

Please complete the entire form. It is important that we receive all of the below information to seamlessly integrate the property into our portfolio and ensure a smooth transition.

When finished please send back to marketingrequests@royalamerican.com. Make sure to also send your logo, floorplans, and property images as high resolution attachments. We accept .PDF, .EPS, .JPEG, and .PNG file formats. If your files are too large to send via email we can provide you with a Dropbox link.

PROPERTY WEBSITE

Does the property currently have a website? yes no

If yes, please provide the URL:

Who created the website (LeaseLabs, RealPage, RentCafe, etc.)?

Where is the website hosted/ who hosts it?

Who owns the domain name (owner, management company, website provider)?

For property website domain transfers, please contact marketingrequests@royalamerican.com

If there is no website, does the property need one? yes no

Websites are built through a third party provider, LeaseLabs (a RealPage Company). **Cost for a website is a one-time setup fee of and then a month once the website is established.**

To build a property website the marketing team needs all property information and assets in hand to start the implementation process. Assets include high resolution photos or renderings, logo, floorplans, completed property intake form, and completed points of interest spreadsheet. Turnaround time for a website can vary greatly and is highly dependent upon asset collection.

If no high resolution photos or renderings are provided during asset collection, stock imagery will be used on the website. After the property has been completed, and is photo-ready, the website can be updated at any time with high resolution property photos by submitting a marketing request. We are allotted two rounds of revisions after a staging link has been provided by LeaseLabs. Once the website goes live the marketing team is able to make changes or updates as needed by submitting a marketing request. Changes and updates include: copy, photos, pricing, colors, logo, and floorplans.

PAID ADVERTISING

List any paid advertising the property participates in (Apartments.com, Apartmentlisting.com, local publications, etc.)

SERVICES WE OFFER

Royal American's Marketing Department offers creative branding services and a wide range of exclusive property marketing materials for our multifamily properties. For a full list of our services and pricing, please reach out to marketingrequests@royalamerican.com. We would be happy to assist the property with creating any items that it might need.

- ◆ Branding Services
- ◆ Marketing Collateral
- ◆ Property Signage
- ◆ Property Website (*Coordination through third party website provider*)
- ◆ Microsite on Company Website
- ◆ 3D Floorplans/ Virtual Tours (*Coordination through third party provider*)
- ◆ Aerial Site Maps (*Coordination through third party provider*)
- ◆ Access to Private Marketing Website
- ◆ Grand Opening & Ribbon Cutting Ceremony/ Open House

SUBMIT FORM