taskbar and alerts you when prospects reach out by phone, text, guest card, or chat.